

HELPING YOUNG LONDONERS GROW

TEACHER

WHO'S WHO

The Mayor's Fund for London

Patron

Boris Johnson Mayor of London

Trustees & Directors

Paulette Rowe Chair

Ana Botin (elected Oct 2012)

Robert E Diamond Jnr

Lord Stanley Fink

Lesley King-Lewis

Ian Livingstone (elected Feb 2013)

Natalie Livingstone (retired Feb 2013)

Harvey McGrath

Ian Mukherjee (elected Feb 2013)

Sir Stephen O'Brien

Michelle Pinggera

Tim Roberts

Iqbal Wahhab, OBE

Many thanks to our former Trustee, Baroness Sally Morgan, who retired in July 2012

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





MECHANIC

DOCTOR

**unlocking a wealth
of opportunities for
young Londoners**

HOW WE HELP YOUNG LONDONERS GROW

The Mayor's Fund for London's mission is 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 as the greatest city on Earth.

610,000

of London's children
live in poverty



BUILDER

“I wouldn’t be where I am today without the chances I was given as a child to learn. London is the powerhouse of the UK economy and there is such talent in its young people. The Mayor’s Fund for London supports and nurtures young Londoners to reach their full potential and ensure the future of our great city.”

BORIS JOHNSON
MAYOR OF LONDON



BARISTA

Our work focuses on three priorities:

HEALTH, SAFETY AND WELL-BEING

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

SKILLS

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

EMPLOYMENT

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

Hungry children in 50 London schools already start the day fed and ready to learn thanks to our Breakfast Clubs. Our literacy and numeracy projects are helping 2,000 young Londoners improve their reading and maths. In the next 12 months we will be finding over 1,500 decent jobs and opportunities for young Londoners as part of our Young London Working and Tech City Stars programmes.



OPTICIAN

MUSICIAN

2012 HIGHLIGHTS

NEWSAGENT

8,430

young Londoners
received help from
the following projects

City Year London – Academic mentoring

It's Your Life – Mentoring for at-risk children

Miss Dorothy – Safety awareness

Playing To Win – Sports mentoring

Shoreditch Citizens – Community engagement

Unlocking Potential – Literacy and numeracy with family support

Young London Working – Employment opportunities

As part of these projects, 1,126 young people received intensive one-to-one support in literacy, numeracy, coaching, mentoring and employment.

LOOKING FORWARD

Moving forward, our charitable activities will be aimed at young Londoners living in areas of economic disadvantage and concentrated on meeting our three priorities.

HEALTH, SAFETY & WELL-BEING

Breakfast Clubs

Consolidating our work with Magic Breakfast to provide sustainable Breakfast Clubs for up to 5,000 primary school children in 50 schools.

Extending Breakfast Clubs to every primary school with over 40% free school meals.

Be The Best You Can Be in the Greatest City on Earth

Working with 21st Century Legacy to provide a personal development programme for young Londoners helping them identify and describe their aspirations and develop the skills, values and commitment to achieve them.

SKILLS

Inspiring Reading

Working with Beanstalk and the Evening Standard's 'Get London Reading' campaign to improve reading in 150 schools across the 10 London boroughs of Camden, Croydon, Hackney, Haringey, Islington, Lambeth, Lewisham, Newham, Southwark and Tower Hamlets.

Count on Us

Working with schools to challenge negative perceptions and attitudes towards numeracy and help children become able learners.

1. Count on Us Volunteers: Enabling children to gain confidence by playing fun, number-related games with adult volunteers. For example, 18 business volunteers from Cazenove Capital Management have received tailored training and are now working as 'Count on Us Volunteers' in two Hackney primary schools.

2. Count On Us Maths Clubs: School-based maths clubs to support teachers, parents and children in adding value to the curriculum.
3. Count on Us Maths Challenge: London maths competition for young Londoners and schools.

We are also evaluating a potential ICT project for young Londoners.

EMPLOYMENT

Young London Working

Our flagship employment programme, supported by Goldman Sachs. Young London Working works closely with employers helping them shape decent vacancies for young people, identify candidates and then chaperone the initial employment period. Young London Working employers include Barclays, Berkeley Group, Grange Hotels, Mitie, and Transport for London.

Tech City Stars

Working with London Citizens and supported by Barclays, Tech City Stars will equip 125 local young Londoners with a digital apprenticeship and route to a decent job. A bespoke City & Guilds NVO has been developed to provide a flexible curriculum for the diverse businesses across the sector, with a particular focus on small-to-medium size enterprises.

