

A photograph of three young people sitting on a wooden bench in front of a large, ornate wooden door. On the left, a young man with dark hair is sitting on the bench, wearing a green polo shirt and grey trousers. In the center, a young woman with her hair in a bun is sitting on the floor, wearing a black long-sleeved top and black pants. On the right, a young woman with long dark hair is sitting cross-legged on the bench, wearing a red and white plaid shirt over a black t-shirt with a sunburst graphic, and blue jeans. The background is a large, weathered wooden door with multiple panels.

2020-2021
Impact
report

EY Foundation

Introduction

For young people starting out on their journey from school to work, the last year has been tough. We've been affected by schools closing, remote learning, work experience being cancelled and rising youth unemployment. The last year has also increased awareness of racial inequality facing many young people.

My name is Marcus, and I'm from Lewisham in south-east London. I was accepted onto the Tech Futures programme, and I would have really regretted not pouncing on this opportunity if I had missed it. There are three major things I took out of the experience. The first is you can do anything if you commit to it. The second is the importance of self-reflection, as it aids personal development. Lastly, but certainly not least, the Dragons Den challenge showed me that together we can achieve great things.

I'm Olivia from Manchester and I took part in the Easter Smart Futures programme. During the application process, I had a telephone interview, which was one of my first experiences with interviews in general. So, from the start I was already gaining new experiences. I learned so much; from personal and business values, SMART goals and SWOT analysis, how to communicate more effectively and how to work better in a team. The whole programme was very interactive; I met friendly students as well as the brilliant people running the programme. The mentorship that I gained from the programme is really helping me to get organised, talk about what I'm doing, and plan for my future.

The challenges we face highlight just how important the EY Foundation's work is. They offer young people in poverty employability training and paid work experience – opportunities they may otherwise not have access to. This support is needed more than ever.

Throughout this report, you'll learn more about what the EY Foundation has achieved over the last 12 months – from July 2020 to June 2021. This includes:

Thank you



Olivia and Marcus

Review of the year

Watch our 'review of the year' video presented by two young people from our programmes, Ali from Tech Futures in Manchester and Dunnu from Smart Futures in London.

We have been innovating since our inception, back in 2014, and the need to continue doing this has never been clearer. From July 2020 to June 2021, we innovated to increase impact in the following ways:

- ▶ **Programme delivery** – all our programmes have been delivered virtually this year. We worked with the Learning and Work Institute to gain a deeper understanding of the impact of virtual training (full findings will be published in October 2021).
- ▶ **Working with more employers** – we've targeted fast-growing sectors of the economy and launched several new, sector specific programmes. These include Tech Futures, Secure Futures and a partnership with the Chartered Banker Institute.
- ▶ **Increasing focus on diversity and inclusion** – action has been taken internally and externally. This included publication of 11 race commitments and our joint report with EY 'Getting in and getting on'.
- ▶ **Governance and sustainability** – appointment of new board members, new 5-year funding agreement with EY and approval of a new 3-year strategic framework.

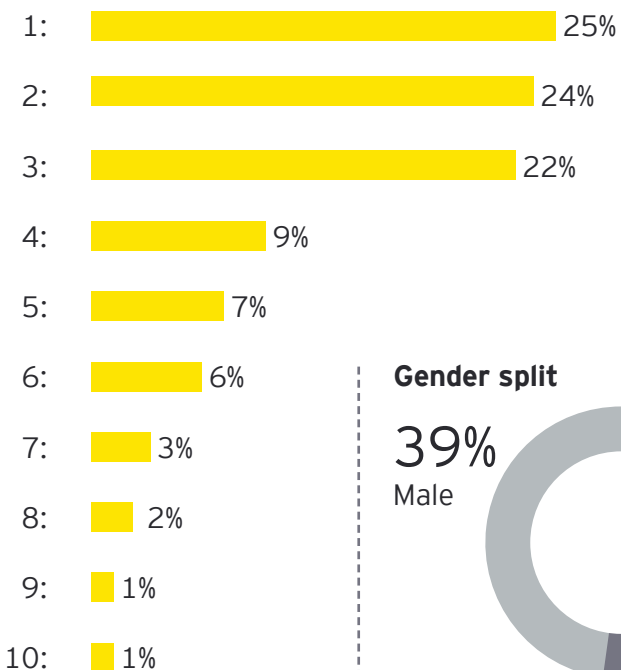


Who are our young people?

