

HELPING YOUNG LONDONERS GROW

IMPACT REPORT 2019

SCIENTIST

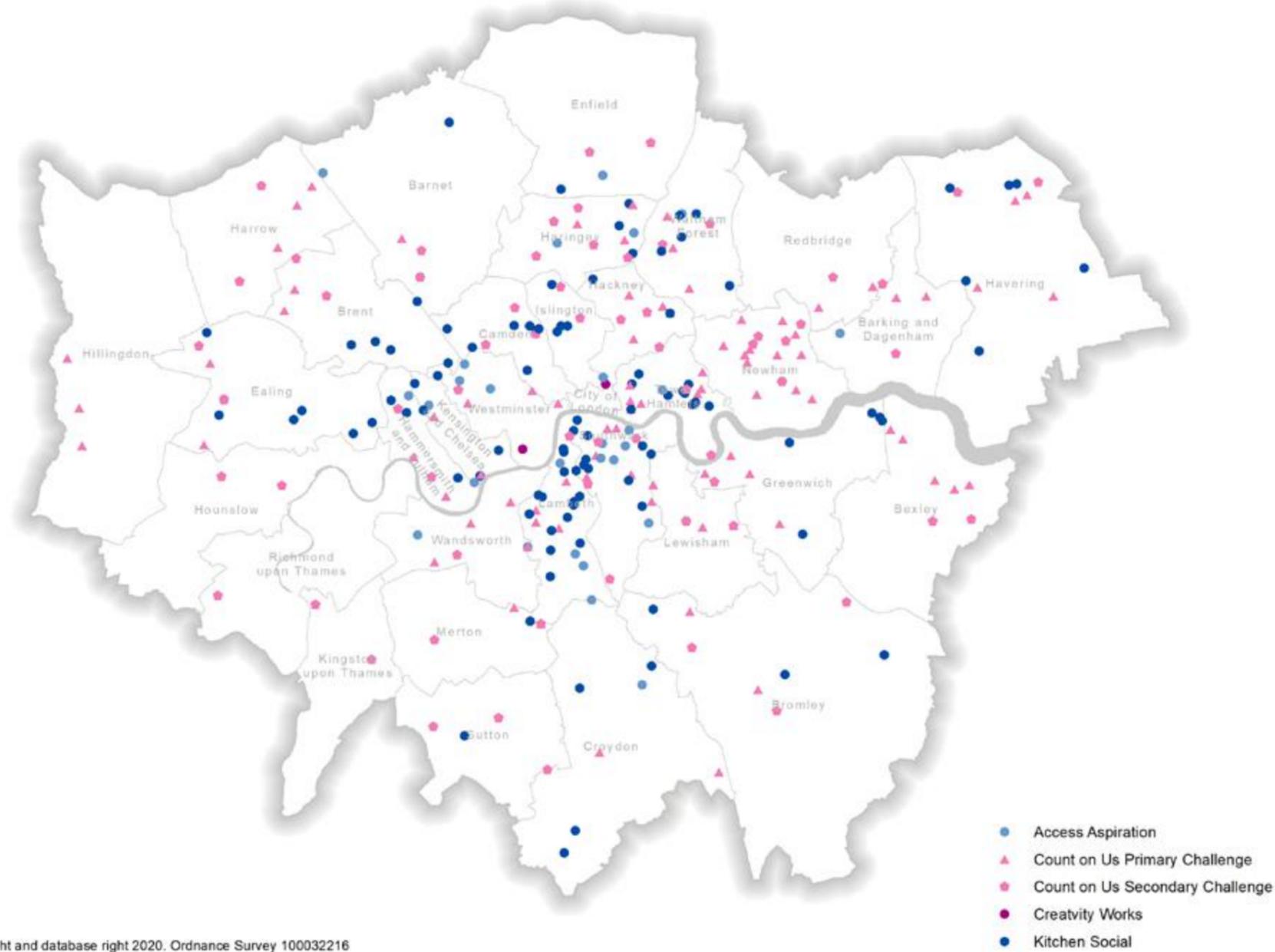


MAYOR'S
FUND FOR
LONDON

HELPING YOUNG LONDONERS GROW

OUR IMPACT 2019

AT A GLANCE



KITCHEN SOCIAL

Over

88,700

meals
provided

15,966

children and young
people engaged

COUNT ON US

Over

11,400

children took part
in the Maths
Challenges

95%

of teachers noticed an
impact on their pupils'
confidence levels

ACCESS ASPIRATION

2,500

young Londoners
across 29 schools
engaged

4,334

employer encounters
including work
experience and
mock interviews

CREATIVITY WORKS

161

young people
took part in the
programme

80%

expected to move
into employment,
education or training



MESSAGE FROM THE MAYOR

London is the greatest city in the world and a global symbol of opportunity. It's a place where talented young people from all walks of life and backgrounds dream of forging their careers and pursuing their ambitions.

But due to long-standing social, racial and economic inequalities, the unfortunate reality is that many young Londoners are often denied the opportunities they need to fulfil their potential.

As Mayor, I firmly believe we have an obligation to break down the barriers that our young people face. And so, I'm committed to doing everything I can to ensure that our city provides young Londoners with the helping hand they need to build a better future for themselves and our communities.

This year has been an incredibly challenging one for our city and our country. The coronavirus pandemic has exposed – and exacerbated – many of the inequalities that run deep in our society. We've seen young Londoners, particularly those from minority and disadvantaged backgrounds, being disproportionately impacted, with many missing out on several months of education and careers support at a crucial point in their lives.

These challenges mean that the work being undertaken by the Mayor's Fund for London has never been more important. And, as the charity's patron, I'm proud that in 2019 the Fund continued to champion social mobility and support more than 35,000 children and young people from low-income backgrounds to develop

their potential. By raising aspirations, increasing awareness of career paths and expanding access to opportunities, the Fund is doing vital work to improve the life chances of young Londoners.

