

# EY Foundation Media Kit

*\*last updated March 2024*

*Right click on links to open*



The EY Foundation supports young people from low-income backgrounds to unlock their potential and succeed in the workplace. Our ambition is to enable all young people on Free School Meals to have the same employment and earnings potential as other young people in the UK.

Operating in regions across the country, we provide the knowledge, skills and experience needed to tackle the specific barriers young people face in each location. We extend the impact of our work by collaborating with employers, government, and other organisations and by harnessing new digital platforms.

For headline statistics and data please access our most recent [Impact Report](#).



# Examples of work and media coverage

**The four exciting work from home tech innovations developed by EY Foundation students**

Business leaders came together with BusinessLive to judge the ideas developed by the students in the space of a few hours

BusinessLive | [BusinessLive](#) | North West Business Editor



These are the four impressive business ideas developed by young people on the EY Foundation's Tech Futures scheme to help the challenges faced by those working from home.

Last week, enthusiastic and ambitious further education students were put to the test as part of the publication of EY Foundation's 10th annual Tech Futures scheme in a 'Dragons' Den' challenge.

It saw business leaders with the help of [BusinessLive](#) judge the ideas developed by four teams in the space of a few hours.


**MOST READ**



[The four exciting work from home tech innovations developed by EY Foundation students - Business Live \(business-live.co.uk\)](https://www.businesslive.co.uk/news/2021/10/20/the-four-exciting-work-from-home-tech-innovations-developed-by-ey-foundation-students)

**YOUNG PEOPLE SAY HYBRID APPROACH TO EMPLOYMENT SUPPORT IS BEST**


Learning and Work Institute | October 20, 2021 | 0 Comments



New research from the Learning & Work Institute into the impact of moving to online delivery of employability support during Covid-19 has found that a hybrid model is the most effective for employers and young people.

Commissioned by the EY Foundation, within weeks of moving to online delivery during lockdown, the findings are an important reference for employers and training providers as they plan their post-pandemic business.

**Switch to Pearson for your EPA services**



[FE News | YOUNG PEOPLE SAY HYBRID APPROACH TO EMPLOYMENT SUPPORT IS BEST](https://www.fe-news.com/news/young-people-say-hybrid-approach-to-employment-support-is-best)

**CHARITY DIGITAL** | TOPICS | PRODUCTS | EVENTS | PODCASTS | WEBINARS | VIDEOS | ABOUT US | [SIGN UP](#) | [LOG IN](#)

**Why hybrid service delivery is the future**

19 NOV 2021 | BY JOE LEPPER

Evidence is emerging that charity beneficiaries welcome an increasing focus on hybrid service delivery, which combines digital with in-person support



Research published by EY Foundation has given one of the clearest indications yet that charities' use of hybrid service support is supported by beneficiaries.

The increasing use of hybrid service delivery, which has a strong digital element while maintaining a


**Joe Lepper**  
AUTHOR

**Related Products**

- [Auth0 for Nonprofits](#)
- [Salesforce.org Nonprofit Cloud](#)

[Charity Digital - Topics - Why hybrid service delivery is the future](https://www.charitydigital.com/topics/why-hybrid-service-delivery-is-the-future)

**EY Foundation supports students in University of Warwick project**



News | 09/12/2021

Enter your email for our weekly newsletter | [Subscribe](#)

The EY Foundation – EY's independent charity – has successfully supported a group of students in the Midlands as part of an ongoing relationship with the University of Warwick – providing young people with a unique and valuable learning experience.

The ten Year 12 students took part in the EY Foundation's Smart Future's Business Experience programme earlier this year at the Warwick Arts Centre, the University's multi-venue arts complex, which reopened its doors at the


[EY Foundation supports students in University of Warwick project \(bbpmmedia.co.uk\)](https://www.bbpmmedia.co.uk/news/ey-foundation-supports-students-in-university-of-warwick-project)

**Recruiter** | NEWS | KNOWLEDGE | EVENTS | DIRECTORY

News & business intelligence for recruiters

**THE LAST WORD JANUARY/FEBRUARY 2022: LYNNE PEABODY**

18 January 2022



**Offer hybrid learning and working to find future young leaders**

A hybrid model can be particularly effective for youth employability programmes and contributes to an essential 'levelling up' of opportunity, new research from the Learning & Work Institute into the impact of virtual working during Covid-19 has found.

