

Helping Young Londoners Grow

IMPACT REPORT 2016

ASTRONAUT



**MAYOR'S
FUND FOR
LONDON**

HELPING YOUNG LONDONERS GROW



MESSAGE FROM THE MAYOR

London is the greatest city on earth. It is where I was born and raised and I am proud to serve our City as Mayor of all Londoners.

I have a burning ambition for London. I want every single Londoner to get the same opportunities that our city gave to me and my family; the opportunities not just to survive, but to thrive and fulfil our potential.

Young Londoners shape the future, so it's important that we unlock the potential of the next generation. Every day I see how young Londoners boost the economy and unleash creativity with passion and excitement.

I strongly believe that how we educate and train our people has a profound impact not only on their own chances in life but on London's economy and competitiveness. I am determined

to make sure Londoners get the skills they need to get on in the future economy by securing employment, climbing the career ladder and ultimately escaping the threat of poverty.

As Patron, I am proud of the achievements of the Mayor's Fund for London, but there is so much more to be done to make London a city of equal opportunity. We need to work together. I urge our business leaders and wealth creators to get behind our campaign to invest in London's children and young people so that all Londoners make the most out of living in the greatest city on earth.

Sadiq Khan, MAYOR OF LONDON

PATRON:

Sadiq Khan

TRUSTEES & DIRECTORS:

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Lord Stanley Fink
Lesley King-Lewis
Ian Livingstone
Sir Harvey McGrath OBE
Sir Stephen O'Brien CBE
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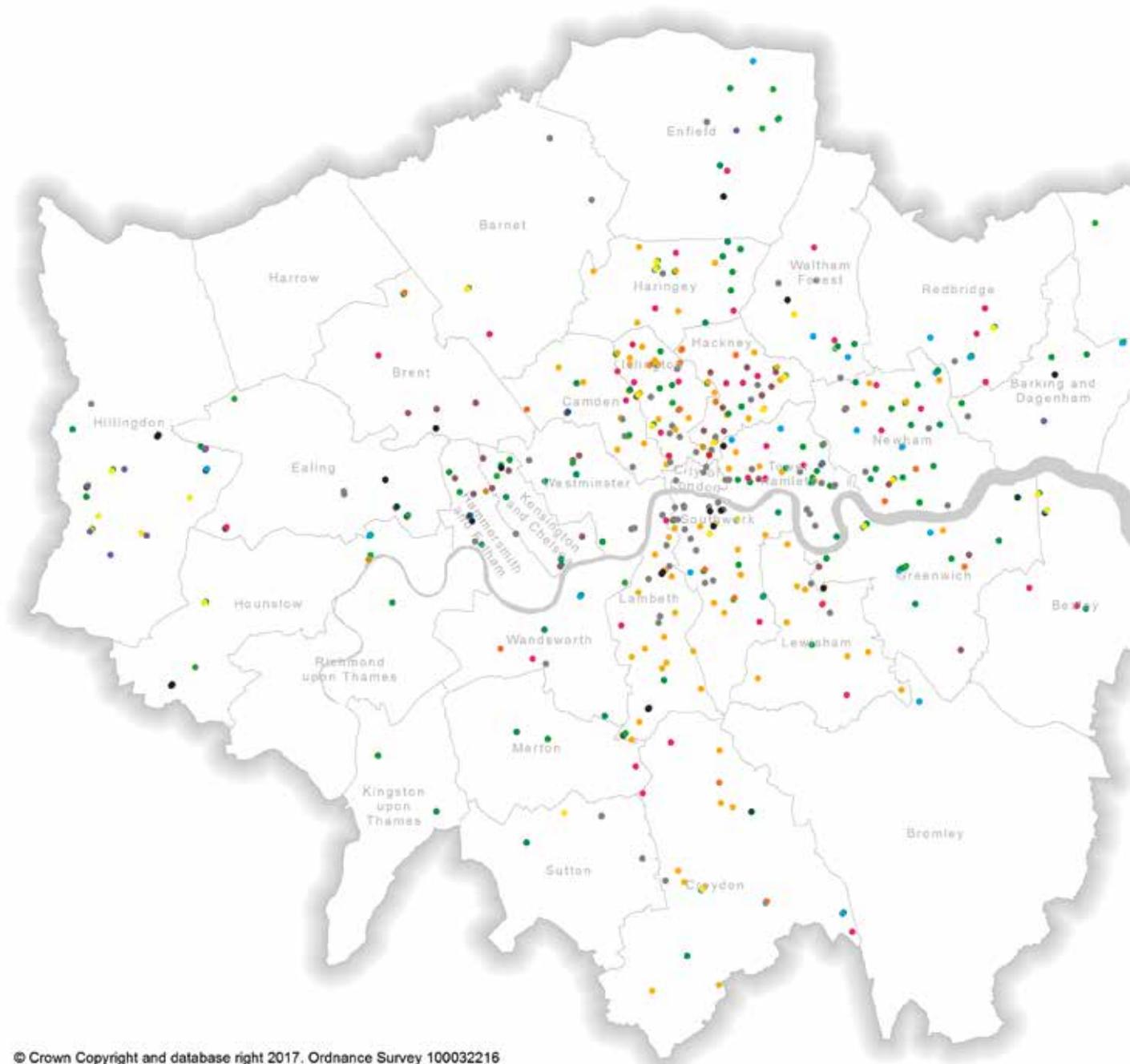
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Georgina Buckle
Mahfuz Ahmad Chowdhury
Raihan Chowdhury
Nasra Dirir
TJ Dobson
Laila Fernandes-Yasin
Jhemar Jonas
Tyler M'Baye
Shanté Nwanaebi
A.J Sincere Neavin-Wynter
Billy Walker

