

DIGILEARNING FOUNDATION

England & Wales · Charity number 1186577

Details

Other names DIGIHACKS

Status Registered

Legal form CIO

Registered 2019-11-26

Register [View on the Charity Commission register](#)

Contact

Address Ark House
26 Cherry Orchard Road
Bromley
BR2 8NE

Phone 02084649134

Email info@digilearning.co.uk

Website www.digilearning.co.uk

Activities

Objects: FOR THE PUBLIC BENEFIT TO ADVANCE EDUCATION OF THE PUBLIC IN DIGITAL SKILLS THROUGH THE PROVISION OF WORKSHOPS AND ONLINE PLATFORMS.

Activities: At Digilearning, we create pathways for underprivileged youth from marginalised communities, guiding them towards realising their full potential through educational and personal development programs. Through our programmes we equip young talent with the knowledge, skills, a network and career experiences needed for successful careers.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Education/training, The Prevention Or Relief Of Poverty, Economic/community Development/employment
- **Who:** Children/young People

Geography

- Barbados
- Botswana
- Brazil
- Dominican Republic
- France
- Germany
- Gibraltar
- India
- Jamaica
- Kenya
- Namibia
- Papua New Guinea
- Portugal
- South Africa
- Spain
- Trinidad And Tobago
- Turkey
- United States
- Zimbabwe
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£115,764	£105,774	-	-
2024-04-30	£110,059	£112,693	-	-
2023-04-30	£65,864	£64,572	-	-
2022-04-30	£55,557	£76,245	-	-
2021-04-30	£68,647	£42,898	-	-

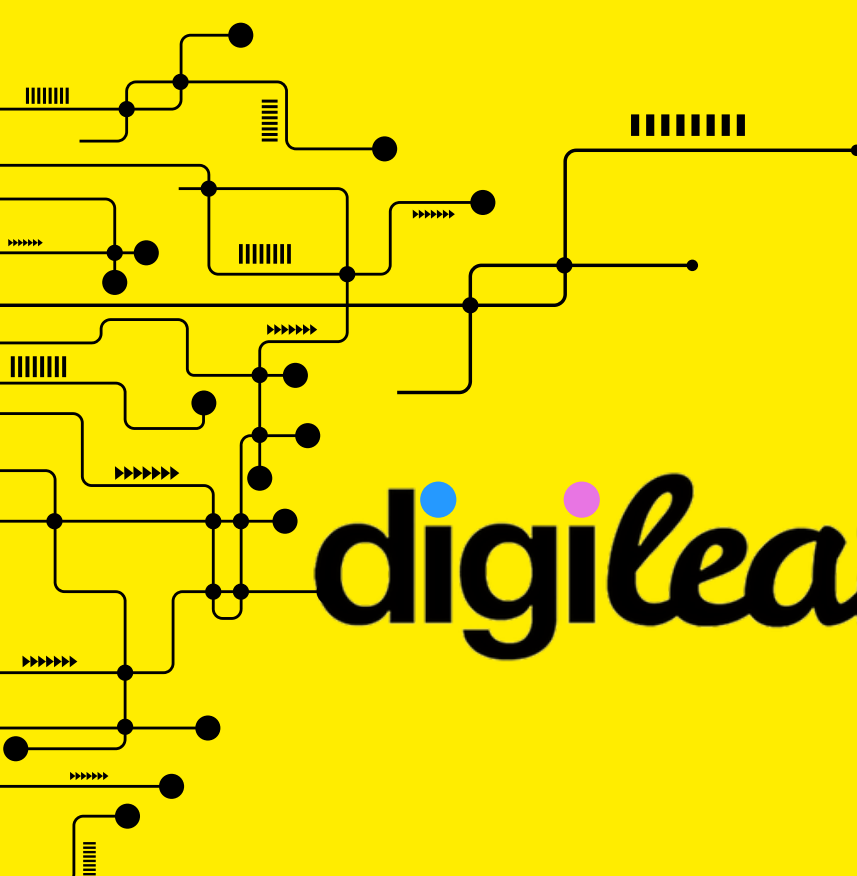
Trustees

Name	Role	Appointed
Ben Joseph Williams		2022-09-01
Elesia-Gail Edwards-Scott		2022-01-01
Lisa Goodchild		2019-11-25
Mary Keane-Dawson		2019-11-25
Sofia Foster		2019-11-25

DIGILEARNING FOUNDATION

England & Wales - Charity number 1186577

Accounts



digilearning.

Powering Up Early Careers

Trustees Report 2025

**DIGILEARNING FOUNDATION
(no. 1186577)**

Summary

2024–2025: A Year That Changed Lives

This year marked a defining chapter **for Digilearning Foundation.**

Against a backdrop of declining social mobility, rising youth unemployment, and reduced access to early-career opportunities, **Digilearning** stepped in where the system fell short, creating access, belief, paid opportunity, and real progression for young people who are too often locked out.

Across the year, we delivered free, high-quality programmes, leadership experiences, bootcamps, mentoring, and paid work opportunities, supporting young people aged 11–30 from underrepresented and lower socio-economic backgrounds to build confidence, skills, networks, and visibility.

From classrooms to boardrooms, and from local communities to global stages like Cannes Lions, MadFest, and POSSIBLE Miami, young people were not positioned as observers, but as contributors, leaders, journalists, creatives, and professionals.

This was not just a **year of delivery.**

It was a year of **proof.**

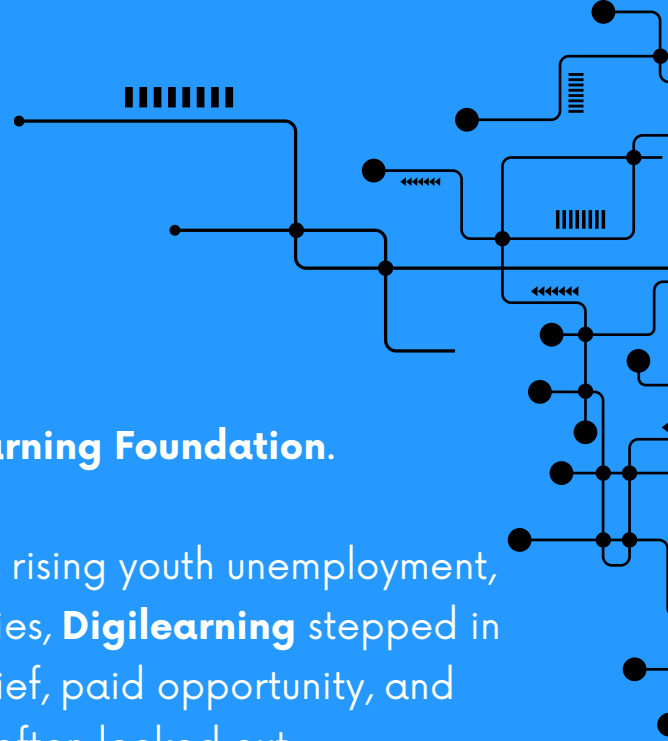
Proof that when barriers are removed, **talent rises.**

Proof that **access** changes trajectories.

Proof that **social mobility** accelerates when opportunity is intentional, paid, and visible.

Talent is everywhere. Opportunity is not.

In 2024–2025, **Digilearning** worked relentlessly to close that gap.





“All young people need support and encouragement, someone to back them, build their skills and boost their confidence”

**Rio Ferdinand - Rio Ferdinand
Foundation a Digilearning Partner**



SPORTS BEACH | TROPS

SPORTS BEACH | TROPS

SPORTS BEACH | TROPS

STAGWELL

STAGWELL

STAGWELL

CAUTION

TABLE OF CONTENTS

- 1 Annual Report
- 2 Delivering
- 3 Rise - Our bootcamps & experiences
- 4 Lead Cannes Lions France, Possible Miami & Madfest
- 5 Results & Learnings
- 6 2025-26- Join us

Annual Report

The Trustees present their Annual Report and Accounts for **Digilearning Foundation** for the year ended 30 April 2025. The Trustees confirm that this report complies with the requirements of the Charities Act 2011 and that they have had due regard to the Charity Commission's guidance on public benefit when reviewing the charity's activities and achievements during the year.

Digilearning Foundation exists to advance social mobility, by removing the structural, financial, and cultural barriers that prevent young people, particularly those from underrepresented and disadvantaged backgrounds, from accessing high-quality careers in digital, creative, and emerging industries.

During the reporting period, the charity delivered programmes and experiences that directly supported young people aged 11–30 to build early career skills, confidence, networks, and real-world experience, enabling progression into education, employment, and leadership opportunities.

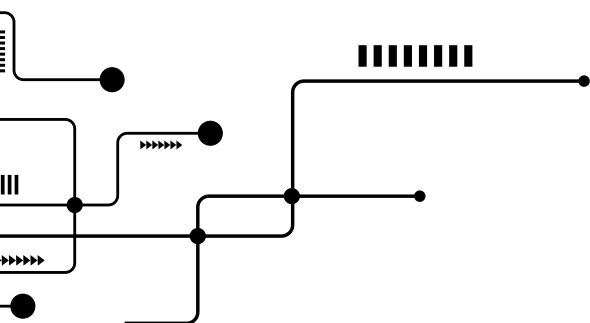


Chair and Trustees' Statement: Social Mobility in 2024–2025

This reporting year took place against a backdrop of worsening social mobility outcomes for young people in the UK. Rising youth unemployment, declining access to work experience, increasing anxiety and mental health challenges, and a contraction in entry-level roles have created an increasingly unequal landscape.

Trustees recognise that social mobility is not achieved through skills alone. It requires access, belief, networks, and opportunity. Throughout this year, **Digilearning** deliberately focused on interventions that placed young people into real industry environments, with real responsibility, visibility, and voice.

The Trustees are confident that the charity's work during this period delivered clear public benefit and directly furthered its charitable purposes.



OUR STORY SO FAR

OUR MISSION

Our charity's mission is to harness the power of technology as a catalyst for equality. Through digitalisation, we bridge economic gaps and create opportunities for individuals and countries. By diversifying industries, building networks, and connecting people and communities, we unlock greater prospects for all. Each year, our programmes empower thousands of young people in the UK and the rest of the world with life-changing digital skills.

OUR PURPOSE

Our purpose is to shape a world where the digital age is inclusive and accessible to all. We believe that career programmes and experiences are crucial for a brands advancement, driving innovation and profitability in industries. By promoting diversity, we aim to foster growth and create opportunities that benefit everyone in the new era of the digital age.

100%

FEEL OUR BOOTCAMPS
CHANGED THEIR

LIVES

Structure

Structure, Governance and Management

Digilearning Foundation is a charitable company limited by guarantee, governed by a Board of Trustees who are responsible for the strategic direction, governance, and oversight of the charity.

Trustees are appointed in line with the charity's governing document and receive induction support to familiarise them with their responsibilities, safeguarding obligations, and the charity's social mobility mission. Trustees bring a range of professional expertise and lived experience, strengthening decision-making and accountability.

Trustee meetings are held regularly and include standing agenda items covering strategy, risk, safeguarding, financial performance, and impact. Day-to-day operations are led by the Founder, supported by a small delivery team and trusted partners.

The charity places lived experience at the heart of both governance and delivery, ensuring decisions remain grounded in the realities faced by the young people it serves.

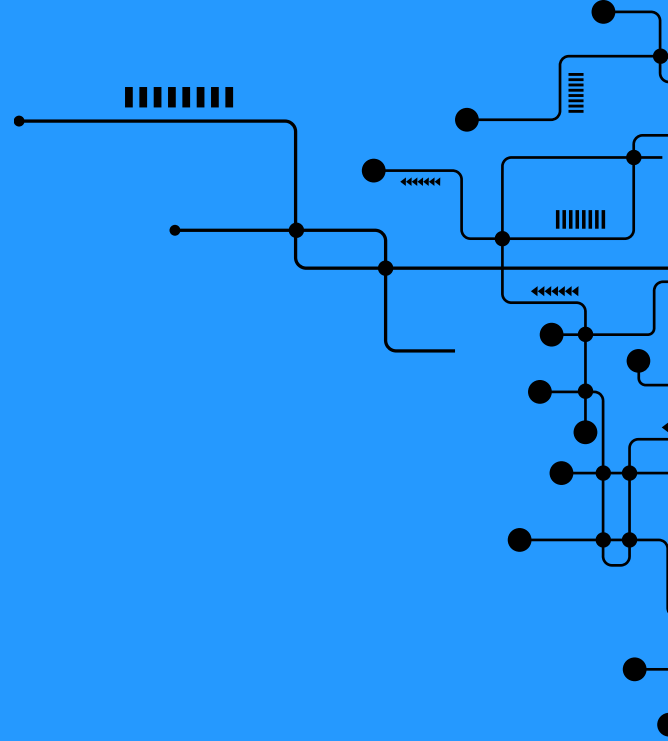
Risk Management

Trustees regularly review the risks facing the organisation, with risk management forming a standing agenda item at trustee meetings throughout the year.

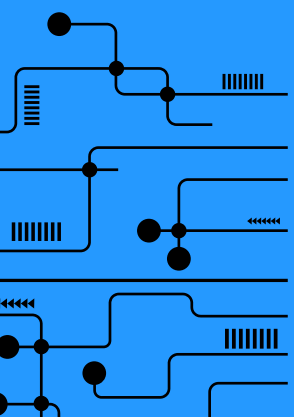
Key risks identified during the reporting period included:

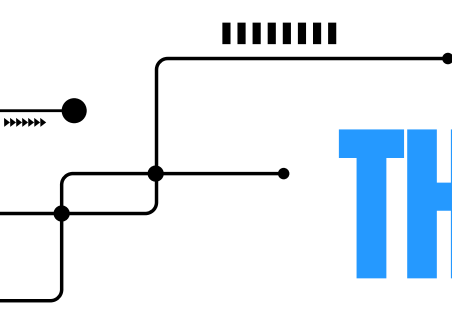
- Financial sustainability and reliance on corporate funding
- Increased demand for services exceeding organisational capacity
- Safeguarding and duty of care for young people in industry and international environments
- Reputational risk associated with high-profile partnerships

Mitigating actions included diversification of funding, strengthened safeguarding and supervision procedures, careful partner selection, and phased programme delivery aligned to organisational capacity.



The Impact 2026





THE CHALLENGE

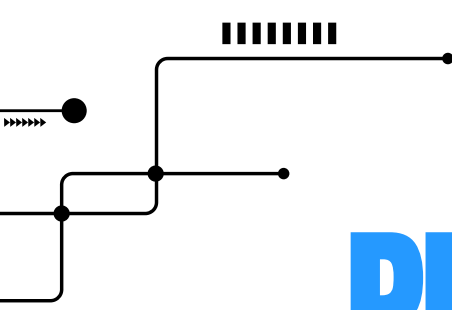
The Social Mobility Challenge

Young people from disadvantaged and underrepresented backgrounds continue to face systemic barriers to employment and progression. These include limited access to professional networks, lack of paid work experience, financial barriers to industry events, and reduced confidence due to exclusion from professional spaces.

National data consistently shows that young people from lower socio-economic backgrounds are significantly less likely to access high-growth digital and creative careers, despite strong aptitude and interest.

Digilearning Foundation exists to address this imbalance by creating direct access points into industry, removing cost barriers, and building confidence and leadership capability.





PUBLIC BENEFIT STATEMENT

The Trustees confirm that they have complied with their duty under section 17 of the Charities Act 2011 to have due regard to the Charity Commission's public benefit guidance.

Digilearning's activities provide public benefit by:

- Increasing access to education, skills, and employment
- Advancing equality of opportunity
- Supporting economic participation and social mobility
- Improving confidence, wellbeing, and leadership capability among young people

All activities during the reporting period were undertaken to further these charitable purposes.

RISE

Bootcamps

Activities & Achievements

**"WE NEED DIGILEARNING
EVERYWHERE"**

JAMAL FROM LONON

RISE, DIGIRISE, GIRLRISE AND GIRLRISE100 PROGRAMMES

The **RISE** family of programmes represents **Digilearning's** most established and impactful social mobility interventions, designed to support young people, particularly young women, from underrepresented backgrounds to build confidence, skills, leadership capability, and access to opportunity.

During this reporting period, the **RISE** offer evolved significantly, reflecting both increased demand and learning from previous cohorts. Delivery included a blend of structured mentoring, skills development, leadership coaching, and intensive bootcamp experiences.

RISE, DigiRise and GirlRise (Core Programmes)

The core **RISE**, **DigiRise** and **GirlRise** programmes are delivered over a 12-week / 3 day / day / 1 year period and combine:

- One-to-one and group mentoring with industry professionals
- Skills development workshops aligned to digital and creative careers
- Confidence-building and leadership-focused sessions
- Exposure to role models and real-world career pathways

Throughout the year, these programmes placed increased emphasis on self-belief, professional identity, and leadership behaviours, recognising that confidence and social capital are as critical to social mobility as technical skills.

Participants reported increased confidence, clearer career direction, improved communication skills, and greater readiness for the workplace.

RISE, DIGIRISE, GIRLRISE AND GIRLRISE100 PROGRAMMES

GirlRise100 – Scaling Access Through Digital Delivery

In response to growing demand and the need to reach more young women at scale, **Digilearning** launched **GirlRise100** during the reporting period.

GirlRise100 supported 100 young women through an online (and offline masterclasses) learning and mentoring programme, removing geographical and financial barriers to participation. The programme provided:

- Structured online learning sessions focused on digital skills and career readiness
- Access to mentors and positive female role models
- Community-based peer support
- Confidence and self-belief development

GirlRise100 significantly extended **Digilearning's** reach, enabling young women who may not have been able to attend in-person programmes to benefit from high-quality career support.

RISE, DIGIRISE, GIRLRISE AND GIRLRISE100 PROGRAMMES

Intensive Bootcamps (Including 3-Day Intensive Bootcamps)

All **RISE** programmes were supported by **Digilearning's** bootcamp delivery, including intensive three-day bootcamps designed to accelerate confidence, skills application, and work readiness.

These bootcamps provided immersive, practical experiences that enabled participants to:

- Apply learning in real-world scenarios
- Develop presentation, teamwork, and problem-solving skills
- Build professional confidence in a short, focused timeframe
- Strengthen peer networks and a sense of belonging

The combination of longer-term mentoring with intensive bootcamp delivery proved highly effective, particularly for participants who lacked prior exposure to professional environments.

Together, the **RISE** programmes and bootcamps functioned as a cohesive social mobility pathway, supporting young people from initial engagement through to readiness for work, leadership development, and progression into further opportunities.

MORE OF WHAT WE ACHIEVED..

Career Days

Career bootcamps provided immersive, practical preparation for the world of work. Bootcamps focused on communication, teamwork, presentation skills, resilience, and professional confidence.

Young people participated in hands-on activities designed to mirror real industry scenarios, helping to bridge the gap between education and employment.

Work Experience and Paid Placements

Lack of quality work experience remains one of the most significant barriers to social mobility.

During the year, **Digilearning** prioritised brokering relevant, high-quality placements aligned to young people's career aspirations. Wherever possible, placements were paid, recognising the financial barriers many young people face.

Masterclasses and Speed Mentoring

Digilearning delivered specialist masterclasses and both online and in-person speed mentoring sessions, enabling young people to build networks, gain industry insight, and increase confidence in professional settings.

LEAD

Early Careers

**Leadership Bootcamps
& Experiences**

**"THE ULTIMATE CAREER
ACCELERATOR"**

MAIA FROM LONON

OUR LEADERSHIP EXPERIENCES..



Cannes Lions 2024: Access to the World's Creative Leadership

Cannes Lions 2024 represented a landmark social mobility intervention for **Digilearning**. The festival is widely recognised as the largest and most influential creative and marketing event in the world, yet remains financially and culturally inaccessible to many young people. Through **Digilearning's** #RightTalent and #CannesForAll initiatives, young people were provided with free festival passes and an all-expenses-paid experience, removing the significant cost barriers associated with attendance.

Over the course of the week, participants took part in a structured programme of activity that included attending global keynote sessions, masterclasses, panel discussions, and curated industry events. Young people engaged directly with senior leaders from across the creative, technology, and media industries, participated in equity-focused roundtables, and built professional networks that would otherwise have been out of reach. This immersive experience not only expanded knowledge of industry trends and skills, but also played a critical role in developing confidence, professional identity, and leadership aspiration. For many participants, this was the first time they had been present in a global leadership space and felt a genuine sense of belonging.