Additionally, we receive many requests for support and want to encourage Londoners who are helping young people within their own communities. The first phase of this has seen us team up with the Santander Foundation to increase the impact of its Community Plus fund within London, giving local charities the opportunity to secure up to £5,000 in support of their work.

HEALTH, SAFETY AND WELL-BEING

Our Health, Safety and Well-being projects help young Londoners to be engaged, healthy and motivated to learn.

FIRE FIGHTER



BREAKFAST CLUBS

'Breakfast Club is Fun'

Sam is 7 years old and goes to Lansbury Lawrence Primary School in Tower Hamlets.

Sam says, "Breakfast Club is fun because me and my friends can eat and play games together. When I'm hungry my tummy aches but it doesn't when I come to Breakfast Club. Sometimes I get an apple or banana to eat later."

Mr Howell, a teacher at the school said, "At Breakfast Club you see some children who are quite reserved in the classroom mixing socially with their peers and other year groups. It really brings them out of themselves and sets them up for a good day's learning."

Many children come to school too hungry to learn. Research shows that 32% of school children regularly miss breakfast and one-in-four children have only one hot meal a day (school lunch). 93% of London teachers say they have seen improved levels of concentration and energy among pupils as a result of breakfast clubs.

In partnership with Magic Breakfast, we launched our new Breakfast Club project with the aim over the next 3 years to:

- Provide up to 5,000 children in 50 primary schools with free, healthy and nutritious breakfasts
- Support 50 schools to develop sustainable Breakfast Clubs

The programme is being delivered in 7 of London's most disadvantaged boroughs. Since announcing the project, 47 schools have already registered and over 1,700 children are receiving free breakfasts.

1,700
primary school
children receive
free breakfasts



MISS DOROTHY

7,029

children receive lessons in safety and well-being

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

- 7,029 children received safety lessons and support
- 53 schools signed up
- 169 teaching staff and police officers trained

‘His engagement and behaviour improved tenfold’

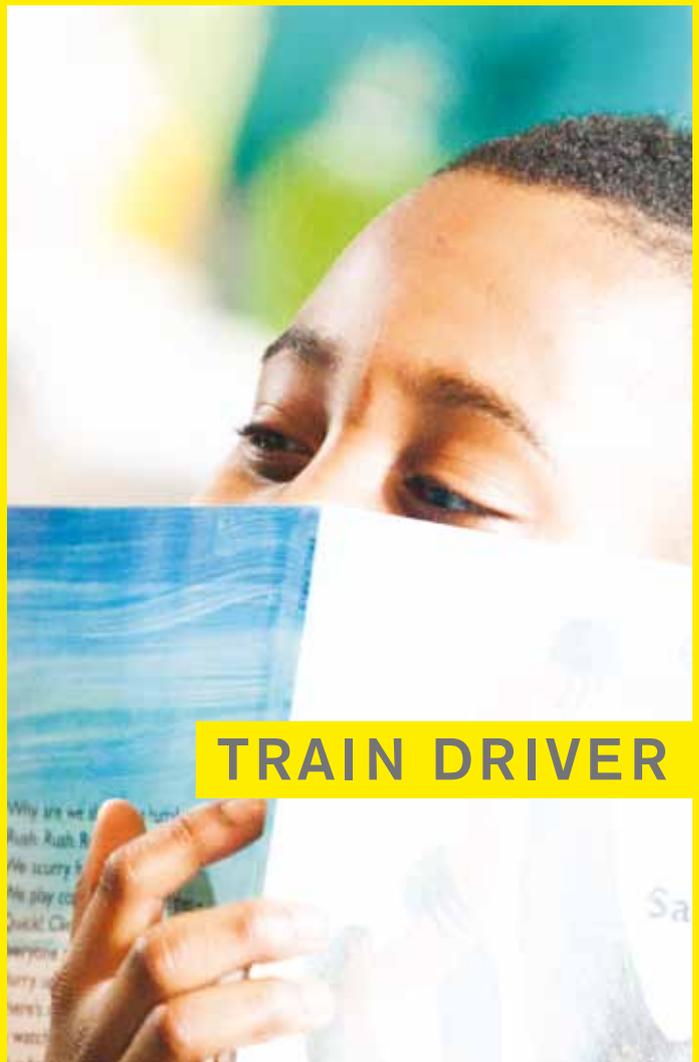
Jacob is 7 years old. He found it difficult to communicate his feelings, did not like reading or writing and was often disruptive in class.

In time, his engagement and behaviour improved tenfold thanks to the Miss Dorothy project.

In Year 4, he started to communicate more openly during the lessons and to share some of his experiences with his class. This raised concerns about his safety.

In Year 5 his teacher noticed that Jacob was keen to write his answers and participate in class discussions when he was using his Miss Dorothy workbook.