EXECUTIVE TEAM:

Mathew Patten Chief Executive
Kim Chaplain Director of Charitable Portfolio
Pooja Aggarwal Head of Finance and Operations

OUR IMPACT 2016 AT A GLANCE



KITCHEN SOCIAL

Over **4,400** healthy meals provided

INSPIRING READING

78% of schools agree that Inspiring Reading helped accelerate reading progress

COUNT ON US

16,500 pupils received support in numeracy through our Count on Us projects

LONDON CURRICULUM FOR PRIMARY SCHOOLS

30 schools/ **900** children took part in the pilot in 2016

YOUNG LONDON WORKING

432 young people gained employment across 28 boroughs

CREATIVITY WORKS

115 young Londoners completed the programme with 87 moving into work or education as a result





THE MAYOR'S FUND FOR LONDON

The Mayor's Fund for London is a social mobility charity.

We empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty. The Mayor of London, Sadiq Khan, is our Patron.

Our charitable activities focus on wellbeing, skills and employment and enterprise.

We help children and young people play a greater part in the future of London.

OUR THEORY OF CHANGE

Our Theory of Change identifies four key outcomes to improve the life-chances of young Londoners:

ASPIRATION – *a sense of ambition and purpose*

ABILITY – *core skills underpinning employment, like literacy and numeracy*

AWARENESS – *knowledge of where to look for opportunities*

ACCESS – *to London's job market, including work placements and internships*

OUR ADDED VALUE

Our unique position enables us to bring together key stakeholders from the public, private and third sectors, including young people themselves, to:

- Contribute to the Mayoral priority of social integration and community cohesion
- Consider and identify the challenges faced by young Londoners in all 33 boroughs
- Create and support solutions
- Evaluate their impact
- Scale success and share best practice

DANCER

CHEF

CHALLENGES & SOLUTIONS

London is a wealthy, exciting and vibrant city offering some of the best opportunities in the world. But these are not open to all. Levels of inequality and poverty in London are the highest in the UK:

- 700,000 young Londoners were living in poverty by the end of 2016
- The number of children living in working households below the poverty line has increased by 70% in 10 years
- Levels of youth unemployment in the capital are nearly 11%

Poverty has detrimental effects on individuals and their communities, providing significant barriers to leading happy and fulfilled lives. Children growing up in poverty are:

- More likely to face social exclusion
- Less likely to do well in school
- Earn less as they progress into adulthood

700,000 young Londoners were living in poverty by the end of 2016

OUR RESPONSE

We believe that being employable is the essential element to escape the threat of poverty.

Our Theory of Change is designed to help young Londoners from disadvantaged backgrounds improve their employability by raising their aspiration, skills, awareness and access to opportunities.



We work with young Londoners aged 4-24 years including those who are:

- from poor and low income households
- in crisis
- from vulnerable groups, e.g. care-leavers, those with disabilities, or from certain ethnic backgrounds

We target our interventions in schools and communities in areas of high deprivation and work with young adults who are in or at the point of crisis.

WHAT LONDONERS SAY

Poverty and inequality affect children and young people throughout their transition into adulthood. During 2016, we consulted with groups important to the success of young people in London. These included parents, teachers, employers, charities and other organisations. Here are some of the challenges we heard.

HUNGRY CHILDREN ARE AT A PROFOUND DISADVANTAGE. Over 500,000 children in London struggle for food during the school holidays. Teachers report malnourished children returning to school after the holidays having fallen behind. Many will never overcome this disadvantage.

YOUNG PEOPLE FROM POORER HOUSEHOLDS FIND IT DIFFICULT TO TRAVEL OUTSIDE THEIR OWN COMMUNITY. The capital contains many cultural, learning, sports and other enrichment opportunities which are often inaccessible to young Londoners from disadvantaged backgrounds.

CAREER GUIDANCE IN SCHOOLS NEEDS TO BE MUCH BETTER. There is a mismatch between what employers require and young people can offer. There are limited opportunities for work experience and an over-reliance on nepotism. Traditional recruitment methods often exclude young people.

LONDON'S BOROUGH-BY-BOROUGH APPROACH IS STRUGGLING. Much of the external support available to young Londoners is restricted to the geography of a borough. Many of the potential solutions that would help young people can be found across boroughs.