MadFest – Paid Work Experience and Real-World Responsibility

MadFest provided **Digilearning** participants with paid, hands-on work experience within a live industry environment, reinforcing the charity's commitment to equitable access and fair remuneration. Ahead of the event, young people took part in a structured bootcamp designed to prepare them for professional expectations, teamwork, pitching, and working on real client challenges.

OUR LEADERSHIP EXPERIENCES..

During the festival, participants worked on live briefs, collaborating in teams to develop creative solutions for real businesses. This culminated in young people pitching their ideas on stage, replicating the pressures and standards of professional agency environments. Participants were paid for their contribution, recognising their time and labour and enabling those from lower-income backgrounds to participate without financial disadvantage. The experience strengthened employability, communication skills, confidence, and understanding of industry practice, while providing tangible CV-ready experience and exposure to potential employers.

POSSIBLE 2025 – Voice, Visibility and Global Progression

POSSIBLE 2025 marked a significant progression opportunity for **Digilearning** alumni, offering access to a global leadership and innovation platform that would otherwise be inaccessible to many young people. Participants were provided with free tickets and supported access, removing financial barriers and enabling full participation in the event.

During POSSIBLE, young people took on the role of next-generation journalists, reporting on sessions and capturing insights in partnership with The Drum. This resulted in published articles and credited content, providing participants with professional media experience, public visibility, and a platform for their voices. In addition to reporting, participants met senior global leaders, attended talks on game-changing skills, technology, leadership, and the future of work, and took part in conversations shaping global industries. Several participants also spoke on stage, contributing directly to discussions in international forums. This experience reinforced confidence, expanded global networks, and demonstrated **Digilearning's** commitment to long-term social mobility through voice, leadership, and international access.

Cannes Lions 2024



CANNES LIONS

The Cannes Lions Festival of Creativity 2024 became a groundbreaking platform for the #RIGHTTALENT initiative, which aimed to empower diverse young talent from underrepresented backgrounds. Spearheaded by five charities, **Digilearning**, The Amos Bursary, MOBO Trust & Mobilise, The Rio Ferdinand Foundation, and The Marketing Academy Foundation, the campaign sought to facilitate diversity, equity, and inclusion at one of the most prestigious events in the global creative industry.

We also had a cohort for our #CannesForAll campaign we founded in 2023. This following outlines the key elements of the campaigns achievements, highlights from the festival, and the profound impact on the participants.



CANNES LIONS

Cannes Lions 2024: Advancing Social Mobility Through Access, Equity and Leadership

Attendance at the Cannes Lions International Festival of Creativity represents a significant barrier for many young people due to cost, networks, confidence, and cultural exclusion. Without intervention, access to this global industry space is largely limited to those with existing privilege.

During the reporting period, **Digilearning** addressed this barrier through the #RightTalent and #CannesForAll initiatives, enabling 11 young people from underrepresented and disadvantaged backgrounds to attend Cannes Lions 2024.

This intervention was intentionally designed as a social mobility accelerator, providing structured access, preparation, and meaningful participation rather than passive attendance.

Removing Structural and Financial Barriers

Digilearning fully removed the financial barriers associated with Cannes Lions by covering festival passes, travel, accommodation, and subsistence. Safeguarding and duty of care arrangements were in place throughout international travel and festival attendance, ensuring participants were supported in unfamiliar environments.

Pre-Cannes Preparation and Readiness

Ahead of the festival, **Digilearning** delivered structured pre-Cannes bootcamps and workshops focused on:

- Building confidence and professional identity
- Understanding creative and digital industry environments
- Networking and relationship-building skills
- Personal safety, wellbeing, and professional conduct

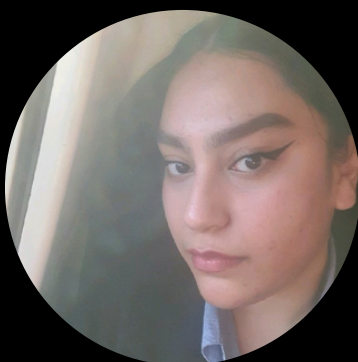
This preparation enabled participants to enter the festival with confidence and clarity, equipped to engage with senior leaders and global organisations.



digilearning

MEET OUR TALENT

#RightTalent
#CannesForAll



COLLABORATIONS

Working together with leading Charities:

- **Digilearning** Foundation: Helping young people uncover their superpowers and supporting underserved individuals in finding fulfilling careers across digital and creative industries.
- The Amos Bursary: Empowering young men of African and Caribbean heritage to fulfil their academic potential and excel in professional careers.
- MOBO Trust & Mobilise: Supporting undiscovered talent in music and the wider creative industries, alongside providing career platforms for young people.
- The Marketing Academy Foundation: Enabling young adults from challenging backgrounds to begin fulfilling careers in the marketing industries through apprenticeships.
- Rio Ferdinand Foundation: Creating opportunities for young people to tackle inequality, achieve personal potential, and drive social change through various programs.



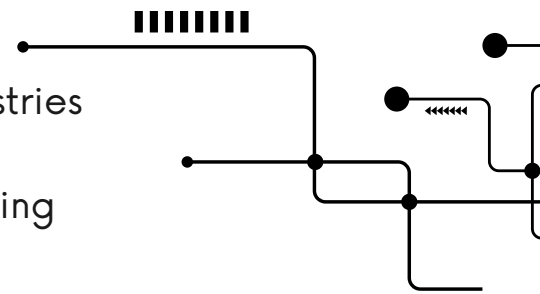
CANNES LIONS

Equity Roundtables, Panel Participation with Channel Factory, David Shingey, Shelley Zallis @ Female Quotient, VaynerMedia,

A central element of the Cannes programme was participation in Equity Roundtables hosted with the VaynerMedia team. These sessions brought young people into senior leadership spaces that are rarely accessible to underrepresented talent.

Discussions focused on:

- Representation and equity within creative industries
- Navigating power, influence, and progression
- Leadership pathways and career decision-making
- Authentic storytelling and voice



Young people described these conversations as transformative, reporting that being heard and taken seriously by senior leaders significantly strengthened their confidence and sense of belonging.

Festival Engagement and Lived Experience

Throughout the festival, participants attended masterclasses, panels, and discussions exploring creativity, technology, AI, culture, and the future of work. They engaged in curated networking opportunities and participated in industry events that enabled them to observe and contribute to conversations shaping their chosen sectors.

Many participants reported that this was the first time they felt represented and welcome in an international professional space. Exposure to diverse speakers and real-world leadership environments helped dismantle imposter syndrome and expand career ambition.



CANNES RESULTS

Outcomes and Impact

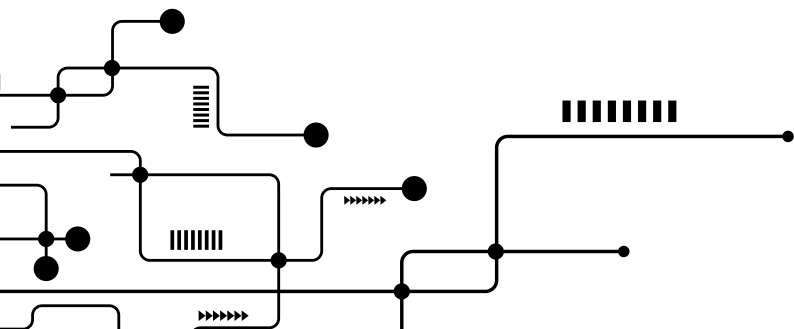
Outcomes from Cannes Lions 2024 included:

- Significant increases in confidence and self-belief
- Expanded professional networks and social capital
- Access to interviews, mentoring, and paid opportunities
- Stronger leadership identity and career aspiration

A dedicated Cannes Lions Impact Report was produced following the event, providing detailed qualitative and quantitative evidence of outcomes.

Public Benefit

The Cannes Lions intervention delivered public benefit by advancing social mobility through access to elite industry spaces, increasing diversity within creative and digital industries, and supporting progression into employment and leadership pathways.

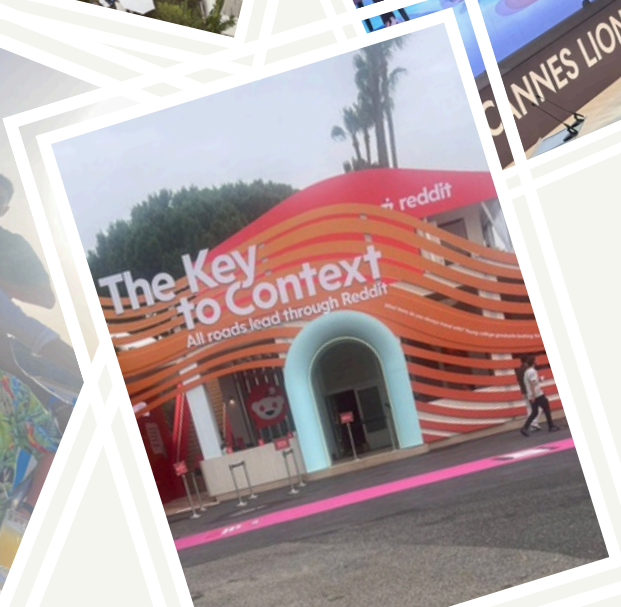




“Combining forces with charities such as Digilearning, The Amos Bursary, MOBO Trust & Mobolise, The Rio Ferdinand Foundation, and The Marketing Academy Foundation, #RIGHTTALENT is harnessing the power of diversity to transform lives and industries alike. This is the change we wish to see in the world”

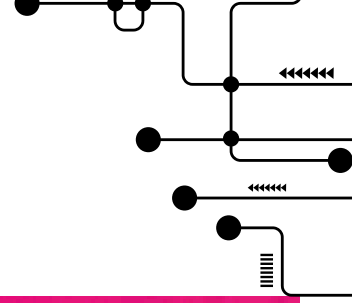
Kanya King CBE - MOBO Awards Trust







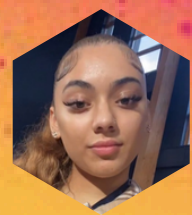
Madfest 2024



FLOURISH

BATTLE OF THE RISING STARS

JOIN US



KAITLYN PERIES



SAM WRIGHT

VAYNER MEDIA

POPWORKS



LIZZIE BARNES



AYA ADAMS



BRANDON WITIKENI



MONIQUE DODOUNOU



NISHECIA MCCROBIE



GISELE MUTAASA



The Digilearning Foundation teamed up with MAD //Fest London to ensure groups who are poorly represented in the advertising industry get their first **BIG** break and **FLOURISH** in their careers.

FLOURISH supports the progression of young talent from less privileged backgrounds and black, brown and ethnically diverse communities, as well as those who experience additional challenges securing employment opportunities. We also launched our career day back to back panels our talented hosted and were part of.

WHAT THE STUDENTS SAID



"Such an incredible opportunity. It really give me an insight into the advertising world"
Saadia Adubaker



I'm so grateful that I was able to do this in a team and I just loved it! The opportunity to give criticism to one of the big guys, like in the world of business and digital marketing.

Faith
Faith
Ilori



I wouldn't have realised public speaking was one of my strengths as I don't have many opportunities to do it. Madfest helped me understand myself better which gave me more confidence about what I could contribute in a workplace.

Swatee
Oedra



Rhiannon
Malley

"I was lucky enough that my networking from Madfest led to two different interviews resulting in an internship with Takumi which then led to a full time position"



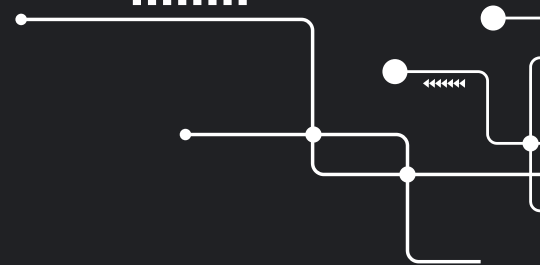
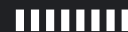
"Madfest was an incredible experience, by pitching on a real stage. most young people don't get the opportunity to do enough. The NatWest brief was fun"

Georgia
Yates



"I will say Madfest for me was actually an amazing experience because the experience was something I have never done before in my life"

Hannah
Prah



The **Digilearning Foundation** teamed up with **MAD//Fest London** to ensure groups who are poorly represented in the advertising industry get their first **BIG** break and **FLOURISH** in their careers.

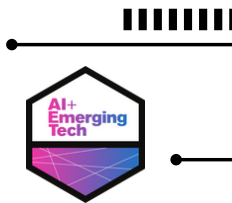
FLOURISH supports the progression of young talent from less privileged backgrounds and black, brown and ethnically diverse communities, as well as those who experience additional challenges securing employment opportunities.

WHEN & WHERE: THURSDAY 4TH JULY ON THE AI + EMERGING TECH STAGE FROM 9:45 AM



HOST & DIGILEARNING FOUNDER:
LISA GOODCHILD

HOST & DIGILEARNING AMBASSADOR
SAADIA ABUBAKER



POWERED BY **accenture**

START 9:45... ON THE AI AND EMERGING TECH STAGE
AI & FUTURE TECH: NAVIGATING CAREERS IN TOMORROW'S WORLD



MODERATOR:
ROMARIO ELLIS
FOUNDER & CEO
OUTERCIRCLE



ELENA TRIFONOVA
STRATEGY &
CONSULTING
ACCENTURE



SABRINA GIGANTE
HEAD OF TALENT &
EMPLOYEE
EXPERIENCE AT
CAPTIFY®



BEN WILLIAMS
FOUNDER &
CEO KILN



KRISTINE TUYO
MANAGEMENT
CONSULTANT
ACCENTURE

LEVERAGING SOCIAL MEDIA FOR CAREER SUCCESS: STRATEGIES FOR TALENT



MODERATOR:
JONATHAN REID
FOUNDER
REIDENTIFY



SHAHNAZ AHMED
THE SOCIAL ELEMENT
DIRECTOR, CREATIVE &
INNOVATION



CHLOE CARA
GLOBAL BUSINESS
MARKETING @ TIKTOK



VJ ANAND
VAYNERMEDIA
EMEA +
GLOBAL

CHARTING CREATIVE CAREERS: INSIGHTS INTO MUSIC, FILM, TV, AND RADIO FOR YOUNG TALENT



MODERATOR:
BOSHRA GHGAM
SPEAKER &
DIGILEARNING
AMBASSADOR



DARREN
THOMPSON
DIRECTOR OF SALES
AT SPOTIFY UK



LUCIE CAVE
CHIEF CREATIVE
OFFICER BAUER
MEDIA



PATHWAYS TO SUCCESS FOR YOUNG TALENT



MODERATOR:
ALI SOUFAN
CREATOR & SOCIAL
MEDIA STRATEGIST



KEITH CONWAY
FOUNDER OF
DIVERSEFUTURES.
COM



DINA GREEN
FOUNDER, UK
CREATIVE FESTIVAL



DARYL FIELDING
PORTFOLIO BOARD
DIRECTOR, CEO THE
MARKETING ACADEMY
FOUNDATION, AUTHOR

DEEP DIVE INTO CULTURAL ASPECTS AFFECTING CAREER CHOICES



MODERATOR:
JANAY-MARIE MYERS-DAVIS
FOUNDER & MANAGING
DIRECTOR AT TALLAWAH
AGENCY



ELSIE AYOTUNDE
CULLEN
GUAP COMMUNITY
MANAGER

COACHING CATALYST: BUILDING THE CAREER DREAM



MODERATOR:
SAADIA ABUBAKER
FOUNDER
SAADIASPEAKS
DIGILEARNING
AMBASSADOR



THE COACHING
CATALYSTS PROFESSIONAL
TRAINING AND COACHING

THRIVING TOGETHER: HOW ORGANISATIONS ARE CREATING VIBRANT COMMUNITIES WHERE EVERYONE FLOURISHES — AND DRIVING BUSINESS SUCCESS IN TODAY'S DYNAMIC WORLD!



MODERATOR:
LAIBA BAIG
DIGILEARNING
AMBASSADOR



MARSHA POWELL
CEO AT BELEVE



CHLOË
DOWNES
FOUNDER &
CEO SHFT



GORDON MAC MBE
FOUNDER OF MI-
SOUL RADIO AND
KISS FM



NIKKI SEHGAL
GENERAL
MANAGER @ MEFA



NDUBUISI UCHEA
CEO & CO-FOUNDER
OF WORD ON THE
CURB





POSSIBLE 2025

POSSIBLE MIAMI

POSSIBLE 2025 (Miami) – International Leadership Progression and Voice

During the reporting period, **Digilearning** supported alumni to attend **POSSIBLE** 2025 in Miami, providing international exposure, leadership development, and professional visibility.

All participants were **Digilearning** alumni, demonstrating clear progression pathways from initial engagement through to global industry access.

Media, Reporting and Voice

At **POSSIBLE** 2025, young people were not only attendees but active contributors. Participants reported from the event in partnership with The Drum, capturing conversations, insights, and perspectives from a next-generation lens.

This resulted in published articles and content, providing young people with by-lined, professional media experience and public platforms for their voices. This opportunity strengthened confidence, credibility, and professional identity, while demonstrating the value of diverse perspectives within industry discourse.

Leadership and Network Building

Participants engaged in panels, roundtables, mentoring sessions, and networking opportunities with senior global leaders. The experience expanded international networks and reinforced confidence in navigating high-level professional environments.

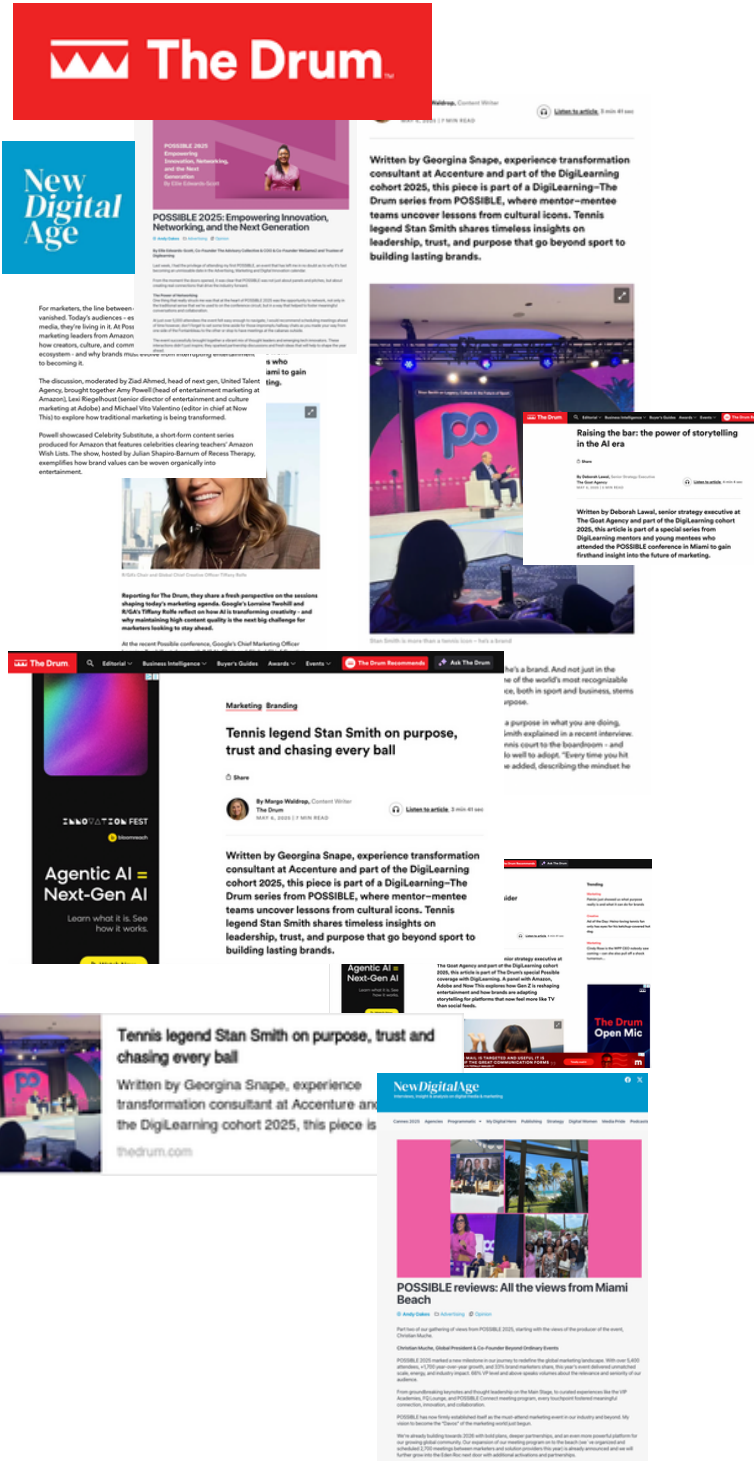
Public Benefit

Participation in **POSSIBLE** 2025 advanced social mobility by:

- Providing international leadership exposure
- Creating paid and credited professional experience
- Amplifying underrepresented voices in industry media
- Demonstrating progression into global career pathways

THE RESULTS

- 2024 & 25 - 26 young people attended POSSIBLE
- Back to back learning sessions
- Our talent represented The Drum as Journalists
- POSSIBLE studio interviews
- Articles in The Drum /New Digital Age / Media Shotz
- Meet and greet with Vayner's CMO
- David Shing masterclass
- SOHO house welcome dinner
- Over 500k social media impressions
- One yacht party
- A Night to remember 2 Lime Club



WHAT WE ACHIEVED TOGETHER



🔥 Part 1: Landing, Lunch & Legacy Moments

From runway to real talk — **Day 1** in Miami was all about arrival and alignment. Our young talent grabbed their POSSIBLE passes and jumped straight into strategic convos at Soho House with killer views and serious intent. Over lunch, community began to spark. And by sunset? They were networking on the VaynerX yacht, passing through the POSSIBLE welcome drinks, not as spectators, but as equals. Bold starts, big energy.