His one-to-one teacher now uses his Miss Dorothy book alongside his literacy book to remind him of what he is capable of achieving.



SHOREDITCH CITIZENS

'The parents gave powerful testimony on the impact of poor housing on the lives of their children'

Parents at Burbage School in Hackney have never had much of a voice. However, a listening campaign within the school, revealed that poor housing conditions were having a real impact on the quality of life and health of families.

Shoreditch Citizens brought parents together to create a housing action team to share common concerns and to build confidence.

Although many of them had never spoken publicly, the parents gave powerful testimony on the impact of poor housing on the lives of their children. Since then, £500,000 has been secured to eradicate damp in four blocks on three estates in Shoreditch, securing healthy housing for hundreds of young Londoners and their families.



This project builds capacity to connect individuals and organisations within a community to help make their voices heard, to set their own agenda and to bring about local and national change.

In 2012, Shoreditch Citizens trained over 600 local residents in community-organising. Collectively they secured:

- £750,000 funding from a local authority to enable 1,000 struggling students to pay for study materials and travel
- Support from more than 200 local businesses to create 'CitySafe Havens' for children, young people and residents
- £1.5m commitment from a local housing association to improve living conditions and eradicate damp for young people and their families

Our strong relationships with Shoreditch Citizens and London Citizens led to the development of our new Tech City Stars project.

600
residents actively
participate in
community
organising

PLAYING TO WIN

‘Number 7 in England’

Zahna was 13 when she registered with the project. She was a shy young person and had not engaged in sports or recreational activities at school before. She committed to the project from her very first day and has achieved an incredible amount in less than a year.

A former novice at table tennis, her progress has been remarkable. Her coach comments:

“Zahna has been our most consistent performer and has made the jump from the under 13 age category to the under 15s. She has maintained her place in the England team and she has now risen to number 7 in the England under 15 national rankings. She is also ranked number 35 in the under 18 girls ranking.”

Sport can be a great way to motivate children to change their behaviour and engage with learning.

Playing to Win, delivered by Greenhouse, empowers young Londoners to realise their potential through high quality intensive table tennis and dance programmes delivered by inspirational coaches.

61 young people received coaching and mentoring support. The majority of young people on the project reported increased confidence and well-being.



FOOTBALLER

61

young people
receive coaching
and mentoring
support



“Soon he was proudly showing his good work to the Head and this further raised his confidence”

DESIGNER

BEAUTICIAN

“When I’m hungry my tummy aches but it doesn’t when I come to Breakfast Club”

“She has maintained her place in the England team and she has now risen to number 7 in the England under 15 national ranking”

SKILLS

Our Skills projects help young Londoners with core skills which employers say are absolutely essential.

POLICEMAN

“It’s an absolute tragedy that in some parts of the city, one in three children starting secondary school has a reading age of an eight year old. Literacy is a great liberator, unlocking a wealth of opportunities and equipping our youngsters with a vital skill they need to succeed in life.”

BORIS JOHNSON
MAYOR OF LONDON

INSPIRING READING

231

children receive one-to-one literacy support



‘The children I support are very bright’

“I decided to become a reading helper because I had enjoyed reading at my daughter’s school. The children I support are very bright and quick to learn new games. We play Chess and Scrabble and do Bananagrams and Hangman as a way of reinforcing new words. I also help them with reading aloud.

It’s a very welcoming school and the children rush to the door when I put my nose against the glass. It is very rewarding.”

Inspiring children to read is a critical element in our mission. Illiteracy is closely linked to long-term unemployment, ill-health and crime. Children living in a disadvantaged area or coming from a deprived background are far more likely to struggle to read and are often the first to get left behind.

In December 2012 we launched Inspiring Reading, a project that aims to help 2,000 young Londoners across 150 schools in disadvantaged areas to improve their reading skills. Central to the project are Volunteer Readers, individuals from the local community who spend time reading with young people in school.

In partnership with Beanstalk, the project is now being delivered in 9 of the most deprived boroughs in London. It is also a key part of the Evening Standard’s excellent ‘Get London Reading’ campaign.

Since the launch in December 2012, 42 schools have registered with 231 children now receiving one-to-one support.

CITY YEAR

355

children receive mentoring support in inner city schools

‘A different child, more engaged and eager to learn’

“I supported a Year 2 boy who was struggling in school.

At first I found it almost impossible to get him to complete the simplest task, such as writing the date at the top of the page. He didn’t think it was cool to be in school and rebelled at every opportunity.

To win his trust, I provided consistent encouragement and support with his learning. With my support, his confidence grew and he began to take an interest in reading and writing.

