



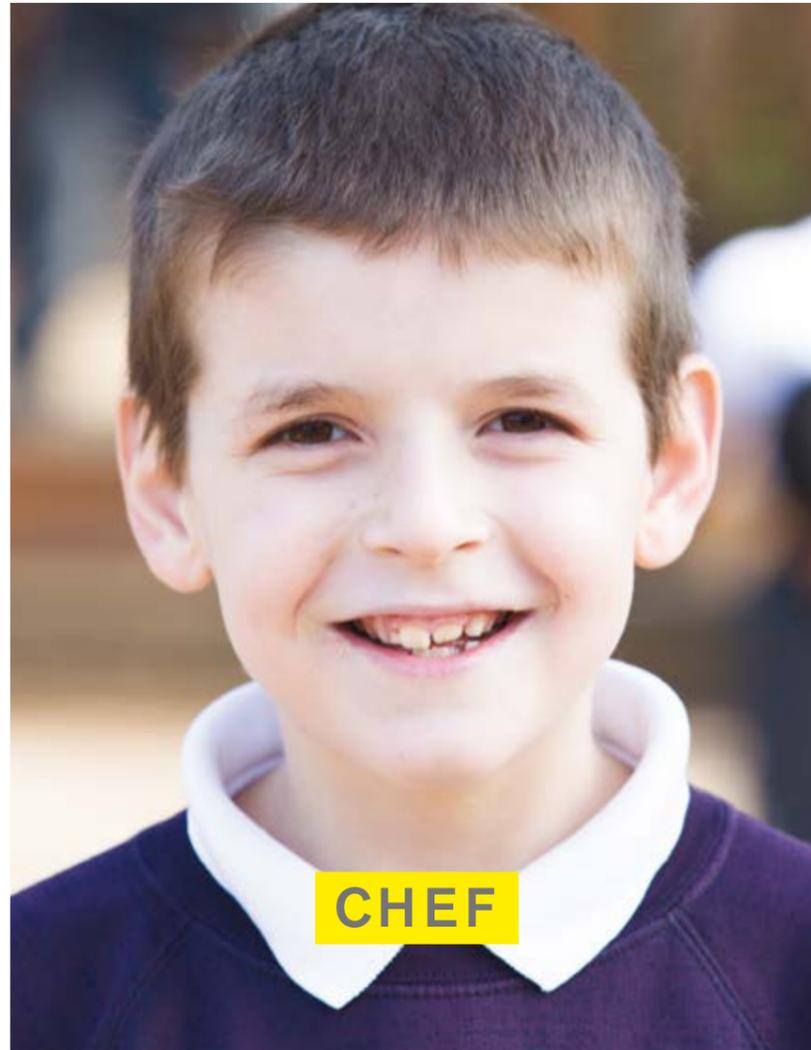
**MAYOR'S  
FUND FOR  
LONDON**

HELPING YOUNG LONDONERS GROW

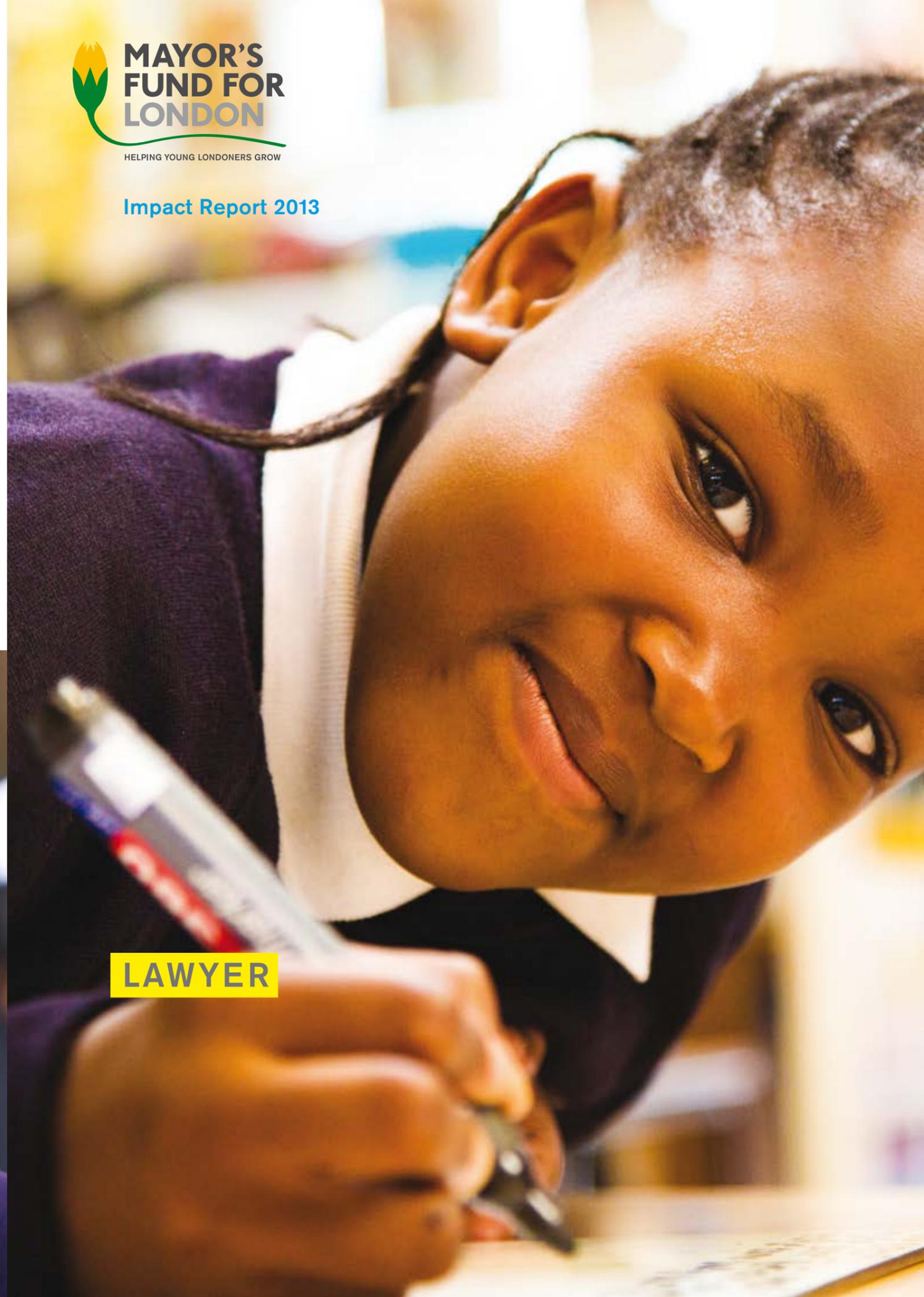
**Impact Report 2013**

A close-up photograph of a young girl with dark skin and braided hair, wearing a purple school uniform. She is looking down at a book or paper on a desk, with a slight smile on her face. The background is blurred, showing a classroom setting.

**HELPING  
YOUNG  
LONDONERS  
GROW**



**CHEF**



**LAWYER**

WHO'S WHO

# The Mayor's Fund for London

**Patron**

Boris Johnson Mayor of London

**Trustees & Directors**

Paulette Rowe Chair

Ana Botin

Robert E Diamond Jnr

Lord Stanley Fink

Lesley King-Lewis

Ian Livingstone

Harvey McGrath

Ian Mukherjee

Sir Stephen O'Brien, CBE

Michelle Pinggera

Tim Roberts

Many thanks to our former Trustee, Iqbal Wahhab OBE, who retired in November 2013

**Executive Team**

Matthew Patten

Chief Executive

John Barnes, FCA

Finance Director

Kim Chaplain

Director of Charitable Activities & Young London Working

Louise Griew

Director of Fundraising & Communications

**NURSE**

Over  
**12,000**  
young  
Londoners  
directly  
benefited

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Louise Griew Director of Fundraising & Communications

MAKE-UP ARTIST

BANKER

## HOW WE HELP YOUNG LONDONERS GROW

**The Mayor's Fund for London exists to give young Londoners the skills and opportunities to get a decent job, escape the threat of poverty and play a full part in London's future.**

Our work reaches every London borough. Hungry children in 50 London schools start the day fit and ready to learn thanks to our Breakfast Clubs. Our literacy and numeracy projects are helping 5,000 young Londoners improve their reading and maths. The next 12 months will see us find over 1,500 decent jobs and opportunities for unemployed young Londoners. Over the next 3 years, our programmes are on track to reach 50,000 more young Londoners in many of the capital's most disadvantaged communities.