🎧 Part 2: From Mic Drops to Media Moments

Day 2 was a masterclass in showing up and being seen. From filming spotlights with Channel Factory to reporting live with The Drum, our cohort took the mic and the moment. Wisdom flowed from legends like Phil Cowdell and David Shing, leading to a true mic-drop moment on the Innovation Stage with JC Oliver. The day ended in reflection, but the message was clear: they belonged and they were heard.

🌅 Part 3: Sunrises, Strategy & a Movement in Motion

By **Day 3**, the movement had momentum. Sunrise strategy talks turned into roadmaps for the future. At the Female Quotient Lounge, OGs and YGs connected over ideas, AI, and inclusion. Lunch with Digilearning x Unity x Creative Ladder felt like family. Roundtables, surprise meetings with CMOs, and real-time learning proved one thing: this wasn't just access, it was activation. POSSIBLE 2025 wasn't an event. It was evolution.



THE PEOPLE



OPPORTUNITY

RISE with Opportunity: Social Mobility at Scale We connect underrepresented talent directly with brands and agencies to bridge the access gap — turning potential into performance. **Impact:** Real-world insights, fresh ideas, and future clients from untapped communities.



NOW & NEXT

Generational Intelligence Exchange We create dynamic spaces where Gen Z talent and senior leaders co-learn and co-build — from roundtables to podcasts to mainstage moments. **Impact:** Breaks echo chambers. Builds relevance. Drives innovation from both ends of the table.



PLUG

into Possibility: Brand Purpose in Action We help **POSSIBLE** partners activate their purpose through direct engagement with future talent — from mentoring to collaboration. **Impact:** Strengthens reputation, deepens audience connection, and turns into ROI.



When visionary organisations come together with purpose, the impact is exponential. At **POSSIBLE**, we saw what happens when industry leaders unite to elevate underrepresented young people, doors open, confidence builds, and fresh thinking flows. Our collective effort didn't just give young talent a seat at the table; it gave them the power to shape it. Together, we're not just creating access, we're creating a new standard for leadership, innovation, and the future of work.



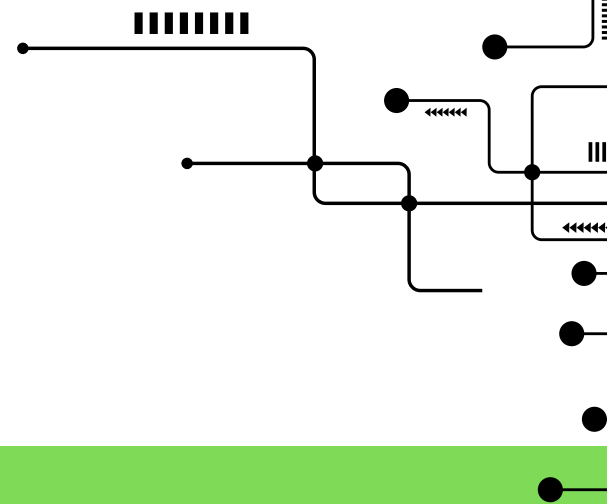
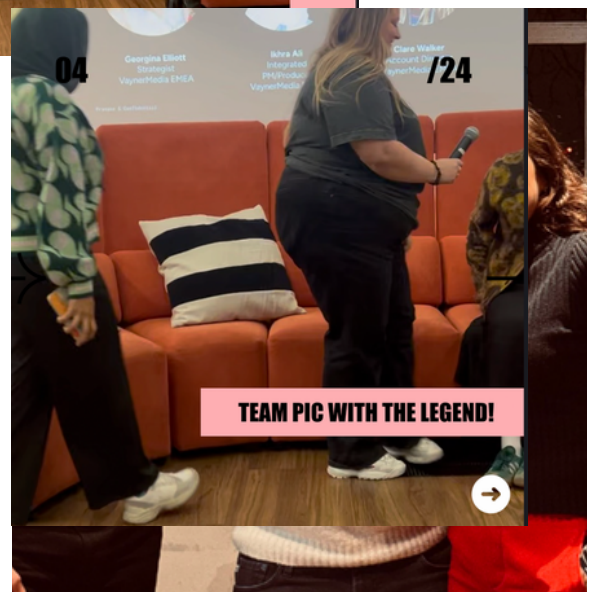
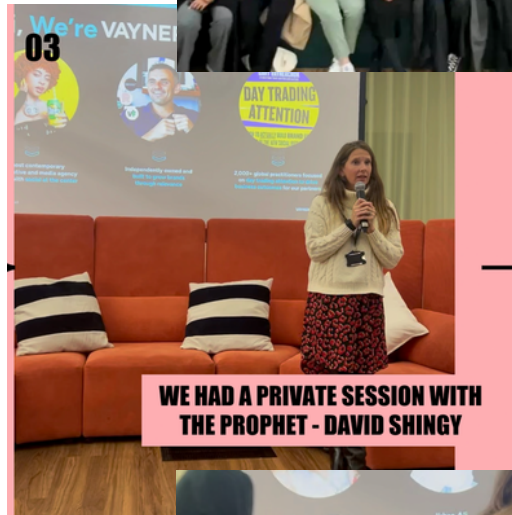
Paid Work Experience

VAYNER MEDIA

Equity Roundtables and VaynerMedia Insight Day

Equity Roundtables, delivered in partnership with VaynerMedia, provided young people with direct access to senior leaders and honest discussions about careers, representation, and progression in the creative industries.

In addition, **Digilearning** delivered a VaynerMedia Insight Day, offering behind-the-scenes exposure to agency life, career pathways, and leadership perspectives. These activities strengthened social capital and demystified professional environments that are often inaccessible to underrepresented young people.



WHO BENEFITED

How do you feel about attending the event?

98% **Nervous**

What do you think are the challenges of attending the events?

99% **Costs**

88% **do not fit in**

Continue doing schemes and bringing people who need to experience the festival

100% **Must**

CREATING PAID WORK EXPERIENCE

Creating Paid Work Experience Pathways

A core barrier to social mobility consistently identified by young people is the lack of access to paid, meaningful work experience. Unpaid opportunities disproportionately exclude those from lower socio-economic backgrounds and reinforce inequality.

During this reporting period, **Digilearning** made a deliberate and values-led decision to prioritise paid work experience wherever possible, including within our own organisation, recognising that fair pay is essential to dignity, access, and equity.

Paid work experience was embedded across **Digilearning's** delivery model and was not treated as an optional extra. Young people were remunerated for their time, contribution, and expertise, enabling them to participate without financial hardship and reinforcing professional standards.

Paid Work Experience at Industry Events MadFest

At MadFest, young people were engaged in paid roles working on live client briefs, pitching ideas, and supporting delivery across the event. Participants worked with recognised brands, developed practical skills in high-pressure professional environments, and were paid a daily rate for their contribution. This experience strengthened employability, confidence, and understanding of industry expectations.

CASE STUDIES

Case Studies – Journeys of Social Mobility

The following case studies illustrate how Digilearning's interventions translate into tangible social mobility outcomes.

Case Study 1: From Limited Access to Industry Leadership

A young woman from a low-income background joined Digilearning with limited professional networks and low confidence in her place within the creative industries. Through participation in the GirlRise programme and an intensive three-day bootcamp, she developed confidence, communication skills, and professional clarity.

Her progression continued through paid work experience at an industry event and culminated in attendance at Cannes Lions 2024. Following the festival, she secured ongoing mentorship and interview opportunities, significantly advancing her career prospects.

Case Study 2: Building Confidence Through Paid Opportunity

A Digilearning participant with strong creative ability but limited work experience accessed paid work at MadFest. Being remunerated for his contribution reinforced professional confidence and enabled him to participate without financial strain.

The experience strengthened his CV, expanded his network, and directly contributed to securing further paid opportunities.

Case Study 3: Alumni Progression to Global Access

A Digilearning alumnus progressed from early programme participation into international industry exposure through POSSIBLE 2025 in Miami. This opportunity expanded professional networks, strengthened leadership confidence, and demonstrated the long-term progression pathways Digilearning aims to create.

digilearning

THE RESULTS

A YEAR

THAT TURNED ACCESS INTO OUTCOMES

10,000+

YOUNG PEOPLE REACHED THROUGH PROGRAMMES,
WORKSHOPS, ASSEMBLIES BOOTCAMPS, SCHOOLS & EVENTS

203

YOUNG PEOPLE SUPPORTED THROUGH CORE RISE, DIGIRISE &
GIRLRISE PROGRAMMES

300 DAYS

PAID WORK EXPERIENCE

91

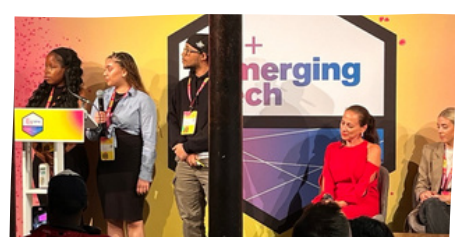
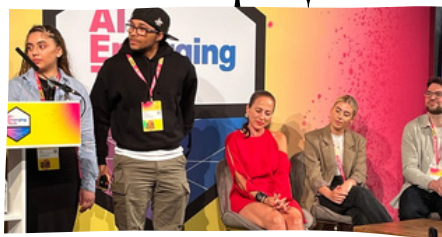
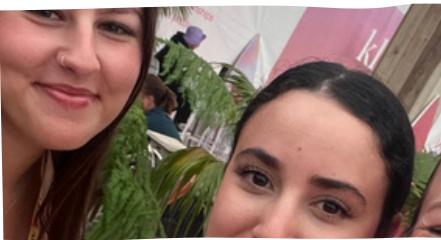
MENTOR-MENTEE MATCHED

184

EVENT ATTENDEES AT MADFEST, CANNES
LIONS, POSSIBLE, LONDON TECH WEEK

**CHANGED THEIR
LIVES**

Our year in pictures



**Talent is Everywhere
Opportunities are not.**

2024-25

2024 Achievements: A Year of Growth and Impact

This year, **Digilearning** has reached new heights in empowering young people, fostering inclusion, and bridging the skills gap. Our key achievements include:

- Impacting over 8,110 young people through RISE programs, bootcamps, career days, and school workshops.
- Running even more cohorts than 2023-24 of the RISE Career Accelerator, including an innovative compressed format that proved highly effective.
- Facilitating 100+ mentor-mentee matches and filling 103 work placements, providing invaluable career guidance and experience.
- Taking 300+ young people to prestigious events like Cannes Lions, MadFest, London Tech Week, Anthropy, Africa Fashion Week London, and Adwanted, COGX, broadening their networks and showcasing new pathways to success.
- Establishing partnerships with leading brands, creating hands-on opportunities and building robust connections between young talent and industry leaders.
- Achieving 99% career advancement among participants, with 100% stating that our programs positively transformed their lives and careers.

Building on 2024 for an Even More Impactful 2025

As we reflect on the successes of 2024, we recognise the critical role of collaboration in driving meaningful change. By partnering with forward-thinking brands and organisations, we have created life-changing opportunities for young people.

In 2025, we aim to:

1. **Expand our reach:** Engaging even more young people by scaling our programs and events.
2. **Enhance inclusivity:** Ensuring representation and diversity remain at the forefront of every initiative.
3. **Innovate programs:** Refining program formats and integrating emerging trends like AI, sustainability, and digital transformation.
4. **Strengthen partnerships:** Working with brands and partners committed to making a difference by investing in the next generation.
5. **Measure impact:** Using data and feedback to track progress, refine strategies, and maximise results.

Together with our incredible community, we're poised to make 2025 our most impactful year yet, creating opportunities, inspiring growth, and shaping a brighter, more inclusive future.

PLANS FOR THE FUTURE



Trustees will focus on:

- Strengthening long-term funding sustainability
- Expanding mental health and wellbeing support
- Increasing regional reach
- Scaling high-impact interventions responsibly



digilearning

FINANCIAL REVIEW

During the reporting period, the charity's income was primarily derived from corporate partnerships and small grant funding. Trustees are satisfied that funds were applied in line with the charity's objectives and delivered strong value for money.

Expenditure focused on programme delivery, safeguarding, access costs (including travel and accommodation), paid work experience, and essential operational support. Investment in access was prioritised as a direct mechanism for advancing social mobility.

Trustees have reviewed the charity's reserves position and remain mindful of future financial sustainability, recognising the importance of diversifying income while maintaining alignment with the charity's values.

STATEMENT OF FINANCIAL ACTIVITIES AND ACCOUNTS

DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30th APRIL 2025

	2025	2024
	£	£
INCOMING RESOURCES		
Grants and donations received	115,105	101,609
Sundry income	659	8,450
Total Incoming Resources	115,764	110,059
RESOURCES EXPENDED		
Consultancy fees	57,893	90,380
Social media	7,070	3,919
Printing, post, staty	589	496
Travel and meeting costs	30,356	12,987
IT expenses	-	794
Insurance	425	462
Accountancy fees	1,620	1,440
Depreciation	1,509	1,509
Other charitable expenditure	6,312	706
Total Resources Expended	105,774	112,693
Surplus (deficit) for the year	9,989 -	2,634
Funds brought forward	3,719	6,353
Funds carried forward	13,708	3,719

DIGILEARNING FOUNDATION

BALANCE SHEET AS AT 30th APRIL 2025

	2025	2024
	£	£
Fixed Assets		
Computer equipment	7,836	7,546
Cumulative depreciation	- 6,037	- 4,527
	1,799	3,019
Current Assets		
Cash at bank	11,876	701
HMRC payments	33	-
	11,909	701
Current liabilities		
Accruals	-	-
	-	-
Net Current Assets (Liabilities)	11,909	701
NET ASSETS (LIABILITIES)	13,709	3,720
FUNDS		
Balance brought forward	3,720	6,353
Surplus (deficit) for year	9,989 -	2,634
Balance carried forward	13,709	3,720

DIGILEARNING FOUNDATION

**ANNUAL REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR ENDED
30th APRIL 2025**

Charity Number: 1186577

digilearning

DIGILEARNING FOUNDATION

FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH APRIL 2025

Contents	PAGES
Report of the Trustees	1-2
Independent examiner's report to the Trustees	3
Statement of Financial Activities	4
Balance sheet	5
Notes to the financial statements	6-7

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT

The Trustees are pleased to present their annual report for the year ended 30th April 2025 together with the financial statements for that period.

REFERENCE AND ADMINISTRATION DETAILS

Charity's principal address:

1 Mereworth Close
Bromley, Kent
BR2 9DF

Trustees

Lisa Goodchild
Sofia Foster
Mary Keane-Dawson
Ben Joesph Williams
Elesia-Gail Edwards-Scott

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees named on page 1 have served throughout the year. Appointment of trustees is governed by the Trust Deed of the charity. The Board of Trustees is authorised to appoint new trustees to fill vacancies arising through resignation or death of an existing trustee.

OBJECTIVES AND ACTIVITIES

Digilearning Foundation's objects are for the public benefit to advance education of the public in digital skills through the provision of workshops and online platforms. The trustees have had regard to the guidance issued by the Charity Commission on public benefit.

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT - continued

ACHIEVEMENTS AND PERFORMANCE

See the report.

FINANCIAL REVIEW

For the year ended 30th April 2025 the trustees consider the financial position of the charity to be in line with expectations.

DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Lisa Goodchild

Trustee

Date: 27th January 2026

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF DIGILEARNING FOUNDATION

I report on the accounts of the charity (charity number 1186577) for the year ended 30th April 2025 which are set out on pages 4 to 7.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

BASIS OF THE INDEPENDENT EXAMINER'S STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Charities Act, to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met, or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Storey

Roger P B Storey FCMA
26 Cherry Orchard Road,
Bromley, Kent, BR2 8NE

Date: 27th January 2026

DIGILEARNING FOUNDATION
STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30th APRIL 2025

		<u>2025</u>	<u>2024</u>		
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
Income from:					
Grants and donations		115,105	0	115,105	101,609
Interest Received		659	0	659	8,450
		<u>115,764</u>	<u>0</u>	<u>115,764</u>	<u>110,059</u>
Expenditure on:					
Charitable activities	2	<u>105,774</u>	<u>0</u>	<u>105,774</u>	<u>112,693</u>
			<u>0</u>		<u>112,693</u>
Net income and net movement in funds		<u>9,989</u>	<u>0</u>	<u>9,989</u>	<u>(2,634)</u>
Total funds brought forward		3,719	0	3,719	6,353
Total funds carried forward		<u>13,709</u>	<u>0</u>	<u>13,709</u>	<u>3,720</u>

The notes to the accounts form part of these financial statements

The charity has no recognised gains or losses other than the results for the year as set out above. All activities of the charity are classed as continuing.

DIGILEARNING FOUNDATION
BALANCE SHEET AT 30th APRIL 2025

	2025	2024
	£	£
Fixed assets		
Computer equipment	1,799	3,019
Current assets		
Cash at bank	11,909	701
Total Current assets	11,909	701
Current liabilities	0	0
Total Current liabilities	0	0
Net current assets (liabilities)	11,909	701
NET ASSETS	13,709	3,720
Funds		
Unrestricted funds	13,709	3,720
Restricted funds	0	0
	13,709	3,720

Approved by the trustees on 27th January 2026

Lisa Goodchild

Trustee

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2025

1 Accounting Policies

1.1 Basis of Preparation of Financial Statements

The financial statements have been prepared under the Charities Act 2011 in accordance with the 2014 version of "Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard 102 (FRS 102) applicable in the UK (effective from 1 January 2015)" – the Charities SORP (FRS 102), as amended by Update Bulletin 1. Digilearning Foundation meets the definition of a public benefit entity under FRS 102. It is exempt, by virtue of its size, to include a statement of cash flows in these financial statements.

1.2 Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

1.3 Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

1.4 Unrestricted funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the Trustees; restricted funds are subject to restrictions imposed by the donor.

1.5 Trustees remuneration and benefits

The Charity employed its minister, Revd Winston Carter to carry out the objectives of the church during the year.

Staff

The number of employees during the year was as follows:

2025 - 0 2024 - 0

No employee received remuneration amounting to more than £60,000 in either year.

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2025

2 Expenditure on charitable activities

	2025	2024
	£	£
Consultancy fees	57,893	90,380
Social media	7,070	3,919
Office costs	589	496
Travel and meeting costs	30,356	12,987
IT costs	0	794
Insurance	425	462
Accountancy fees	1,620	1,440
Depreciation	1,509	1,509
Other charitable expenditure	6,312	706
	<u>105,774</u>	<u>112,693</u>

DIGILEARNING FOUNDATION

England & Wales - Charity number 1186577

Accounts



digilearning.