Backgrounds of the young people we supported in 2020/21 on our two higher impact programmes

The percentage of our young people by postcode deprivation

(1 being the most and 10 the least deprived deciles)

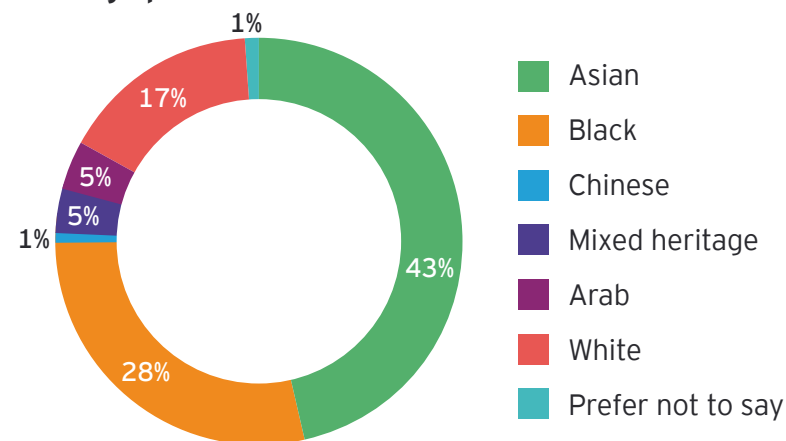


2,440 | young people supported

100% | young people qualifying for free school meals in the last two years

570 | young people supported on the Smart Futures & Our Future programmes

Demographics



Gender split



50% | do not have English as their first language at home

18% | of young people have come from a workless household

36% | have been a victim of racism

50% | have felt lonely or isolated

4% | are currently a carer for someone

Our impact

Programme data and case studies

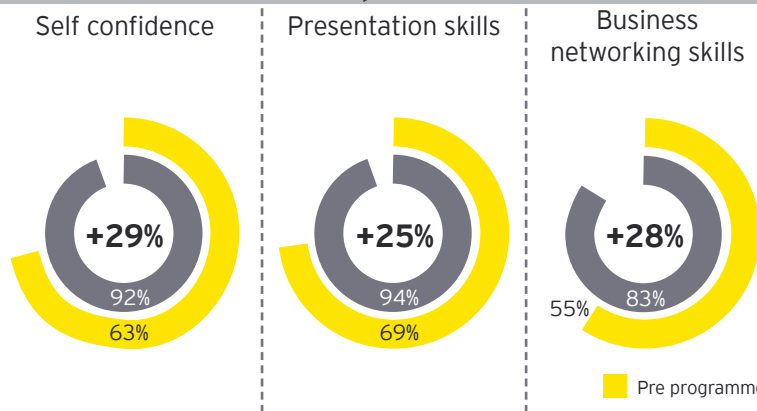
Throughout the year we have delivered multiple programmes to young people across England and Scotland, through hubs in the North, South, Midlands and Scotland.

