

EY Foundation Media Kit

**last updated Nov 2023*



 EY Foundation

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



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)

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Why hybrid service delivery is the future

7th 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

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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)

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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/offer-hybrid-learning-and-working-to-find-future-young-leaders)

If you would like to use our logo or access any further media assets, please contact communications@eyfoundation.ey.com.

Speakers

Our Youth Advisory Board (YAB) is a group of 16 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.

Our YAB have undergone media training and are interested in extending our impact through press relationships. 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.

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.



Abid

Talk to me about: Apprenticeships; Youth voice; Gap Years and Future Decision Making; Careers in Technology (Early Professionals), Coming from a low-socio economic background

I took part in the Smart Futures programme, which kickstarted my professional development journey.

From then on, I've volunteered as a peer mentor with SEN young people, I've travelled abroad to Norway and Turkey to promote social inclusion and citizenship, I have started my career in tech as an analyst for IBM and forged a marketing business of my own.

Without the EY Foundation, I don't think I'd be as open-minded as I am. It propelled me into personal development and has reinforced a growth mindset within me. So, the reason I wanted to join the Youth Advisory Board was to do what I can to help someone else and pay it forward. I'm a firm believer of "you get out what you put in," and that attitude is something that I carry along with me across everything I do.

I want to help promote financial literacy to people across communities from a low socio-economic background and to raise awareness on the ways to kickstart personal and professional development, whether that's through learning about the world of work, with university, apprenticeships, entrepreneurship or taking a gap year (like I'm currently doing).

Ali

Talk to me about: Government policy; Apprenticeships; Youth voice; Employment in Greater Manchester; Specific sectors of the economy (e.g., Tech)



After residing in Italy, I moved to the UK to pursue my education. Before starting my business course at Oldham College, where I focused on mastering English. It was during this time that I discovered the importance of student unions in assisting and engaging fellow students. Motivated by my desire to help others, I applied for the position of president of the students' union. Winning this position allowed me to lead impactful projects within our college and community, eventually becoming a student governor.

Motivated by a strong sense of self-belief, I recognise the need to give back to my community and being a YAB member allows me to do just that. Equality, particularly in providing opportunities for those from lower socio-economic backgrounds, is a cause close to my heart. I am eager to further engage with the EY Foundation, which supports students in finding meaningful career paths.

Promoting equality is of paramount importance to me, particularly in terms of creating opportunities for individuals from lower socio-economic backgrounds. Recognising the valuable work undertaken by the EY Foundation, which guides students towards promising career paths, I am eager to deepen my involvement with their initiatives.

Trail running is my cherished hobby, as it provides an exhilarating experience of exploring rugged terrain and pushing my limits, fostering personal growth and a deep connection with nature.



Ebenezer

Talk to me about: Apprenticeships; Tech; Youth voice

Socio-economic equality is important to me. I want to help give young people a platform to have a voice, help them develop life skills and financial skills to get themselves into a better position in life, and to help them progress professionally.

I want to study software engineering as I'm interested in mobile applications, servers and really love the fact that software can be used to make processes easier.

Being part of the EY Foundation's Secure Futures programme during the COVID pandemic gave me a lot of experience in working with people, which has really been valuable in helping me deal with situations. Several different companies including Disney provided virtual work experience for us. They taught us about the three main focuses of security: cyber security, which links to data protection and so on, security for people and physical security for buildings and protecting land.

I used to always be a bit uncomfortable being the youngest in a room, amongst an older set of people, but now I see that there's a beauty in it. I have a different outlook and can allow a different perspective to be voiced.

Emmanuel

Talk to me about: youth employment in the UK

In 2020 the EY Foundation came to my school, and I was selected to complete an employability training week. Then the following year, I signed up for the Youth Advisory Board.

I learned a lot about teamwork. You have to learn how to cater to everyone, every type of personality in your group, to allow your group members to feel that they can voice their opinions.

A new skill which I developed on the course was patience and consideration for other people's ideas. It also developed my confidence, communication skills, listening skills, my concentration, and my focus to achieve my goals.