The first term was challenging, but with sustained interest and effort, he now has a more positive attitude and completes all his assignments. He is now a different child; more engaged and eager to learn.”

CYRIL OFORI,
CITY YEAR CORPS MEMBER

City Year offers young people aged 18-24 the chance to volunteer full time in inner city primary schools acting as tutors, mentors and role models for children.

- 355 children received mentoring support
- 80 children received one-to-one literacy and numeracy support
- 9 Corps members aged 18-25 received intensive personal development support and 1 year of school-based work experience



PROGRAMMER

UNLOCKING POTENTIAL

'Vera's confidence has grown and she's back on track'

Vera was making little progress in maths and was falling behind. Her mother was also very reserved. Domestic violence had left her feeling socially isolated.

The School-Home Support practitioner worked with Vera's mother to include her in school activities, inviting her to parenting workshops and supporting her in mixing with other parents.

Vera's mother was also invited to observe her maths lessons and was given advice on how to support her daughter at home which allowed her to become more engaged with Vera's learning.

By the end of the programme Vera had made almost a 2 year gain in her numeracy age and was back on track with her classmates. The teacher has since reported that Vera is now smiling and talkative.



Early intervention is vital if children who fall behind at school are to get back on track. Unlocking Potential, delivered by Every Child a Chance and School-Home Support, combines intensive numeracy and literacy support alongside family support in primary schools.

- 317 children aged 5-7 supported on a remedial literacy and numeracy project with family support
- 147 children achieved on average a 22 months reading age gain
- 170 children achieved on average a 15.5 months numeracy age gain
- 317 families received tailored support with housing, employment and health issues

317
children given
numeracy and
literacy support

IT'S YOUR LIFE

'My life coach was a big help to me'

Jay had been on the It's Your Life programme since Year 9. There were a number of issues affecting his behaviour and attitude at school and he was at risk of exclusion.

Jay thrived on the It's Your Life programme becoming an extremely valued member of the group. His life coach, from the Royal Bank of Scotland, worked really closely with him.

Jay says, "My life coach was a big help to me with problems in school and at home."

Jay also has two brothers who had both been supported by It's Your Life. Jay's older brother secured a job in the Research Department at the London Hospital and has been there for over a year. He was a great role model for Jay during his final year at school.

Jay left school in 2012 having achieved 11 GCSEs including Maths and English. He got a place at a Sixth Form College where he is completing a Sports BTEC Level 3 alongside an AS Level in Psychology.

It's Your Life combines high quality education support projects with family guidance to help young people aged 14-16 who are at risk of exclusion.

- 70 young people were supported in an academic mentoring and support project for 14-16 year olds at risk of exclusion.
- 47 achieved 5 A-C grade GCSE's including English and Maths
- 56 achieved and exceeded their predicted grades
- All 70 progressed onto further education, apprenticeships or employment



70 young people at risk of exclusion given academic mentoring support

“Jay left school in 2012
having achieved 11
GCSEs including Maths
and English”

“It’s a very welcoming
school and the children
rush to the door when
I put my nose against
the glass”

BANKER

“The teacher has since
reported that Vera is now
smiling and talkative”

ELECTRICIAN

EMPLOYMENT

Our Employment projects help young Londoners by working with employers to create decent and sustainable career prospects for them.

MANAGER

YOUNG LONDON WORKING

1,217

vacancies secured
for young people

'I'm happier and more confident'

Angel is an 18 year-old from Shoreditch. She left school at 16 with low-level qualifications. She had tried unsuccessfully to get a decent job for over a year.

"I was seriously downhearted about ever finding a decent job with opportunities for training and development. My friends and family told me to try one more time – perseverance pays off, so I registered on the project but to be honest I wasn't optimistic.

I received real support with my CV, my interview skills, my confidence and finding a work placement. I had always dreamed of being a nurse and within 2 months I had secured a trainee nurse position.

My life is so much better now. I'm happier and more confident and I know that good things can happen to someone like me."

We believe that securing a decent job is essential to helping young Londoners escape the threat of poverty. There are many excellent organisations working with young people to help them become employment-ready, but our research suggested that a similar role is required for employers, helping them create and manage career opportunities for young people.

Young London Working is an innovative employer-led project which has already:

- Supported 638 young people into employment
- Secured 1,217 vacancies
- Provided personal and presentation skills support for 1,397 young people

In the next 12 months, our aim is to engage a further 100 employers and source 1,000 vacancies and 500 apprenticeships, work placements and work trials for local young Londoners.