OUR WORK FOCUSES ON THREE PRIORITIES:

# 1

### HEALTH AND WELL-BEING

Helping young Londoners to be engaged, healthy and motivated to learn

---

# 2

### CORE SKILLS

Providing core skills which employers say are absolutely essential, particularly numeracy and literacy

---

# 3

### EMPLOYMENT

Supporting employers to create decent and sustainable career prospects for young Londoners

---



WEB DEVELOPER

**120**  
employers  
across 14  
boroughs



**“London is the powerhouse of the UK economy and its greatest asset is its talent. But young people don’t all have the same opportunities. The Mayor’s Fund for London is supporting the health and well-being of young Londoners, and setting them up with key skills they will need for the world of work.”**

**BORIS JOHNSON  
MAYOR OF LONDON**

**ENGINEER**



# HEALTH AND WELL-BEING

PLUMBER

# 1

## BREAKFAST CLUBS

Many children come to school too hungry to learn. Working with Magic Breakfast, we have supplied healthy and nutritious breakfasts to over 2,000 primary school children at 50 schools in 7 boroughs.

- 76% children say their breakfast club helps them concentrate more in lessons<sup>1</sup>
- 50% children say their breakfast club helps them with their school work<sup>2</sup>

Looking forward, we are:

- Expanding our Breakfast Club programme to reach 5,500 children in 60 schools in 13 boroughs, working with Magic Breakfast and the Greggs Foundation
- Working with the London Food Board and the School Food Plan to transform health and attainment by improving food across the whole environment, using schools as a catalyst to drive change in 2 flagship London boroughs

"Ofsted recognised the importance of our breakfast club during their visit and we know that having the club and providing access to a healthy start to the day has a tremendous impact on our children."

JEANETTE BRUMBY,  
HEAD TEACHER, HASELTINE  
PRIMARY SCHOOL



# 76%

children say their breakfast club helps them concentrate more in lessons

<sup>1</sup> Survey by Magic Breakfast: 639 children across 28 schools

<sup>2</sup> Survey by Magic Breakfast: 639 children across 28 schools

### BE THE BEST YOU CAN BE!

80% of entry-level employers rate attitude and work ethic as important to job progression.<sup>3</sup> Be The Best You Can Be!, delivered by 21st Century Legacy, aims to engage and raise the aspirations of young Londoners, many of whom have a limited sense of their own potential. Using Olympic and Paralympic athletes as part of the London 2012 Legacy, the programme also enhances the skills of teachers to engage and empower their pupils.

Looking forward, our aim is for Be The Best You Can Be! to reach 50,000 children in 250 schools across London over the next 3 years.

### THEATRE OF LAW

This project will work with 1,500 primary and secondary school students, involving them in real courts and court situations, to help them understand the judicial system and how they might take a role in its delivery, to influence their communities and change their future.

### MISS DOROTHY

Children cannot learn unless they feel safe. The Miss Dorothy project, delivered by Kids Taskforce, educates children aged 7-11 about how to keep safe and manage the risks they may face at home, at school, in the community and online.

We have supported **7,569** children in 53 schools

Regularly active in schools across **29** London boroughs



<sup>3</sup> Centre for Social Justice: Signed On, Written Off – May 2013

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SECURITY GUARD



CAMERAMAN

<sup>3</sup> Centre for Social Justice: Signed On, Written Off – May 2013



# CORE SKILLS

ACCOUNTANT

# 2

## COUNT ON US

Recent studies have shown that numeracy is a bigger indicator of disadvantage than literacy and has a strong impact on employment. 1-in-5 young Londoners leave primary school behind in maths. Adults with poor numeracy are:

- More than twice as likely to be unemployed
- More than twice as likely to leave school at 16 and have had their first child while still in their teens
- Five times more likely to achieve no qualifications by the age of 34
- More than twice as likely to report having a longstanding illness or disability, or several symptoms of depression

Count on Us is a pan-London numeracy programme focused on:

- Supporting teachers in raising attainment levels and learning outside the classroom
- Changing the attitudes of parents and children towards maths by making it fun
- Helping innumerate parents and carers and bringing learning into the home



Count on Us comprises three core elements:

### COUNT ON US MATHS CLUBS

Sustainable maths clubs providing opportunities for primary school children to take part in maths activities in a fun and safe environment during lunchtime or after school. Over the next 3 years we will work with 2,000 children in 24 schools, supported by Lloyd's Charities Trust.

### COUNT ON US CHALLENGE

Fun pan-London schools competition based on the maths game, 24®, with the finals held at City Hall. More than 50 schools entered in the inaugural competition, supported by The Rothschild Foundation.

### COUNT ON US PARENTS

Count on Us Parents recognises the essential role parents and carers have in supporting numeracy learning and attitudes. The project is designed to meet a variety of challenges in this area, from re-engagement with the school to intensive support at home. Over the next 3 years, we will work with 1,740 families supporting up to 4,000 children.

"I love 24®, I like playing against my friends and even trying to beat my teacher. A great Maths game."