SOLUTIONS LOOKING FORWARD

We are organising our work into three themes:

1

MORE THAN JUST FOOD

Develop Kitchen Social, a campaign to end holiday hunger and promote active lifestyles, drawing on our experience in school breakfast clubs and holiday food

2

MORE THAN JUST SCHOOL

Deepen our trusted relationships with schools to help more students experience and benefit from London's enrichment opportunities

3

MORE THAN JUST A JOB

Narrow the gap between employers and young Londoners, working with partners to improve careers advice, work experience and pathways into employment

By 2020 our aim is to be making a positive difference to 1-in-10 young Londoners from disadvantaged backgrounds. To achieve this, we intend to:

- Work with local community organisations to establish 330 Kitchen Social hubs to feed 50,000 young Londoners during the school holidays, as part of our campaign to secure statutory funding for holiday food
- Give leadership and enterprise coaching to 7,000 students in 72 primary schools and 36 secondary schools to build their aspirations, skills and resilience, and help them compete for funding to deliver 36 projects that benefit their local communities
- Provide 10,000 young Londoners with at least 4 employer encounters during their school education through our Access Aspiration partnership with Team London in the London Enterprise Adviser Network

Across all our activities, convening and collaborating with public, private and third-sector organisations continues to be a priority.





PRODUCER

OUR **IMPACT** IN **2016**

Supported **31,574**
young Londoners across
Greater London.

Worked in partnership with **325** schools,
220 employers, and **78** charities, social
enterprises, and local authorities.

SOCIAL IMPACT REVIEW 2013-2016

We were delighted when one of the world's leading global management consultancy firms agreed to assess the social impact of our activities between 2013 and 2016.

We asked 3 questions about our social impact:

1. How well does our charitable portfolio reflect our Theory of Change?
2. What impact have our activities had?
3. What can we do differently in the future to deliver more social impact?

The report, which included over 30 hours of stakeholder interviews and the creation of a tailored impact measurement approach, concluded that the Mayor's Fund had reflected its Theory of Change and:

- Reached 85,000 young Londoners
- Secured 1,100 job starts, increased awareness of alternate job paths to more than 10,000 young Londoners and provided £20k annual funding to young entrepreneurs
- Provided learning support to 33,000 students and improved attainment of 20,000 students
- Delivered circa 2 million meals
- Reached broad audiences with relatively inexpensive programmes

To deliver more social impact in the future, the review recommended that the Mayor's Fund

increases its focus on impact measurement and portfolio management to:

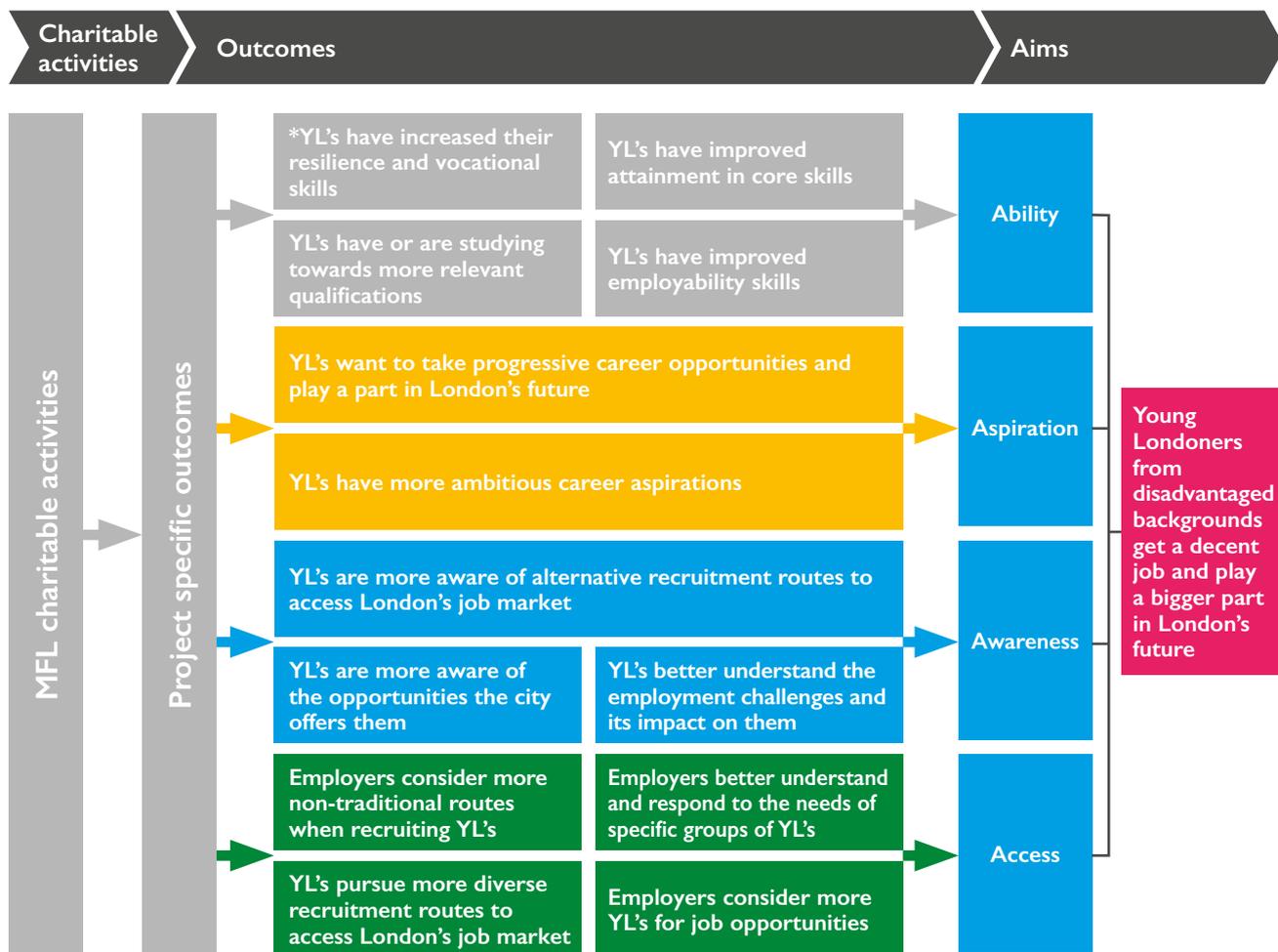
- Ensure the Theory of Change is at the core of its end-to-end process and prioritises direct Theory of Change impact
- Set and continuously track key input, output and outcome metrics
- Make deliberate portfolio choices
- Maximise convening and advocacy in programmes as part of their design, given the Fund's unique positioning within the London philanthropy landscape