I decided to join the EY Foundation's Youth Advisory Board because I'm very interested in having a voice and making positive change. Being part of the YAB will be a valuable experience for myself and I hope to be effective in making change.





Gertrude

Talk to me about: Government policy

People often neglect that dealing with emotional and mental health is as significant as your physical health and I think it's because it's not visible, people don't really understand it. Even as children you're never really taught much about your emotional wellbeing, it wasn't until I got into the

6th form during PSHE or tutor time, that our tutors would start speaking about mental health and that was only in terms of dealing with exam stress and the school social balance.

I would also say identity is really important to me - not necessarily just race or gender but how people view themselves as well, because especially within my generation, there's an increase in people with body dysmorphia, people with very low self-esteem issues, and people feeling as if they are constantly in an identity crisis.

I really care about issues affecting children. I do a lot of work with children and young people and currently mentor Year 10 students, helping them with career choices.

I'm studying law. I am drawn towards becoming a barrister, but I'm also interested in diplomacy and reforming the legal system. There are many different ways you can change the world, but I wanted to go down the legal route because I believe it has the power to make very significant change, not only to our legal rights, but to our way of living as human beings.

I decided to join the Youth Advisory Board because I want to assist in making the corporate world a more inclusive environment, rather than one which is completely out of reach by young people from disadvantaged backgrounds. My hope is to work with other young people to create plans and present ideas to help create an equal ground for all young people regardless of their socio-economic backgrounds.

Ikra

Talk to me about: Government policy; Youth voice; Employment in your region

I was taken into care aged six and grew up in care with a foster family. When you take someone out of their house as a kid and put them in care, there's a trauma related to that. Sometimes even now there will still be days when I can't deal with it.



I took part in the EY Foundation's programme for care-experienced young people called Beyond Your Limits.

I now have a mentor and when I did my action plan with him, I felt like things were falling into place, and I don't think I've ever felt like that, ever in my life. It's also helped me network and I've been able to use it recently for work experience.

I aspire to work in law, and I'm considering both a university degree and an apprenticeship degree. I'd like to be a defence lawyer, people who are convicted of committing crimes are often affected by their circumstances, and I just think that those people deserve to be represented.

I joined the EY Foundation's Youth Advisory Board to develop a position of advocacy and become a resource for those who cannot express themselves and for those who feel marginalised and underprivileged.



James

Talk to me about: Government policy; Youth voice; Specific sectors of the economy (e.g., Tech); healthcare, race, and racism

I am a medically trained doctor; the UK G20 Youth Delegate for Health, Wellbeing & Sport; and a Healthtech & Innovation Fellow. I am also a Governor & Equalities Lead at an all-through school, as well as sitting on the Youth Advisory Board for the EY Foundation.

I joined the YAB because I am equipped with the language and experiences to fully understand inequitable access to resources. I want to take opportunities to reduce inequity, particularly in health, and enhance resilience in resource-poor contexts. My aim is to contribute to open productive dialogue, robust research and transformative action for the communities that need it the most.

I want to spend my life building sustainable and scalable solutions that genuinely and measurably improve the lives of the people that need the most help.

Maria

Talk to me about: Government policy; Apprenticeships; Youth voice; Employment in your region; Specific sectors of the economy (e.g., Tech)



At the end of Year 11, I noticed that I thrive in competitive environments, hence my decision to transition from a comprehensive school to a grammar school. Unknown to me, that would become a shocking perspective changing experience. One of the key lessons I learnt was the difference between people from lower socio-economic backgrounds like myself, and people who, in my eyes, were rich, although I know now that they were middle class. The difference was in terms of access to resources. They had private tuition for every subject, and my single mum couldn't necessarily afford weekly tuition for all three children.

After my grammar school experience and time at university, I became very passionate about helping and equipping young people from low socio-economic backgrounds with the information that they need to excel. I was one of the first to attend grammar school in my community and now a few years later, I can see a big difference between myself and my peers, although we had the same potential. I had had access to vital resources, as well as opportunities to build resilience and self-confidence. They hadn't.