SAIM, AGED 9, FROM NEWHAM

### INSPIRING READING

Illiteracy is closely linked to long-term unemployment, ill-health and crime. Delivered in partnership with Beanstalk and part of the Evening Standard's 'Get London Reading' Campaign, Inspiring Reading placed 151 reading volunteers into schools to support 453 children who were falling behind to get back on track.

Inspiring Reading works. During the school year, over 50% of children will make over 3 sub-levels progress with 1-in-3 making 2 sub-levels progress.

Looking forward, Inspiring Reading is on target to help over 2,000 children in 95 London primary schools.

### CITY YEAR

City Year gives 18-24 year-olds the chance to act as tutors, mentors and role models. With our support, 16 City Year members have served 8,673 hours in London primary schools, helping twice as many pupils than average progress an entire level in their learning.



### STEP UP

This programme is focused on helping young Londoners having difficulty with the transition from primary to secondary school. Delivered in partnership with SHINE, it provides practical literacy and numeracy support, together with science and wider enrichment activities.

Looking forward, we aim to work with 360 students in 3 secondary schools.

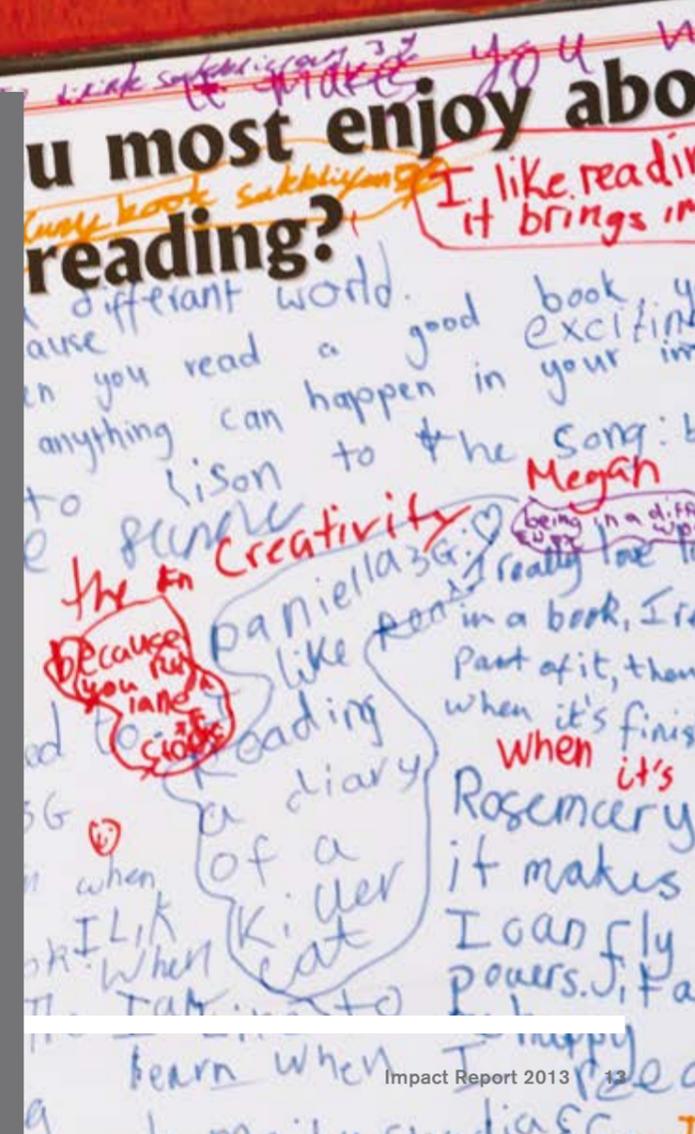


"Before your eyes children are learning new words and discovering new worlds and possibilities and that can only be rewarding."