Smart Futures

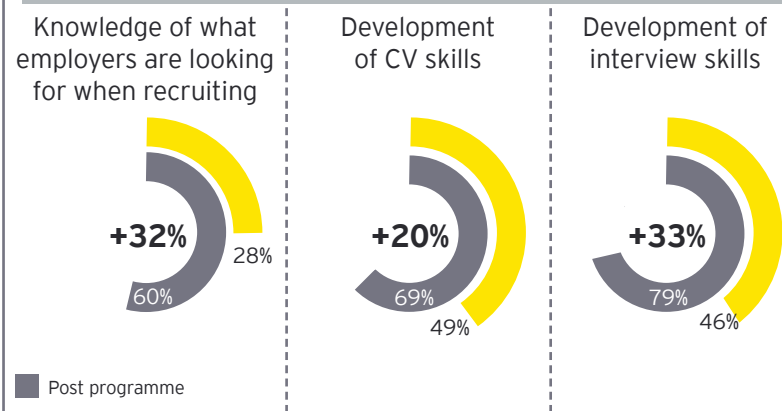
Young people supported: 505

The Smart Futures programme is an opportunity for paid employability skills training and paid work experience, which forms part of a 10-month programme for Year 12/Fifth Year students on free school meals (FSM). Young people learn new skills directly relevant to work, such as teamwork, presenting and networking. With a mentor, young people are supported when taking post-18 options to shape what they will do in the future.

Transferrable skills development



Careers advice received



Analysis based on 315 young people who completed both a pre and post survey and their stated answer was "Good" or "Excellent"

“

The benefits of being part of this programme includes further knowledge of the employment sector I wish to go into in future, the variation of options available and development of new skillsets and increased confidence. I also believe it is amazing how the programme also provides participants with a mentor who can further guide and advise us, this is crucial given most young people like myself aren't sure what options or future career to proceed with, considering the disadvantage we have been put in during this global pandemic. It has only been the second virtual meeting and I already have an insight to other paths I could take.

Joy, Smart Futures student



Our Future

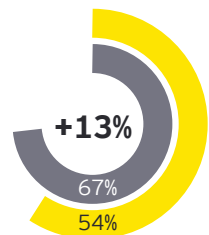
Young people supported: 65

The Our Future programme offers employability training and paid work experience to full-time/part-time college students, who study either a Level 1 or Level 2 BTEC and are eligible for free school meals. They work on employability skills and will be matched with a mentor to give further guidance and insight to help them transition to higher education, apprenticeships or employment.

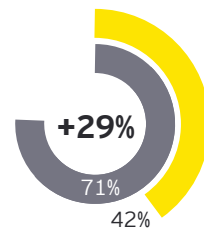


Transferrable skills development

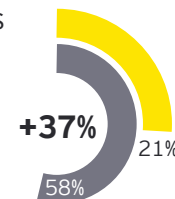
Self confidence



Presentation skills

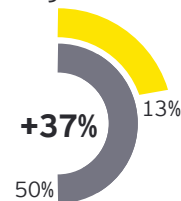


Business networking skills

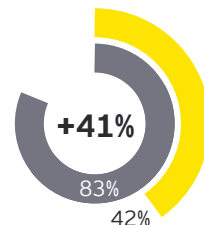


Careers advice received

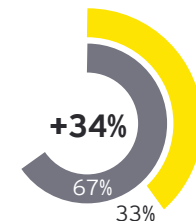
Knowledge of what employers are looking for when recruiting



Development of CV skills



Development of interview skills



■ Pre programme ■ Post programme

“

I would like to thank you again for all the support you gave me. I loved my experience! I have learned so many things and the part I enjoyed the most was meeting the volunteers during the week and getting to know them.

Millena
Our Future student

Analysis based on 24 young people who completed both a pre and post survey and their stated answer was “Good” or “Excellent”

Young Women's and Men's Networks

Young people supported: 245

The Young Women's and Young Men's Networks give young people access to different events and interactive workshops surrounding topics like health & well-being, routes to work and appropriate use of social media. They are introduced to role models across a variety of job sectors, with peer networks where they work together to enable young women and men to achieve their fullest potential.



Beyond Your Limits

Young people supported: 20

Beyond Your Limits is a programme created by and for young people who have experienced being in care. Supported by the CareTech Foundation, young people are given the opportunity to gain a Level 2 qualification, learn employability skills, financial literacy training and gain opportunities for university, apprenticeships and employment. Young people are also given a small personal development grant, paid work experience and a progress coach.

Beyond Your Limits was only launched this year, therefore we'll provide details of the impact in future reports.



Hear from Abu, one of the students on the programme



Employability workshops

Young people supported: 1,605

EY Foundation provides employability workshops which are delivered in schools across England and Scotland. They help with the interview preparation process and highlight key skills employers look for like teamwork, communication, confidence, and personal presentation. They bring to light a variety of different careers and an increased insight into options available, with a chance to meet employers and start networking.