Commissioned by the EY Foundation, the research revealed that the virtual model introduced during the pandemic as a necessity actually became a lifeline for some, as those from lower socio-economic backgrounds or who live further away from city centres, were given the same change to participate as their better-off peers in programmes and other job opportunities.

[The Last Word January/February 2022: Lynne Peabody | Recruiter](https://www.recruiter.com/news/2022/01/18/the-last-word-january-february-2022-lynne-peabody)

If you would like to use our logo or access any further media assets, please contact [communications@eyfoundation.ey.com](mailto:communications@eyfoundation.ey.com).



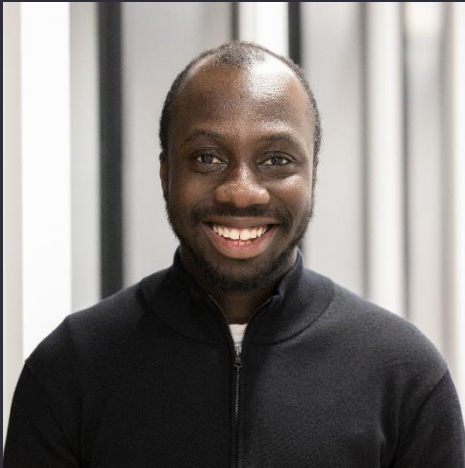
# Speakers

Our Youth Advisory Board (YAB) is a group of 12 young people aged 16-25 from across England and Scotland who act as advisors to the EY Foundation.

YAB members sit on the board for two years and are responsible for bringing a young person's perspective into every area of the EY Foundation's work. Their insights and ideas help guide us in our aim to support more young people.

Each of our YAB members have been appointed into Representative roles which reflect their areas of interest. Please find their bios and related interests within this document. If you would like to engage a member of our YAB for an interview, quote, or comment please contact [communications@eyfoundation.ey.com](mailto:communications@eyfoundation.ey.com).

If you would like to contact a member of the [EY Foundation team](#) for an interview, quote, or comment please also reach out to [communications@eyfoundation.ey.com](mailto:communications@eyfoundation.ey.com).



## Elijah

### *Diversity, Equity, and Inclusion Rep*

#### **Why did you want to join EYF's YAB?**

The YAB is a great way to start my giveback initiative and lay the groundwork for a career in youth development. EY Foundation care about the impact that young people have on this world, and I

believe it is our collective mission to help shape our future leaders in the most efficient ways possible.

#### **What do you hope to achieve by the end of your tenure?**

I hope to gain a deeper understanding of youth upskilling programmes, the problems they face and see first-hand the positive impacts they have in society. I also aim to diversify my network and gain insight from those who have embarked on the journey of corporate development.

# Fairy

## *Communications Rep*

### **Why did you want to join EYF's YAB?**

I understand the difficulties that young people from a disadvantaged background face on a daily basis, including the barriers into education and the workplace. Therefore, I have joined as I am particularly passionate about bringing out the 'youth voice' for young people by amplifying their opinions and voices to employers and organisations so that these barriers can be broken down!



### **What do you hope to achieve by the end of your tenure?**

I am passionate about empowering the thoughts and opinions of young people; this will require me to gain an in-depth understanding of what young people would like to see organisations bring to the workplace and beyond. Therefore, I would like to work with people to share ideas, advance and develop. Whilst doing so, I hope to support young people with their confidence so that they have a 'growth mindset' when entering the workplace.