Organisationally, the review concluded that the Mayor's Fund has a healthy level of organisational capacity. Recommendations included:

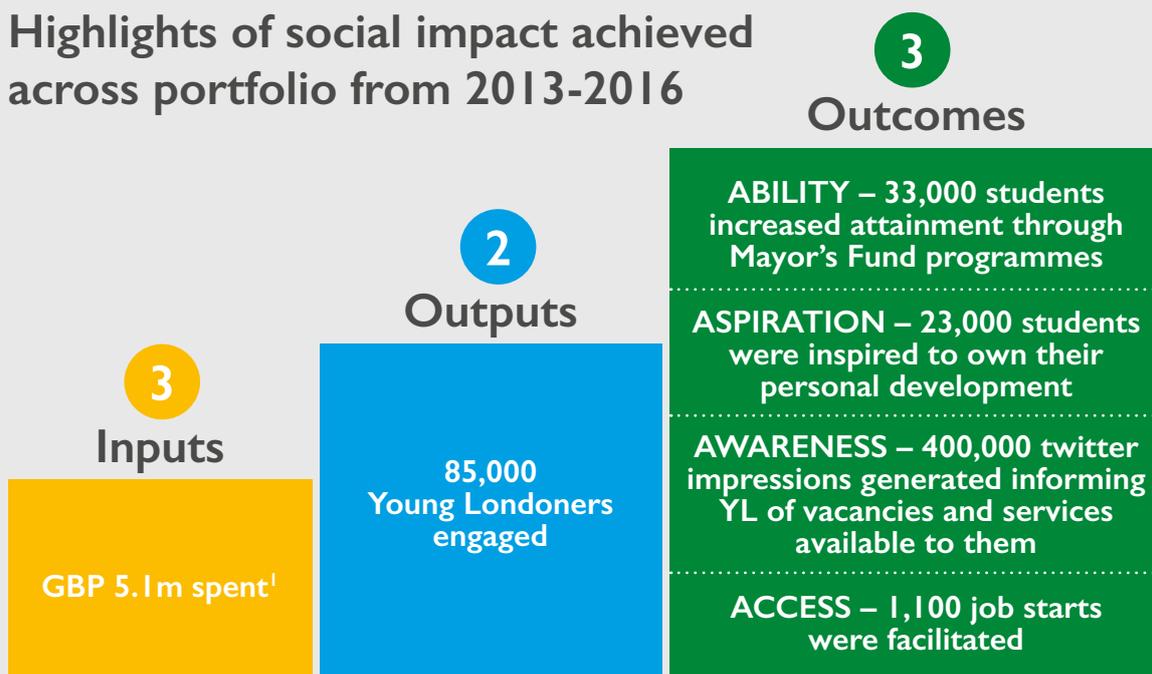
- Clarifying and aligning long-term ambitions, goals and targets
- Better articulating and communicating our raison d'être and impact externally
- Actively soliciting feedback

The Mayor's Fund for London is very grateful for the pro bono support and detailed analysis. We have already begun the process of adopting the review's learnings and recommendations.

The Mayor's Fund Theory of Change focuses on tackling child poverty through employment



Highlights of social impact achieved across portfolio from 2013-2016



¹ Total 2013-2016 spent was £6.4m, out of which £5.1m was programmes in scope

*YL = Young Londoner

WELLBEING

Supporting children to be happy, healthy and motivated to learn.