Feedback from young people (those who said "Yes" or "Partially")

The workshop improved my understanding of why teamwork is important

95%

The workshop has improved my understanding of what employers are looking for when they recruit new people

98%

After the workshop I now feel more confident networking with people from business

95%

I have increased my confidence working in a team as a result of the workshop

89%

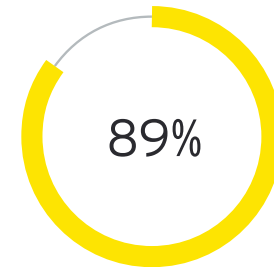
Would you recommend the workshop to a friend or classmate?

95%

Analysis based on 61 responses



Young people who rated our workshops as Good or Excellent



Accelerate

Social enterprises supported: 63

The Accelerate programme aims to support social enterprises who are doing outstanding work in their community. The 12-month programme is created for young social entrepreneurs and/or social enterprises focused on supporting young people into education, employment or enterprise. The programme offers support through workshops, webinars, business coaching and the EY Network. In the last year we helped 63 social enterprises accelerate.

What percentage of businesses improved their turnover whilst on the programme?

100%

Could any of this growth be attributed to the experience gained on the programme?

80%

80% said yes "some" or "most"

How did they rate the impact of the Accelerate programme on themselves and their enterprises?

100%

100% said "positive" or "very positive"

Analysis based on 5 social enterprises on our Accelerate programme.

“

The Accelerate programme has allowed The Apprentice Store to work with and learn from other social enterprises that we would otherwise not get a chance to meet. The Foundation team, mentors and EY staff have provided invaluable information and tools that have allowed me to develop personally to support the growth of our organisation. COVID-19 has been challenging for everybody and the programme has adapted to ensure those of us on the programme continue our growth plans with the support from the programme.

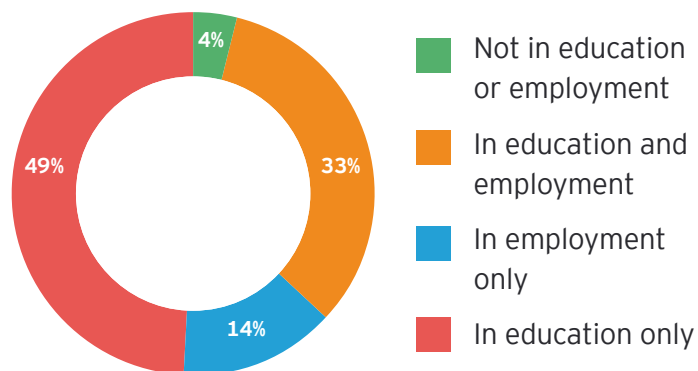


David Massey,
Managing Director,
The Apprentice Store
Accelerate participant

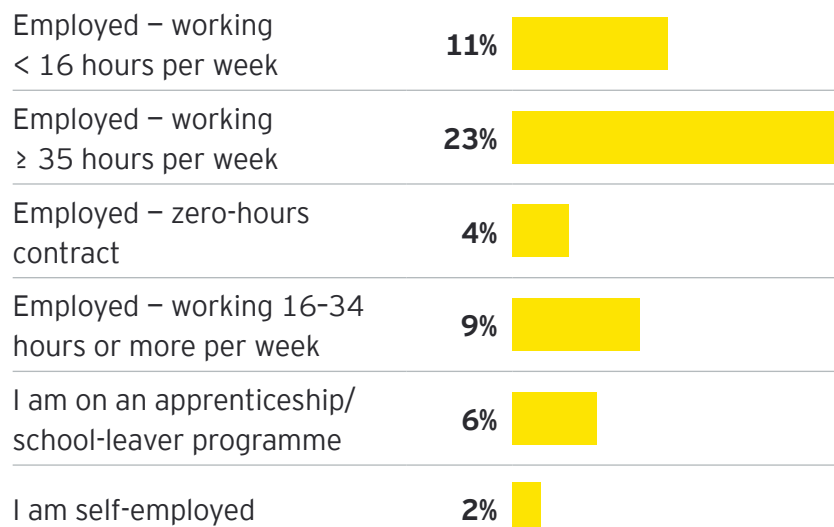
Long-term impact

We surveyed the young people from the last seven years of Smart Futures and Our Future delivery; here's where they say they are now.