This inspired me to start 'Navigate Up', a platform keen to help young people thrive in purpose. I also work as the school governor in a local school. This has been an opportunity for me to advocate for young people from underprivileged groups. I remember my Ghanaian mother struggling to understand my teacher when we attended parents evening, and now I have the opportunity to support parents like her in this role. I am aware of many parents who avoid parents evening due to their limited understanding of the English language. I as a private tutor, have attended parent evening meetings to mediate and help parents ask the right questions. This goes a long way in helping my students excel in their academics.



Olivia

Talk to me about: Government policy; Youth voice

I am an individual who has never allowed challenging circumstances to define my potential. Whether I look back on being put into bottom sets in secondary school and having to work my way up or getting a Cambridge interview and not having adequate support from those around me, I can appreciate that these trials have led me to become the woman I am today.

Growing up, I was always reminded that the world is my oyster, and this is a slogan I live by. Every day I am reminded of the path I am paving for my siblings, especially being one of the first people in my family to attend university. Studying History and Politics at the London School of Economics has shown that there are big disparities in the opportunities available to state school students compared to privately educated students. Although this seems like an obvious assertion, I have seen first-hand how capable and ambitious young people have fallen short of attending a top institution because of a lack of support and understanding from their schools.

This is why showcasing intersectionality and lived experiences is extremely important to me. As a working-class Black woman, my lived experience has supported my understanding of the support young people like me need to help with employment and social mobility. I believe that all young people should have the ability to empower themselves and their community through education as this provides access to a world of opportunities and new networks.



Victoria

Talk to me about: Youth voice

My mum and dad are both Bulgarian immigrants and they've worked very hard to give me the opportunities they didn't have. They are sadly divorced but my mum is an amazing single mum.

I am lucky enough to go to a private school, but I see lots of friends who are bright and capable of getting A* and going to Oxford or Cambridge, who are not getting those opportunities, and because of that I feel very strongly about socio-economic inequality.

People say young people have a voice, but we don't really. So, anything I can do to have influence over socio-economic inequality, I want to try. It was quite scary applying for the YAB, but it's important to try and make a difference.

Zubair

Talk to me about: Social Entrepreneurship; Global Education; Government policy; Youth voice; Tech; Impact Measurement; Grassroot movements



I started the educational resources site ZNotes when I was 16 and at school taking my IGCSEs as it became clear that this was an exam taken by hundreds of thousands of students every year going into the same exact test, but the resources and support would vary so drastically, some schools not even having textbooks or skilled and trained teachers.

Over the last 8 years, the platform has grown organically because young people all over the world believed in what I was doing and contributed to the mission. Today, thanks to hundreds of thousands of volunteer hours contributed by hundreds of contributors, ZNotes has expanded into a learning platform supporting seven international exam boards and resources that have had over 30 million hits and reached more than 4 million students and educators globally.

For every 'yes', I have had hundreds of 'no's. It has not been an easy journey but it's one where I persevere because my personal mission is about making the maximum positive impact on people and the planet in the short span of time that we all have here.

Ambassadors

Along with our YAB members, you may also want to hear from our EY Foundation ambassadors. They are programme alumni who are passionate about and want to support our work by promoting what we do and helping to share our cause and mission with others.



Our ambassadors bring a wealth of experience, drawing from their differing journeys into careers and education to their individual insights and passions. They can provide insight on a range of subjects including:

- Social Mobility
- Mental Health
- Diversity, Equity, and Inclusion
- Technological developments (including the Metaverse, AI and Cryptocurrency)
- Young people with care experience
- The Climate Crisis
- Youth Violence

Our ambassadors have spoken at high level events (including to government officials, corporate partners, and at various award events such as EY's Entrepreneur of the Year), contributed to the development of EYF, and provided insights on a range of topics which affect their lives.

If you'd like to speak to an ambassador about EYF or on any of the topics mentioned above, please reach out to Millie.Rudman@eyfoundation.ey.com.

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...

