



LOVE

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A message from our Patron, the Mayor of London:

London is one of the greatest cities in the world, but its benefits are in no way shared equally amongst its citizens. There are 630,000 young people living in poverty in London. The Mayor's Fund for London is working at the very heart of this issue. It was set up specifically to support these children and their families, to raise their prospects and aspirations and ultimately get them into better jobs.

We need to invest in London's youngsters now because they are the future wealth, health and energy of our city. They will be the ones who will be working to ensure that London continues to be one of the greatest cities in the world in 30–40 years time. The Fund offers an opportunity for the wealth creating sector and for anyone who feels a duty of care to wider society to help nurture and look after the interests of disadvantaged children. There can be no better investment for us than in these children.

Sir Trevor Chinn, the Chairman, and Chris Robinson, the CEO, have put together a small but focused team who are absolutely committed to making a real impact. Their task requires diligence and persistence and I will continue to support them whole-heartedly in their efforts. As Patron, I want to thank them both, the Fund's very strong team and board of Trustees for their tireless efforts in making the Fund a success.

The Fund has rightly been well received, not just by the voluntary, charity, social enterprise and public sectors but by London's business and corporate world. I am immensely proud of its establishment and progress during its first year of operation.



Boris Johnson
Mayor of London



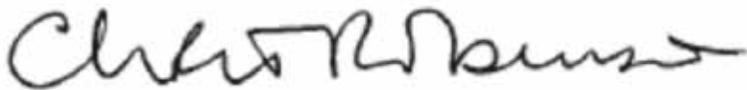
A message from our CEO – early beginnings:

Virtually half of the children living in inner London boroughs live in poverty. That is not acceptable and we need to put it right. Since our inception and public launch in April 2009 we have spent a considerable amount of time listening to people, looking at the evidence and developing our strategy. During 2009, we launched our 'Initial Programme' in order to demonstrate the types of activity in which we were interested and to start making a real impact.

Rather than scattering projects throughout London, we have determined to prove the model first in a square mile around 'Shoreditch'. Since then, and following ongoing consultation with our key stakeholders, we have designed our 'Main Programme'.

The role of our team is to collect and analyse the data, develop and maintain the partnerships, identify the programme content, contract the service delivery and then monitor and evaluate that delivery as well as raise the funds to make it possible.

We are now delivering exactly what we set out to deliver – fighting child poverty in London by taking a strategic approach.



Chris Robinson
CEO



Our mission and objectives

Our mission is to improve the life chances and aspirations of disadvantaged children, young people and their families in London.

Our objective is to deliver 4 outcomes for children and young people in London:

A better start in life

A better educational experience

Better things to do

A better job

Our goal is to help London's young people ultimately into better jobs and careers. This is not only about focusing on young people of school leaving age but also about addressing prevention and early intervention measures right across the age ranges. In particular, we want to concentrate on developing the key competencies that employers tell us constitute the basis of employability – literacy, numeracy, IT, communication and presentation skills.



Our main principles

Underpinning our approach are 4 key principles:

Partnership: our approach is based on creating partnerships with communities, local authorities, service providers, employers, public services, central government and other funders.

Connectivity: our research identifies a lack of joined up services available to help families deal with the many aspects of poverty. Our projects must be connected at family level in order to provide a better experience for the children and their families with whom we work.

Evidence-based: we are committed to use evidence rather than opinion to determine what needs to be done and how it should be done.

Implementation: there are plenty of good programmes and interventions out there which struggle to fulfil their impact due to poor implementation. No matter how good a plan or intervention may be, if it is not implemented thoroughly, it is often useless. We will encourage good practice and high quality delivery by ensuring that good ideas are followed through to excellent delivery.