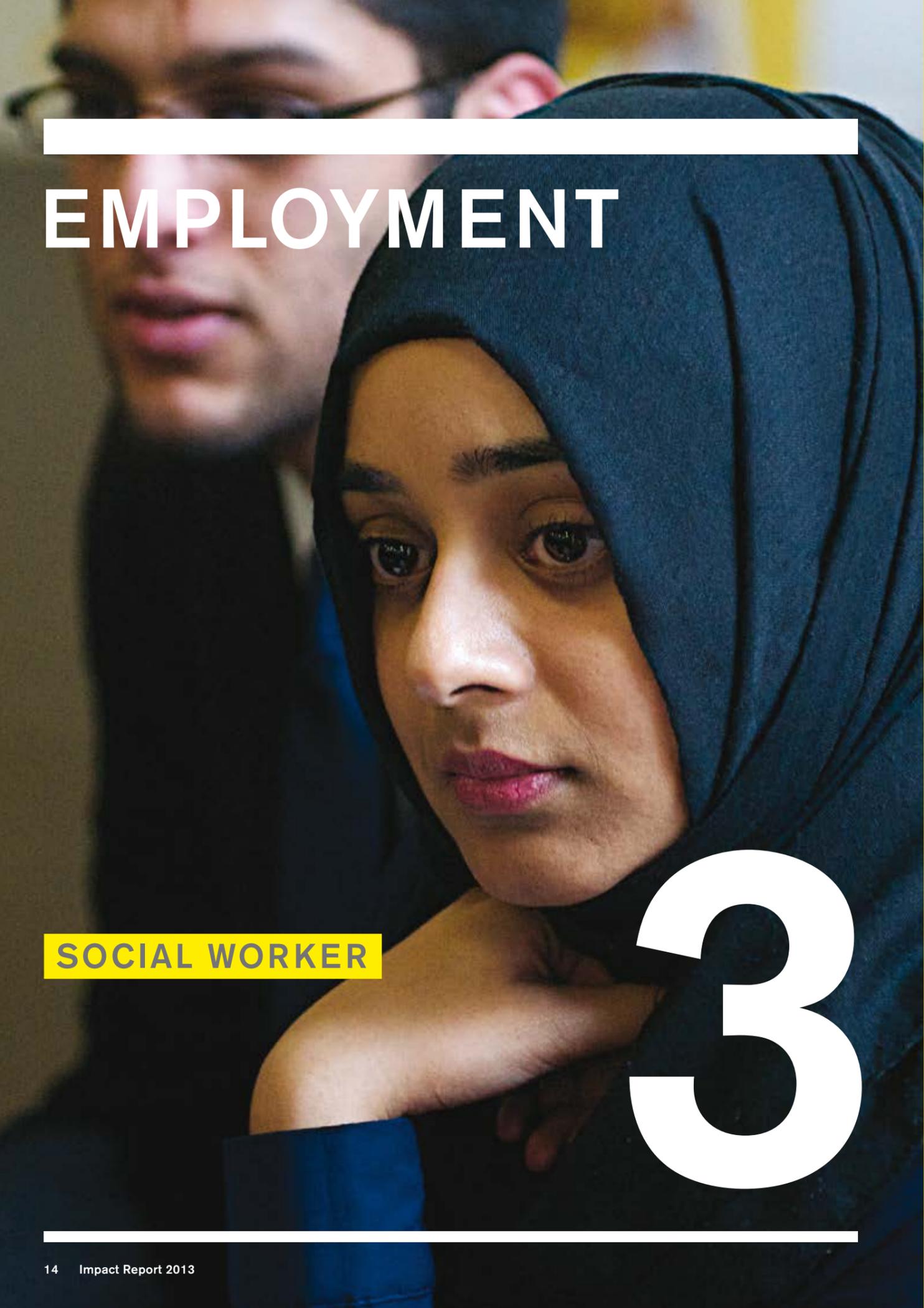
PIERS TORDAY,  
READING VOLUNTEER

TEACHER

55% of children in our Inspiring Reading programme improved by 3 sub-levels over a school year







# EMPLOYMENT

SOCIAL WORKER

# 3

Employment

## YOUNG LONDON WORKING

Young London Working connects more than 120 employers with young Londoners and a network of over 40 providers, creating pathways to decent jobs, apprenticeships and work experience.

Young London Working, supported by Goldmans Sachs, has placed nearly 1,000 young Londoners in jobs, apprenticeships and work placements.

“Thank you for putting me through for the job and also for your support during the process!! Thank you so much. I really appreciate this. I'm very excited. This will be a stable job for me now and thank you once again for putting me through I really do appreciate it. Woohooooo!! Deborah's gotta job sayy ohhh yeaahhh!! All jokes aside. Thank you:)”

TEXT FROM DEBBIE,  
SUCCESSFUL YOUNG LONDON  
WORKING PLACEMENT

Young London Working connects more than **120** employers with young Londoners



## TECH CITY STARS

Tech City Stars gives young Londoners the opportunity to secure a digital apprenticeship, City & Guilds Level 3 NVQ and employment in London's fast-growing tech sector. It provides companies with a turnkey process to employ talented local apprentices. Delivered in partnership with Citizens UK and Optimity, and supported by Barclays, Tech City Stars has worked with 600 young Londoners and placed 40 new apprenticeships.

“I've always hated school and college. I wasn't very good at it. But this is the best thing I've ever done. I'm more confident and have met so many different people.”

AMBER, AGE 16

### CREATIVITY WORKS



1-in-6 jobs in London are in the creative industries, much loved by young Londoners, including music, dance, design, film, theatre, interactive software and video games, television and fashion.

