

Helping Young Londoners Grow

IMPACT REPORT 2017

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.

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

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



KITCHEN SOCIAL

- Over **10,800** meals provided
- **1,728** children and young people engaged

COUNT ON US

- **99%** of children say that the programme increased their confidence in maths
- **95%** of students say that the Secondary Challenge helped improve their problem solving

LONDON CURRICULUM FOR PRIMARY SCHOOLS

- **6,000** children used London as a living classroom
- **343** primary schools took part

LONDON CHILDREN'S FESTIVAL

- Over 3,000 children considered ideas for what they would do as 'Mayor for the Day'

YOUNG LONDON WORKING

- **80%** secured permanent employment following one of our work placement programmes
- **80%** reported feeling confident about work

CREATIVITY WORKS

- **92%** said they had learnt new skills
- **89%** said the programme increased their confidence levels



THE MAYOR'S FUND FOR LONDON

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

We empower young Londoners from low-income 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.

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

As the Mayor's Fund for London, 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



INCREASING OUR IMPACT

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

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.



RESTAURANTEURS

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 low-income backgrounds improve their employability by raising their aspiration, skills, awareness and access to opportunities.

SOLUTIONS LOOKING FORWARD

We have organised our work into three themes:

1 MORE THAN JUST FOOD

To 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

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

3 MORE THAN JUST A JOB

To 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 low-income 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.

We commissioned one of the world's leading management consultancy firms to assess the social impact of our work between 2013 and 2016 and to help us identify how to strengthen our activities going forward.

The review recognised the Fund's significant impact across London. It recommended that the Charity builds on its focus on impact measurement, portfolio management, and convening and advocacy given the Fund's unique positioning within London's philanthropic landscape.

WELLBEING

Supporting children to be happy, healthy and motivated to learn



BIOLOGIST



“I like coming to the club because it keeps me active. I like cooking and going outside to play football with my friends. If I wasn’t here, I’d be at home watching TV.”

– Megan, aged 12

KITCHEN SOCIAL

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

- 1,728 children and young people engaged
- Over 10,800 meals provided
- 46 community hubs delivering programme
- A further 95 hubs are in training

Supported by the GLA, innocent foundation, Bloomberg, Berkeley Foundation, Children in Need, Northumbria University





DESIGNER



KITCHEN SOCIAL

Kitchen Social is a feature of the Mayor of London's Food Strategy. It is a response to a wider national campaign tackling food insecurity in the school holidays. We aim to raise £2m to feed a minimum of 50,000 children across all 33 London boroughs by 2020 as well as campaigning alongside others to call for statutory responsibility to achieve the positive educational, social and health benefits that holiday food provision would bring all young Londoners. We have learnt a lot over the past four years and played a key role in securing statutory funding for school breakfast clubs. Now, we've turned our attention to the holidays and the plight of children who face hunger and isolation when they are not in school.

We believe that grassroots community organisations should play a significant role in the solution. Kitchen Social builds on the strengths and abilities of local organisations to reach children who need support. We aspire to build a community of local organisations who can provide food to school food standards and offer a variety of fun things to do in the holidays.

In 2016, we piloted a highly successful scheme during the holidays to help community groups already working with children in some of London's most challenging areas to provide healthy food and a range of social development activities. We learnt that when free school meals and teacher support is not available, hunger and social isolation are often a reality for many young Londoners.

The pilot results were very positive, with more children joining existing activities and learning essential life skills such as cooking and budgeting. In some cases,

safeguarding issues were highlighted and addressed. Local organisations benefited too, developing new capacity and capability, thus better enabling them to respond to the issues they faced in their communities.

Kitchen Social builds on this pilot. It is a flagship programme in the Mayor's Fund portfolio, offering funding and training to London's unique infrastructure of grassroots organisations and aiming to end holiday hunger in their local communities. We will be evidencing that impact as part of a 3-year evaluation partnership with Northumbria University.

The campaign has already gained the support of the Mayor of London, many London boroughs and local communities. We are convening a coalition of food businesses, brands, charities, foundations and corporates to help us tackle the challenge as well as provide advice and guidance through an Advisory Group; this includes organisations like the innocent foundation, Bloomberg, the Berkeley Foundation, Child Poverty Action Group, Big Lottery, Children in Need and the Soho House Group.