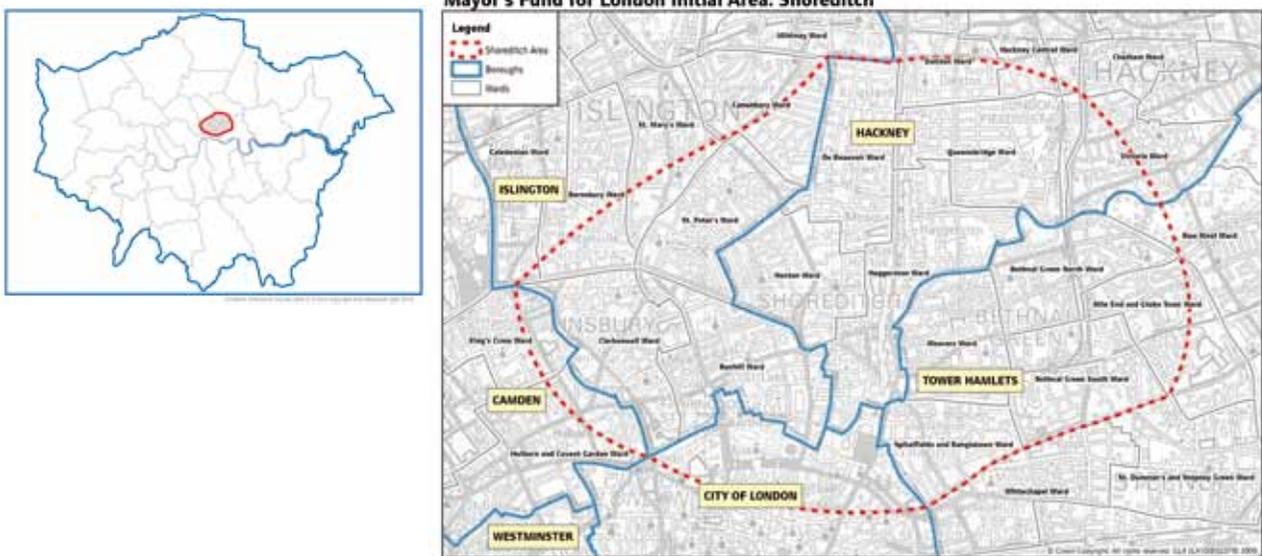


What we did in 2009

a. Our initial area – Shoreditch*

Despite London being one of the richest cities in the world, child poverty remains an issue of great concern. While there are pockets of serious deprivation throughout Greater London, our evidence identifies specific areas where poverty is most concentrated. In our first target area of Shoreditch there are 30,000 children, 75% of whom are from low income families.

Evidence shows that poor housing, unemployment, low educational attainment, crime and the disruption of family life have a high association with poverty in Shoreditch, which is seen as a microcosm of London. This area is a viable and realistic test-bed for developing the model that we propose to take forward.



b. Our approach

Our method of delivery creates 4 themed strands developed to benefit families with children from conception to 25 years. Each strand links high quality projects into a coherent programme, measuring impact systematically to build a sound evidence base as we progress. Our 4 strands are:

***Hackney:** De Beauvoir, Haggerston, Hoxton and Queensbridge. **Tower Hamlets:** Bethnal Green North, Bethnal Green South, Weavers, Spitalfields and Banglatown. **Islington:** Bunhill, Clerkenwell and St Peters.

London Growing (-9 months to 4 years): our Early Years strand focuses on parenting support, child health and childcare.

London Learning (5-16 years): building the educational capital of poorer children especially in terms of the core employability skills.

London Safe (all ages): keeping children safe from abuse, accident, crime and involvement in crime.

London Working (16 to 25 years): developing employable skills and routes to work with an emphasis on training for specific jobs and working back from the needs of the employer.

Our emphasis is on our 4 principles in the selection of partners with a strong track record and the adoption of robust systems for effective monitoring and evaluation. Our engagement with stakeholders has helped us to identify key organisations that have both the expertise to deliver on our objectives and also understand our approach and model. We build on the delivery record and knowledge of existing major partners, who in turn work with quality local providers. To ensure a proper project review and transparent process, we have developed a competitive procurement process. Our rigorous selection criteria are based not just on a strong track record but also on thorough local knowledge.

c. Our launch

The Mayor's Fund for London was officially launched as a charity in April 2009 at Shoreditch Town Hall. Over 300 stakeholders attended. The Mayor of Hackney, Jules Pipe, welcomed us to Hackney and our Patron, the Mayor of London, Boris Johnson made the keynote speech. At the launch we announced the projects that make up our Initial Programme, all of which are now under way.

d. Our Initial Programme



'Unlocking Potential'

"School is there for children to attend, to learn and be taught. However, we don't believe that a child can learn properly until their social needs are dealt with."

Laura, School-Home Support Practitioner at Hugh Myddelton Primary School

By the age of 6 a less able child from a well-off family will have overtaken a more able but poorer child in their school attainment. By the age of 10 the gap will be wider still. By the age of 11 it is usually too late to tackle these young people's difficulties. Research shows, however, that with the right early intervention every child can have the chance of a good education. Everyone can learn if early action is taken to unlock the potential of those with the greatest problems.