Creativity Works is a 3-year programme, supported by the Berkeley Foundation, to provide specific skills and work experience for young London NEETs in a range of creative industries. Looking forward, 360 young Londoners will participate in Creativity Works, 2,400 will be involved in talent showcase events taking place in their communities and over 500 will move on to employment, education or training.

### CITY PITCH AND COMMUNITY PLUS LONDON

City Pitch gives young Londoners the opportunity to secure funding for community projects led by them, by way of developing and presenting their plans to a panel of experts. As part of the process, they receive mentoring to develop their proposals and pitching skills. Six youth groups were awarded grants totalling £10,000.

Looking forward, 7 City Pitch events are planned over the next 2 years reaching 335 young Londoners.

Community Plus London 2013 was a £100,000 small grants fund, run in partnership with the Santander Foundation. It offered small grants of up to £5,000 to London community projects. Over 600 applications were received with grants awarded to 24 organisations across London.

Six youth groups were awarded grants totalling **£10,000**



**RETAIL MANAGER**

**750**  
jobs and  
apprentice-  
ships

**CREATIVITY WORKS**



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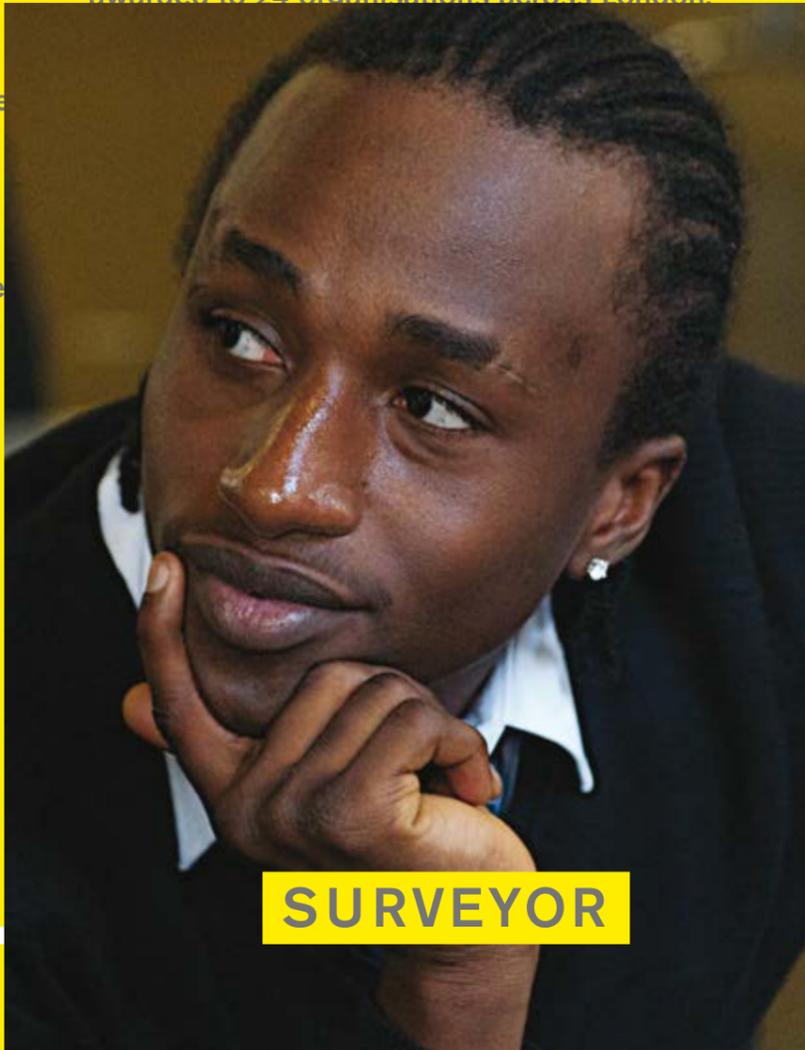
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**SURVEYOR**



**RETAIL MANAGER**

## SUMMARISED FINANCIAL STATEMENTS

### STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2013

	2013 £'000	2012 £'000
<b>Income</b>		
Voluntary income	1,783	1,553
Activities for generating funds	328	626
Investment income	4	1
<b>Total income</b>	<b>2,115</b>	<b>2,180</b>
<b>Expenditure</b>		
Charitable activities	1,366	1,146
Costs of generating voluntary income	260	188
Costs of activities for generating funds	109	279
Governance costs	48	41
<b>Total expenditure</b>	<b>1,783</b>	<b>1,654</b>
<b>Net income</b>	<b>332</b>	<b>526</b>
Funds brought forward at 31 December 2012	1,165	639
<b>Funds carried forward at 31 December 2013</b>	<b>1,497</b>	<b>1,165</b>