BIOLOGIST

HOLIDAY FOOD

Provision of healthy, balanced lunchtime meals and developing capacity of local community organisations to deliver holiday food long-term.

- 600 children and young people participated in the pilot
- Over 4,400 meals provided

Supported by the GLA and innocent foundation

Provision of breakfast in 9 of East London's most disadvantaged areas.

- 250 children provided with breakfast
- Supported by Kellogg's and innocent foundation*

SCHOOL FOOD

Healthy and nutritious school breakfast clubs to boost attendance, relieve stress on families and help young Londoners work to a higher ability.

- Nearly 850 children provided with breakfasts
- 14,000+ breakfasts provided since the start of the project in 2014

Delivered in partnership with Greggs Foundation and Magic Breakfast



“During the project two children attended who were noticeably unwell. The food not only gave them sufficient energy to participate in the club's activities but also allowed the youth worker to recognise that the children were in need and referred them for safe guarding.”

– Charlton Athletic Community Trust

BE THE BEST YOU CAN BE

Designed to raise aspiration and attainment.

- 8,000 students took part across 67 primary and 15 secondary schools

Supported by Taylor Wimpey; delivered by 21st Century Legacy



HOLIDAY FOOD PILOT

The Mayor's Fund has played an important role in the successful campaign to provide healthy food in London schools, but we were concerned that the benefits of this were being undermined by hunger during the school holidays.

There is no statutory provision during the holidays (170 days) for the 200,000 children entitled to free school meals in London. Recent research suggests that 500,000 young Londoners go hungry during the holidays, with teachers saying that these children return to school at a disadvantage.

The holiday food pilot was designed to test a scalable approach to dealing with hunger and social exclusion during the school holidays.

Rather than creating new holiday food clubs, the pilot identified existing community-based organisations already delivering holiday activities, that also wished to provide healthy meals and enhanced social development activities.

In partnership with the GLA and supported by the innocent foundation, the pilot worked with 14 community organisations across London. Each community partner received a food provision toolkit, training, funding and on-going support. 4,400 meals were served to more than 600 children and young people.

Evaluation of the pilot revealed:

- Increased attendance and retention at holiday schemes offering quality food

- Greater awareness among children of healthy foods and willingness to try previously unknown foods
- Positive engagement and interest in healthy cooking and putting those skills to use at home
- Encouragement of social interaction and integration
- Better identification of children-in-need by staff
- Improved confidence and skills of club workers

Overall, the pilot's approach was well received, with community organisations welcoming the hands-on support available to plan and deliver a quality food offering.

The learnings from the pilot have informed our new Kitchen Social campaign which brings together a wide range of stakeholders to raise awareness and seek statutory provision for holiday hunger and identify and support 330 community-based partners to feed 50,000 young Londoners during the school holidays.





TECHNICIAN

SKILLS

Helping young Londoners to stay on track at school



COUNT ON US

One in five London children leave primary school behind in maths. Innumeracy is a major barrier to employment and linked to crime and ill-health. Count on Us is a London-wide numeracy programme designed to help re-engage children at risk of falling behind in maths, make it fun and positively involve parents.

Targeted maths clubs for students aged 5-11:

- 2,000 students have taken part in 26 primary schools
- 75% of students report that their Count on Us Maths Club made them feel better about maths at school

Supported by Lloyd's Charities Trust

“This club has helped change the way the school looks at maths. We have a wide range of resources available to us and we have experimented with them greatly.” – Teacher

Parental engagement to help parents and carers support their children's learning of maths

- Worked with 3,000 families supporting 6,500 children across 28 schools
- 86% of parents report increased confidence in helping their child with maths

Supported by Man Charitable Trust and The Taylor Family Foundation

Primary and Secondary Challenge fun maths tournaments

- 8,000 students involved in the Primary Challenge, 2,500 in the Secondary Challenge
- 97% of primary teachers report a positive impact on their students' academic performance

Primary Challenge supported by The Rothschild Foundation, The Texel Foundation, Secondary Challenge supported by Jack Petchey Foundation

“It has been a great opportunity for children who do not normally participate well in maths to get motivated and develop core mathematical reasoning skills. It was really exciting to have an in-school tournament and the children were very enthusiastic to be taking part.” – Mandeville Primary School, Hackney

THE LONDON CURRICULUM FOR PRIMARY SCHOOLS AND CHILDREN'S FESTIVAL

The London Curriculum for Primary Schools uses London as a living classroom to bring to life the national curriculum and increase enrichment opportunities for students and teachers.

- 900 children from 30 primary schools piloted the resources in the summer term. New resources were produced in Autumn and 240 primary schools registered to take part in the 2017 programme
- The inaugural London Children's Festival was held in September 2016 attended by the Mayor

Supported by BE OPEN Foundation; delivered in partnership with the GLA



"I'm delighted that thousands of primary school pupils from all parts of the capital will have the opportunity to enrich their education through London's cultural gems and rich heritage. Our history and culture is a truly global one, so what better way for primary school children to learn, than directly from London's museums, art galleries and other fascinating institutions."