Unlocking Potential is delivered by Every Child a Chance Trust in partnership with School-Home Support. It is an intensive project focusing on a small group of children – the lowest achieving 5% of 5 to 7 year olds. It brings together the best of literacy, numeracy and behaviour programmes, combining them with effective family support projects. This combination is key. These are life changing interventions that offer the chance for disadvantaged children who have fallen behind to get back on a level playing field with their peers and stay there.

The project is currently under way in 6 schools in Shoreditch. Over the next 3 years our aim is to extend to 18 primary schools which will allow:

- 216 children to receive additional one-to-one specialist teaching in reading or maths
- 486 children to receive additional specialist language development support
- 900 families to engage with parenting and family learning programmes offered in schools

Case study

We had so many problems last year when our flat flooded and everything was ruined – the furniture, the Christmas presents, everything! This forced us to move out of our flat to somewhere miles away from school. I didn't want my son to miss his lessons, but didn't have the money for the bus fare. The School-Home Support worker came to our rescue. She was great! She managed to get some books from my son's reading lessons and also some games to help him learn at home at the weekend. Somehow she managed to get us a grant so I had some money to get my son to school and back too. Without her, I would have been lost and my son would have fallen behind in his learning. She really went the extra mile to help.

A mother from Islington. Project: Unlocking Potential

'The Place2Be Shoreditch Hub'

A staggering 80% of children showing behavioural problems at the age of 5 go on to develop more serious forms of anti-social behaviour and over 90% of young offenders have had a mental health problem as a child. (ONS survey, 2000)

Children and young people today have all sorts of worries and concerns from friendships to bereavement, domestic violence and gang culture to crime. By supporting children early we give them the chance to grow up with prospects rather than problems.

We are working in partnership with The Place2Be to establish a new project in Shoreditch, providing school-based counselling services to children (aged 4 to 13 years) and their families. Initially working with 6 schools, the services aim to enhance children's wellbeing and prospects by giving them access to therapeutic and emotional support in schools. We are using a proven model backed up by research and training and delivered by trained Place2Be counsellors.

As part of the project, The Place2Be is rolling out a series of workshops and accredited training to enable staff in our Shoreditch schools to improve the support of children's emotional wellbeing. Over 200 school staff will receive training in 2010.

'It's Your Life'

"There isn't one student on the project that comes from a stable family, but if you could take them out of their environment, they would all do so well and achieve such great things." Carly, Academic Mentor

Evidence shows that education is a key way out of poverty. We believe that for the most disadvantaged young people to achieve we need to build their educational capital. This means surrounding those young people with a connected programme of support, building on their own determination to achieve.

It's Your Life develops this educational capital through quality experiences with academic and personal mentoring, social and vocational networking and family support, providing a more effective way of educating the most disadvantaged young people. The support provided also includes individual life coaching, university visits and residential trips, group work, business mentoring and work experience.

The project is delivered by Globetown Learning Community, in partnership with Morpeth School and supports up to 45 young people aged between 14 and 16 years old at any one time. They are identified as likely to under-achieve academically, being involved in anti-social behaviour or crime, showing persistent absenteeism or at risk of being excluded from school, or having poor family support and poor aspirations.

We have agreed to fund the continuation of this successful programme on the basis that Morpeth School works with us to identify clearly the elements that can be replicated elsewhere.



Case study

Before Tyler joined the It's your Life project he had been heavily involved in gangs and crime. He was frequently running into trouble with the police and was on bail whilst facing school exclusion. The project has helped him put his life back on track by encouraging him to focus on his studies and to realise the importance of education. During a residential university trip, Tyler won a writing competition with his poem 'Forever Tears'. As a result of the It's your Life programme, as Tyler says it: "I am a lot happier and so is my mum. She is so happy that I am out of the gangs and am no longer involved in crime. I attend all of my classes now and am working very hard to get at least 5 GCSEs".

Tyler – aged 15. Project: It's Your Life

Forever Tears by Tyler

I have a new saying, 'Forever Tears'
These are tears that don't fall, they stay inside you for years.
This is real pain that I'm letting out
I won't be silenced, you sit down and shut your mouth
A real British boy – if you're real then love is love
For some there's loyalty, then blood is blood
I'm seeing brothers stabbing brothers over minor beef
I wake up crying then stay praying on my hands and knees.
Mums are so stressed that they walk with...Tears
We hate our dads 'cause they've been gone for so many years
Some scared of life so a gun helps release the fear
We're just outcasts, so when we walk the public stares.
We're crying out for help, but no one hears us
This is our final warning : Forever Tears
Dear Dad, it's your son
Look what you've done to me
When I was crying for your help why you never come for me?
Where were you when Haggerston tried to put a knife in me?
My life ain't lovely, I nearly went to prison,