HOTELIER

SUMMARISED FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2012

	2012	2012	2011	2011
	£'000	£'000	£'000	£'000
Income				
Donations received		1,435		1,845
Sale of Olympic Memorabilia		626		-
Donations in kind		118		131
Investment income		1		1
Total income		2,180		1,977
Expenditure				
Fundraising costs				
– General	188		139	
– Sale of Olympic Memorabilia	279		-	
<i>Charitable activities</i>				
Programme development and delivery	1,146		1,741	
<i>Governance costs</i>	41		31	
Total Expenditure		1,654		1,911
Net income		526		66
Funds brought forward at 31 December 2011		639		573
Funds carried forward at 31 December 2012		£1,165		£639

BALANCE SHEET AS AT 31 DECEMBER 2012

	2012	2012	2011	2011
	£'000	£'000	£'000	£'000
Fixed Assets		8		2
Current Assets				
Debtors	177		578	
Cash at bank	1,155		596	
	1,332		1,174	
Current Liabilities	175		537	
Net Current Assets		1,157		637
		£1,165		£639
CHARITY FUNDS				
Restricted funds		626		364
Unrestricted funds		539		275
		£1,165		£639

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 21 May 2013, 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 2012 set out on these pages/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.

Our responsibility is to report to you our opinion on the consistency of the summary 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 summary financial statement.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the charitable company's full annual financial statements describes the basis of our opinion on those financial statements and on the trustees' report.

Opinion

In our opinion the summary financial statement is consistent with the full annual financial statements and the trustees' report of the Mayor's Fund for London for the year ended 31 December 2012 and complies with the applicable requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (23 May 2013) and the date of this statement.

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

29 May 2013

THANK YOU

2012 was a landmark year for London and we enjoyed our own share of London 2012 fever by holding an auction of over 80 Wenlock and Mandeville mascots. Thanks to the tremendous support of the GLA the auction raised over £600k for the Fund and saw the life-size statues go to homes as far afield as Queensland and Winfield Illinois!

Our fundraising efforts were rewarded as we expanded our support base, notably securing a multi-year commitment from the Santander Foundation. We were also delighted to welcome Santander UK Chief Executive, Ana Botin, to the Board of Trustees. The launch of our flagship reading programme (followed by our Breakfast Clubs in early 2013) marked another milestone. Matthew Patten joined as our new Chief Executive taking over from founding CEO, Chris Robinson, who established such a solid platform for the Fund's development.

2012 marked a significant step forward in the Fund's journey to improve the life chances of young Londoners. This would not have been possible without the generosity of our benefactors and commitment of the Mayor's Fund team, the Board of Trustees and our Patron, the Mayor of London.

A huge thank you to you all.

**Paulette Rowe
Chair of Trustees**

We could not exist without the vision and generosity of our benefactors. For example, the sustained involvement of Barclays and Goldman Sachs, among our first supporters, has allowed us to learn and improve our work to help young Londoners grow. We would like to thank them and all our benefactors for their generous support.

Aspect Capital
Aviva
Barbara & Stanley Fink Foundation
Barclays
Bauer Media
Berkeley Foundation
BGC Brokers
Borealis Infrastructure
Jim Buckee
BT
Cazenove Capital Management
Sir Trevor Chinn, CVO
City AM
Clifford Chance
The Diamond Family Foundation
Ian Ferguson
ED&F Man
Evening Standard
Goldman Sachs International
The Global Party
Hill & Knowlton Strategies
HSBC
The Ian & Natalie Livingstone Charitable Trust
M&C Saatchi
Magic 105.4
The McGrath Trust
Memery Crystal
Mitie Group plc
Ian Mukherjee
Nexen Petroleum UK Limited
Michelle Pinggera
Peter Ratcliffe
Post Office
Random House
Roast Restaurant

The Rothschild Foundation
Santander Foundation
The Savoy
SCF Group
Simmons & Simmons
South London Business
Square Up Media
Westfield
WL Franchise Limited
WPP
Kostyantyn Zhevago

And thank you to the generous individuals who bought statues of Wenlock and Mandeville, the London 2012 Olympic and Paralympic mascots. We hope they still bring enjoyment.

Sincere thanks to our Special Advisers and Delivery Partners:

Maggie Abrahams
John Fenner, OBE
Vagn Hansen
Iain Herbertson
Beanstalk
City Year London
Every Child a Chance
Greenhouse
It's Your Life
Kids Taskforce
London Citizens
Magic Breakfast
School-Home Support
Shoreditch Citizens
Working Links

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.



HELPING YOUNG LONDONERS GROW

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



“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, which appears to be "Boris Johnson". The signature is fluid and cursive, written on a white background.

BORIS JOHNSON
MAYOR OF LONDON

mayorsfundforlondon.org.uk