– Mayor of London, Sadiq Khan

DISCOVERY WITHIN A WEEK

Introduces secondary school children to science and IT through astronomy, linking them to astronomers and science facilities worldwide, giving them an opportunity to discover their own stars.

- Piloted in two secondary schools, with 20 pupils, with six more schools coming on line
- Four new stars discovered and named after the London schoolchildren who discovered them

Delivered in partnership with Noosphere



"It was a mind-blowing experience. I never thought I would ever come close to discovering an asteroid." – UCL academy student



..... BANKER

DOCTOR

INSPIRING READING

Helping primary pupils who have fallen behind in reading.

- Since the start of the project, 2,300 children have been supported
- 94% of schools agree that Inspiring Reading helped children increase their enjoyment of reading
- 78% of schools agree that Inspiring Reading helped accelerate reading progress

Delivered in partnership with Beanstalk and part of the Evening Standard's 'Get London Reading' campaign

STEP UP

Support for underachieving students struggling with the move from primary to secondary school, including literacy, numeracy, science and enrichment activities to boost resilience, confidence levels and ability.

- Since the start of the project, over 430 children have been supported
- 76% of students achieved expected progress or better in maths and 86% achieved this in English

Delivered in partnership with SHINE



“After attending one of the sessions, one of the boys wrote three pages in his next English lesson. I later found out that he had not written more than one paragraph since he joined the school.”

– Teacher



COUNT ON US PARENTS

The importance of parental engagement in maths learning was a key insight identified by our research into how to help young Londoners improve their numeracy.

Count on Us Parents aims to strengthen this 'parent factor', making activities fun and accessible while providing quality maths learning.

Children whose parents take an active interest make greater progress at school. But when it comes to maths, many parents are not confident about their own abilities or engaging with the school. This affects their confidence in offering guidance to their children. Cultural attitudes can also mean that maths learning is not fully supported at home, which may be further compounded by language barriers and low numeracy skills.

Count on Us Parents, in partnership with National Numeracy Trust, has been implemented in 28 schools across London in areas of high deprivation. Over 3,000 families and 6,500 children have participated in the programme so far. All schools are offered a grant, Family Maths Scrapbooks, support to develop parental engagement strategies, free access to the National Numeracy Family Maths Toolkit website, and participation in forums.

The project has had an immediate impact in just one academic year. Evaluation evidences that parental engagement raises standards of attainment and leads to increased confidence and improved behaviour.

Key findings include:

- **79% of teachers** reported an increase in parental support
- **86% of parents** increased their confidence in helping their child with maths
- **88% of pupils** increased their confidence in maths
- **82% of pupils** say the Scrapbook helped them talk about maths with their parents

Count on Us Parents is a low cost programme once embedded into the school policy and practice.

“It doesn’t take a huge amount of extra time, once it is embedded. The scrapbook requires little effort as they are ready resources. There are benefits all around, some unexpected ones”.



WEB
DESIGNER

EMPLOYMENT & ENTERPRISE

Increasing awareness of opportunities, preparation for employment and better access to employers

LONDON ENTERPRISE ADVISER NETWORK

A new project to help over 60 London schools prepare young people for the world of work by introducing business volunteers to improve careers advice, work experience and pathways into employment

Supported by City Bridge Trust, Central London Forward and the Careers & Enterprise Company; delivered in partnership with Team London

YOUNG LONDON WORKING

A job brokerage providing access to employers and creating pathways to employment, apprenticeships and work experience opportunities for 18-24 young Londoners.

- 432 young people gained employment across 28 boroughs
- Over 370 young people received one-to-one employability support

Supported by Goldman Sachs, Joseph Rowntree Foundation, Network Rail and Jobcentre Plus

CREATIVITY WORKS

An arts-based employability project for 17-24 year olds not in work, education or training.

- 115 young people completed the programme
- 87 young people moved into work or education

Supported by the Berkeley Foundation and BE OPEN Foundation; delivered by A New Direction (A.N.D.), Create and Media Trust

TECH-UP NATION

An employer-led project working with London's fast-growing tech sector to create awareness and access to apprenticeships for young adults through pre-employability training.

- 128 young people on pre-employment and skills training
- 19 apprentices in post

Supported by L&Q Housing Association, Bank of America Merrill Lynch and Global Radio 'Make Some Noise'; in partnership with the UK Commission for Employment and Skills; delivered by Optimity and Holt Academy

“Young London Working has been a life changer. I enjoy coming to work and am glad to be learning new skills and earning good money” – Kier Tyler



THEATRE OF LAW

A citizenship programme raising awareness about the UK legal system and providing exposure to the broad range of employment opportunities in the sector.

- 988 students took part in the project and also visited the Royal Courts of Justice

Supported by Aviva; delivered by the National Centre for Citizenship and Law

CITY PITCH

A leadership programme empowering young people to make a difference in their community, while developing key business skills.

- 133 young Londoners received professional mentoring and took part in a City Pitch event at City Hall

Supported by Captain Planet Foundation and Hillingdon Community Trust

LOW CARBON ENTREPRENEUR AWARDS

A competition to promote young entrepreneurs and find fresh new ideas to reduce carbon emissions and offer students access to employability skills.