Mum travelled far, just to hug me in the visits
Smiling, but inside, I feel ugly
My eyes want to cry but I am strong and stay bubbly.
Dear Dad, how comes I ain't see you for days,
I feel like I am lost in a maze
now my best friend Festa's lying in a grave
Dad, I think you're taking liberties,
I grew up angry but I'm calm now. I calmed down
I'm just proud here, writing,
Got no time for fighting,
I did something impossible – got out of that gang thing
I pray every night that I'll be leaving
I thank the Lord that I'm still breathing,
I'm glad I came from the bottom to the top,
back then I didn't wanna
now at least I can say it on my own.

'Miss Dorothy' and 'Watch Over Me'

"There is currently no national standard for the information delivered to children on safety. However, we believe that children have the right to know how they can keep themselves safe and who in the community can help them." Sharon Doughty, Kids Taskforce



The missdorothy.com learning programme and Watch Over Me soap opera help children and young people learn how to manage risk. The programme tackles all issues of risk from fire and arson to knives, drugs and domestic violence and brings together all the agencies that children need to meet.

We are working with Kids Taskforce in partnership and funded by the Metropolitan Police to ensure every child aged 7 to 16 years old in the Shoreditch area has access to the learning resources of missdorothy.com and Watch Over Me.

We are currently working with 15 schools in the area, helping them to implement the programmes in line with their learning and development plans.

'Community Engagement'

Communities in the poorer areas of London have 'had things done to them' for a long time. Sustainable positive change comes about more often when communities take responsibility for their own future.

We have therefore resolved to work in partnership with local communities to ensure that local priorities are reflected in the development and implementation of our strategy. This is our Community Engagement Project led by the excellent grassroots organisation London Citizens.

Under this project, Shoreditch communities are encouraged to take responsibility for their own future, to determine their own agendas and to develop the capacity to make a difference to their own lives. We will achieve that objective by training people of all ages, faiths and backgrounds to take action together for change.

Over the next 3 years, 300 local community leaders will be trained and supported in the principles of organising the community and collective leadership.

e. Fundraising

We seek to raise new funding from corporates and major donors and to partner with other major funds. We have already had considerable success. Our Trustees have led the way by personally covering the central costs of the charity. This means all the funding we raise externally can go straight into our programmes.

In 2009 we raised around £750,000. This allowed us to get established and to get our initial programme under way.

A number of major individual donors and major corporate donors have made multi-year commitments to the Fund.

Other funds such as the Private Equity Foundation and the Big Lottery Fund, for example, have committed funding to our Programme. We will work with these funders in partnership, both to take advantage of their expertise and to bring more financial resource to our Programme. Our approach combining our 4 principles is seen as innovative and relevant and it is very encouraging that other funders also seek to participate. In some cases funders will prefer to fund our delivery partners directly. This means that the extent of funding secured for our Programme will be considerably more than will be recorded in our formal accounts. We will reflect the real picture of funding brought to bear on our Programme in the narrative accompanying those accounts.

In the period 2010 to 2013, we expect to spend around £16m on achieving the objectives we have set out for our Programme in Shoreditch. We are delighted to announce that we already have £7m of that committed to us. We would particularly like to thank Barclays Capital, the Private Equity Foundation, the Big Lottery Fund, the Man Group plc Charitable Trust, the Metropolitan Police, Harvey McGrath, Richard Desmond and our Trustees for their support.

In December 2009 we launched the Mayor's Fund Business Club both as a practical way to engage employers in our work and as a fundraising mechanism.