**Powering Up a Digital
Future for All**

A vertical bar on the left side of the page, divided into three colored segments: green at the top, blue in the middle, and pink at the bottom.

**Trustees
Report
2024**

**DIGILEARNING FOUNDATION
(no. 1186577)**



Table of Contents

- 01 — Administrative Information
- 02 — Report of Trustees
- 03 — Who Are We & What we Do
- 04 — Our Year At A Glance
- 05 — Our Impact
- 06 — The Programmes
- 07 — Talents Talk
- 08 — Our Supporters
- 09 — Finances

Administrative Info



REFERENCE AND ADMINISTRATIVE DETAILS

Charity No. 1186577

Registered Office

Ark House
26 Cherry Orchard Road
Bromley, Kent
BR2 8NE

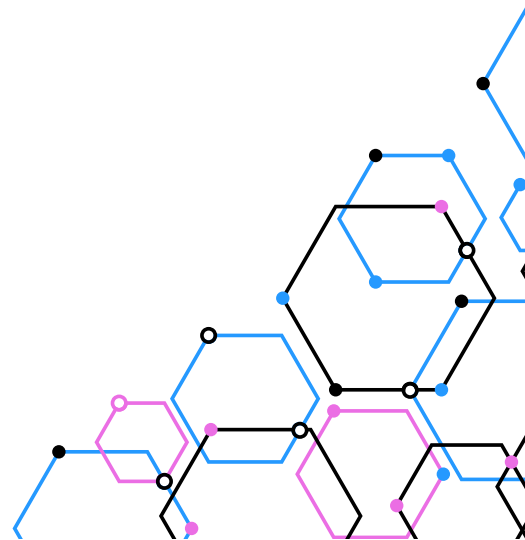
Directors and Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law. The following Directors and Trustees served during the year:

Lisa Goodchild – Chair of Trustees'
Ellie Edwards Scott
Sofia Foster
Jeffrey Green
Rob Blake
Mary Keane Dawson
Ben Joseph Williams

Accountants

Accountancy Aid
Ark House
26 Cherry Orchard Road
Bromley, Kent
BR2 8NE



Report of the Trustees

2024 has been a remarkable year for the **Digilearning Foundation**. With a vision to create opportunities where barriers exist, we continue to empower young people from underrepresented communities to unlock their potential and thrive in their careers.

This year, we have expanded our programs, deepened partnerships, and created transformational experiences with results highlighting the importance of inclusivity, innovation, and collaboration.

Our commitment to social mobility by bridging the digital divide and fostering equitable opportunities remains steadfast. By focusing on mental wellbeing, mentorship, skill-building, and experiential learning, **Digilearning** has delivered life-changing support to thousands of young people across the UK and globally.



A Word from Our leader

This past year has been nothing short of extraordinary for our charity, as we continue to create life-changing opportunities for young people and break down barriers to access high-quality careers. Together, we've achieved remarkable milestones that reflect the power of our collective mission and the incredible potential of the youth we serve.

We proudly took groups of young people from the UK, Barbados, Jamaica, and Miami to POSSIBLE, where they met global leaders and forged invaluable connections. Additionally, we brought a cohort of exceptional leaders to Anthropy, the UK's answer to Davos, where they spoke, networked, and collaborated with some of the world's most influential figures.

Thanks to the brilliant team at MadFest, over 150 of our young talents attended the event, with many participating in back-to-back live briefs on stage. Cannes Lions was another highlight, where our young leaders not only showcased their potential but also grew their networks and gained unparalleled opportunities to thrive.

We also successfully delivered a series of bootcamps, providing essential skills and career insights, while empowering participants with the confidence to take bold steps forward. Across all our initiatives, the transformative impact is clear—our programs have driven a 100% increase in confidence among the young people we've supported.

These accomplishments are underpinned by our ongoing commitment to bridging the gap between untapped talent and the opportunities they deserve. We're incredibly proud of the young individuals who've grown through these experiences, and we're excited to expand our reach even further in 2025.

None of this would have been possible without the unwavering support of our mentors, partners, and brands. To everyone who has believed in our vision and championed our cause—thank you. Together, we're not just opening doors; we're reshaping futures.

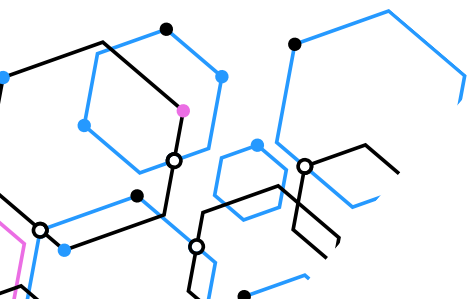
With pride and gratitude,

Lisa Goodchild
CEO

“Digilearning bridge the gap between the untapped potential talent and the myriad opportunities awaiting them”



// DIGILEARNING
REPORT 2024



digilearning

SO FAR

WE WANT

We want to harness the power of technology as a catalyst for equality. Through digitalisation, we bridge economic gaps and create opportunities for individuals and countries. By diversifying industries, building networks, and connecting people and communities, we unlock greater prospects for all. Each year, our programmes empower thousands of young people in the UK and Commonwealth with life-changing digital skills.

Join us in making a tangible impact and together, let's transform the lives of more young individuals with your invaluable support.

TO SHAPE

We want to create a digital age that is inclusive and accessible to all, with social mobility at our core. We believe career programs and experiences are vital for empowering young people, driving innovation, and enhancing industry success. By championing diversity and breaking down barriers, we aim to foster growth and unlock opportunities that benefit everyone in this dynamic digital era.

100%
FEEL OUR PROGRAMMES
CHANGED THEIR
LIVES



Our Mission

Digilearning's mission is to bridge the gap between talent and opportunity, particularly for underrepresented youth, by fostering digital skills, career pathways, and personal development. Our programs are built on the belief every young person deserves a future rich with possibility and growth. We help young people find their superpower.

Our Key Pillars



To achieve this mission, Digilearning's work is centered around four foundational pillars:

- **Career Training**

- Focus on high-demand areas such as Artificial Intelligence (AI), Cyber Security, Data, and Creativity.
- Deliver specialised workshops and accredited training to equip participants with industry-relevant skills.

- **Supportive Community**

- Build a network of support that offers ongoing opportunities for mentorship, coaching, learning, and personal growth.
- Create a sense of belonging through inclusive events and collaborative initiatives.

- **Career Pathways, Events and Experience**

- Provide work placements, event opportunities, volunteering opportunities, and career shadowing experiences.
- Partner with industry leaders to create tangible pathways to employment.

- **Mental Health and Well-being**

- Incorporate mental health resources into all programs, offering one-on-one counselling, resilience training, and stress management workshops.
- Address the holistic needs of participants, ensuring they feel supported and empowered.





Aims & Objectives

Digilearning is dedicated to advancing the lives of young people aged 16-30 by equipping them with the skills and confidence needed to thrive in the workforce and society. Our primary focus is on upskilling young individuals in the digital competencies industries demand, while fostering self-belief and providing access to rewarding career opportunities.

Through collaborations with prominent brands, we create pathways for meaningful work experience, mentorship, and exposure to real-world challenges. Our programs, events, and online experiences are specifically tailored for those who may lack access to opportunities or be unaware of the resources available to them.

Our Approach

Operating as a movement, **Digilearning** combines online and offline content to actively engage with beneficiaries. We provide structured activities and peer support to enhance their skills, capacities, and potential. By empowering young people to take control of their futures, we aim to cultivate confident, capable individuals ready to contribute to society as responsible and fulfilled professionals.

Our Focus

At the core of our work is a commitment to addressing the skills gap, aligning our training and programs with the evolving needs of industries. We work closely with further education institutions, community organisations, and industry leaders to ensure our initiatives drive educational, individual, and social change. By fostering innovation and preparing young people for in-demand careers, we aim to inspire them to embrace a future they are excited to build.

The Problem


In confronting a stark reality, we recognise a profound issue in our society: the lack of accessible pathways for diverse talent to thrive in the workforce. The traditional education system often locks youth into rigid trajectories, limiting their potential. Alarmingly, only 5% of young females aspire to a career in technology or digital roles (BCG, 2022). Additionally, the rising cost of higher education—averaging over £9,250 annually in tuition fees alone (UK Government, 2023)—is deterring many from pursuing further education, creating an urgent need for alternative pathways into work.

The mental health crisis further compounds this challenge. One in four young people report experiencing significant mental health struggles, a figure that has doubled since 2017 (Mental Health Foundation, 2023). The anxiety around job prospects and financial barriers only exacerbates this issue.

The **skills gap continues to grow**, with a 2023 study predicting a **£150 billion economic loss** in the UK by 2035 if the shortage of skilled workers remains unaddressed (CBI, 2023). Industries are desperate for diverse and underrepresented talent, yet systemic barriers prevent these individuals from accessing opportunities.

At **Digilearning**, we bridge this gap by equipping young people with the in-demand digital skills and confidence needed to excel in the modern workforce. Our mission is to expose young people to the vast array of roles within the digital space, fostering a mindset of possibility and progression.

By providing accessible, innovative pathways into work, we aim to empower young people to break free from societal constraints, unlock their potential, and contribute to a diverse, thriving digital landscape that benefits everyone.



6%

**of young people from lower
income families aspire to a
career in technology or digital
roles**

Bridging the Gap: Preparing Young People for the Future

The transition from education to the professional world remains a significant challenge for many young individuals. Recent figures from the Office for National Statistics (2023) reveal that 800,000 young people in the UK are not in education, employment, or training (NEET), highlighting a growing crisis of disengagement and lack of opportunities.

Furthermore, a staggering 55% of current apprentices reported that their schools or colleges provided little to no support with application and recruitment processes, leaving many without the guidance they need to succeed (Gov.uk Apprenticeships Survey, 2023).

This sense of unpreparedness extends beyond the workplace. Many young people feel unequipped to handle essential life skills, including financial management, self-care, and maintaining mental health. With one in three young people now reporting mental health struggles (YoungMinds, 2023), the urgency to address these gaps has never been greater.

How Digilearning is Making a Difference

At Digilearning, we are taking proactive steps to tackle these challenges. Our programs go beyond traditional education by:

- Providing practical career resources: Introducing pathways into industries that align with current and future skills demands.
- Offering mentorship and role models: Connecting young people with leaders who inspire and guide them.
- Fostering life-readiness: Equipping participants with essential skills, from digital competencies to mental health resilience and financial literacy.
- Creating accessible opportunities: Developing partnerships with leading brands to provide hands-on career experiences and professional networks.

Our Vision

By addressing the root causes of disengagement and lack of preparedness, **Digilearning** aims to instill confidence, resilience, and ambition in young people. We are empowering a generation to navigate life beyond education, thrive in their careers, and contribute to a diverse, innovative workforce. Together, we are shaping a future where every young person has the opportunity to succeed.

“MADfest was a life changing experience... it helped me build confidence and public speaking skills as well as get an insight in to the marketing industry”

Olivia Frazer

now attends Cambridge University



Our year at a glance

This year, **Digilearning** has delivered a range of transformative initiatives to empower young people and unlock their potential. We ran more cohorts of our **Rise** Career Program, hosted five-day career bootcamps, and organised impactful school assemblies and speed networking sessions in collaboration with our incredible partners. Each event was designed to inspire the next generation and equip them with the tools needed to thrive.

In 2024, we expanded our reach by providing life-changing opportunities, including participation in world-renowned events like Cannes Lions and Anthropy. These experiences allowed our young talents to broaden their networks, engage with global leaders, and explore pathways they never imagined possible before joining the **Digilearning** community.

This year has been a testament to our unwavering mission—not just to educate, but to empower, inspire, and open doors for those we serve, shaping a brighter, more inclusive future.



Who we Helped



We impacted over 8000 young people through our masterclasses and educational materials

8000

Of these, 43% were Afro Caribbean or African, 35% Asian and 22% White.

Despite the macroeconomic challenges, we exceeded our intended target for the year impact numbers.



98% reported an increase in their self-belief after completing a workshop with **Digilearning**, an increase on last year



98%

Impact Numbers

In 2024, Digilearning made a significant impact, reaching over 8,110 young people through a variety of initiatives:

- 401 young people participated in our core RISE programs and career bootcamps.
- 6,645 young people engaged in career days, digital discovery events, and school workshops.
- 122 mentor-mentee matches were successfully made.
- 111 work and work experience placements were filled.
- Over 300 young people attended career experiences at leading events throughout the world
- 100 young people received a day rate via the charity

401

97%

100%

Our efforts yielded outstanding results, with 97% of participants advancing their careers or accessing new opportunities. Additionally, 100% of attendees reported that our programs positively transformed their careers and lives.

Through these career experiences, Digilearning continues to build and uncover industry talent empowering the next generation to thrive.





Our Rise program

Powering Up the Next Generation

The **Rise** Program is a transformative initiative designed to equip young people with the skills, confidence, and networks they need to thrive in their personal and professional lives. By combining mentoring, skills workshops, and career exploration, Rise offers a proven pathway to success, with over 90% of participants reporting increased confidence, learning, and commitment levels.

2021, 2022, 2023 Impact

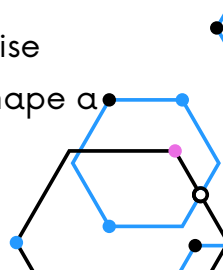
In previous years, we ran two cohorts of our career accelerator and mentoring program. Building on this success, in 2024 we expanded to three cohorts, including a condensed 3-week version of the program. This accelerated format proved highly effective, demonstrating our commitment to innovation and adaptability.

Key Features of the Rise Program

1. Holistic Mentoring and Skills Development
 - A blend of mentoring sessions and workshops over 12 weeks fosters both personal and professional growth.
2. Inspiring Role Models
 - Participants are paired with accomplished mentors who guide and inspire them, enhancing their socio-economic prospects and broadening their horizons.
3. Exploration of Career Paths
 - Rise offers participants the chance to explore diverse industries, empowering them to make informed career decisions and pursue their passions.
4. Corporate Collaboration
 - Delivered in partnership with forward-thinking brands, Rise connects young people with leading companies committed to developing the next generation of leaders.
5. Structured Engagement
 - Participants engage with mentors monthly for at least 60 minutes and attend six focused skills workshops, ensuring a rich and impactful learning experience.
 -

A Proven Model for Success

With 90%+ success rates in building confidence, learning, and commitment, the Rise Program is not just a program—it's a movement to empower young people and shape a brighter, more inclusive future.



Career Bootcamps



Outcomes of Career Bootcamps Continued:

4. Life Skills Enhancement:

- Integrate sessions focusing on crucial life skills, including leadership, resilience, communication, and relationship-building, to empower participants with a holistic skill set for personal and professional success.

5. Work-Readiness Development:

- Design and deliver modules that specifically address work-readiness, preparing participants for the demands of the professional world by honing skills such as time management, adaptability, and problem-solving.

6. Practical Application of Knowledge:

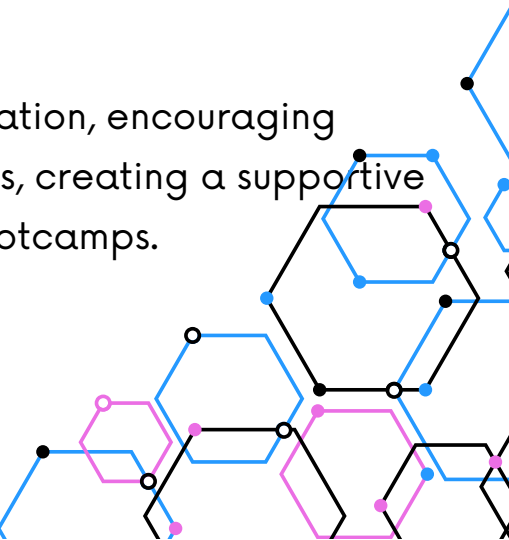
- Offer hands-on experiences and real-world scenarios to allow participants to apply the knowledge gained during the bootcamps, ensuring practical relevance and reinforcing the skills acquired.

7. Mentorship Programs:

- Establish mentorship programs as an integral part of the bootcamps, pairing participants with experienced mentors who can provide guidance, advice, and support throughout their career journeys.

8. Peer Learning and Collaboration:

- Foster an environment of peer learning and collaboration, encouraging participants to share experiences, insights, and resources, creating a supportive community that continues beyond the duration of the bootcamps.



Career Bootcamps

We organised over ten career bootcamps at diverse venues and online throughout London, including prominent industry offices such as Financial Times. Our focus is on collaborating with beneficiaries to equip them with sought-after skills. We prioritise industries experiencing growth and engage participants in activities aimed at boosting their confidence, alongside honing practical skills such as presentation, teamwork, and problem-solving. The bootcamps also feature sessions dedicated to refining CVs, enhancing interview skills, and optimising LinkedIn profiles.

400+

Outcomes of Career Bootcamps:

1. Increase Young Peoples' Confidence:

- Implement targeted activities and exercises to enhance the self-confidence of young participants, fostering a positive mindset for career advancement.

2. Expand Their Network:

- Facilitate networking opportunities within and beyond the bootcamps, connecting participants with mentors, industry professionals, and peers to broaden their professional circles.

3. Improve Career Prospects:

- Provide tailored guidance and resources to equip young people with the skills and knowledge necessary to enhance their career prospects, making them competitive in the job market. Paid over 100 young people a day rate.



Events & Experiences

2024: Expanding Horizons Through Prestigious Events

One of our cornerstone initiatives is providing young people with transformative career experiences at world-renowned events. This year, over 300 young people from our community attended prestigious events, including Cannes Lions, MadFest, London Tech Week, Anthropy, POSSIBLE, Africa Fashion Week London, Adwanted COGX, and more. Each event offered unparalleled opportunities for growth, networking, and career development.

These events showcase our commitment to empowering young people through real-world experiences, fostering growth, and opening doors to careers they once thought unattainable. Individual pages in this report will highlight the unique impact of these events.





POSSIBLE 2024

In April 2024, POSSIBLE EVENTS, in collaboration with two charities, embarked on a transformative journey to empower young leaders from underrepresented communities. Through strategic partnerships and a shared vision, we endeavored to create an enriching experience that would ignite passion, foster connections, and equip participants with the tools for success. As we reflect on our journey, we celebrate the power of community and collaboration in shaping the leaders of tomorrow.

HIGHLIGHTS

- 1. Networking and Relationship Building:** Our partnership provided tickets for 15 young people and 5 staff members, facilitating invaluable networking opportunities. Through engaging sessions and meet-and-greets with industry leaders, attendees forged meaningful connections that will last a lifetime. The bonds formed during this event exemplify the strength of community in propelling individuals towards their goals.
- 2. Education and Inspiration:** Lunch and learn sessions with esteemed CMOs from VaynerX, CMO, and EOS offered a platform for education and inspiration. Participants gained insights into industry trends, career development, and the importance of creativity in marketing. By exposing young leaders to diverse perspectives, we empowered them to envision their futures and pursue their passions with confidence.
- 3. Skill Development:** Our program challenged young leaders to step out of their comfort zones and embrace growth opportunities. Through tasks designed to enhance their confidence and understanding of the industry, participants learned the magic of making things happen in their careers. The hands-on approach fostered a culture of innovation and resilience among our cohort.
- 4. Visibility and Voice:** Short and sharp meet-and-greets provided attendees with a platform to amplify their voices and engage with leaders in their respective fields. By featuring leaders in our "Growing Leaders of the Future" series, we highlighted the importance of representation and mentorship in shaping the next generation of leaders.

Cannes Lions

15 remarkable talents were taken to the The Cannes Lions festival of Creativity for an all expenses paid trip. Partnering with the Brixton Finishing School & Lollipop Mentoring.

The Cannes Lions festival had a profound impact on the #CannesForAll cohort, providing them with valuable career experiences in learning, networking, and work opportunities. They attended with the aim of growing their network, and while their expectations varied, they were excited about the festival. Post-event, they expressed satisfaction with the diverse speakers and inclusive atmosphere but recommended more representation of Muslim women.



#CANNES FOR ALL



Digilearning partnered with The Brixton Finishing School and Lollipop Mentoring over a year ago to create #CannesForAll, ensuring inclusivity at the prestigious Cannes Lions Festival. This initiative provided transformative career experiences for young, diverse talent, including apprentices from the Marketing Academy Foundation.