- 40% of the students indicated that neither their grandparents or parents attended university

Supported by Citi Foundation; delivered by the GLA

133 young Londoners received professional mentoring and took part in a City Pitch event at City Hall.



CREATIVITY WORKS

Creativity Works is a hugely successful programme that uses the appeal of London's booming creative industries to inspire and re-engage young Londoners who have fallen out of work, training or education.

72% of those who completed the programme moved into work, training or education. This is much higher than similar programmes across the sector where the average percentage of those reporting positive outcomes is 49%¹.

An independent evaluation of the programme also showed that:

- **96.2%** of participants said they would recommend Creativity Works
- **92.5%** said they had learnt new skills
- **88.7%** said the programme increased their confidence levels
- Value for money is being demonstrated as the programme evolves

Creativity Works has engaged many young people facing significant personal challenges, such as poor mental health, disabilities, being young carers or care leavers which is further testament to its success.

The programme is unique in its provision of in-depth employability support in combination with bespoke training from industry professionals and one-to-one corporate mentoring. Some of the young people taking part visited Glastonbury, met its founder, Michael Eavis, and helped to build one of the sound stages. They then worked together to create and run a real-life stage at a well-known London festival.

The mentoring scheme deserves special mention. The Berkeley Foundation has provided corporate mentors for 200 young people taking part in the programme. This has added significant value to its impact, giving young people a sounding board for discussing and planning their career ambitions. Many mentors have also commented on how much they have benefited from the process.

The programme has a broad spread across London (30 out of 33 boroughs) but also delivers higher numbers in deprived areas.

1. European Social Fund programme 2007-2013 reports a 49% conversion rate into education, employment or training

DIARY OF A YOUTH

Our Youth Board continues to play an important role in helping us understand how inequality in London affects young Londoners. It also offers a platform for building professional capabilities of members through their involvement in our events. The Youth Board meets at City Hall every six weeks between September and April. Here is Youth Board Member TJ Dobson to tell you more...

Being a Youth Board member means I can influence the Fund's work & support young Londoners like me.



It's a few weeks before Christmas & the Mayor's Fund for London has invited me to take part in a film about a Kitchen Social holiday club.

I like coming here because it keeps me active. I like it when we do cooking. If I wasn't here, I'd be at home watching TV.



As soon as I arrive at the club, I get to work alongside the other young Londoners, making lunch.



Filming starts with me talking about the 500,000 young Londoners who struggle for food during the school holidays.

I know how to make pasta & tuna now because they taught me.



BOARD MEMBER

Meanwhile...

Cooking is one of the ways that young people engage with us and we can identify if they need support.



Youth Worker Steve Davies talks to camera.

You can see the final film on the Mayor's Fund's YouTube channel.



January 2017...



It's the launch of Kitchen Social and I speak to the media alongside Mayor's Fund Ambassador and former JLS band member JB Gill.



I co-host the launch and talk about the Kitchen Social campaign for statutory provision of holiday food for hungry young people.

Next day...



The film I have made is shown to the audience of food, retail and household brands, plus guests from local authorities, business, media and policy makers.



The morning after, I talk live on Sky Sunrise about Kitchen Social's aim to help 330 local London communities supply hot food and activities during the holidays.

THANKYOU

We could not exist without the vision, commitment and generosity of our benefactors and delivery partners. With their support, we have been able to expand our work to help young Londoners grow. A sincere thank you to you all.

Thank you also to the young Londoners who appear in this Impact Report, as well as Touchline for their continued support.

SUPPORTERS

- Aberdeen Asset Management
- Article 10
- Aubergine 262
- Aviva
- Bank of America Merrill Lynch
- Barbara and Stanley Fink Foundation
- Barclaycard
- Barclays
- Marilyn Barrett
- Bauer Media Group
- BE OPEN Foundation
- Berkeley Foundation
- BGC Partners
- Bloomberg
- Borough Market
- Jim Buckee
- Caffè Nero
- Captain Planet
- Cheval Residences
- Sir Trevor Chinn, CVO
- Citi Group Foundation
- Citibank
- City Hall Café
- Clifford Chance LLP
- Adrian Cohen
- David Coubrough
- DWP
- Cushman & Wakefield Inc.
- Deirdre Dyson
- ECN
- London Evening Standard
- Eurostar
- Nick Ferarri
- Four Communications



FOOTBALLER

- Fuller's Brewery
- GLA
- GLA Running Club
- Geometry
- Goldman Sachs
- Lindsay Graham
- Havas Global
- Hillingdon Community Trust
- Hilton London Tower Bridge
- Hilton in the Community Foundation
- Stuart Higgins
- Hogan Lovells
- Ian and Natalie Livingstone Charitable Trust
- innocent foundation
- Jack Petchey Foundation
- Joseph Rowntree Foundation
- Kellogg's Foundation
- Kinetic Worldwide
- Natie Kirsh
- KPMG
- L&Q Foundation
- LEON Restaurants
- The LaLiT London
- Penny Lancaster