### BALANCE SHEET AS AT 31 DECEMBER 2013

	2013 £'000	2012 £'000
<b>Fixed assets</b>	<b>5</b>	<b>8</b>
<b>Current assets</b>		
Debtors	195	177
Cash at bank	1,448	1,155
	1,643	1,332
<b>Current liabilities</b>	<b>151</b>	<b>175</b>
<b>Net current assets</b>	<b>1,492</b>	<b>1,157</b>
<b>Total assets</b>	<b>1,497</b>	<b>1,164</b>
<b>Charity funds</b>		
Restricted funds	761	626
Unrestricted funds	736	539
<b>Total charity funds</b>	<b>1,497</b>	<b>1,165</b>

#### Trustees' statement

These summarised accounts are a summary of information extracted from the annual accounts and contain information relating to both the Statement of Financial Activities and the Balance Sheet.

These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full accounts, which received an unqualified audit opinion, should be consulted. Copies of these can be obtained from the Mayor's Fund for London.

The annual accounts were approved by the trustees on 11 March 2014, and have been submitted to the Charity Commission and Companies House.

On behalf of the trustees of the Mayor's Fund for London: Paulette Rowe, Chair

#### Independent auditor's statement

We have examined the summary financial statement for the year ended 31 December 2013 set out above.

#### Respective responsibilities of the trustees and the auditor

The trustees are responsible for preparing the summarised annual report in accordance with applicable United Kingdom law and the recommendations of the Charity SORP.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statement within the summarised annual report with the full annual financial statements and the trustees' report, and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

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.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board.

#### Opinion

In our opinion the summarised financial statement are consistent with the full annual financial statements and the trustees' report of the Mayor's Fund for London for the year ended 31 December 2013.

haysmacintyre  
Statutory Auditors  
Fairfax House  
15 Fulwood Place  
London WC1V 6AY

15 April 2014

## MESSAGE FROM THE CHAIR



The Fund has gone from strength to strength, with 2013 seeing our reach expand to all London boroughs. Our flagship numeracy programme, Count on Us, launched with our Volunteers, Maths Clubs and Challenge already making maths more engaging in schools. Our partnership with Santander Foundation enabled us to give grants to community organisations through our Community Plus London fund and City Pitch, making a real difference in London at a grass roots level, and our Youth Board is already starting to influence our work.

In 2013, we said a fond farewell to Trustee, Iqbal Wahhab, OBE. The Board of Trustees and staff team would like to wish him well and sincerely thank him for his 4 years of service and his generous support of the Fund.

Our fundraising efforts have been rewarded with multi-year partnerships secured with the Berkeley Foundation, Lloyd's Charities Trust and The Rothschild Foundation, while we continue to work with Goldman Sachs and Barclays, who were among our first supporters.

We would like to thank them, and all our partners for their continued support. Their commitment, along with the work of the Mayor's Fund for London team, Board of Trustees and our Patron, the Mayor of London, has enabled us to grow, giving young Londoners the skills and opportunities to get a decent job and contributing to London's future as the greatest city on Earth.

**Paulette Rowe**  
Chair of Trustees

## THANK YOU

We could not exist without the vision and generosity of our benefactors. With their support, we have been able to expand and improve our work to help young Londoners grow. We would like to sincerely thank them.

Sunita and Surinda Arora  
Aspect Capital  
Aviva  
Kam Babae  
Barbara and Stanley Fink Foundation  
Barclays  
Vanessa Barnett  
Daniel Barrett  
Bauer Media  
Berkeley Foundation  
BGC Partners  
Cathy Black  
Kevin Blanchard  
Borealis Infrastructure  
Ned Boulting  
Sally Boyle  
Jeff Brazier  
Jim Buckee  
Danny Budzak  
Tim Burley  
Cazenove Capital Management  
Sir Trevor Chinn, CVO  
Thalia Chryssikou  
City A.M.  
City Cruises  
City Hall Café  
Clifford Chance  
Michael Coleman  
Confused.com  
David Couborough  
Carole Coulon  
Diamond Family Foundation  
Nils Downes  
Simon Driver  
ED&F Man  
James Elliott  
Evening Standard  
Jackie Fast  
Patrick Feehily  
James Fenner  
Lois Fort  
Ringo Francis  
Edward Freeman  
George Fry  
James Gladstone  
The Global Party  
Goldman Sachs International  
Maria Graham  
Harry Han  
Dave Harris  
Tom Hedges