The festival offered extensive learning, networking, and work opportunities, leaving a lasting positive impact on attendees. Young participants praised the diverse speakers, masterclasses, and connections made, though they recommended increased representation of Muslim women. They identified emerging industry trends such as AI advancements and the importance of attention, and they described the event as a "once-in-a-lifetime" opportunity for creative growth.

The collaboration, led entirely by women, called on businesses to pledge a percentage of their Cannes Lions 2023 activation fees to fund exclusive career programs for diverse talent. Notable support came from industry figures like Norman Cook (Fatboy Slim), who emphasised the importance of investing in emerging talent to build a more inclusive creative industry. Through #CannesForAll, Digilearning continues to champion inclusivity, inspire young people, and create pathways to meaningful careers in the creative sector.

PRE EVENT EXPECTATIONS

WHAT THE TALENT SAY

Before attending Cannes Lions, the young people expressed a mix of nervousness and excitement. Their main reason for attending was to grow their network, emphasising the importance of establishing connections within the industry. While some had clear expectations of networking and learning, others were uncertain about what to expect. The benefits of attending the festival were primarily seen as network opportunities. However, the biggest challenges highlighted were time constraints, costs, and concerns about fitting in.

88%

I DO
NOT FEEL
I WOULD
FIT IN

98%

HAD NO IDEA
CANNES
WAS A CREATIVE
FESTIVAL

*WE SURVEYED OUR COHORT AND THE DIGILEARNING COMMUNITY OF
83 PARTICIPANTS

THE FACTS

How do you feel about attending the event?

94% Nervous

What do you think are the challenges of attending the festival?

97% Cost

70% do not fit in

Continue doing schemes and bringing people who need to experience the festival

100% Must



CANNES SNAPSHOT



Day One

We kicked off our Cannes Lions adventure by collecting our passes and heading to our fabulous apartment before diving into the action. The day began at the Equity Lounge, hosted by Shelley Zalis and Amber Coleman-Mortley, where our talents learned practical strategies to overcome obstacles and achieve success. Along the way, we connected with icons like Jay Shetty, Arianna Huffington, Cephas Williams, Rio Ferdinand, and #will.i.am, who shared groundbreaking insights into the digital space. Day One set the tone for the week with unforgettable networking, transformative insights, and a celebration of creativity.

Day Two

Tuesday was all about collaboration and exploration. Starting at Teads EMEA, the #CannesForAll cohort split into teams to explore data, technology, and creativity. Later, Rio Ferdinand personally invited us to an inspiring discussion at the PWC yacht about WeAre8's transformative work. We then boarded the Accenture Song catamaran for an eye-opening demo showcasing the future of imagination and technology in business. The day closed with a photoshoot at The Trade Desk, encapsulating the essence of diversity and innovation. Our talents deepened their understanding of technology, creativity, and the power of networking.

Day Three

Wednesday began with a dynamic roundtable featuring industry leaders from Merlin Entertainments, Wavemaker, and more. Talents engaged in thought-provoking discussions on talent pipelines, diversity, and Gen Z trends. A highlight was meeting Karen Blackett OBE and Clare Coffey, who inspired our cohort to expand their networks and foster diverse connections. A lunch with Clear Channel Outdoor followed, providing a perfect mix of great food and engaging discussions. A tour of the Cannes Lions Palais and a lively Campaign Magazine party capped the day, leaving our talents inspired by the power of creativity and the value of strong networks.

Day Four

Thursday brought epic encounters, starting with Gary Vee and the Vayner Media team aboard their yacht, offering invaluable lessons on future trends and innovation. Our crew then enjoyed learning sessions at the Palais before heading to a private TikTok pool party and the Google Pride celebration, where love and inclusivity took centre stage. A dance-off at WPP Beach and a one-on-one with Spike Lee were electrifying highlights. This day epitomised the joy of connecting with leaders, celebrating diversity, and embracing the pulse of the industry.

Day Five

The final day began with a thought-provoking breakfast hosted by Kantar, showcasing award-winning advertising and sparking discussions on emotional storytelling and diversity in the creative process. Back at the Palais, we reflected on 70 years of Cannes Lions history, igniting new ideas and discussions on AI and innovation. The day concluded at the Cannes closing party with Steve Latham, celebrating an unforgettable week filled with achievements, growth, and inspiration.

Overall Impact

Our young talents gained invaluable insights, built powerful networks, and left Cannes with newfound confidence and inspiration. This week wasn't just about attending a festival—it was a life-changing journey that empowered them to dream bigger, take action, and shape their futures in the creative industry.

POST CANNES EVENT

FEEDBACK

WHAT THE TALENT SAY

Our Digilearners eagerly shared their transformative experiences and reflections as well as how their time at the event exposed them to influential brands and the delivery of exceptional content, leading to captivating conversations with industry professionals.

Initially, some participants were unsure of what to expect from this renowned gathering. However, their participation proved to be an eye-opening journey as they delved into key industries, were inspired by creative content, and witnessed the cutting-edge advancements in the advertising space. This immersive experience enabled them to expand their knowledge and gain invaluable insights.

The attendees were particularly captivated by the presence of notable brands such as The Female Quotient, Vayner Media, Teads, Accenture Song, and TikTok, who showcased their innovative approaches and shared their expertise with the young enthusiasts. A highlight for them was a roundtable discussion with leading industry players like Wavemaker, Merlin Entertainments, and Creative London, which offered a unique opportunity to engage in thought-provoking exchanges. Additionally, they had the chance to actively participate in content creation, unleashing their own creative talents in the process.

Overall, the young participants described their experience at Cannes Lions as nothing short of amazing. They appreciated the support and comfort provided by the Digilearning team, who ensured that every aspect of their journey was well taken care of. The event not only broadened their horizons but also provided a platform for networking and forging valuable connections in the advertising and technology industry.

Madfest

MadFest 2023: Empowering Young Talent in the Advertising Industry

MadFest 2023, London's largest advertising industry gathering, became a transformative experience for over 30 young talents from our charity. This dynamic three-day event was the culmination of a carefully structured career journey designed to prepare students for the fast-paced world of advertising and marketing.

Preparation and Development

Before the event, participants underwent intensive training, focusing on:

- Presentation skills: Building confidence to deliver compelling pitches.
- Teamwork dynamics: Enhancing collaboration to tackle client challenges effectively.

Real-World Advertising Challenges

At MadFest, students pitched innovative ideas and worked on live client briefs from some of the industry's most prestigious brands, including:

- Merlin Entertainment
- Vayner Media
- The Social Element
- Wizz Air
- Channel Factory

Participants showcased their creativity and problem-solving skills in three structured stage presentations, providing actionable social media solutions to real-world business challenges.

Recognition and Rewards

Students were compensated with a daily rate and received prizes for the best ideas presented. These incentives reinforced the value of their contributions and encouraged excellence throughout the program.

Impact and Outcomes

This immersive experience delivered:

- Practical industry exposure to the advertising sector's challenges and opportunities.
- Skill development in creativity, presentation, and teamwork.
- Confidence-building by working alongside top brands and industry professionals.

MadFest 2023 exemplified how impactful opportunities can unlock potential, preparing young talent to excel in competitive, creative industries.



Anthropy

Five remarkable talents were taken to Anthropy UK at the iconic Eden Project, marking a significant experience for each individual. Anthropy is a unique gathering for leaders. It aims to spark imagination and foster fresh thinking – working to build a vision for Britain which is more positive, sustainable, equitable and successful. Through this opportunity, the young participants gained more than just valuable career experience; they acquired the chance to contribute to positive change and achieve success.

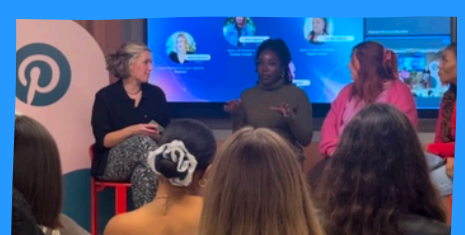
This journey aimed to inspire a better Britain—one characterised by sustainability, equity, and prosperity. The talent was nurtured, inspired, and immersed in a life-changing career experience, fostering personal and professional growth.



**digilearning
&**

ANTHROPY™
Inspiring a better Britain

Our year in pictures



**Talent is Everywhere
Opportunities are not.**

MEET OUR *digilearning*

Ambassadors

CREATING LEADERS OF THE FUTURE

Meet our Digilearning ambassadors who work with us to mould what we do and ensure our charity understands the individuals it serves



Laiba Baig
UGC Babe



**Brandon
Louis**



**Elvire
Matu**



**Arron
YearWood**



**Peter
Nicholls**



**Boshra
Ghgam**



**Georgina
Snape**



**Saadia
Abubaker**



**Maia
Jones**

Talent Talk



“POSSIBLE provided me the opportunity to be in rooms with people I only could have dreamed of”

“BECAUSE IT’S WHO YOU KNOW IN THIS INDUSTRY AND I MANAGED TO CONNECT WITH SO MANY VALUABLE INDIVIDUALS I HAVE BETTER CONNECTIONS AND I FEEL MORE MOTIVATED THAN BEFORE IT HAS OPENED UP THE AMOUNT OF OPPORTUNITIES THERE ARE”



2024

2024 Achievements: A Year of Growth and Impact

This year, **Digilearning** has reached new heights in empowering young people, fostering inclusion, and bridging the skills gap. Our key achievements include:

- Impacting over 8,110 young people through RISE programs, bootcamps, career days, and school workshops.
- Running even more cohorts than 2023 of the RISE Career Accelerator, including an innovative compressed format that proved highly effective.
- Facilitating 100+ mentor-mentee matches and filling 103 work placements, providing invaluable career guidance and experience.
- Taking 300+ young people to prestigious events like Cannes Lions, MadFest, London Tech Week, Anthropy, Africa Fashion Week London, and Adwanted, COGX, broadening their networks and showcasing new pathways to success.
- Establishing partnerships with leading brands, creating hands-on opportunities and building robust connections between young talent and industry leaders.
- Achieving 99% career advancement among participants, with 100% stating that our programs positively transformed their lives and careers.

Building on 2024 for an Even More Impactful 2025

As we reflect on the successes of 2024, we recognise the critical role of collaboration in driving meaningful change. By partnering with forward-thinking brands and organisations, we have created life-changing opportunities for young people.

In 2025, we aim to:

1. **Expand our reach:** Engaging even more young people by scaling our programs and events.
2. **Enhance inclusivity:** Ensuring representation and diversity remain at the forefront of every initiative.
3. **Innovate programs:** Refining program formats and integrating emerging trends like AI, sustainability, and digital transformation.
4. **Strengthen partnerships:** Working with brands and partners committed to making a difference by investing in the next generation.
5. **Measure impact:** Using data and feedback to track progress, refine strategies, and maximise results.

Together with our incredible community, we're poised to make 2025 our most impactful year yet—creating opportunities, inspiring growth, and shaping a brighter, more inclusive future.

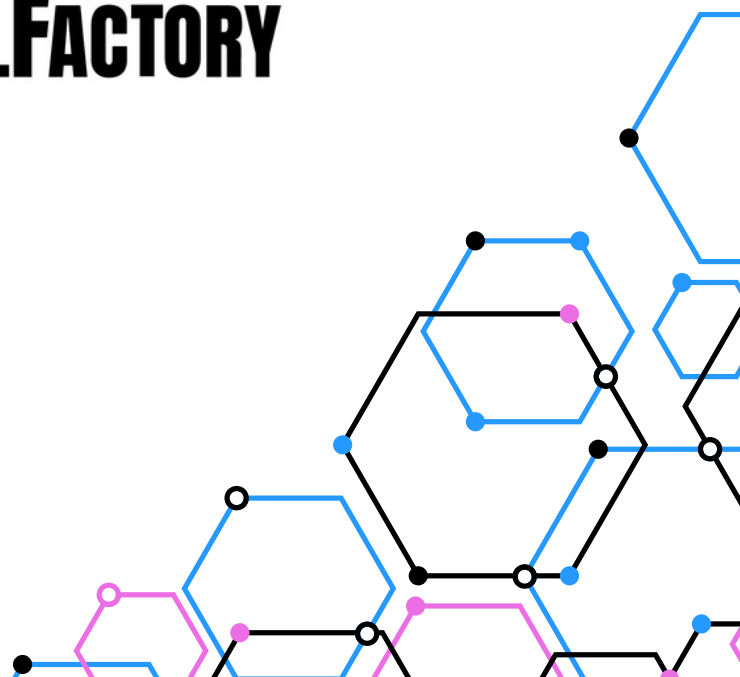
Our Supporters

We extend a huge thank you to our funders; Channel Factory, MiQ, VaynerMedia, The Social Element, IAA, Amazing If, Digital Voice, Ginger May, Wise May Recruitment, The Advisory Collective, Media Fight Night, The Financial Times, Brand Champions. All partners listed have each donated to our Rise programmes, funded our career bootcamps and general running and core cost of the foundation.

The bulk of our financial support, however, has been derived from our valued industry partners.

We secured corporate funding from our partners; Digital Leading Ladies | Clear Channel UK | Cannes Lions International Festival of Creativity | Google | Merlin Entertainment | TikTok | Teads | Twitch | Mail Metro Media | Channel Factory | Wavemaker | Creature London | VideoWeek | WPP | The Trade Desk | VaynerMedia | Accenture Song | The Social Element | Major Players | B Corp™ | FreeWheel, to support the development of our CannesForAll programme.

A special thank you to





digilearning.

**Powering Up a Digital
Future for All**



THANK YOU



DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30th APRIL 2024

	2024	2023
	£	£
INCOMING RESOURCES		
Grants and donations received	101,609	63,075
Sundry income	8,450	2,789
Total Incoming Resources	<u>110,059</u>	<u>65,864</u>
RESOURCES EXPENDED		
Consultancy fees	90,380	48,320
Social media	3,919	2,170
Printing, post, staty	496	239
Travel and meeting costs	12,987	4,535
IT expenses	794	3,571
Insurance	462	375
Accountancy fees	1,440	700
Depreciation	1,509	1,509
Other charitable expenditure	706	3,152
Total Resources Expended	<u>112,693</u>	<u>64,572</u>
Surplus (deficit) for the year	- 2,634	1,292
Funds brought forward	6,353	5,061
Funds carried forward	<u><u>3,719</u></u>	<u><u>6,353</u></u>

DIGILEARNING FOUNDATION

BALANCE SHEET
AS AT 30th APRIL 2024

	2024	2023
	£	£
Fixed Assets		
Computer equipment	7,546	7,546
Cumulative depreciation	- 4,527	- 3,018
	<u>3,019</u>	<u>4,528</u>
Current Assets		
Cash at bank	701	1,826
	<u>701</u>	<u>1,826</u>
Current liabilities		
Accruals	-	-
	<u>-</u>	<u>-</u>
Net Current Assets (Liabilities)	701	1,826
NET ASSETS (LIABILITIES)	<u><u>3,720</u></u>	<u><u>6,353</u></u>
FUNDS		
Balance brought forward	6,353	5,061
Surplus (deficit) for year	- 2,634	1,292
Balance carried forward	<u><u>3,719</u></u>	<u><u>6,353</u></u>

DIGILEARNING FOUNDATION

**ANNUAL REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR ENDED
30th APRIL 2024**

Charity Number: 1186577

DIGILEARNING FOUNDATION

FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH APRIL 2024

Contents	PAGES
Report of the Trustees	1-2
Independent examiner's report to the Trustees	3
Statement of Financial Activities	4
Balance sheet	5
Notes to the financial statements	6-7

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT

The Trustees are pleased to present their annual report for the year ended 30th April 2024 together with the financial statements for that period.

REFERENCE AND ADMINISTRATION DETAILS

Charity's principal address:

1 Mereworth Close
Bromley, Kent
BR2 9DF

Trustees

Lisa Goodchild
Sofia Foster
Mary Keane-Dawson
Ben Joesph Williams
Elesia-Gail Edwards-Scott
Aimee Anderson – resigned
Sarah Wilson - resigned

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees named on page 1 have served throughout the year. Appointment of trustees is governed by the Trust Deed of the charity. The Board of Trustees is authorised to appoint new trustees to fill vacancies arising through resignation or death of an existing trustee.

OBJECTIVES AND ACTIVITIES

Digilearning Foundation's objects are for the public benefit to advance education of the public in digital skills through the provision of workshops and online platforms. The trustees have had regard to the guidance issued by the Charity Commission on public benefit.

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT - continued

ACHIEVEMENTS AND PERFORMANCE

See the report.

FINANCIAL REVIEW

For the year ended 30th April 2024 the trustees consider the financial position of the charity to be in line with expectations.

DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Lisa Goodchild



Trustee

Date: 21st January 2025

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF DIGILEARNING FOUNDATION

I report on the accounts of the charity (charity number 1186577) for the year ended 30th April 2024 which are set out on pages 4 to 7.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

BASIS OF THE INDEPENDENT EXAMINER'S STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Charities Act, to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met, or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Storey

Roger P B Storey FCMA
26 Cherry Orchard Road,
Bromley, Kent, BR2 8NE

Date: 21st January 2025

DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30th APRIL 2024

		<u>2024</u>	<u>2023</u>		
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
Income from:					
Grants and donations		101,609	0	101,609	63,075
Interest Received		8,450	0	8,450	2,789
		<u>110,059</u>	<u>0</u>	<u>110,059</u>	<u>65,864</u>
Expenditure on:					
Charitable activities	2	112,693	0	112,693	64,572
		<u>112,693</u>	<u>0</u>	<u>112,693</u>	<u>64,572</u>
Net income and net movement in funds					
		<u>(2,634)</u>	<u>0</u>	<u>(2,634)</u>	<u>1,292</u>
Total funds brought forward		6,353	0	6,353	5,061
Total funds carried forward		<u>3,719</u>	<u>0</u>	<u>3,719</u>	<u>6,353</u>

The notes to the accounts form part of these financial statements

The charity has no recognised gains or losses other than the results for the year as set out above. All activities of the charity are classed as continuing.

DIGILEARNING FOUNDATION
BALANCE SHEET AT 30th APRIL 2024

	2024	2023
	£	£
Fixed assets		
Computer equipment	3,019	4,528
Current assets		
Cash at bank	701	1,826
Total Current assets	701	1,826
Current liabilities	0	0
Total Current liabilities	0	0
Net current assets(liabilities)	701	1,826
NET ASSETS	3,720	6,353
<hr/>		
Funds		
Unrestricted funds	3,719	6,353
Restricted funds	0	0
	3,719	6,353

Approved by the trustees on 21st January 2025

Lisa Goodchild

Trustee

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2024

1 Accounting Policies

1.1 Basis of Preparation of Financial Statements

The financial statements have been prepared under the Charities Act 2011 in accordance with the 2014 version of "Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard 102 (FRS 102) applicable in the UK (effective from 1 January 2015)" – the Charities SORP (FRS 102), as amended by Update Bulletin 1. Digilearning Foundation meets the definition of a public benefit entity under FRS 102. It is exempt, by virtue of its size, to include a statement of cash flows in these financial statements.

1.2 Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

1.3 Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

1.4 Unrestricted funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the Trustees; restricted funds are subject to restrictions imposed by the donor.

1.5 Trustees remuneration and benefits

The Charity employed its minister, Revd Winston Carter to carry out the objectives of the church during the year.

Staff

The number of employees during the year was as follows:

2024 - 0 2023 - 0

No employee received remuneration amounting to more than £60,000 in either year.

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2024

2 Expenditure on charitable activities

	2024	2023
	£	£
Consultancy fees	90,380	48,320
Social media	3,919	2,170
Office costs	496	240
Travel and meeting costs	12,987	4,535
IT costs	794	3,571
Insurance	462	375
Accountancy fees	1,440	700
Depreciation	1,509	1,509
Other charitable expenditure	706	3,152
	112,693	64,572

DIGILEARNING FOUNDATION

**ANNUAL REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR ENDED
30th APRIL 2024**

Charity Number: 1186577

DIGILEARNING FOUNDATION

FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH APRIL 2024

Contents	PAGES
Report of the Trustees	1-2
Independent examiner's report to the Trustees	3
Statement of Financial Activities	4
Balance sheet	5
Notes to the financial statements	6-7

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT

The Trustees are pleased to present their annual report for the year ended 30th April 2024 together with the financial statements for that period.