Following years of Government cuts to key local services, the importance of these interventions cannot be emphasised enough. They also complement the work of my Young Londoners Fund, which is helping young people across our city take part in positive activities and acquire valuable skills by supporting vital voluntary and community services.

Clearly, this is a moment when we must be investing in our young people and giving them the skills, education and opportunities that they need to make the most of their talents. That's because if we're to stand a fighting chance of bouncing back from this pandemic, our young people need to be at the heart of powering our economic recovery, not excluded from it.

Together, I know we can provide our young people with the support they desperately need. Not only so they can fulfil their own potential, but so they can play their part in lifting up our communities and building the better, fairer, more prosperous future that we all want to see, and know is possible for London.

Sadiq Khan
MAYOR OF LONDON

THE MAYOR'S FUND FOR LONDON

The Mayor's Fund for London is an independent charity championing opportunities for young Londoners from low income backgrounds. We use our campaigning, convening and galvanising power to make the case for investment in opportunities for young people across the capital.

Our work raises awareness of the barriers facing young Londoners, promotes the activities which best increases their opportunities and brings together the partnerships to make a measurable impact on their lives.

The Mayor of London, Sadiq Khan, is our patron.

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

We work with young Londoners aged 4-24 years, with a focus on those from low-income households who are in crisis or who are from vulnerable groups. We target our interventions in schools and communities in areas of economic disadvantage.

In particular, we:

- Use our campaigning, convening and galvanising power to bring together the funding and partnerships to tackle food insecurity.
- Champion numeracy in schools as a prerequisite to accessing a full range of fulfilling careers and as essential skill for life.
- Improve linkages between employers and the education system to create career pathways in areas of skills shortage and growth sectors.