Employment/education status at the time of the survey



Employment type



Top 5 sectors of employment

23%

Retail and sales
2020-2021 Impact report

20%

Accounting, banking and finance

10%

Hospitality, events management and tourism

8%

Healthcare

6%

Public services and administration

87%

who are in full time employment earn more than the National Living Wage

9%

volunteer in their spare time

91%

believe that their participation on the EY Foundation's programme had improved their career prospects

79%

were satisfied in their present job (those who said: 'Mostly', 'Somewhat' or 'Completely Satisfied')

84%

thought that being on our programme helped them decide what they were going to do once completing their school education (those who said 'Somewhat' and 'To a great extent')

68%

felt that completing the Chartered Management Institute (CMI) Level 2 qualification had improved their chances of going into employment, education or training (those who said 'Somewhat' and 'To a great extent')

All results based on 341 survey responses

Race commitments

We developed and published a set of 11 race commitments in July 2020. Here are some of our key achievements:

Young people

- ▶ Through a joint commitment with EY, we commissioned a survey of 1,000 young Black people to understand their experiences. Our [Getting in and getting on](#) report launched on 17 June 2021 through a live webcast watched by over 500 people. We are now discussing how to implement the recommendations within EY and EY Foundation, other employers and with government.

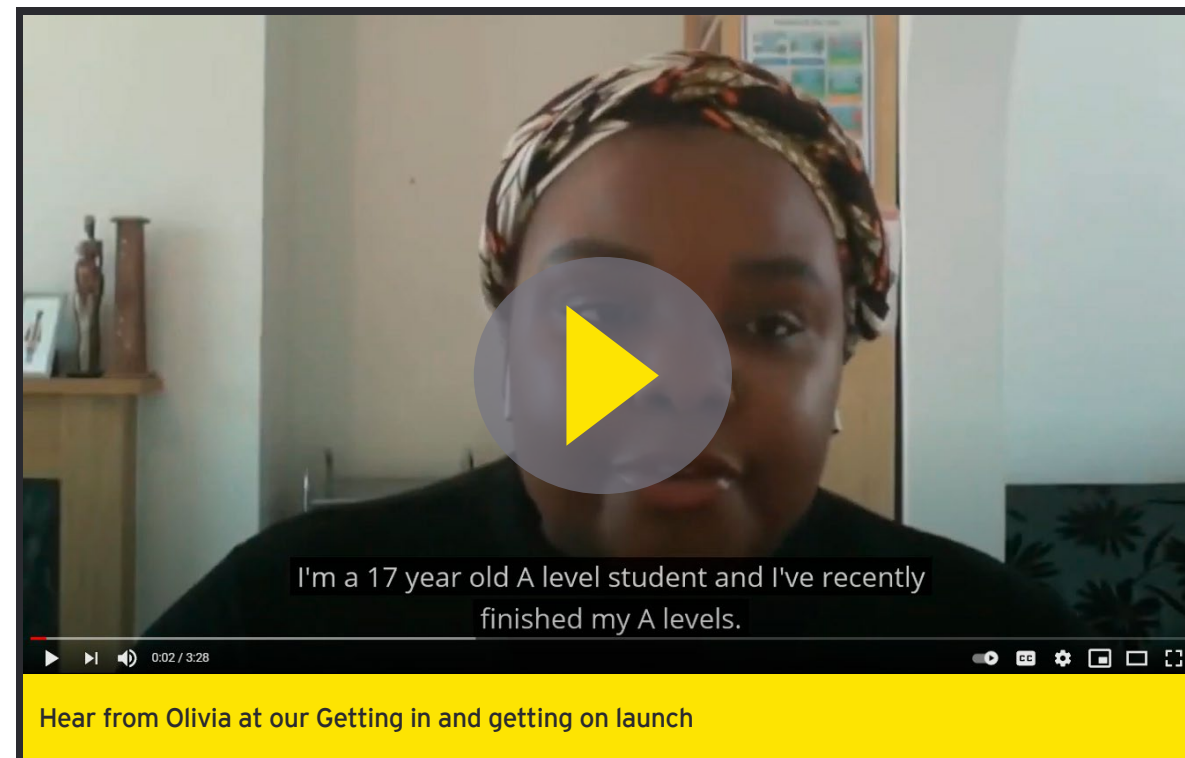
Inclusive culture

- ▶ Internally we have started a programme of events to help us embed a strong sense of belonging and involvement. We have raised awareness and celebrated the rich backgrounds of our team through a calendar of notable events.

- ▶ We have delivered training across the team, to raise awareness and provide education around diversity and inclusion.
- ▶ We launched our quarterly RaceForward21 newsletter communicating our highlights, challenges and progress, which is shared on a quarterly basis with friends of the Foundation.

Our people

- ▶ We have started to improve our collection and analysis of data. All staff have disclosed their ethnicity through the HR system, and we are better able to track our diversity data and metrics.
- ▶ We have adopted a blind recruitment processes, as well as ensuring all interview panels are reflective of a diverse community.



Voice for young people

The voice of young people is at the head and heart of everything we do. Our Youth Advisory Board (YAB) and Ambassadors are involved in our decision-making and are instrumental in ensuring young people's perspectives and ideas are reflected and heard.

YAB

Our YAB is made up of 10 young people with a keen interest in our vision and work. They provide input into various key decisions as well as offering ideas and insights to help us reach our goals.