REFERENCE AND ADMINISTRATION DETAILS

Charity's principal address:

1 Mereworth Close
Bromley, Kent
BR2 9DF

Trustees

Lisa Goodchild
Sofia Foster
Mary Keane-Dawson
Ben Joesph Williams
Elesia-Gail Edwards-Scott
Aimee Anderson – resigned
Sarah Wilson - resigned

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees named on page 1 have served throughout the year. Appointment of trustees is governed by the Trust Deed of the charity. The Board of Trustees is authorised to appoint new trustees to fill vacancies arising through resignation or death of an existing trustee.

OBJECTIVES AND ACTIVITIES

Digilearning Foundation's objects are for the public benefit to advance education of the public in digital skills through the provision of workshops and online platforms. The trustees have had regard to the guidance issued by the Charity Commission on public benefit.

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT - continued

ACHIEVEMENTS AND PERFORMANCE

See the report.

FINANCIAL REVIEW

For the year ended 30th April 2024 the trustees consider the financial position of the charity to be in line with expectations.

DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Lisa Goodchild



Trustee

Date: 21st January 2025

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF DIGILEARNING FOUNDATION

I report on the accounts of the charity (charity number 1186577) for the year ended 30th April 2024 which are set out on pages 4 to 7.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

BASIS OF THE INDEPENDENT EXAMINER'S STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Charities Act, to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met, or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Storey

Roger P B Storey FCMA
26 Cherry Orchard Road,
Bromley, Kent, BR2 8NE

Date: 21st January 2025

DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30th APRIL 2024

		<u>2024</u>	<u>2023</u>		
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
Income from:					
Grants and donations		101,609	0	101,609	63,075
Interest Received		8,450	0	8,450	2,789
		<u>110,059</u>	<u>0</u>	<u>110,059</u>	<u>65,864</u>
Expenditure on:					
Charitable activities	2	112,693	0	112,693	64,572
		<u>112,693</u>	<u>0</u>	<u>112,693</u>	<u>64,572</u>
Net income and net movement in funds					
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Lisa Goodchild

Trustee

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2024

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DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2024

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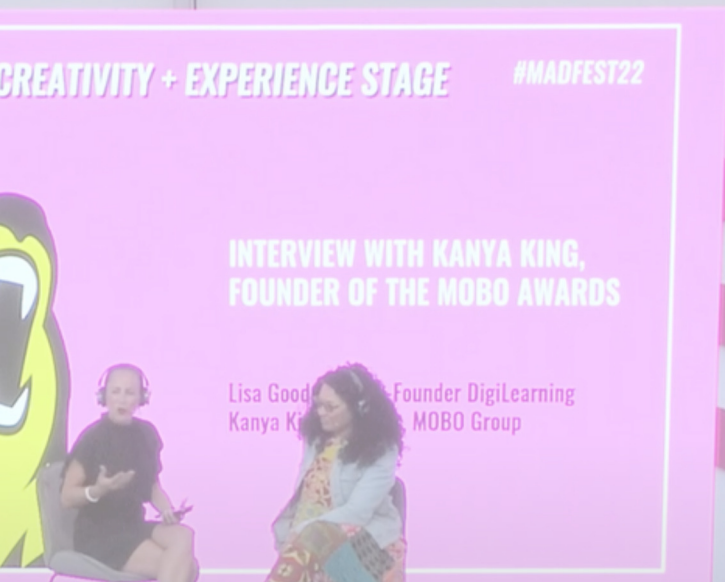
DIGILEARNING FOUNDATION

England & Wales - Charity number 1186577

Accounts

digilearning

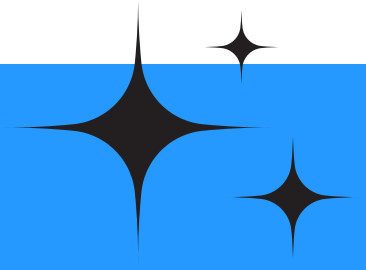
Trustees' Annual Report and Accounts



Charity No:
1186577

2023

Administrative Info



REFERENCE AND ADMINISTRATIVE DETAILS

Charity No. 1186577

Registered Office

1, Mereworth Close,
Bromley, Kent
BR2 9DF

Directors and Trustees

The Directors of the charitable company are its Trustees for the purposes of charity law. The following Directors and Trustees served during the year:

Lisa Goodchild – Chair of Trustees'

Aimee Anderson

Sofia Foster

Jeffrey Green

Mary Keane Dawson

Ben Joseph Williams

Sarah Wilson

Accountants

Accountancy Aid

Ark House

26 Cherry Orchard Road

Bromley, Kent

BR2 8NE



digilearning

Table of Contents

- 01 — Administrative Information
- 02 — Report of Trustees
- 03 — Who Are We & What we Do
- 04 — Our Year At A Glance
- 05 — Our Impact
- 06 — The Programmes
- 07 — Talents Talk
- 08 — Our Supporters
- 09 — Finances

Report of the Trustees

In 2023, **Digilearning** steadfastly dedicates itself to establishing and nurturing communal spaces conducive to fostering community growth. We are committed to providing equal opportunities for the advancement of young talent throughout the UK and globally, enabling them to realise their full potential.

Our primary focus entails meticulously crafting distinctive pathways and immersive experiences within the digital and creative industries. We deliver comprehensive career training, unparalleled experiences, and steadfast support. Through tailored assistance, mentorship, and abundant resources, coupled with a sense of community, our objective is to effectively bridge the gap and ensure equitable opportunities for emerging talent to thrive.

Under the guiding principle of "**Inspiring Our Future Leaders**," we actively champion a transformative journey that empowers young people to surpass their limits, embrace novel experiences, and cultivate gratifying careers. The undeniable results and impactful strides we have achieved speak for themselves — it is now time for a paradigm shift.

OUR FOUR AREAS OF FOCUS:

- Community
- Skills
- Career Experiences
- Mentoring



A Word from Our leaders

In the past year, our charity has achieved remarkable milestones that fill us with immense pride, resonating on both international and UK fronts. Our resolute commitment centres on addressing the skills gap, carving out pathways to high-quality careers, and delivering truly inspirational experiences for young people. Noteworthy is our dedicated outreach to underrepresented youth, ensuring they not only gain access but rightfully deserve the opportunities provided. The transformative impact of our programs is vividly illustrated by a staggering 100% increase in confidence among the young individuals who have undergone our initiatives.

A source of particular pride stems from the invaluable opportunities we've meticulously crafted for our young people to engage and learn from world-renowned leaders such as Kanya King MBE, June Sarpong OBE and Brenda Emmanus CBE, and others.

At the core of our endeavours is the unwavering commitment to offer life-changing career experiences. These experiences transcend mere exposure; they act as catalysts for profound personal and professional growth, unlocking doors with the potential to reshape destinies.

Digilearnings overarching mission is to bridge the gap between untapped potential talent and the myriad opportunities awaiting them. Through tireless efforts, we've not only made a tangible impact on lives but also fostered a sense of anticipation to extend our support to even more young people in 2024. Expressing immense gratitude is crucial to all our supporters, mentors, and brands who have stepped up, making these transformative endeavours possible.



**“Digilearning bridge the gap
between the untapped
potential talent and the myriad
opportunities awaiting them”**



Who Are We & What we Do

Digilearning is a grassroots charity committed to empowering young individuals with the essential community, skills, career experiences, mentoring ensuring the right mindset needed for success in their careers. At **Digilearning**, our mission is to facilitate the realisation and the full potential among young people through education, training, career experiences and the creation of viable career pathways. We lead from our own lived experiences as well as our young peoples with our youth committee. The growth of digital industries is unprecedented, shaping the future of work and innovation. As these sectors expand, the critical need for a diverse workforce becomes increasingly evident.

We specialise in helping individuals discover these industries, their unique strengths, acting as a bridge for industries to connect with their potential superheroes. Our core belief is that every young person deserves the opportunity to embark on a fulfilling and promising future.

Diversity not only fuels creativity and innovation but also ensures that technology solutions address a broad range of perspectives and needs.

digilearning

Our Mission

Our mission is to empower individuals by equipping them with the right digital skills, enabling them to achieve greater heights. Through comprehensive education and support, we strive to bridge the digital divide, fostering a community capable of realising their full potential in an increasingly digital landscape.

Reach 1 million young individuals worldwide, providing them with essential digital skills to navigate and excel in the digital era.





Vision 2023/24

Our vision is to continue to impact the lives of young people, reaching one million by the end of 2026. We aspire to create a robust digital talent pipeline, particularly for those in underserved and marginalised communities, guiding them towards fulfilling and rewarding careers in the ever-evolving tech landscape.

Our Goal's

1

Digital Pipeline: Establish a comprehensive digital talent pipeline specifically designed for young people in underserved and marginalised communities, guiding them toward fulfilling and rewarding careers in the dynamic field of technology.

2

Boost Self-Belief and Self-Confidence: Implement programs and initiatives aimed at increasing self-belief and self-confidence among the youth, fostering a mindset of resilience and empowerment.

3

Access to Positive Role Models: Create avenues for young individuals to connect with positive role models in the tech industry, offering mentorship and inspiration to guide them on their professional journey.

4

Opportunities and Experiences: Facilitate increased access to opportunities and diverse experiences, broadening the horizons for young people and enabling them to explore and realise their full potential.





Aims & Objectives

The objectives of the charity, **Digilearning**, are centred around advancing the lives and addressing the needs of young people aged 16-30. The primary focus is on up-skilling them with digital skills, preparing them for the workforce, instilling self-belief, and creating opportunities for collaboration with prominent brands to gain valuable work experience and access rewarding career paths.

Digilearning seeks to establish a supportive network by developing programs, event opportunities, and online experiences tailored to young people who may lack access to such opportunities or be unaware of available services.

Functioning as a movement, **Digilearning** actively engages with beneficiaries through both online and offline content. The charity is dedicated to providing peer support and structured activities designed to enhance the skills, capacities, and capabilities of young individuals. The overarching aim is to empower them to actively participate in society as mature and responsible individuals, taking control of their lives, but most or all enjoying what they do as a career.

Collaborating closely with further education institutes and communities, **Digilearning** endeavours to foster individual, educational, and social change among the young people it serves.

The Problem

In confronting a stark reality, we recognise a profound issue within our society: a scarcity of opportunities and clear pathways for diverse talent. The prevailing education system confines youth to predetermined trajectories, limiting their potential. Shockingly, a mere 3% of young females envision a career in the digital realm. A sobering 2019 report warns of an impending £120 billion loss in the UK by 2030, a consequence of the looming skills shortage. **Digilearning** are bridging this gap.

The industry yearns for an infusion of diverse and underrepresented talent, yet the prevailing challenge persists: talent is abundant, but opportunities are not universally accessible. It is imperative to instil the right skills and mindset for career progression. Our mission at **Digilearning** involves informing young people about the extensive array of roles within the digital space and the abundant opportunities that exist. By doing so, we aim to bridge the gap between potential talent and the opportunities that await them, fostering a future where diversity thrives and the digital landscape is enriched by a multitude of perspectives.

45%

Young people in work cited one of their biggest barriers to accessing work for them had been work experience (45.2%)



Addressing The Problem

The challenge at hand revolves around the perceived lack of preparedness among young individuals as they transition from education to the professional world. Many express a sense of unpreparedness in crucial life skills such as financial management, skill set, self-care, and maintaining mental health.

Recognising this gap, **Digilearning** has stepped in to address these concerns through comprehensive career programs. By offering educational resources, establishing support networks, presenting positive role models, and providing diverse career experiences, **Digilearning** aims to empower young people.

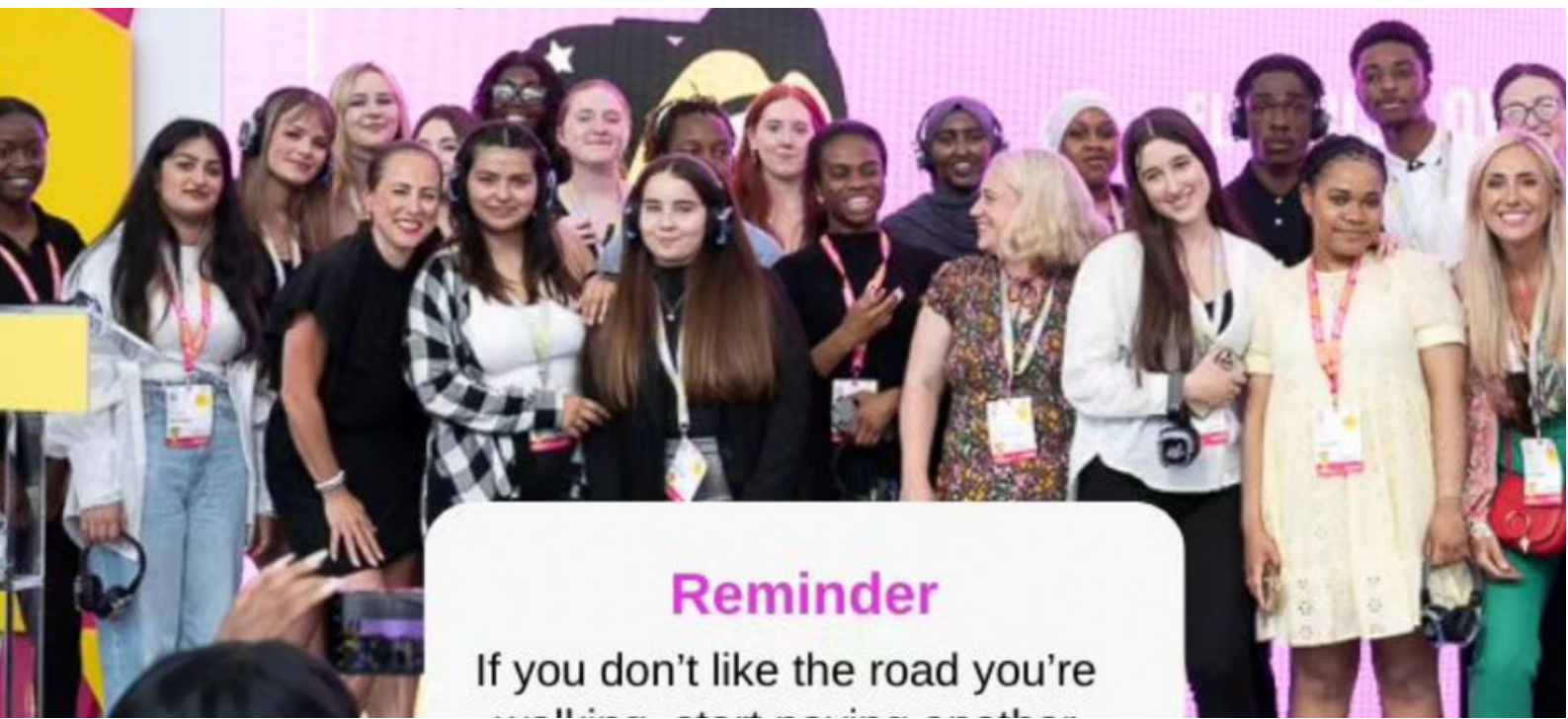
The ultimate goal is to instill hope in the younger generation by equipping them with the necessary tools, network and knowledge to navigate life beyond the educational realm.

800K

Recent ONS figures have shown the number of young people not in education, employment or training rose to almost 800k in 2023

55%

of current apprentices stated that their school, college or sixth form did not help them with the application and recruitment process



Our year at a glance

In the course of this year, **Digilearning** has sustained the operation of our 12 week comprehensive career programs, conducted five-day career bootcamps, organised impactful career events, including school assemblies, and hosted dynamic speed networking sessions with our valued partners. Throughout these endeavours, our primary focus has been to inspire the upcoming generation, encouraging them to recognise and unlock their full potential.

Notably, in 2022, we have gone a step further by curating enriching experiences for our talents. This involved taking them to diverse events, broadening their networks, and fostering opportunities that were once unimaginable prior to their affiliation with the **Digilearning** community. This year has been marked by a commitment to not just educate but also to empower and open doors for the individuals we serve.



Who we Helped

We impacted nearly 7000 young people through our core programs in 2023.

7000

Of these, 55% were Afro Caribbean or African, 35% Asian and 10% White. Despite the macroeconomic challenges, we exceeded our intended target for the year impact numbers.



94% reported an increase in their self-belief after completing a workshop with Digilearning.

94%



Impact Numbers

We impacted 421 young people through our core RISE programmes and career bootcamps.

421

We reached 6008 through career days, digital discovery days, and school workshops.

122 mentors & mentees matched.

87 work & work experience placements filled.

99%

Digilearning propelled 99% of attendees into career advancement and new opportunities.

Our career experiences that build and find industry talent. 100% Feel our program changed and has benefitted their careers and life.

100%



Our Rise program

We run two cohorts of our career accelerator and mentoring program per year. The Rise program is a transformative initiative designed to empower young people over a 12-week period through mentoring and skills development workshops. This program facilitates meaningful connections between young people and role models, aiming to enhance opportunities, networks, skills and uplift socio-economic outcomes.

Key Features of the Rise Programmes: **digiRISE. GIRLRISE**

1. Mentoring and Skills Development:

- The program spans 12 weeks and incorporates mentoring sessions and skills development workshops, providing a holistic approach to personal and professional growth.

2. Role Models:

- Students participating in the program are paired with accomplished role models. This mentorship aims to inspire and guide them toward increased opportunities and improved socio-economic outcomes.

3. Career Exploration:

- The program offers a unique opportunity for young people to explore diverse career paths, enabling them to make informed decisions and embark on a journey to excel in their chosen fields.

4. Brand Collaboration:

- Rise is delivered in collaboration with corporate partners dedicated to supporting young people in their educational and career journeys. This partnership reflects a shared commitment to fostering the next generation of leaders.

5. Structured Engagement:

- Mentees engage with their mentors on a monthly basis for a minimum of 60 minutes. Additionally, they actively participate in at least six skills development sessions, ensuring a comprehensive and enriching experience.

Rise program

The industry yearns for an infusion of diverse and underrepresented talent, yet the prevailing challenge persists: talent is abundant, but opportunities are not universally accessible. It is imperative to instil the right skills and mindset for career progression.

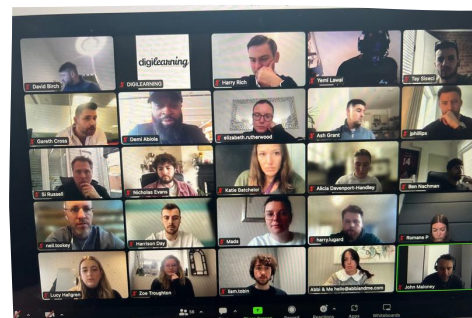
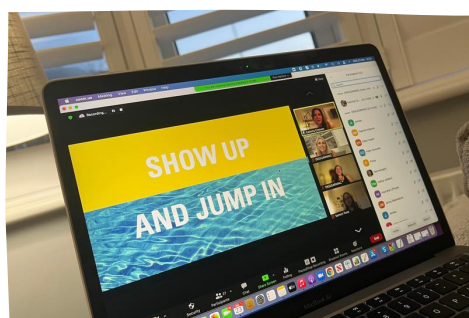
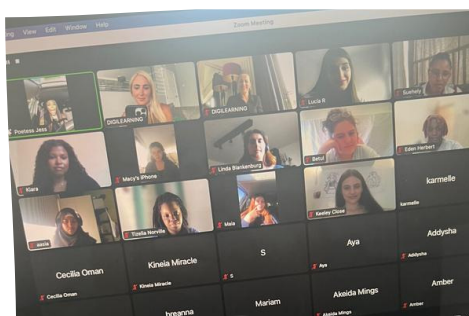
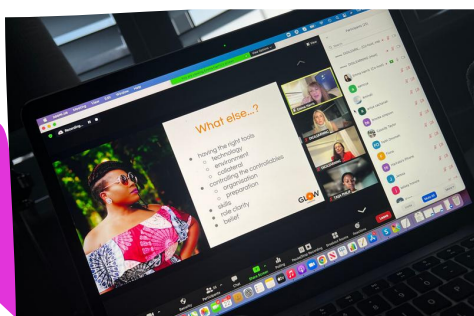
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72

we hosted over 72 hours of workshops by industry experts.

221

Young people participated in our hybrid Rise programmes and were matched with a mentor for a minimum of 6 months.