By the end of the 2017/18 academic year, we will have engaged 123 hubs across 24 boroughs and, on average, served 17,400 meals to 2,780 children and young people. Youth clubs, schools, churches, adventure playgrounds and community centres across London are amongst those providing free meals and activities for the capital's hungry school children.



EMPLOYMENT & ENTERPRISE

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



SOLICITOR

ACCESS ASPIRATION

Creating more visibility of employment pathways for 16-18 year olds by providing aspirational work placements and employer insights.

- 1,566 young people benefited from a wide range of interventions
- 215 work experience placements and 374 employer insights were delivered
- 24 secondary schools signed up to the programme



“The experience gave me an insight into policy making and I got to fully understand the organisation and how someone like me could offer my knowledge to the field. I’m hoping for a career in the political field and I believe this wouldn’t have been an option if I didn’t have this opportunity.” – Rahima, aged 17

YOUNG LONDON WORKING

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

- 409 young people gained employment
- Over 1,076 young people received 1-to-1 employability support
- Supported by over 172 employers and 80 partner providers

Supported by Goldman Sachs and Jobcentre Plus



CREATIVITY WORKS

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

- 128 young people completed the programme
- 82 young people moved into work or education
- 96% of respondents said they would recommend the programme

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

“The programme was the best thing I ever did for myself, it gave me the confidence to start my own business.” – Creativity Works participant

LONDON ENTERPRISE ADVISER NETWORK

Helping London schools and colleges prepare young people for the world of work by introducing business volunteers to improve careers advice, work experience and pathways into employment.

- We are currently working with 125 schools and colleges and 171 Enterprise Advisers

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



TEACHER

THEATRE OF LAW

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

- 1,176 students took part in the project and also visited the Royal Courts of Justice

Delivered by the National Justice Museum

MAYOR'S ENTREPRENEUR AWARDS

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

- 1,520 students across 37 universities took part
- Winners of the 2016/2017 competition went on to receive additional awards including £50,000 from Innovate UK and £10,000 from NACUE.

Supported by Citi Foundation; delivered by the GLA



DIVERSITY MATTERS

We believe that securing a decent job plays a crucial part in breaking the cycle of poverty and improving social mobility. For many young people across the city, accessing quality employment is a huge challenge. Intense competition, no work experience, lack of professional connections, and insufficient awareness of career opportunities are just some of the barriers that young Londoners face. We also know that being from a certain ethnic minority group means facing additional difficulties finding a job.

A lack of diversity in the work place, particularly at senior levels, reinforces the message that certain career options are not open to everyone.

Linking young people and business

Our En-Route to Sustainable Employment programme was designed in response to London's high youth unemployment, particularly for those from Black, Asian and Minority Ethnic (BAME) backgrounds. We targeted one of London's largest employers, the transport sector, which is faced with a skills gap on one hand and a limited progression of diverse talent on the other. Figures show the sector has a low uptake of jobs by young people and only 1-in-10 senior management roles are held by staff from BAME groups.

Achieving meaningful change requires a concerted effort from across industry stakeholders. We know we cannot do it alone. So, we designed a project that brought together implementers, influencers, and decision-makers. Our aim was to help young BAME people into employment in the London transport sector and, at the same time, positively influence transport employers to improve their diversity.

Over a two-year period, we have made good progress. By having an industry-focus, we managed to significantly increase opportunities for young people who might otherwise not have considered the transport sector as a career opportunity. Compared to when we first started the project, we grew our transport employer base considerably and sourced over

three times as many vacancies. Around 80 BAME young Londoners successfully moved into employment with companies such as Network Rail, South Western Railway, and Transport for London.

Many young people from low-income backgrounds often find it more difficult to access quality career opportunities. Through the project, we made sure to target these young people and help them better understand the many exciting jobs that exist in the transport sector. Of the 400 young people we directly worked with, over two-thirds lived in parts of London that are within the three most deprived areas in the country. We engaged leading employers to provide work placements, career days and training. The Mayor's Fund employment team provided 1-to-1 support to help young people progress into their aspired jobs.