Our first YAB are coming to the end of their voluntary two-year role. During the second half of 2021 we'll be recruiting and forming a new YAB, consisting of a diverse range of 12-14 young people aged 16-25 across England and Scotland.



Chelsea, YAB Member

"Being a member of the YAB has allowed me new experiences. I'd never been to London before and now I've been twice! One of these times was for the Home Office Social Mobility Conference, which I was a speaker at. This was a resounding success and allowed me to create some important working relationships."

Ambassadors

These are some of the ways we've worked with our Ambassadors over the last 12 months:

- ▶ Ambassadors support and contribute to key events – our Impact Awards, race survey launch, race commitment launch, media opportunities on TV and radio.



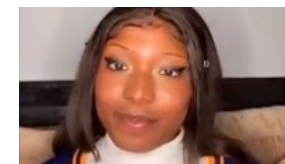
Our ambassador, Cordelia, on Sky News

- ▶ We provide them with media training to support our #VoiceForYoungPeople campaign. Using this as a platform to have young people representing us more and more.
- ▶ Working closer with young people – such as social media ambassadors who have created content for us.
- ▶ Growing our Ambassador network – expanding Ambassadors to the Midlands Hub and gaining interest from more young people who want to join.

Media and social media impact

Young people feature heavily on our social media channels. This is not just limited to our YAB and Ambassadors, we also create content featuring the students on our programmes, in the form of case studies documenting their experience with us.

More recently we have launched a TikTok channel, following a successful pilot with Instagram Reels. TikTok and Instagram provide a hub for young people, with information and tips around youth employment to help them get started in their career.



Watch one of our Instagram Reels videos

Employers

Employer engagement opportunities facilitated: 272

Our work with employers over the last year has enabled us to launch a range of new, sector specific programmes based on our flagship Smart Futures programme.

By connecting employers with young people, they are gaining access to diverse future talent, with most of our business experience hosts saying they would hire an EY Foundation student.

Click the buttons below to find out more

71%

of our business experience hosts would hire an EY Foundation student

77%

improved their understanding of the challenges faced by young people (those that said “improved somewhat” and “improved significantly”)



Volunteers

Volunteering opportunities facilitated: 2,510

Despite working virtually, our volunteering figures remained strong last year. We delivered 2,510 volunteering roles across the year, helped by the fact that the location of a volunteer no longer impacted their participation due to virtual programme delivery.