Events & Experiences

One of our key initiatives involves providing life-changing career experiences at prestigious events such as YMS, Madfest, London tech Week, Anthropy, COGX, and more. Some events will have individual pages in the report with more details. Over 100 students attended exclusive events due to being part of our community.

YMS

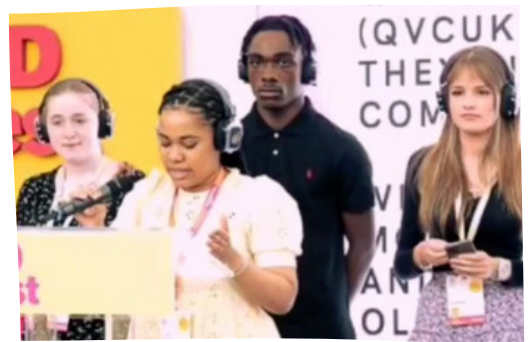
During the YMS event, our collaboration with The Fifth Influencer Agency (News UK) at our stand featured the active involvement of five talents, with one student delivering a compelling presentation on stage. Our stand, designed to elicit advice from marketers for the next generation, garnered significant attention and proved to be a focal point at the event. This experience not only provided paid work opportunities for five talents but also allowed one of them to share insights on the future of marketing from the stage. The outcomes from the event encompassed valuable additions to the talents' CVs and enhanced networking opportunities.



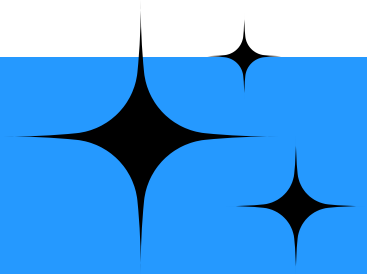
MADfest 2022

MADfest, the pinnacle of the advertising industry's convergence in London this year, witnessed the dynamic involvement of over 12 exceptional talents from our charities talented young people. Preceding this grand event, these students embarked on a transformative career journey, meticulously refining their presentation prowess and mastering the intricate dynamics of teamwork. At the illustrious **MADfest**, our students boldly presented avant-garde ideas before leading brands and seasoned professionals, seamlessly integrating innovation into the corporate landscape.

The meticulously curated program unfolded across three stages, where teams showcased their social media ingenuity, providing an expansive canvas for the exhibition of creativity and adept problem-solving. This immersive encounter not only served as a crucible for tackling authentic advertising challenges but also catalysed the refinement of presentation finesse, nurturing creativity, and fostering collaborative problem-solving within the dynamic crucible of teamwork, plus being able to add to their CVs and work experience.



Work Experiences



As experience plays a vital part in securing your first job role. **Digilearning** collaborates with young individuals to facilitate access to high-quality work placements within burgeoning industries, aligning with their career aspirations.

As a charitable organisation, we forge partnerships with reputable entities to aid students in securing placements that not only align with their career choices but also provide valuable experiences. These partnerships extend beyond the placement phase, with our associates offering exclusive entry-level job opportunities.

The network of industry contacts and strategic partnerships maintained by **Digilearning** serves as a pivotal link between academic education and professional triumph. By doing so, we aim to ensure a seamless transition into the workforce, enhancing the prospects of success for the individuals we assist.

Outcomes:

1. Adds invaluable work experience to students' CVs which is attractive to employers.
2. Develops students skills further in many areas including; independence, time management, email/business communication, project work, working in a team.
3. Provides the opportunity to work with a more diverse group of people.
4. Offering students an insight into the 'World of Work' and allows them to get a feel for what they do and don't like doing.



87 WORK & WORK EXPERIENCE PLACEMENTS FILLED

Speed Mentoring Sessions

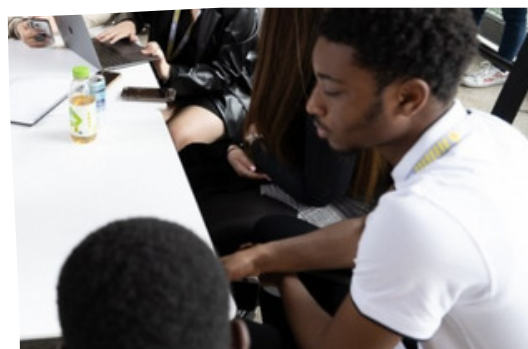
Throughout this year, we have been committed to hosting our online speed mentoring sessions for our community. In our initial event, young individuals had the invaluable chance to meet industry leaders, fostering the opportunity to expand their networks.



The sessions provided insights into various organisations, job roles, and tech careers, shedding light on what employers are seeking. Additionally, participants explored discussions around apprenticeships and other pertinent opportunities.



This year, we successfully hosted our first in person inaugural speed mentoring event, bringing together young people and industry leaders.



Participants had the unique opportunity to expand their networks, gain insights into various organisations, understand diverse job roles. The event facilitated discussions on apprenticeships and other valuable opportunities. A total of 30 students were connected with mentors, creating a meaningful platform for knowledge exchange and professional development.



Engaging in speed mentoring sessions is crucial as they offer participants rapid yet impactful guidance and insights, fostering personal and professional growth through condensed mentorship interactions.

School Work

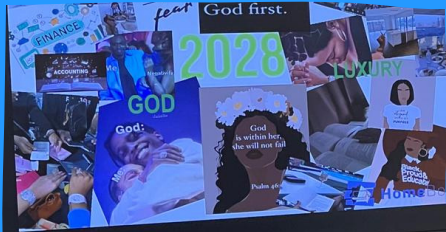
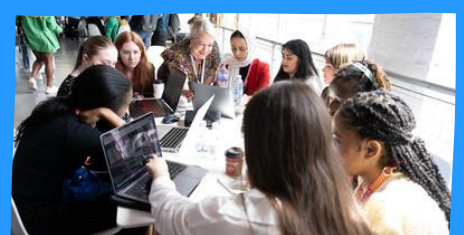
In 2022, our charity collaborated closely with several schools and their career services to impart valuable career advice and illuminate pathways within the digital industries. Through targeted school workshops, assemblies and career days, we disseminated knowledge about our programs, shedding light on the diverse opportunities available in digital industries.

This year, our efforts reached a milestone as we presented career opportunities to over 1000 young people, providing essential guidance and support tailored to their needs. Our commitment to inclusivity was evident in our approach to engage Pupil Premium students, ensuring that our outreach efforts were accessible and relevant to a diverse range of learners.

Workshops and assemblies served as dynamic platforms to not only present opportunities but also foster meaningful conversations about the evolving landscape of digital careers. The collaborative efforts with schools and career services were instrumental in creating awareness and sparking interest among students who may have otherwise overlooked digital as a viable career choice.



Our year in pictures



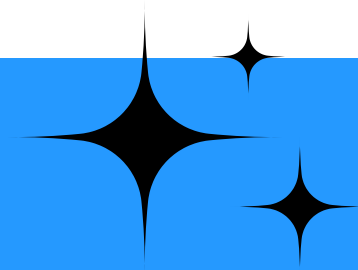
Talent is Everywhere
Opportunities are not.

Talents Talk

The industry yearns for an infusion of diverse and underrepresented talent, yet the prevailing challenge persists: talent is abundant, but opportunities are not universally accessible. It is imperative to instil the right skills and mindset for career progression. Our mission at **Digilearning** involves informing young people about the extensive array of roles within the digital space and the abundant opportunities that exist via our community. By doing so, we aim to bridge the gap between potential talent and the opportunities that await them, fostering a future where diversity thrives and the digital landscape is enriched by a multitude of perspectives.



Our Supporters



DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30th APRIL 2023

	2023	2022
	£	£
INCOMING RESOURCES		
Grants and donations received	63,075	55,543
Sundry income	2,789	14
Total Incoming Resources	65,864	55,557
RESOURCES EXPENDED		
Consultancy fees	48,320	61,296
Social media	2,170	2,403
Printing, post, staty	239	149
Travel and meeting costs	4,535	1,800
IT expenses	3,571	4,078
Insurance	375	338
Accountancy fees	700	1,160
Depreciation	1,509	1,509
Other charitable expenditure	3,152	3,511
Total Resources Expended	64,572	76,245
Surplus (deficit) for the year	1,292	- 20,688
Funds brought forward	5,061	25,749
Funds carried forward	6,353	5,061

DIGILEARNING FOUNDATION

BALANCE SHEET AS AT 30th APRIL 2023

	2023	2022
	£	£
Fixed Assets		
Computer equipment	7,546	7,546
Cumulative depreciation	- 3,018	- 1,509
	<u>4,528</u>	<u>6,037</u>
Current Assets		
Cash at bank	1,826	1,024
	<u>1,826</u>	<u>1,024</u>
Current liabilities		
Accruals	-	2,000
	<u>-</u>	<u>2,000</u>
Net Current Assets (Liabilities)	1,826 -	976
NET ASSETS (LIABILITIES)	<u><u>6,353</u></u>	<u><u>5,061</u></u>
FUNDS		
Balance brought forward	5,061	25,749
Surplus (deficit) for year	1,292 -	20,688
Balance carried forward	<u><u>6,353</u></u>	<u><u>5,061</u></u>

Actions 2023/24

Rise

The Rise Programs have demonstrated remarkable success in the industry and garnered significant popularity among our talented individuals, who enthusiastically recommend the program to their circles. Moving forward, we are committed to exploring innovative avenues to expand the reach of our pathways and training for young people across the UK, with a specific emphasis on Northern England. Additionally, we aim to enhance both our online and offline presence to cultivate a sustainable community that fosters the growth and success of our talented individuals.

Well-being Focus

Our engagement with young people has underscored a pressing need for increased one-on-one support in promoting mental health and well-being. Recognising this, we have often arranged third-party counselling for our students to empower them to realise their full potential. This remains a central focus of our efforts moving forward.

Experiential Learning and Shadow Days

Observing the significant positive impact of real-life experiences at events and conferences on our young participants, we are committed to providing more opportunities for hands-on learning. Beyond the educational benefits, these experiences also facilitate the building of valuable networks. Going forward, our emphasis will be on securing more real-life work experience placements and organising shadow days.

Youth Ambassadors Program

Our collaboration with young individuals within the charity has proven invaluable in ensuring that we create something they take pride in and actively participate in. To formalise this partnership, our future plans include establishing an official group of young ambassadors who will take on leadership roles in key areas of the charity.

Acknowledgements

Checked and agreed.

Signed by: .

Date: 01st Jan 2024

Name: Lisa Goodchild

Position: Trustee

**We thank you for your continued support
in our efforts**

Contact

Digilearning

**www.digilearning.co.uk
info@digilearning.co.uk
@digilearningHQ**

DIGILEARNING FOUNDATION

**ANNUAL REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR ENDED
30th APRIL 2023**

Charity Number: 1186577

DIGILEARNING FOUNDATION

FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH APRIL 2023

Contents	PAGES
Report of the Trustees	1-2
Independent examiner's report to the Trustees	3
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Balance sheet	5
Notes to the financial statements	6-7

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT

The Trustees are pleased to present their annual report for the year ended 30th April 2023 together with the financial statements for that period.

REFERENCE AND ADMINISTRATION DETAILS

Charity's principal address:

1 Mereworth Close
Bromley, Kent
BR2 9DF

Trustees

Lisa Goodchild
Aimee Anderson
Sofia Foster
Jeffrey Green
Mary Keane-Dawson
Ben Joesph Williams
Sarah Wilson

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees named on page 1 have served throughout the year. Appointment of trustees is governed by the Trust Deed of the charity. The Board of Trustees is authorised to appoint new trustees to fill vacancies arising through resignation or death of an existing trustee.

OBJECTIVES AND ACTIVITIES

Digilearning Foundation's objects are for the public benefit to advance education of the public in digital skills through the provision of workshops and online platforms. The trustees have had regard to the guidance issued by the Charity Commission on public benefit.

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT - continued

ACHIEVEMENTS AND PERFORMANCE

See the report.

FINANCIAL REVIEW

For the year ended 30th April 2023 the trustees consider the financial position of the charity to be in line with expectations.

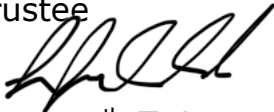
DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Lisa Goodchild

Trustee



Date: 12th February 2024

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF DIGILEARNING FOUNDATION

I report on the accounts of the charity (charity number 1186577) for the year ended 30th April 2023 which are set out on pages 4 to 7.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

BASIS OF THE INDEPENDENT EXAMINER'S STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Charities Act, to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met, or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Storey

Roger P B Storey FCMA
26 Cherry Orchard Road,
Bromley, Kent, BR2 8NE

Date: 12th February 2024

DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30th APRIL 2023

		<u>2023</u>	<u>2022</u>		
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
Income from:					
Grants and donations		63,075	0	63,075	55,543
Interest Received		2,789	0	2,789	14
		<u>65,864</u>	<u>0</u>	<u>65,864</u>	<u>55,557</u>
Expenditure on:					
Charitable activities	2	64,572	0	64,572	76,245
		<u>64,572</u>	<u>0</u>	<u>64,572</u>	<u>76,245</u>
Net income and net movement in funds					
		<u>1,292</u>	<u>0</u>	<u>1,292</u>	<u>(20,688)</u>
Total funds brought forward		5,061	0	5,061	25,749
Total funds carried forward		<u>6,353</u>	<u>0</u>	<u>6,353</u>	<u>5,061</u>

The notes to the accounts form part of these financial statements

The charity has no recognised gains or losses other than the results for the year as set out above. All activities of the charity are classed as continuing.

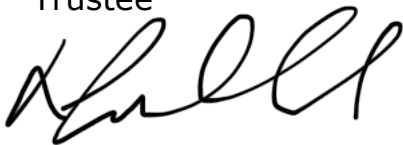
DIGILEARNING FOUNDATION
BALANCE SHEET AT 30th APRIL 2023

	2023	2022
	£	£
Fixed assets		
Computer equipment	4,527	6,037
Current assets		
Cash at bank	1,826	1,024
Total Current assets	1,826	1,024
Current liabilities	0	2,000
Total Current liabilities	0	2,000
Net current assets(liabilities)	1,826	(976)
NET ASSETS	6,353	5,061
<hr/>		
Funds		
Unrestricted funds	6,353	5,061
Restricted funds	0	0
	6,353	5,061

Approved by the trustees on 12th February 2024

Lisa Goodchild

Trustee



DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2023

1 Accounting Policies

1.1 Basis of Preparation of Financial Statements

The financial statements have been prepared under the Charities Act 2011 in accordance with the 2014 version of "Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard 102 (FRS 102) applicable in the UK (effective from 1 January 2015)" – the Charities SORP (FRS 102), as amended by Update Bulletin 1. Digilearning Foundation meets the definition of a public benefit entity under FRS 102. It is exempt, by virtue of its size, to include a statement of cash flows in these financial statements.

1.2 Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

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Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

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The Charity employed its minister, Revd Winston Carter to carry out the objectives of the church during the year.

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The number of employees during the year was as follows:

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DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 30th APRIL 2023

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	£	£
Consultancy fees	48,320	61,296
Social media	2,170	2,403
Office costs	240	150
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DIGILEARNING FOUNDATION

**ANNUAL REPORT AND FINANCIAL
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30th APRIL 2023**

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DIGILEARNING FOUNDATION

FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH APRIL 2023

Contents	PAGES
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DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT - continued

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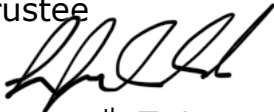
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DIGILEARNING FOUNDATION

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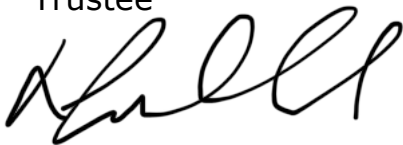
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DIGILEARNING FOUNDATION

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DIGILEARNING FOUNDATION

England & Wales - Charity number 1186577

Accounts



**Trustees
Report
2021-2022**

**DIGILEARNING FOUNDATION
(no. 1186577)**

digilearning

Table of Contents

- 01 — Introduction**
- 02 — Mission & Vision**
- 03 — The Need**
- 04 — Trustee & Abassadors**
- 05 — A Message from Us**
- 06 — Our Work**
- 07 — Activities**
- 08 — Financials**
- 09 — Supporters**
- 10 — Plan of Action**
- 11 — Acknowledgements**

Introduction

This report outlines the work the Digilearning Foundation have completed over the last year to help, champion, advise and train young people to equip them with skills for the future and help them engage in employment.

Life can be tough for young people, particularly those from underserved communities. Our focus is to support young people into employment and enterprise. Our programmes and support gives young people the confidence, skills, networks and opportunity to achieve their potential and enjoy a rewarding future. We not only provide relevant industry training, we provide pathways into industries, and support to aid mental health and wellbeing.

Never has there been a more crucial time for organisations to work with young people to empower and solve the problems that young people face in society. Our own internal data reflects wider findings that young people's mental health and confidence is at an all time low and our work is more vital than ever.

The life-changing opportunities we provide will help create a society where all young people have fair access to relevant quality online and offline education. We will ensure young people from marginalised backgrounds are supported, mentored and coached; providing pathways into secure, good quality jobs that offer stability and longevity, helping them feel more confident and empowered and happier in life.



Mission & Vision



Digilearning aims to help young people achieve their full potential through education, training and providing paid work opportunities. We believe every young person deserves the opportunity to kickstart a rewarding future.

Empowering young people to reach their full potential.

Digilearning provide young people from challenging backgrounds, the opportunity to up-skill themselves and work with organisations in the digital space. We provide individuals with support, guidance and mentoring; with a pathway to work or help in setting up a business.

Digilearning make industry roles accessible to anyone who has the talent and drive to succeed. We break down the doors into creative and digital industries.

Digilearning provide short skills course programmes, coaching, mentoring, and job positions supported by some of the most qualified individuals and innovative companies in the country. Our vision is that all young people are equipped to thrive.

Everything we do aims to help young people start sustainable careers with the right in-demand digital skills.

We can change lives.

The Need

Young people are churned out of a poorly resourced education system and a young person's background determines what is out there, what is possible and what is achievable.

It's a pandemic of unfulfilled potential and squandered economic opportunity. There is a lack of digital skills throughout the country and in mainstream education, generally society lacks the essentials to access the benefits of the digital world.

It is vital our young people are provided with the skills they can excel with for now and the future. It is also important we level the playing field for all young people, particularly from underserved or disadvantaged communities, offering a range of life and digital skills. This will ensure the UK leads the world in having a thriving digital job industry. Jobs in the digital industries are very well compensated but desperately need diversity, people from all backgrounds with good prospects - potential entry to CEO-level candidates.

We feel we are offering our beneficiaries interesting, future-protected skills, careers and social mobility, mentors and job prospects. Industry is waking up to the disadvantages of their lack of social diversity and many companies are crying out for help to improve their talent pool. Ironically, the working culture with the digital industries is generally inclusive and open-minded, the real barrier is access, confidence and basic skills. We have found, there are welcoming homes for Digilearning's talented cohorts in many industries (digital touches 90% of all working life and industries), brand owners, media and creative agencies (and beyond), commercial departments in media owners, from design and market research and everything in between.

48%

OF ALL YOUNG PEOPLE REPORT EXPERIENCING A MENTAL HEALTH PROBLEM

28%

OF YOUNG PEOPLE FROM ETHNIC MINORITY GROUPS HAVE STRUGGLED TO PAY FOR ESSENTIAL GOODS AND SERVICES

23%

STRUGGLED TO PAY FOR TRANSPORT TO AND FROM THEIR PLACE OF WORK OR EDUCATION

The Need

13%

HAVE HAD TO
TAKE A JOB
WITH FEWER
PROGRESSION
OPPORTUNITIES
BECAUSE THEY
NEED THE MONEY

Looking at current statistics the UK is sliding towards a recession. With the cost of living crisis taking hold, two in five young people (38%) say their mental health has suffered. A quarter (23%) of young people from ethnic minority groups have struggled to pay for essential goods and services. Two in five (41%) saying their mental health suffered due to the COVID-19 pandemic. Almost one in five (17%) say their education grades have suffered more than one in ten (13%) have had to take a job with fewer progression opportunities because they need the money.