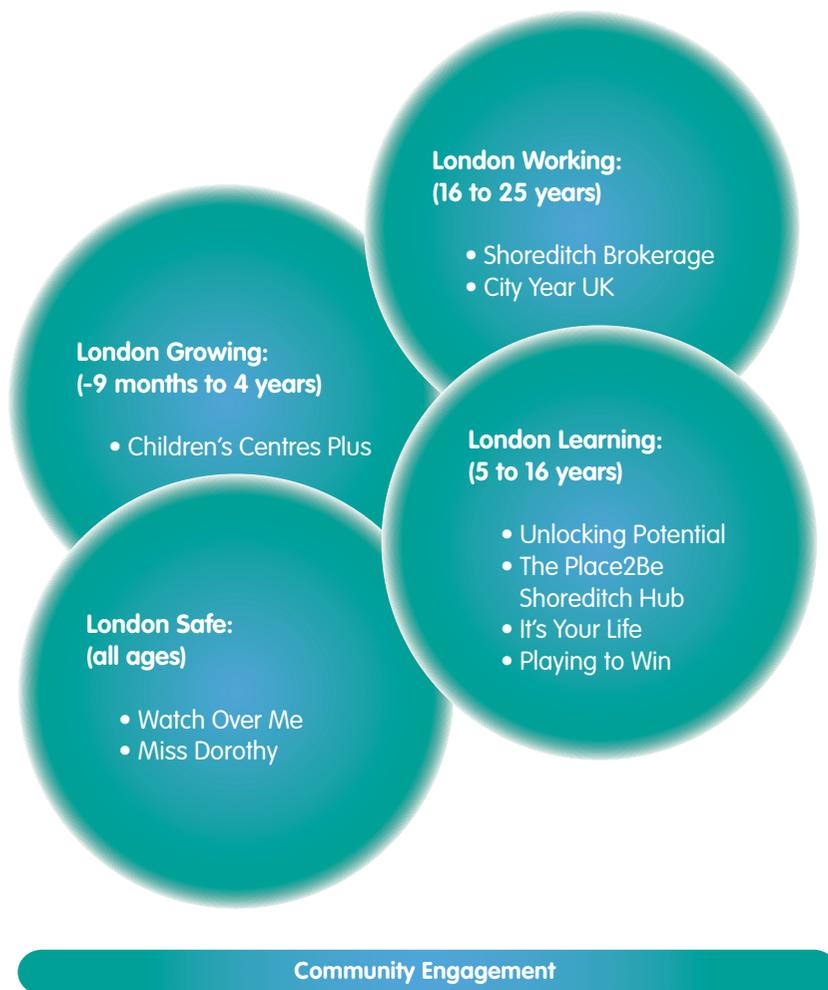
f. Evaluation

We believe our model of connecting up services and working closely with existing and new partners within each area is unique. We want to learn lessons from our approach in our first area of Shoreditch and make our model stronger for the areas beyond. To help us do this we have commissioned New Philanthropy Capital (NPC) to perform a real-time evaluation of our work over a period of 18 months. We will report on their interim findings in our next annual report and their final report will be published in the autumn of 2011. Our model will be carefully monitored and evaluated on its merits by NPC.

In addition, our key projects will be validated by independent evaluators. We will feed the lessons we have learned from the evaluations into our Programme going forward.

2010 and beyond

a. Our Main Programme



In addition to our Initial Programme which will continue during 2010 and beyond, we have identified our 3 flagship projects within our Main Programme.

Children's Centres Plus – London Growing: The Government has invested heavily in children's centres through various initiatives with over £3bn invested in Sure Start alone. This is a valuable and necessary programme. Initially there was criticism that the services were not reaching the most needy families. More recent evaluations indicate improvement in this regard but there is still a lot to do. As one example, the increased provision of services has not in practice always been accompanied by the necessary guidelines of quality programmes or staff training.

The evidence suggests that both the reach and quality of these centres vary. As such they remain, to a degree, an unrealised asset. This tremendous investment aimed at improving the prospects of children and families is not actually being delivered in practice to a common high standard, with considerable local variation in success. In Shoreditch there are 18 children's centres of which 15 are run directly by the local authorities and 3 by voluntary sector agencies. Four are operating on school sites and 11 are not. These appear to be of varying quality.

This project will work through a lead partner engaging local authorities and the children's centres to bring together good practice to increase the proportion of the most disadvantaged families and children taking advantage of these facilities. It will seek to improve working links with other local services, specifically health services and develop the capacity and standard of centre management. It will also demonstrate the cost benefits of adopting an evidence-based approach to commissioning services and use as an example the 'Incredible Years' conduct disorder programme. We will start with 6 centres and then build up to work with all 18 children's centres.



Playing to Win – London Learning: There is more we can do to help build the core skills both in schools and in the community and along the way give more children better things to do and help keep them engaged with learning. This can be achieved through our Playing to Win project.

Sport is not only a superb engager of children and a healthy activity, it is also potentially a terrific vehicle for learning.

This is not about promoting sport for its own sake. It is about using sport as a vehicle for behaviour change and development. The proposal is to bring together those programmes that actually teach through sport (using a variety of sports) and identify 12 primary schools, 2 secondary schools and 10 youth clubs or community projects initially where this approach can be tried and proved. Teachers, youth leaders and others will be trained to use the necessary resources and then supported in their use. The principle here is to find ways to add to and strengthen the existing core education work being done through these additional skills and to link the learning opportunities that exist in and out of school.