Volunteers help us by sharing their knowledge and capabilities with our young people and social entrepreneurs, supporting programme delivery and fundraising to support us. They add value in so many ways and are vital to our work.

Earlier in 2021 we held a panel discussion for EY staff, led by EY Partner Tricia Nelson and two of our young people, with the aim of promoting the value of volunteering. An audience of 340 people tuned in to hear more about the benefits you can gain from donating your time to a good cause.

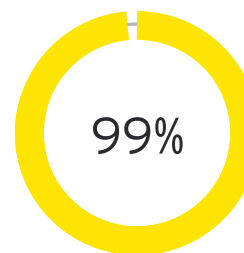


Watch this video about why you should volunteer with EY Foundation

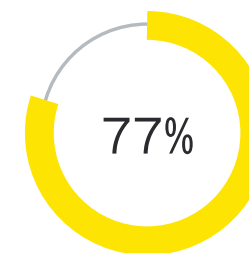
Then in June we joined charities across the UK in celebrating National Volunteers' Week and saying thank you to our volunteers, without whom we would not be able to support so many young people and social entrepreneurs.

Feedback from volunteers, who said:

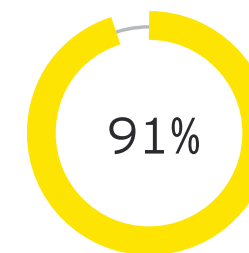
They would volunteer again with the EY Foundation



They improved their understanding of challenges faced by young people



The young people benefited significantly from the programme



91%

were motivated to get involved because they wanted to make a difference to the lives of a young people.

98%

said that the EY Foundation delivered on their reason for volunteering.

Based on responses from 79 volunteers.

Collaboration

Working with others allows us to extend our impact and work with different communities across the country.

Click the buttons below to find out more



Income

While our core funding comes from a five-year agreement with EY, we also receive income from other streams. This includes funding from employers, traditional fundraising, funding partners and individual supporters.

Steps for Success

The pandemic resulted in all our national and international challenge events being cancelled. Therefore, like programme delivery, we went virtual!

Our #StepsForSuccess campaign took place from September to December 2020, where we challenged people to run, jog, roll or walk to cover the distance that connects every EY region in the UK and Ireland...1,772 miles or 3,544,000 steps.

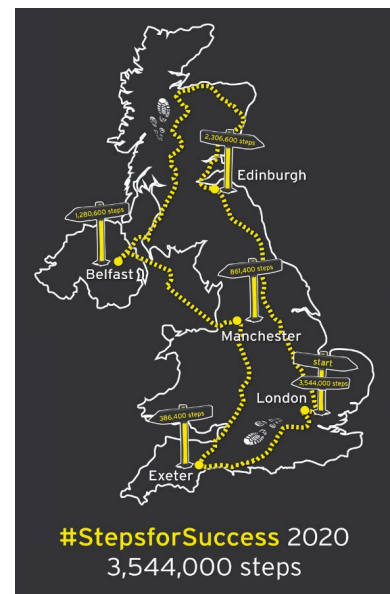
This campaign raised a fantastic £15,770.89 and participants covered a grand total of 17,957.1 miles or 36,913,200 steps.

High net worth individuals

We are very grateful for the gifts our individual supporters have made since our inception. In the last year, these supporters have responded to the magnitude of the employment challenge many young people face, with several making significant gifts to accelerate our work.

We understand how to work in partnership with individuals to help them make their desired impact – one that extends beyond a monetary donation, to provide wider support to help young people thrive.

Our family of philanthropists help us to scale existing programmes and fund regional delivery, as well as support innovations in our practice and fund personal development budgets for young people in crisis.



Adapting to less income

We made an early assessment of financial risks at the start of our reporting year. This meant we contained our headcount and non-staffing costs, only agreeing additional investment when additional income was confirmed. We were able to innovate what we do and protect the charity through this period of significant income risk.