Taking a Diversity Pledge

Our work did not stop there. We also set up an employer group to raise the issue of diversity at a strategic industry level. This group provided critical input into the design of a Diversity Pledge, a set of good practice recruitment principles that speaks to the need of drawing in staff from a wider cross section of the population, creating benefits to both business and society.

We launched the Pledge at a high-profile thought-leadership event at City Hall that brought together key stakeholders including employers, funders, policy makers, and young aspiring Londoners. Debating diversity in transport, there was a keen sense of the need to do more and to do better. Since launching the Diversity Pledge, 20 companies have now signed up, publicly stating their commitment to the importance of building a diverse staff base.

All young people deserve to achieve their potential. Going forward, we will continue our efforts in working closely with leading employers to break down career barriers for BAME young people.

SKILLS

Helping young Londoners to stay on track at school



COUNT ON US

1-in-5 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:

- 990 students have taken part across 30 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

"I think other children notice what fun we're having - they ask if they can come too - so it is raising the profile and positive image of maths." – Teacher



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

- 2,300 children across 46 schools took part
- 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

- 7,581 students involved in the Primary Challenge, 2,820 in the Secondary Challenge across 173 schools
- 95% of secondary teachers report a positive impact on their students' academic performance

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

“The competition is a fantastic event! Our school has taken part for the last two years and all the children involved have had a great experience and demonstrated clear progress in their mental maths methods. The enthusiasm and interest for the Challenge is now school wide, with lunch time clubs set up and children regularly competing in class.” – Teacher, Harris Primary Academy, Tottenham

THE LONDON CURRICULUM FOR PRIMARY SCHOOLS

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

- 6,000 children across 343 primary schools took part in the programme

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



DISCOVERY

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

- 138 pupils across 20 primary and secondary schools signed up
- 77% said they were more informed about a career in science & technology
- 4 new stars were discovered and named after London schoolchildren

Supported by Noosphere



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 574 children have been supported
- 88% of students achieved expected progress or better in maths and 97% achieved this in English.

Delivered in partnership with SHINE

THE MAYOR'S FUND FOR LONDON 2017

VOICE

Empowering young Londoners



EVENTS MANAGER



The Mayor’s Fund believes in young Londoners and has a healthy self-interest in what they have to say. By being better connected, we are better placed to improve our delivery, campaigning and impact.

We help to grow the next generation of leaders by enabling children and young people to get involved in our work, build their confidence and develop an interest in acting as agents of positive change. We want our work to be steeped in credible evidence, so we must be excellent at understanding and be ready to respond to young people’s input and feedback.

We engage with young Londoners in many ways to help get their voices heard.



THE LONDON CHILDREN’S FESTIVAL

Using a ‘Mayor for the Day’ theme, the project aims to increase confidence and leadership skills of young Londoners. The Festival provides young people with a platform to be heard and create awareness for the issues that matter to them.

- 3,150 pupils from primary and secondary schools took part to consider how they would make the world’s greatest city even better for themselves, their fellow pupils, families and communities
- 250 pupils were nominated by their schools to come to City Hall and share their ideas on what they would do as ‘Mayor for the Day’
- Recommendations were presented to an influential panel including the Deputy Mayor of London and the Children’s Commissioner for England

The thoughts and ideas from the Festival fed into the development of a London Children’s Charter which we will use to help advocate, influence and prioritise what young Londoners feel passionate about going forwards.

Supported by the Be Open Foundation, delivered in partnership with A New Direction

“One thing I learned is that if everyone works together, we can change London for the better ...and that I myself, can make a difference.” – Festival participant

CITY PITCH

City Pitch is a leadership programme that empowers young people to make a difference in their community.

- 2,100 young Londoners across 36 schools took part in the programme
- 94% pupils believed they could make a positive impact in their community

City Pitch projects are created and led by young people, with support from teachers and an expert team of facilitators. The programme provides primary and secondary school pupils with the opportunity to plan and launch a social action project, whilst helping them to develop their leadership, project management and communication skills. Activities include Leadership Days and Project Workshops in schools and a Dragons Den-style pitch event at City Hall for finalist teams, who pitch for funding to bring their ideas to life.