We will seek to expand this year by year until (over 4 years) 48 primary schools, 8 secondary schools and 40 youth clubs/community projects will be engaged. This will directly impact 2,000 children per year across the age ranges from 5 to 16 years old.

When it comes to actual delivery, we want to work with agencies who have a strong track record of success on the ground. These have been identified as Greenhouse, Street League and London Youth. We will also connect this work with that being undertaken by the Football Foundation and the GLA Sports Unit via the Mayor's Sport Strategy.



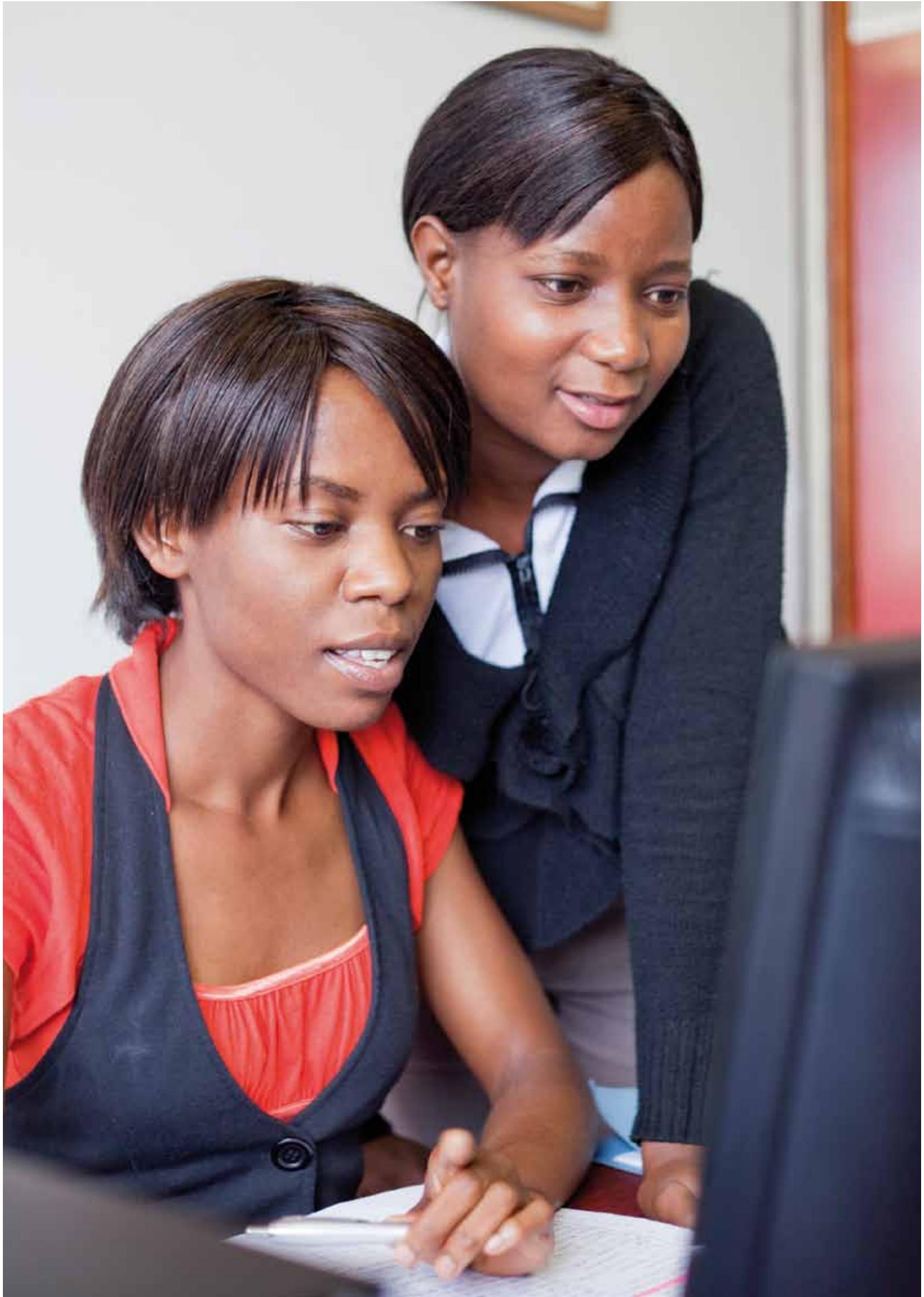
The Shoreditch Brokerage – London Working: A decent job offers the way out of poverty. We recognise through our evidence and research that we need to deliver on the key competencies that employers tell us are the basis of employability namely literacy, numeracy, IT, communication skills and presentation skills.