## Fome

### *Fundraising Rep*

#### **Why did you want to join EYF's YAB?**

I am deeply passionate about amplifying the youth voice, particularly for those from underrepresented and low socio-economic backgrounds. I want to have a direct impact on the lives of young people, especially those facing significant challenges. My experiences on various youth boards and my work with non-profit organisations dedicated to supporting BAME individuals in local communities has provided me with valuable insights into the hurdles these young people face in their working, academic, and social lives.

#### **What do you hope to achieve by the end of your tenure?**

Being a member of the board will allow me to be at the forefront of shaping policies and actively participating in conversations related to diversity, equity, and inclusion. I am driven to contribute meaningfully to these dialogues and advocate for policies and initiatives that promote equal opportunities for all young individuals, regardless of their backgrounds.

# Harry

## *Youth Voice Rep*

### **Why did you want to join EYF's YAB?**

I applied for EYF's YAB since I wanted to help break down barriers and misconceptions regarding diversity and inclusivity within the workplace. I found that EYF's commitment to using courage to overcome issues within the workplace resonated strongly with me, and I hope to empower other young people with that same message.



### **What do you hope to achieve by the end of your tenure?**

I hope to help EYF further develop their youth voice and DEI strategy. I would like to develop my skills of advocacy and public speaking to potentially enact policy changes and see our work recognised on a national level. Chiefly, I want to ensure that anyone, regardless of their background, recognises their worth in a work environment and that they have the skills to thrive.





## Henry

### *Influence and Impact Rep*

#### **Why did you want to join EYF's YAB?**

Having had lots of experience working in advocacy and volunteering spaces, I wanted to bring my angle to the EY Foundation. I am interested in learning more about the issues young people face when entering and navigating through the workforce to achieve their career goals.

#### **What do you hope to achieve by the end of your tenure?**

I want to work towards improving the perception of young people with disabilities by increasing their representation in the workplace. As a Deaflympian (DLY), I have had to overcome many barriers and persevered to achieve my goals. This mindset will enable me to be a great representative for EYF, showcasing to the young people we work with that their goals can be achievable.

# Huma

## *Income and Employer Partnerships Rep*



### **Why did you want to join EYF's YAB?**

I am excited to join the YAB and serve as an advocate for ethnic minorities. I have a keen interest in the field of AI and am committed to leveraging my position to amplify voices, especially those of girls, and actively engage the community in this transformative industry. My dedication to diversity and inclusion aligns seamlessly with EYF's mission, and I am eager to contribute to its impactful initiatives.

### **What do you hope to achieve by the end of your tenure?**

During my tenure, I would like to work closely with EYF on their Digital strategy, especially around the emerging technologies like Artificial Intelligence. I look forward to working with young people, especially young women, and showing them the benefits of these tools. I aspire to contribute significantly to an informed, diverse community, dismantling barriers and empowering individuals to embrace the myriad of opportunities out there!



## Ife

### *Income and Employer Partnerships Rep*

#### **Why did you want to join EYF's YAB?**

I would like to be a part of the EYF Youth Advisory Board to work with like-minded young individuals in expanding the Foundation's reach, raising awareness of the programmes, and empowering young people from low-income backgrounds.

#### **What do you hope to achieve by the end of your tenure?**

I would like to have deepened my understanding of the issues young people face when leaving formal education. There is always something new to learn and being on the YAB will allow me to acquire more knowledge of ways we can better equip young people both in education and outside of education; for example, through schemes the Foundation runs, such as paid work experience, employability skills training and career guidance.

# John

## *Digital Rep*

### **Why did you want to join EYF's YAB?**

Since becoming an ambassador for EYF my experience has broadened significantly and along with it, my passion and commitment to social mobility for young people like myself. Amongst other reasons, that is why I joined EYF's YAB, and hopefully by the end of my tenure, I have contributed towards a tangible, positive impact on young people in the UK.



### **What do you hope to achieve by the end of your tenure?**

By the end of my tenure my ambition is to progress in my personal development whilst also doing an outstanding job at fulfilling my role. I was heavily inspired by the previous YAB cohort and how much they had grown throughout their tenure and will be following in their footsteps, setting an exemplary example to future YAB cohorts.