Ian and Natalie Livingstone Charitable Trust  
Harley Jaffar  
Gary Kemp  
Lauren Kemp  
Clive Knight  
Calvin Lawson  
Mark Littlewood  
Lloyd's Charities Trust  
Paul Manduca  
M&C Saatchi  
David Matthews  
The McGrath Trust  
John McManus  
Atosa Moini  
Mark Mortlock  
Ian and Jill Mukherjee  
William Murray  
Stephen Penlington  
Nexen Petroleum  
Stefano Nocera  
Oakley Capital Investments Ltd  
David Offen  
Patsy Palmer  
Colin Passmore  
Tony Pidgley  
Michelle Pinggera  
Julian Punch  
Qatar Bank  
QCA  
Quintain  
Real Estate Management  
Bruce Ritchie  
Roast Restaurant  
Lora Robertson  
The Ronson Foundation  
Jessica Roscoe  
The Rothschild Foundation  
Santander Foundation  
The Savoy  
Howard Shore  
Christopher Simcock  
Simmons & Simmons  
John Smith  
Lady Sandra Sorrell  
Square Mile Salute  
Alisa Swidler  
Ash Swidler  
Taylor Wimpey  
Aled Thomas  
Jens Thorpe  
Tower Limited  
Jeff Twentyman  
Ben Tye  
Lisa and Eddie Villiers  
Waitrose  
Michael Walton  
Andy Wates

Denise Wylie  
David Zimmel  
Kostyantyn Zhevago

### Sincere thanks to our delivery partners:

21st Century Legacy  
Beanstalk  
Citizens UK  
City Year London  
Create London  
Greenhouse  
Greggs Foundation  
Kids Taskforce  
London Youth  
Magic Breakfast  
The Maths Zone  
National Numeracy  
NCCL  
SHINE

We would also like to thank the many individuals who have run, cycled, walked, swum, played, photographed, volunteered and given up so much of their time and energy to help young Londoners grow. And special thanks to all those young Londoners who appear in this report.



**336**  
children will  
be supported  
in the first  
year of our  
numeracy  
programme

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Stefano Nocera  
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Colin Passmore  
Tony Pidgley  
Michelle Pinggera  
Julian Punch  
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QCA  
Quintain  
Real Estate Mana  
Bruce Ritchie  
Roast Restaurant  
Lora Robertson  
The Ronson Foun  
Jessica Roscoe  
The Rothschild Fo  
Santander Foun  
The Savoy  
Howard Shore  
Christopher Simco  
Simmons & Simm  
John Smith  
Lady Sandra Sorre  
Square Mile Salut  
Alisa Swidler  
Ash Swidler  
Taylor Wimpey  
Aled Thomas  
Jens Thorpe  
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BEAUTICIAN



BUSINESS PARTNERS

## HELPING YOUNG LONDONERS GROW



“The children and young people of our great city are its future. It is vital that we invest in these youngsters now in order to ensure the future of our city.

Working with some fantastic projects since its inception, the Mayor’s Fund for London has made a difference to the lives of thousands of children.

I urge our business leaders and wealth creators to support the Mayor’s Fund for London and its work and I sincerely thank all of our existing supporters and funders.

I am extremely proud to be Patron and am passionate about the work it is doing. With your help we will continue to invest in London’s children and young people so that all Londoners share the benefits of living in the greatest city on Earth.”

A handwritten signature in black ink, appearing to read 'Boris Johnson', written over a white background.

**BORIS JOHNSON**  
MAYOR OF LONDON

For more information or to support the Mayor’s Fund for London, please contact:

Mayor’s Fund for London  
City Hall  
The Queen’s Walk  
More London  
London SE1 2AA

020 7983 4051  
[info@mayorsfundforlondon.org.uk](mailto:info@mayorsfundforlondon.org.uk)  
@mayorsfund  
mayorsfund

[mayorsfundforlondon.org.uk](http://mayorsfundforlondon.org.uk)

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**BORIS JOHNSON**  
MAYOR OF LONDON



London is a fantastic place to grow up. It offers a huge range of opportunities for young people to explore and grow.

But London also has its challenges and not everyone can access the opportunities they need.

We want to change that.

Our passion is for a London where every young person gets a chance to succeed. We work with the Mayor’s Fund for London team to make sure that the Charity reflects the genuine needs of young Londoners, putting our voice at the centre of everything it does.

We aim to influence the Fund’s programme to ensure it works with all age ranges and to increase its influence for good in London. We are up for the challenge!

THE MAYOR’S FUND FOR LONDON YOUTH BOARD