Our London Working strand focuses on the routes to work with an emphasis on connecting up quality providers in training for specific jobs, whilst fully recognising employers' needs in developing employable skills. We seek to build on existing investment by adding value, improving connections and raising performance standards. In our initial area of Shoreditch, a clear gap has been identified between employers' vacancies and the skills and abilities of young people. Our initial research and discussions show that there is a huge range of training support and other schemes currently available from engagement, work experience and business mentoring through to vocational training and apprenticeships. However, the quality is mixed. Many of these, including some that are valuable, suffer from being short term and do not lead smoothly to the next step along the path towards employment.

It is this context that has led us to develop the Shoreditch Brokerage. This is a new enabling agency which will map and identify quality provision and connect up good quality employment projects across the spectrum of employability.

The aim is to develop realistic pathways for young people into decent jobs. A key component of this co-ordinating and connecting agency will be links with employers, not just in terms of jobs but also in terms of providing opportunities for mock interviews and work experience and access to mentors and advice. This central brokerage is needed to match up employers' needs with young people right back along the line from the most employable to those who have the longest distance to travel to become employable.

City Year UK – London Working: We are joining with our strategic partner, the Private Equity Foundation, in supporting City Year UK – an exciting project featuring 12-month long volunteering opportunities for young people within inner-city schools. The Private Equity Foundation is the major sponsor of this initiative which is based on the very successful City Year programme in the USA. City Year will be launching in the UK in September 2010 by setting up volunteering teams in 6 primary schools in our Shoreditch Area.



“London lacks the mentors and role models that I wish I had when I was younger. It is very easy for kids to become labelled and become trapped in a downward spiral without support such as a mentor. It is for this reason it is so important that we are present.” Christian, City Year Volunteer

b. Area Two and beyond

We understand that London is diverse in terms of its economic and physical characteristics and its communities. A one size fits all approach to dealing with child poverty across London is therefore not necessarily the right answer or the solution to be adopted.

Later this year, we will start the process of examining the evidence and, through dialogue with stakeholders, we will select and get area two under way in 2011. We propose to roll out our Programme, which will be customised for the particular local needs of the area, on a phased basis, learning from on the ground experience.

There are too many children living in poverty in London. We have taken our first steps on the road to tackling this problem. We are taking a long term strategic view and look forward to extending our model across London in 2011 and beyond.

Facts and figures

a. Summary financial statements for year ended 31 December 2009

Financial Activity	2009	2008	Balance Sheet	2009	2008
	£	£		£	£
Income			Fixed Assets	4,384	-
Donations received	629,824	102,140	Current Assets		
Donations in kind	125,000	694,025	Debtors	1,000	5,500
Investment income	117	213	Cash at bank	332,870	21,401
Total Income	754,941	796,378	Total Current Assets	333,870	26,901
Expenditure			Creditors	(36,138)	(2,756)
Programme development	374,388	771,198	Net Assets	302,116	24,145
Programme costs	10,551	-	Charity Funds		
Costs of generating funds	89,563	-	Restricted funds	289,496	-
Governance costs	2,468	1,035	Unrestricted funds	12,620	24,145
Total Expenditure	476,970	772,233	Total Charity Funds	302,116	24,145
Surplus/Deficit for the year	277,971	24,145			

b. Activity during 2009 – partnerships and progress

The Fund received £629,824 in donations during the year of which the majority were from grant giving charities and individual Trustees.

In addition, during 2009 we have been fortunate in obtaining support for the development of our programme in the form of consultancy services with an estimated value of £125,000. Donated services totalling £694,025 were also received in respect of setting up the Fund, including the definition of its focus and objectives, its working approach and its organisation, drawing on experience of other charities worldwide during 2008.

We spent a large part of our time during 2009 developing our Fund strategy as well as our programme strategy within our first area of Shoreditch. This is reflected within our programme development spend of £374,388.

During 2009, we identified our initial projects within Shoreditch and commenced spending restricted monies of £10,551 on our London Safe strand.

We had £302,116 of funds at 31 December 2009 of which £12,620 represented unrestricted reserves.