OUR THEORY OF CHANGE

Underpinning both our campaigning and charitable activities is our Theory of Change. This identifies four key outcomes to improve the life-chances of young Londoners:

- **Aspiration:** a sense of ambition, purpose and self-worth
- **Ability:** development of core skills underpinning employment
- **Awareness:** knowledge of where to look for opportunities
- **Access:** to the opportunities that London has to offer

OUR ADDED VALUE

As the Mayor's Fund for London, we realise that we have a unique position which enables us to bring together key stakeholders from the public, private and third sectors, including young people themselves. In particular, we:

- 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 impact and scale success and share best practice

NARRATIVE

IN MARCH 2019, THE MAYOR'S FUND CELEBRATED ITS TENTH BIRTHDAY, WITH MUCH CAUSE TO CELEBRATE.

advice, alongside loss of schooling. With a major economic downturn on the horizon, our services have never been more in demand.

Wind back to 2019, however, and the world looked very different. Our focus during this year has been to review our place in London, consolidate our operations, whilst maintaining our reach across boroughs and into the lives of over 35,000 young Londoners from low-income backgrounds.

2019 was a time of much change. We are particularly proud of:

- The increase in our convening and campaigning activity, including a major piece of work with the global management consultancy, Oliver Wyman, demonstrating the broken ladder to social mobility in London; our influencing work to put the issue of 'holiday hunger' (food insecurity) on the national table, culminating in the first ever Children's Food Summit, with the Children's Commissioner in January 2020, plus our central role in London's first ever Maths Weeks in June 2019.
- Our continued impact in communities, including our success in working with grass-roots organisations to support young people through Kitchen Social; the reach into schools of our numeracy programme 'Count on Us', plus the undoubted impact of our employability programmes, Access Aspiration and Creativity Works.
- Our particular success in supporting young Londoners from Black, Asian or other Minority Ethnic backgrounds. Over 75% of our charitable impact touches the lives of young people from these backgrounds; in an era of increased awareness of the ongoing disadvantage and discrimination faced by many young Londoners, the Mayor's Fund, as a charity, has a record of which it can be proud.

Over our lifespan, we have helped support more than 235, 000 children and young people in London from low-income backgrounds and invested over £20 million in local communities. Our reach has been impressive. We have worked in all 33 London boroughs, with over 220 schools and supported over 200 local community groups. Our modus operandi has been open and collaborative, bringing a real 'value add' to communities in London.

Fast forward one year and how much has changed. The country is getting to grips with living life in various forms of lockdown and amidst the pandemic, we've seen the need for support sky rocket.

As a charity, we moved into emergency mode, launching a fundraising appeal and radically increasing our programme, Kitchen Social, to ensure that young people out of school had access to food and other support to minimise damage to them during this stressful period. We now face a period of great uncertainty, with our research among young people showing clearly their concern at the impact of lack of careers

The charity was helped in its endeavours, including its Trustees and a new Advisory Board, chaired by Lord Stanley Fink, plus its Youth Board. As a source of support and challenges, these structures have been invaluable.

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:

- **37%** of children in London are living in poverty
- **76%** of children living in poverty in London are in working families
- **45%** of children living in households in poverty in London are classed as materially deprived
- Young Londoners from low income backgrounds are less likely to move into professional or managerial jobs than young people in any other English region – **17% compared to 30% nationally**
- **More than a quarter** of young people from low income backgrounds in London believing 'people like me' do not succeed in life.

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

SOLUTIONS LOOKING FORWARD

We have organised our work into three themes:

- **Wellbeing** - Supporting children to be happy, healthy and motivated to learn.
- **Skills** - Helping young Londoners to stay on track at school
- **Employment & Enterprise** - Increasing awareness of opportunities, preparation for employment and better access to employers



VOICE

OUR YOUTH BOARD

The Mayor's Fund for London Youth Board exists to scrutinise, inspire and generate positive impact for the young people we work with. We are very fortunate to have 12 young Londoners on our board, all of whom have made a significant impact on our work.

During 2019, the Youth Board played an integral role in the development of our 'One City, Two Worlds' report with contributions ranging from taking part in research interviews, sitting on the Steering Group panel, writing for the report and being part of the panel discussion at the launch event.

The Youth Board have also delivered workshops for our Access Aspiration alumni group and have been involved in our My City and Me project.