## Michelle

### *Fundraising Rep*

#### **Why did you want to join EYF's YAB?**

I am excited to further develop some of my skills, like leadership, decision-making and self-confidence, while serving on the YAB. I am passionate about empowerment, leadership, and community service. With a particular interest in Mental Health advocacy, I am excited to work on projects to help give back to local communities. It excites me to utilise my advocacy skills alongside like-minded individuals aiming for positive change.

#### **What do you hope to achieve by the end of your tenure?**

By the end of my tenure, I would like to have improved my strategic thinking, and how to create impactful change. I believe the YAB will teach me how to set long term goals and how to achieve them. I also hope to learn advocacy skills gaining experience on how to advocate for specific issue or cause.





## Natalie

### *YAB Chair*

Our YAB Chair has ultimate responsibility of our YAB and works across several areas within the Foundation.

### **Why did you want to join EYF's YAB?**

I wanted to join the YAB as I had previously volunteered on EYF programmes and was keen to get involved further. I am passionate about social mobility and ensuring all young people have equal opportunities to thrive, regardless of their socio-economic background. I'm keen to ensure that young people don't believe that 'opportunities at top firms aren't for the likes of me', as I once did, and know how to use any 'adversity' they've overcome to work in their favour.

### **What do you hope to achieve by the end of your tenure?**

I am keen to build an awareness of EYF across the country, especially in 'deprived' areas. Coming from Blackpool, there wasn't much information out there to support the professional development of people from low-income backgrounds. I am keen to support EYF as they work towards their ambition and create long lasting positive change for the young people we support. I want to support my fellow YAB members, ensuring that we learn from each other and have equal opportunities and voice, regardless of socio-economic background.

# Raphael

## *Influence and Impact Rep*

### **Why did you want to join EYF's YAB?**

I joined the EY Foundation's Youth Advisory Board to build upon my commitment to youth social action and passion for youth engagement in key decision-making. Having previously campaigned for educational equity, the YAB is the perfect platform for me to further my ultimate ambition, ensuring that all young people - irrespective of race, gender, socioeconomic status, or geographic location - have a voice and the necessary resources to reach their potential.



### **What do you hope to achieve by the end of your tenure?**

I hope to maximise all the opportunities on the YAB, aiming to create a more equitable society in which all young people can thrive. This might include demystifying certain careers that individuals from low-income backgrounds may be discouraged from targeting or that may seem out of reach. It is vital to work with employers to make the workplace a more welcoming environment. Most of all, when meeting young people from across the country, I would like to instil a strong belief and leave them assured that they have the skills and resources necessary to be successful.

# Syeda

## *Youth Voice Rep*

### **Why did you want to join EYF's YAB?**

I joined the YAB as I would like to be part of a charity which provides unique opportunities and support for young people from low-income backgrounds. The role will help me gain invaluable skills and allow me to contribute my insights and ideas in real projects. As a previous EYF programme participant, I am very happy to be sitting on the YAB now, especially with like-minded individuals from all over the country.

### **What do you hope to achieve by the end of your tenure?**

By the end of my tenure, I hope to reflect on the YAB's collective achievements including the impact that has been possible due to our respective contributions and commitment to the YAB. I would like to take advantage of every opportunity that I can and create life-long connections. I hope the meaningful conversations with young people will also continue outside of the YAB because we are the future.

## Key Stats

- EY Foundation exists due to the inequalities in employment opportunities and outcomes facing the UK's two million 4-18-year-olds eligible for free school meals (FSM). That's 1 in 5 young people.
- Young people from a low-income background are three times more likely to be unemployed by the age of 27.
- Since 2014, we've supported over 21,000 young people, worked with over 19,000 volunteers, and created over 2,000 employer engagement opportunities.
- Our 2022/23 Impact Report: <https://eyfoundation.com/uk/en/news/our-2022-23-impact-report-goes-live-.html>

## Find us on social media here...