Going forward, we are looking to build up to a £5 million per annum Programme within Shoreditch with similar programmes in area two and three by 2014.

A part of the funding will be through partnership arrangements with funders who are committed to the Mayor's Fund's programme overall and who contribute to one or more of the Mayor's Fund's specific projects but choose to provide some or all of their actual funding direct to the projects.

c. Statement by Trustees

The summary financial statements are taken from the full accounts of the Mayor's Fund for London and may not contain sufficient information to allow for a full understanding of the financial affairs of the charitable company.

The full accounts have been audited and the opinion was unqualified. The full accounts have been filed with Companies House and the Charities Commission. A copy of the full accounts can be obtained from the Chief Finance Officer.

d. Independent auditor's statement to the Trustees of the Mayor's Fund for London

We have examined the summarised financial statements of the Mayor's Fund for London on pages 22 to 23.

Respective responsibilities of Trustees and auditors

The Trustees are responsible for preparing the summarised financial statement in compliance with the relevant requirements of section 426 to 429 of the Companies Act 2006 and the regulations made thereunder. Our responsibility is to report to you our opinion on the consistency of the summarised financial statements and the full financial statements and Trustee's Report. We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of Opinion

We conducted our work in accordance with Bulletin 2008/03 'The auditor's statement on the summary financial statement' issued by the Auditing Practices Board for use in the UK.

Opinion

In our opinion, the summarised financial statements are consistent with the full financial statements and the Trustee's Report for the year ended 31 December 2009 and with the relevant requirements of section 426 to 429 of the Companies Act 2006 and the regulations made thereunder.

haysmacintyre, Chartered Accountants, Registered Auditors
Fairfax House, 15 Fulwood Place, London WC1V 6AY
Date: 12 March, 2010

The story so far... thanks to our donors

We would like to thank our supporters.

Our strategic partners include: Barclays Capital and Private Equity Foundation

Those supporters who have donated £25,000 or more to us (up to the end of 2009) include:

Absolute Return for Kids, Barbara & Stanley Fink Foundation, Garfield Weston Foundation, Go Play Foundation (supporting Globetown Learning Community), JL Beckwith Charitable Trust, Man Group plc Charitable Trust, Michael Sherwood, Nexen Petroleum UK Limited, Sharp Foundation, Sir Trevor Chinn, CVO

...and from 2010 onwards:

Our major funding partners (in excess of £250,000) include:

Big Lottery Fund, Richard Desmond, Harvey McGrath, Man Group plc Charitable Trust

Our Trustees who have committed to personally cover the central costs of the charity include:

Barbara & Stanley Fink Foundation, Michael Sherwood, The Diamond Family Foundation, Sir Trevor Chinn, CVO

The Mayor's Fund for London would like to express gratitude to everyone who has supported us in our work to date, including:

April Design, Sir Al Aynsley-Green, Sir Michael Barber, Barclays Capital, Nye Brennan Photographer, Business in the Community, Kevan Collins (CEO, Tower Hamlets), Calabash Films, City Year UK, Elizabeth Garratt Anderson School, Muge Dindjer, John Fenner, OBE, Ivor Frank, Greater London Authority (GLA), Vagn Hansen, Iain Herbertson, Hugh Myddleton Primary School, Islington Borough Council, Jeff Jacobs, John McAslan + Partners, John Sturrock Photography, London Councils, London Youth, Natalie Phillips, Jules Pipe (Mayor of Hackney), Richard Sharp, Hans Staal, Simon Thorpe Images, Stewart Headlam Primary School, Alan Wood (The Learning Trust)

We would particularly like to thank Barclays Capital and Ogilvy & Mather for their pro bono advice on the design and production of this annual report.

THE MAYOR'S FUND FOR LONDON

Chairman: Sir Trevor Chinn, CVO

Trustees:

Robert E Diamond, Jr.	June 2009
Stanley Fink	June 2008
Wasfi Kani	June 2008
Lesley King-Lewis	June 2008
Harvey McGrath	May 2010
Baroness Sally Morgan	January 2009
Stephen O'Brien	January 2009
Tim Roberts	December 2008
Paulette Rowe	December 2008
Michael Sherwood	January 2009
Clare Thomas, MBE	December 2008
Iqbal Wahhab, OBE	November 2009

Chief Executive: Chris Robinson

Front cover image designed by Paul Fallon, aged 18,
The Greswell Centre Saturday Club, London SW6.
Paul won the Mayor's Fund for London's design competition.
Photography by Simon Thorpe Images and Nye Brennan.