OUR ALUMNI

Alumni of the Access Aspiration programme meet regularly to input their views and talk about what's important to them when it comes to careers and young peoples' understanding of their future options. Our Alumni have given us invaluable insight through scheduled focus groups, and will be offered the opportunity to form part of our youth voice work alongside other young Londoners as Student Ambassadors and in other similar roles.

Eight young alumni of the Creativity Works programme came together to launch Failsafe – a new zine that will give emerging creatives their first paid commissions and celebrate the good in creative failure. We are proud to support this initiative and look forward to seeing the first issue!

MY CITY AND ME

At the start of lockdown, we connected with our counterparts across the globe – the Mayor's Fund to Advance New York – coming together to amplify youth voice and highlight the shared challenges faced by young people in global cities. This became: 'My City and Me'.

During lockdown, we set the young people a variety of tasks to respond to via a creative medium – this could be anything from a poem to an illustration, or even a vlog. We had some fantastic contributions which can be seen on our website. The project culminated in a virtual event where young Londoners and young New Yorkers came together to deliver one final exciting creative project.

WELLBEING

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



“ We are able to do things with our children, meet new and other parents. My child always looks forward to the activities which I find very refreshing. Where I come from there are no activities for children, the cheapest provision I could get was £16 per person. Without this my children would be bored and frustrating me as the most I could do with them was to go to the park.” – Parent

KITCHEN SOCIAL

To combat food insecurity, learning loss, and social isolation by providing healthy, balanced meals, social activities and developing capacity of local community organisations to deliver holiday provision long-term.

Over the last three years, the programme has built on the strengths and abilities of local community organisations to reach the children who most need support.

“ I like to come to the hub because it is fun and I get to meet up with my friends. I don't want to stay at home so I'm glad we come here and take part in activities and go on trips. If we didn't have this, I would be at home most of the day watching TV, studying and sleeping. The food was really nice too, we got to make stuffed vegetables with different fillings. We also learned the importance of including fruits and vegetables in our meals and regularly made fruit salads together.” – Young Person



By raising awareness of the issue and developing an effective delivery model, Kitchen Social has been able to:

- Provide funding and training to over **200** local grassroots community organisations;
- Work closely with **122** of these hubs to continue to deliver holiday provision;
- Work with partners to lobby government to recognise and commit to tackling the issue.

Youth clubs, schools, churches, adventure playgrounds and community centres across London are among those delivering the programme. Kitchen Social has also developed best practice and helped hubs to deliver holiday provision to a high standard by introducing a Quality Assurance Mark.

The programme has also worked extensively with surplus food suppliers in London to understand the needs of these hubs, as well as providing hundreds of volunteer hours through our corporate partners. We are proud to have brought together a coalition of food businesses, brands, charities, foundations and corporates to help tackle the issue of food insecurity.

Kitchen Social has also gained the support of the Greater London Authority, and is a feature of the Mayor of London's Food Strategy.



The existing Kitchen Social infrastructure allows us to implement London-wide learning. Our Northumbria University evaluation has shown that the programme has a proven track record in achieving the following:

- improved diet and nutritional intake for those involved;
- greater exposure to new foods;
- increased involvement in activities;
- improved behaviour and readiness to learn;
- development of new friendships;
- better employment opportunities for parents;
- improved parental wellbeing and optimism about the future;
- positive financial impact on households;
- positive community integration.

In its first three years, the programme has:

- Engaged **21,124** children and young people
- Provided **97,792** meals
- Signed up **122** local community organisations
- Seen **87%** of hubs offer physical activities

Covid-19 increased the number of children and young people in London at risk of food insecurity.

Kitchen Social stepped up to coordinate emergency relief efforts with its own network of community organisations and other food charities to ensure food parcels and supplies were made available to the children and families that needed it most during the pandemic. We are incredibly proud to report that between March and July, the programme was able to provide 120,000 nutritious meals, and thousands of educational activity packs to children worst affected by the impact of the lockdown.

Supported by the GLA, innocent foundation, Bloomberg, Berkeley Foundation, Children in Need, The National Lottery Community Fund and Northumbria University



“Without the food packs over Easter, my family would have gone hungry”

“I would like to thank you for the food parcels you have been providing for me and my family. They have helped so much, not only by providing us with certain food things we need but also keeping our spirits up during this very tough time. The things they’ve supplied may seem small to some, but to my children’s it’s like a present each week.”