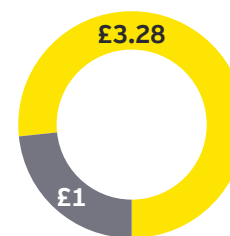
Key income data

£3.43m

Total income

£3.07m

Total expenditure



Lessons learned and seeking to improve

Despite the difficulties of the last year, we have learned a lot and can celebrate many positives. It has also highlighted ways we can improve in future years.

Young people - our young people are extremely resilient and positive. Despite challenges and some compromise to their experience, their feedback in relation to how they found our virtual programmes has been overwhelmingly positive.

Youth voice – we understand the growing potential for young people to represent us and communicate our work, however there must be clearer structure around the support we offer in return.



Employers – a sector-based approach to employer engagement has reduced risk levels, as we are less reliant on individual organisations, and it has enabled us to address specific sectoral challenges leading to more impactful programmes for young people and employers alike. Leveraging strong relationships with membership bodies/umbrella organisations, EY partners and clients has been key to this success and is an area we should invest in further.

Income approaches – the effects of COVID-19 on traditional fundraising have further highlighted how necessary new income streams are to ensure our future sustainability. A cohesive stewardship journey is needed to provide the best experience for fundraisers and digital tools will be crucial to this.

Technology and digital – aspects of digital delivery can be improved. The onboarding process can be more time consuming and costly and it has also affected engagement with particular cohorts, e.g., Beyond Your Limits and Our Future, who often require additional support.

New research – emerging findings from our Learning and Work Institute project shows that virtual delivery makes it easier for employers and volunteers to support young people. Full research will be published in October 2021.

Looking to the future

In a year of uncertainty, a constant for the EY Foundation has been listening to young people to understand the employment barriers they face and how we can best support them. These barriers can vary significantly because of gender, race or the work opportunities where they live.

Taking a 'one size fits all' approach doesn't work, so we will continually push ourselves to ensure we take action that tackles the specific challenges young people face. Empowering young people to take greater control of their future will be our number one priority over the next 12 months.

We are looking forward to welcoming the new members of our Youth Advisory Board this December. They will sit at the heart of the organisation, shaping the decisions and actions we take. This year, young people also worked as peer researchers on our upcoming report into virtual employability training, providing insights into the importance of face-to-face training and how to harness the opportunities of virtual working. Our new digital strategy will ensure we respond to these insights. And a new regional strategy will enable us to respond more

effectively to the location-based challenges facing young people.

Achieving wider influence will be another key strand of work. One way we will do this is by implementing the recommendations from young people in our 'Getting in and getting on' report, to tackle the employment barriers facing young Black people. Supporting employers to diversify their talent pipelines and access the unlocked potential of young people in receipt of free school meals is not an act of philanthropy – it makes good business sense. Diversity brings different perspectives, leading to better innovation and ultimately better solutions and services. As Caroline Grey from UiPath, one of our employer partners from Tech Futures states:

“

Diversity is a major driver of innovation, and the only way to ensure that the future of tech is inclusive is to offer everyone, regardless of their background, the opportunity to gain the tech skills that will help them – and the wider society – to thrive in the future of work.

We want to extend our gratitude to all the employer partners, volunteers, funders and other organisations and individuals we collaborate with. It is only by working with others that we can achieve meaningful impact in support of young people. There is much more to be done and we look forward to working alongside you this coming year.



Lynne Peabody
Acting CEO



Patrick Dunne
Chair



Thank you and get involved!

We could not deliver any of our work without the willing support of volunteers, employers, fundraisers and other partners and supporters. A huge thank you to everyone who has supported us in the past year, we really appreciate everything you have done.

If you would like to get involved in our work or find out more, please get in touch with us at enquiries@eyfoundation.ey.com.

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The EY Foundation

About the EY Foundation

The EY Foundation is a UK registered charity that works directly with young people, employers and social entrepreneurs to create or support pathways to education, employment or enterprise. EY Foundation operates and is incorporated independently of EY and is governed by a separate trustee board.

The EY Foundation is a charitable company registered in England and Wales and Scotland with registered charity number 1157154 and SC045076. It is also a member firm of Ernst & Young Global Limited.

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