- Nick Leslau
- Lloyd's Charities Trust
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- Iain MacEwen
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- The McGrath Trust
- Michael Sherwood Foundation
- Mindtree
- Morgan Stanley
- Midnight Runners
- Ian and Jill Mukherjee
- Museum of London
- Network Rail
- New London Architecture
- Nexen Petroleum
- Northern & Shell
- Norton Rose Fulbright LLP
- Overthrow Digital
- Trevor Pickett
- Tony Pidgley
- Piper's Projects Ltd
- Michelle Pinggera
- Power Family Foundation
- The Partners, WPP



COACH

QCA

- The Gerald Ronson Foundation
- The Rothschild Foundation
- The Spears-Stutz Charitable Settlement
- Perri Shakes-Drayton
- Stiff + Trevillion
- Alisa and Josh Swidler
- Ash Swidler
- The Taylor Family Foundation
- Taylor Wimpey
- Team London
- Texel Foundation
- Tower Bridge Exhibition
- Tower 42
- Transport for London
- UKCES
- Unicorn Theatre
- VISA
- Iqbal Wahhab, OBE
- Amanda Wakeley
- Wates Foundation
- Westfield UK/Europe
- Zambuni
- Konstantin Zhevago

DELIVERY PARTNERS

- 21st Century Legacy
- A New Direction
- Beantalk
- Create London
- GLA
- Greggs Foundation
- Jobcentre Plus
- London Youth
- Magic Breakfast
- Make Lunch
- Media Trust
- National Numeracy
- NCCL
- Noosfera
- Optimity
- Serious About Youth
- SHINE
- Stride
- The Holts Academy
- The Maths Zone
- Totally Thames
- Watermans
- UCL
- Dr Jennifer Piggot

FOR THEIR SPORTING ACHIEVEMENTS
PRUDENTIAL RIDELONDON SURREY-100

- Adrian Brown
- Ross Samuel
- Richard Thomas
- Simon Melville
- Andy Russell

ROYAL PARKS HALF MARATHON

- Janie Pawlowski
- Louise Uys-Jones
- Jim Monk
- Sedat Okrastika

- Georgia Leonard
- John Sayed-Moynihan
- Laura Bott

LONDON MARATHON

- Javaher Sondh, GLA

AMBASSADORS

- Ade Adepitan MBE
- Riz Ahmed
- Leomie Anderson
- Sir Matthew Bourne
- Jamal Edwards MBE
- JB Gill
- Daniel Kaluuya
- Nick James
- Jason Leonard OBE
- Dame Helen Mirren DBE
- Femi Oguns MBE
- Patsy Palmer
- Ebony Rainford-Brent
- Dizzee Rascal
- Levi Roots
- Ed Skrein
- Ben Bailey Smith 'Doc Brown'



MESSAGE FROM THE CHAIR

2016 was a big year of change for the Mayor's Fund for London, but most importantly, we had another year of high charitable impact, again reaching over 30,000 young people across Greater London.



Highlights included seeing 72% of participants in our Creativity Works programme return to education, training or work; our partnership with Team London in the London Enterprise Adviser Network narrowing the gap between schools and employers; and the development of the Kitchen Social campaign to end holiday hunger in London.

In these and all our activities, we have worked with a wide range of London's charities, practitioners, schools, foundations, public authorities, businesses and individuals to help break down barriers and bring young people from different backgrounds and parts of London together and improve their lives.

We were delighted to welcome the new Mayor of London, Sadiq Khan, as Patron of the Charity. His commitment to social integration, social mobility and community cohesion is wonderfully aligned with the

Fund's mission to empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty.

The experience of going through our first Mayoral transition has inevitably given us some challenges in maintaining the momentum of our fundraising, with the year-on-year growth of the previous 3 years going into reverse. The Charity, which is non-political, has no endowed funds and as an independent charity receives no core funding from the GLA. Rather, it relies on the support of companies, individuals, trusts and foundations and the public. We are redoubling our efforts to raise money for our programmes and we are excited that encouraging greater philanthropy is a priority of the Mayor and his team, and we look forward to working with them to build momentum in fundraising.

We benefit hugely from the support of our Trustees, Youth Board and staff. I would like to say a particular thank you to our first Patron, Boris Johnson, and his team, who were so active in their support for the Fund. I would also like to thank Ian Mukherjee and Alisa Swidler, who stood down as Trustees in 2016, for their fantastic commitment and support.

Tim Roberts
CHAIR OF TRUSTEES



THE MAYOR'S FUND FOR LONDON IS A SOCIAL MOBILITY CHARITY.

We empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty. The Mayor of London, Sadiq Khan, is our Patron.

Our charitable activities focus on wellbeing, skills and employment and enterprise.

We help children and young people play a greater part in the future of London.

In 2016, we supported 31,574 young Londoners across Greater London working in partnership with 325 schools, 220 employers and 78 charities, social enterprises, and local authorities.

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