“I have a disability and without the food packs being delivered to my door, I would have nothing in the house”



“This is a lifeline”



“I am so grateful, I have a large family to feed and my husband is self employed”

(FAMILIES RECEIVING SUPPORT)

SKILLS

Helping young Londoners to stay on track at school

“I just wanted to say a massive thank you from Mayflower on yet another well run and successful Challenge. The children absolutely loved being part of it this year (and you know I love it as well!).” – Teacher, Mayflower Primary 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 make it fun and positively help re-engage children at risk of falling behind.

- **7,652** students involved in the Primary Maths Challenge, **3,846** in the Secondary Maths Challenge across **60** schools
- **95%** of primary teachers noticed an impact on their pupils' confidence levels
- **87%** of secondary teachers report and improved attitude towards maths

The Secondary Challenge supported by Jack Petchey Foundation; both Challenges are delivered by The Maths Zone.



“This is Maths but not how we know it. It takes you to a different dimension.” – Pupil, Cheam Fields Primary Academy, Sutton

“Really engaging and helped students improve their problem solving skills and teamwork. Students have enjoyed the experience and stretched themselves in mathematics outside of the classroom.” – Acton High School, Ealing

“It has helped students see the fun side of maths, and helped them become more persistent, engaged problem-solvers” – The Holy Cross School, Kingston Upon Thames



EMPLOYMENT & ENTERPRISE

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



EVENTS MANAGER

“Work experience at Condé Nast has been the best thing ever. If I hadn’t had this opportunity through Access Aspiration, I would have to look independently, which would have taken a long time and not been as good. It made me certain that I want a career in media.” – Student on work experience

ACCESS ASPIRATION

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

Despite the popular narrative that our capital is a social mobility engine, too many young Londoners are falling through the cracks and not fulfilling their potential. Young people without networks and other social capital are often unable to get that first foot in the door. With the UK out of the EU, there’s an even greater need for businesses to invest in local, diverse talent pools.

Access Aspiration is working right now to provide the solution by working with over 170 London businesses.

The programme, so far, has:

- Supported **6,600** young people across **30** schools
- Delivered over **17,500** employer encounters
 - 1,329 work experience placements
 - 2,081 industry insights
 - 4,939 mock interviews
 - 3,895 industry speaker sessions
 - 3,748 employability workshops
 - 1,520 speed networking events with business volunteers
- **92%** of young people report an increased understanding of their chosen industry



CREATIVITY WORKS

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

- 161 young people completed the programme
- 80% young people moved into work or education
- 73% reported increased confidence

Supported by the Berkeley Foundation and Citi Foundation; delivered by A New Direction (A.N.D.) and Media Trust



“There are so many things I could say about what the Creativity Works programme has given me, not only as an Asian young woman, but as somebody who would never have had the chance to do things like this before. It’s given me the confidence to push myself further regardless of my race, skin colour and gender.” – Multimedia Genius participant



“Having enjoyed radio podcast week so much – me and a classmate decided to further our skills and merge our interest in news and current affairs to create our own podcast called Made Known.” – Multimedia Genius participant

MAYOR'S ENTREPRENEUR AWARDS

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

- 620 students across 27 universities took part

Supported by Citi Foundation; delivered by the GLA

DIVERSITY PLEDGE

Working closely with leading employers to break down career barriers for young people from BAME backgrounds.