Examples of social action projects young people wanted to deliver include fighting knife crime, promoting gender equality, encouraging healthier lifestyles and supporting the elderly and homeless.

Supported by Taylor Wimpey, London Stock Exchange and the Be Open Foundation

“It’s been fantastic and given the children a lot of confidence and belief that it doesn’t matter what age you are, you can make a difference. It also puts social action high on their agenda as they grow up.” – Teacher, Hackney



ARCHITECT



ADVISOR

OUR YOUTH BOARD

Our Youth Board continues to play a key role in helping us to understand how inequality in London affects young people. It also offers a platform for building professional capabilities of members through their involvement in our events.

This year, the Youth Board visited innocent foundation’s HQ, attended WE Day at Wembley Arena, and volunteered at our Kitchen Social hubs over the summer. They have also been busy planning a film project to help spread the voice of young Londoners. This has helped members grow their own confidence and creativity in thinking about different ways to engage other young people across London.

The Youth Board meets at City Hall every six weeks between September and April.

Looking forward, we are building a more consistent strategy to promote young Londoner’s voices, including:

- Ensuring that every project in the Mayor’s Fund portfolio has a ‘young voice’ component
- Analysing and integrating learnings into future programming
- Identifying relevant platforms, campaigns and events to share findings and have young people share their opinions.

“I love being a part of the youth board and hearing from other young Londoners, as well as trying to make our own voices heard.” – Georgina, aged 17



TECHNICIAN

DOCTOR

THANK YOU

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 people who appear in this Impact Report, as well as Touchline for their continued support.

SUPPORTERS

- Aubergine 262
- Aviva
- Bank of England
- Barbara and Stanley Fink Foundation
- Barclaycard
- Barclays
- Marilyn Barrett
- Bauer Media Group
- BBC Children in Need
- Be Open Foundation
- Berkeley Foundation
- Beyond Me

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- Greggs Foundation
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- Media Trust
- National Numeracy
- National Justice Museum
- Noosfera
- Northumbria University
- Nuu Ltd
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- SHINE
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- Team London (GLA)
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PRODUCER

MESSAGE FROM THE CHAIR

2017 saw the Mayor's Fund for London again grow its charitable activities and impact, reaching over 35,000 young Londoners across the capital and working in partnership with 420 schools, 200 employers, 123 community organisations and 80 charities, social enterprises and local authorities.



The year also saw a marked improvement in the Charity's income, up 25% on 2016.

The Mayor's commitment to social mobility, social integration and community cohesion is wonderfully aligned with our mission to empower young Londoners from low-income backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty.

I was particularly pleased that one of the world's leading global management consultancies agreed to assess the social impact of our activities between 2013 and 2016. Their 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, provided learning support to 33,000 students and improved attainment of 20,000 students, delivered

circa 2 million meals to hungry children and secured 1,100 job starts and increased awareness of alternate job paths to more than 10,000 young Londoners.

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 diverse backgrounds and parts of London together and improve their lives.

Of note, was our merger with Access Aspiration, a charity that specialises in providing access to high quality employability training and aspirational work placements for 16-18 year olds. And as part of our Kitchen Social programme, we were very pleased to support the All-Party Parliamentary Group for Hunger and its Chairman, Frank Field MP, in their successful campaign to secure a statutory response to holiday hunger and social isolation.

We also benefit hugely from the support of our Trustees, Youth Board and staff. I would like to say a particular thank you to Lord Fink, Lesley King-Lewis, Sir Stephen O'Brien and Paulette Rowe who stood down as Trustees during 2017 having completed their maximum terms, and David Meller who stood down in January 2018. And a warm welcome to Moni Varma, Jenny Halpern Prince, Melanie Grant, Mehmet Dalman and Elena Baturina who joined the Board during the year.

Tim Roberts
CHAIR OF TRUSTEES



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

We empower young Londoners from low-income 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 2017, we supported 35,000 young Londoners across all 33 boroughs working in partnership with 420 schools, 123 community organisations, 200 employers and 80 charities, social enterprises, and local authorities.

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