- 29 leading employers have signed up to the Pledge so far, including Network Rail and Transport for London
- 85% of the young people involved had a better than average understanding of progression routes available to them

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

TEACHER



SUPPORTERS

- Aubergine 262
- Barbara and Stanley Fink Foundation
- Bank of England
- bare Minerals
- BBC Children in Need
- Belazu
- Benugo Restaurants
- Benevity
- Berkeley Foundation
- BGC Partners
- Bloomberg
- Capital Law
- Caravan Restaurants
- Cardiff City
- The Childhood Trust
- Citi Foundation
- City Harvest London
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- Seaforth Land
- Soho House Group
- St Modwen
- Texel Foundation
- Tulchan Communications

- UNCLE
- Wahaca Restaurants
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DELIVERY PARTNERS

- A New Direction
- The Maths Zone
- Media Trust
- Northumbria University
- Serious About Youth

AMBASSADORS

- JB Gill
- Dame Helen Mirren DBE
- Dizzee Rascal
- Mike Reid
- Lily Vanilli



PROGRAMMER

MESSAGE FROM CHAIR



Looking back from the middle of 2020's global pandemic and its economic and social impact on young Londoners from low-income backgrounds, it is easy to see 2019 as the calm before the storm. I am therefore grateful for the progress we made in order to be as ready as possible for the storm to come.

2019 proved to be a very important, transitional year for the Mayor's Fund for London. Under new leadership, we strengthened our partnership with the Greater London Authority, consolidated the team and agreed a new strategy. This helped us to maintain our impact – again reaching over 35,000 young Londoners across all 33 boroughs – despite a decrease in funding. This put us in a good position to be able to react immediately to the challenges thrown up in 2020.

2019 had a number of highlights, including a ramping up of our campaigning and convening work, alongside grant making and delivery. A particular highlight was our work in holiday hunger – to increase government support for children and young people at risk of food insecurity during the school holidays. This culminated in the first ever Children's Food Insecurity Summit in January 2020, together with the Children's Commissioner for England. We also provided significant support to London's boroughs during 2019, in partnership with the Greater London Authority. Our acknowledged expertise in the field of children's food insecurity was a critical factor in the Fund winning a major government contract to deliver food and activities during summer 2020.

A further highlight of 2019 was our work with the management consultancy, Oliver Wyman, on understanding the 'broken ladder' to social mobility in London. Aimed at taking on the

(incorrect) narrative that London's young people have fewer obstacles to great careers than their peers outside London, the resulting recommendations look even more relevant in the light of the pandemic.

2020 is shaping up well, despite the unprecedented challenges, with the charity set to achieve a major increase in funding and to reach a greater number of young people, responding to the huge need caused by the Covid-19 pandemic. The terrible impact of this disease, and its economic consequences, on the wellbeing and life chances of young Londoners has brought our work into the spotlight and we have stepped up to provide support for young people, at scale, through our Kitchen Social programme. As the year progresses, we are increasingly focused on how we can help to meet the employability needs of young people who now severely disadvantaged by the double impact of missed careers support and a labour market downturn.

Throughout 2019, we enjoyed the support and patronage of the Mayor of London, Sadiq Khan, whose ongoing commitment to creating opportunities for young Londoners from low income backgrounds is unabated. His address at our official tenth birthday party in May was a highlight of the year.

Our thanks, as ever, go to our very many partners and donors, large and small, without whom we would not be able to deliver as effectively as we do. We also benefit hugely from the support of our Trustees, Youth Board and staff, and we extend our thanks to them all.

Tim Roberts
CHAIR OF TRUSTEES

THE MAYOR'S FUND FOR LONDON IS AN INDEPENDENT CHARITY

Championing opportunities for young Londoners from low income backgrounds. We use our campaigning, convening and galvanising power to make the case for investment in opportunities for young Londoners from low income backgrounds.

We support business, funders and others to understand and take the actions that have the most impact on young Londoner's life chances, and bring together partnerships and funding

to back innovative ideas and to take promising initiatives to scale.

In 2019, we supported over 35,000 young Londoners aged 4-24 across all 33 boroughs working in partnership with 721 schools, 110 community organisations and 195 employers, 173 volunteers, charities, social enterprises, and local authorities.

The Mayor of London, Sadiq Khan, is our patron.

PATRON:

Sadiq Khan

Ian Livingstone

Michelle Pinggera

TRUSTEES & DIRECTORS:

Tim Roberts (*Chair*)

Mehmet Dalman

Melanie Grant

Jenny Halpern Prince

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