23%

YOUNG PEOPLE
IN THE UK AGREE
THEY WILL NEVER
RECOVER FROM
THE EMOTIONAL
IMPACT OF THE
PANDEMIC

Digilearning is about empowering young people to understand their own potential through support, learning and employment opportunities. Through the research and development of our programmes we are continually seeing the lack of basic skills and how they are not being met in mainstream education. There seems to be a consistent pattern with all of our talent: in particular around digital reputation and understanding how important they are for now and the future for the working world. We are also seeing most young people have little understanding around financial literacy and the very basic job searching steps like how to create a winning CV that will help get them an interview.

16%

YOUNG PEOPLE
HAVE TAKEN OUT
LOANS OR
CREDIT

It is essential in today's world young people have the tools to grow their digital presence, reputation and protect themselves in a forever growing digital world. It's essential our young people are presented with the skills and the opportunities to help them get their foot in the door and grow in a thriving sector.

The Need

Over the last 20 years we have observed a steady decline and investment in youth services, we must ensure the services we are providing are fit for purpose in terms of reaching the most hard hit young people from disadvantaged and marginalised communities - we need to ensure we are supporting schools and young people with skills needed by industry.

Industries are in desperate need to reach and retain creative talent who can meet the creative and digital skills required in today's workforce. Again our educational institutes just do not have the resources or the knowledge to meet some of our fast growing tech industries.

This will ensure the UK leads the world in having a thriving digital job industry. Currently the UK loses around £60 billion due to lack of digital skills. Jobs in the digital industries are very well compensated but desperately need diversity, people from all backgrounds with good prospects - potential entry to CEO-level candidates.

Digilearning offers our beneficiaries interesting, future-protected skills, careers pathways, mentors, network and exclusive job prospects. Industry is waking up to the disadvantages of their lack of social diversity and many companies are crying out for help to improve their talent pool. Ironically, the working culture with the digital industries is generally inclusive and open-minded, the real barrier is access and basic skills. We have found, there are welcoming homes for Digilearning's talented cohorts in many industries (digital touches 90% of all working life and industries), brand owners, media and creative agencies, commercial departments in media owners, from design and market research and everything in between.

47%

SAY THEY NEVER HAVE ENOUGH MONEY AT END OF MONTH FOR SAVINGS AFTER PAYING FOR BILLS.

23%

YOUNG PEOPLE FROM POORER BACKGROUNDS THINK THEIR LIFE WILL AMOUNT TO NOTHING, NO MATTER HOW HARD THEY TRY

STATISTICS OUR FROM YOUTH FUTURES FOUNDATION RESEARCH & UK YOUTH INDEX BY PRINCES TRUST & NATWEST

60%

OF PEOPLE IN THE UK DO NOT BELIEVE THEY HAVE THE DIGITAL SKILLS NECESSARY TO BE EMPLOYABLE" BUSINESSLEADER

// DIGILEARNING
REPORT 2021-2022

The Solution

Our training programmes help people find their superpowers and industry to find their superhero's. Enabling, empowering and educating people about the power of digital with vocational skills for now and the future. We provide careers information, advice and guidance. We can help young people make more informed decisions on learning, training and work at all stages in their careers. We offer all our beneficiaries interesting, future-protected skills, careers, a network, social mobility, mentors and job prospects.

"60% of people in the UK do not believe they have the digital skills necessary to be employable" Businessleader

With our RISE programme we uncover, nurture and support young people to step-up into fulfilling careers. We want to ensure industry roles are accessible to anyone who has the talent and drive to succeed. We will break down the doors into creative and digital industries (and beyond), creating opportunities and pathways for young people to reach their full potential.

Providing mentors to support young people with one to one coaching, personal cheerleaders, guidance and help - a network of industry professionals, and relevant, fresh, fun activities with our initiatives is essential for our young people to achieve more.

Our amazing experiences enable young people to see the bigger picture. Work experience at the biggest brands in the world, exclusive job opportunities, free training programmes, free entry to the biggest events in digital industry, opportunities to speak on panels and get their voices heard, pitching on stage and pathways to industry, networks and more.

Levelling the playing field for all young people, particularly from underserved or disadvantaged communities, offering a range of life and digital skills, and opportunities. We will ensure the UK leads the world in having a thriving digital job industry. We are proud to provide youth services access to our expert advice, events and digital discovery days to open their minds to creative and digital industries.



Our Trustees

Our trustees have shown dedication and we are happy to have three additional professionals who bring a wealth of knowledge in creativity, finance and Ad technology. We want to ensure our young people have the very best leaders from key industries.



Lisa Goodchild
Co-Founder - Digilearning



Sarah Wilson
Co-Founder - Digilearning



Ellie Edwards-Scott
Co-Founder - The Advisory
Collective



Jeff Green
Global Investor & Private
Equity Investor



Ben Williams
Founder Kiln



Sofia Foster
Co-Founder of BARDOU
Foundation



Mary Keane-Dawson
Global CEO
Kiln



Aimee Anderson
Chief Operating Office -
Ecoflix

Our Ambassadors

Digilearning have an amazing group of volunteer ambassadors that help to raise awareness of our work by attending events to talk about our work and encourage others to get involved in fundraising activities. This is a really important role as it helps us to reach new people, inspire new fundraising activity, and thank our supporters for the work they are doing.



Shaa Wasmund MBE
Author



Oli Barrett
MBE



Brenda Emmanus OBE
TV Presenter / Producer



June Sarpong CBE
TV Presenter - Head of
Diversity at BBC



Sir Richard Needham
Investor



Kanya King CBE
Founder of MOBO
Awards

Message From Our Supporters

"It is imperative that we ensure that all young people regardless of their background have the tools they need to thrive in the future. I am delighted that **Digilearning** has made this their mission."



June Sarpong
Broadcaster,
Corporate
Executive, NED
& Author of
Diversify

Message From Our Leaders

It's been a tough year for our young people navigating the new post-covid world post covid, with many changing paths and understanding the many opportunities working life can have. Schools and colleges lack the funding and resources to provide the skills demanded by industry due to the fast pace of the digital revolution. Industry lacks the scouts sourcing talent. Our young people and people in general must have the resources and skills to help them excel in a world that continues to discriminate against you based on your sexual preference, gender, race and class. I am very excited for the future skills and job pathways we are creating, our community is growing at a fast pace with a mixture of individuals who are determined to "create the change they wish to see in the world"

**LISA GOODCHILD, CO-
FOUNDER & CEO**



**Our young people
and people must
have the resources
and skills to help
them excel in a
world that continues
to discriminate
against you based
on your sexual
preference, gender,
race and class.**

Message From Our Leaders

Our focus is to support young people into employment and enterprise by providing quality education and opportunities allowing them to reach their full potential. This year we have worked with and given advice to over 6000 young people and grown our community to over 55k! We are extremely proud of our achievements thus far we are a small charity making a big impact. Ensuring young people from all backgrounds are able to get the skills they need to progress both in life and work is a key foundation of our plans to address inequality and build fairer opportunities across ALL socioeconomic backgrounds. We are looking forward to making a bigger impact in 2023.

**SARAH WILSON, CO-FOUNDER
& COO**



**We are creating
opportunities
and pathways
for young
people to
realise their full
potential**

Our Work



In our third year as a charity we have taken the previous years learnings and enhanced our programmes. We pride ourselves in providing high quality services and experiences for young people in every community so that all young people are empowered to build bright futures, regardless of their background or circumstances.

We have spoken and listened to our beneficiaries and industry to ensure we are improving and growing our curriculum. The number of young people dropping out of education and the labour market altogether has risen – especially young men. Ensuring young people have the confidence and knowledge to learn about roles & industry, find and apply for work, as well as access to good quality jobs is our priority.

Digilearning foster, mentor and develop our young people with learning techniques and opportunities, encouraging and empowering them with key digital and life skills, ensuring career paths in the industry they desire. Our objective is to develop our programmes and training and ensure we are reaching the young people in need.

We set ourselves with a focus on two of the largest boroughs in London - Bromley and Croydon. Our key objective for year two was to increase the numbers of young people we engaged with from the UK and to reach them with the type of skills that are going to ensure they are the next generation of digital leaders.

The Statistics



Our key objective for the year was to increase the numbers of young people we reached. By working with a number of schools, colleges and youth services and focusing on two London boroughs we were able to improve our offerings and target our training to improve our offerings.

GirlRise & DigiRise

Our online career and mentoring programmes, GIRLRise & DIGIRise, run several times a year, and the young people go through 12 weeks of learning and development broken down into three levels. 142 young people attended this year with fantastic results and feedback. The young people are also matched with a mentor for six months.



LEVEL ONE: BEING THE BEST YOU

A series of masterclasses and Q&As around public speaking, mindset, empowerment, confidence building, pitching, digital reputation, goal setting and financial literacy.



MATCHED WITH A MENTOR

Our young people are matched with a mentor who will support and guide them. Their mentor provides career guidance and will help improve their networks.



LEVEL TWO: LET'S GET TO BUSINESS

In-demand skills for business and being an entrepreneur / intreprenuer, supported with insight of roles, tools. This level enables leadership and prosperity for any path the talent to take.



LEVEL THREE: PATHWAY TO JOB

Pathway finding job opportunities... our team of coaches support career insights and guidance. We ensure young talent are job ready with support.

The programme has several outcomes:

1. Young people are learning and developing new transferable skills to improve their future prospects. This will include skills in creativity, digital tools, tech, communication, training - that improves their employability prospects.
2. Young people have access to work experience and business networks that lead to improved employment and work opportunities. We are committed to getting young people access to paid work or further education and training.
3. Improved mental wellbeing among young people. Participants will develop tools they need for resilience and maintaining good mental health.
4. Increasing local enterprise through innovation and entrepreneurship activities learnt during the programme.
5. To motivate and inspire individuals to act on their ideas and to realise their enterprise potential.
6. Through the interactive workshops young people feel better connected and supported.



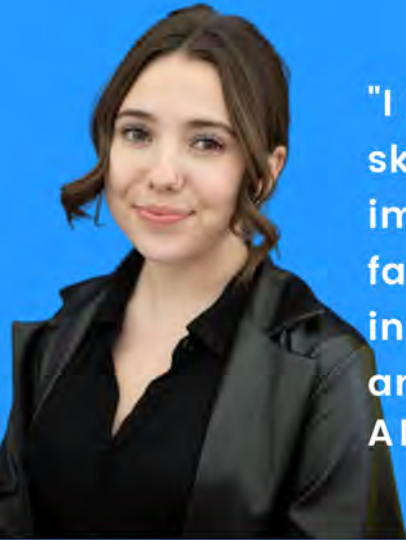
What Our Students Say



I am so glad I took part in GirlRise. Throughout the programme I learnt so much about myself, career paths and industries. I was matched with an amazing mentor Adriana. Adriana has supported me through interviews, career changes, and personal development. She goes above and beyond when working with me. I got made redundant during the programme and it really effected my mental health. I am so grateful for Digilearning's programme and for Adrianas support. She is high energy and the reason why I have got my dream job at Imogen Insights. It was a life changing opportunity and I have recommended it to many people since graduating last year.

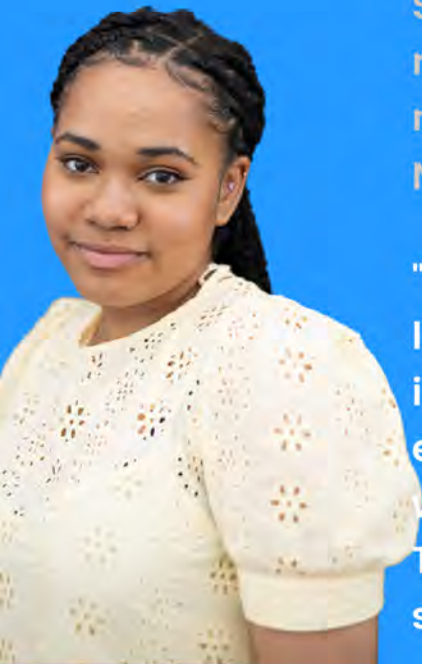
HARIRATA DIALLO, 22 CROYDON

The Outcomes



"I loved the GirlRise programme. I learnt so many skills from amazing speakers. The programme improved my mindset and my confidence. My favourite speaker was Jaz who inspired us to believe in our dreams. I also connected with all the speakers and now have a great network."

AIMEE DOUCH, 18 LONDON.



"GirlRise made me evaluate what I wanted to do in life. I now have a job in the digital space thanks to my mentor Sophie. I liked all the sessions and I do really think it helped improve my state of mind."

NASSELEM PUNGI KIBANGUVIEW 22, CROYDON



"GirlRise was amazing! I enjoyed the workshops and learnt about so many different careers. Taking part in the pitch at MadFest was the best part for me. I enjoyed working on the presentation and working with my team. We won too! I got work experience at The Telegraph and a great network of professional to support me in my career"

HAILEY WITIKENI 17, CROYDON

"The speakers and connections I made on Digilearning DigiRise programme has really helped me get opportunities and open doors that were previously shut. I have been in a rut and it got me out of that. I have started writing more and now have an internship. "

THABO ARTHUR NYONI, 28, GUILFORD



// DIGILEARNING
REPORT 2021-2022

Training Bootcamps



We delivered eight face to face bootcamps last year. The bootcamps are an intensive three day or five day training programme. Our face to face training allows us to work closely with the students and engage them with the enterprise programme ensuring attendees have access to a wide range of opportunities to support their mental health and wellbeing, while at the same time developing their life skills to prepare them for their future.

The range of different modules help students get ready to succeed in the new digital workplace. Our face to face bootcamps have been delivered in partnership with Clarion housing, Look Ahead young people services, Make It London, and Croydon College. The training directly helps young people with the skills needed to find jobs in sectors such as digital industries, and our creative and cultural sectors. Topics include social media and digital marketing; data and security equipping young people with the right knowledge to safeguard jobs for now and the future and also fill the shortfall of digital skills wanted by industry.

We currently have established relationships and work with a range of companies including The Social Element, The Financial Times, Channel Factory, Madfest and MiQ and many more - to help give young people the opportunity to gain work experience and get job specific skills, ultimately providing support for finding a job once students have completed the modules.

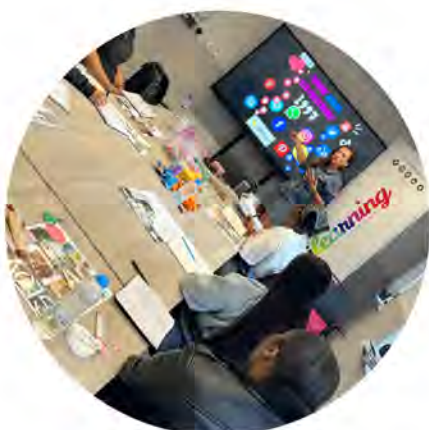
Employability Bootcamps



Clarion Housing Group is the largest housing association in the United Kingdom with 125,000 properties across more than 170 local authorities. Clarion Provides a home to over 350,000 people. Working with Clarion Housing together we committed to deliver a HAF pilot project that was very well received, leading to the association wanting to work further with us internally with staff and externally to their clients in key areas.



We delivered a series of learning activities supporting young people with digital employability skills from confidence, networking, vision and goal setting, creativity, social media, online tools and digital reputation. We also provided job preparation classes such as CVs, LinkedIn and mock job interviews through role play.



We have committed a number of programmes throughout 2022 to 2023 to include key personal development, digital and career skills. Also a new two week enterprise programme The Rise-Up Programme is a two week programme for young unemployed residents of all ages, allowing participants to gain a range of skills, helping them excel in any career but with a particular emphasis on, in-demand, Digital Careers and skills. During week two of the programme, the participants are given five days of work experience, either remote or in-person depending on their requirements.

Training Outcomes



I loved this experience, I learnt a lot about job search, digital jobs and how to look for opportunities. The workshops made me think about different careers I want to explore.

Rihanna Lodge 16, Clarion resident, Penge London.



I want to work in the digital space in data. The confidence and networking improved my team building skills. I made my LinkedIn profile and a new amazing looking CV too with a tool called canva.

Tawanda Dobe, 19, Student, Croydon, London.



It was great to build my confidence and I really enjoyed meeting like minded people. Learning how to network was so fun too.

Edem Dodounou 16, Student, Sydenham, London.



Loved the programme and got the opportunity to work on my networking skills and confidence. I also learnt a lot about online tools and using LinkedIn.

Jessica Carvalho, 23, Unemployed, Croydon London.

Career Events

Digilearning have hosted 12 career events this year. We work with our school partners and other charities to support the most vulnerable youth in London and across the UK with events they would not have access to.

Digilearning enable young people to be inspired and have greater awareness of creative career opportunities, and the skills that they may need for future jobs. Despite being one of the fastest growing areas of the UK economy, there continue to be serious skill shortages in the UK's Creative industries.

We offer expert-led drop in one to one career coaching sessions. Career talks are given by industry professionals and give students insights into a career by having an employee volunteer talk them through their own career and education pathway, as well as the job they do.

All our young people have access to work experience and business networks that lead to improved employment and work opportunities. We are committed to getting young people access to paid work or further education and training.



Mentoring & Coaching



Mentoring is an important part of our work and programmes. Supporting students with one to one meetings and coaching is essential to help them progress. The benefits of mentoring are clear. For individuals, we can prove good mentoring which can lead to greater career success, improving networking and increased opportunities.

+400
Mentees & Mentors
Matched

The purpose of our mentoring programme is to help mentees tap into the knowledge of those with more experience than themselves and learn faster than they would on their own. It's also an opportunity to grow their network and connect with leaders rather than just their peers.

+2000
One to One Sessions
Completed



My mentor Ben was very helpful, full of great advice and very informative about industry and opportunities. He was easy to talk too and gave me advise about trying different roles. It was a wonderful opportunity being connected with him. I am in the process of trying different jobs and learning about what I enjoy most.

ARTURO NAVAS DAY, 23 ESSEX

Jobs & Pathways

We have introduced a job board to our website. Pathways is becoming an important area of Digilearning work, empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their well-being.



90%

Digilearning students landed industry roles. This is an average over the last year of students seeking employment.

Mental Health Support

We have paid for additional support for a number of our young people by fully trained and accredited practitioners including counselling for depression.

Physical health and mental health are closely linked and as a charity we feel by educating our young people on the importance of this we can fuel a healthier, more supported and secure society for all.

We have threads of mental health care throughout everything we do and consistently state the importance of taking time to look after yourself in an age where we are constantly bombarded with information and messaging. Through working with our coaches, mentors and youth coordinators our students have developed tools they need for resilience and maintaining good mental health throughout their lives.

Equipment

We received a grant from UK Youth to help support us with equipment for both our students and facilitators. We have consistently observed the effects of COVID and now the cost of living in particular around young people and equipment. In today's age it is essential all young people have access to a full working device and internet connection. We ensure our young people have the full equipment they require and at any stage they are made aware they have the ability to request equipment or access to tools they may require.

As a charity we also run face to face sessions as well as have young people attend work experience within our organisation. Again we have to facilitate this and have the equipment in place to support our community if and when they require access to tools or equipment.



“Thank you for giving the laptop to me it made a big difference when I was doing work experience at the Financial Times, I could not have done the presentation from my phone.”

HALIMA BABI, LOOK AHEAD RESIDENT & GIRLRISE STUDENT

**// DIGILEARNING
REPORT 2021-2022**

Digital Career Discovery Days

We offer a number of educational institutes in deprived areas a series of relevant and structured free digital workshops, digital career discovery days and career talks. We also coach their career teams ensuring they find good quality work experience placements for their students. It's been a huge issue for our young people building relationships with the right leaders in the field they would like to progress in and having doors opened them.

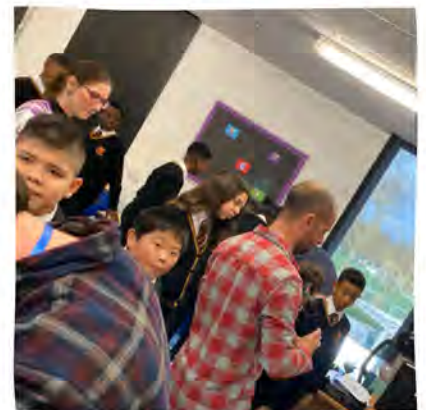
Our DigiDay's reached over 6000 young people aged from 12 -18 in 2021-2022. It's a refreshing way for young people to gain valuable insights in to career fields they never could have imagines. Our young people said "I never knew these careers even existed" Keisha from Prendergast School. 93% of young people suggested they were more confident in selecting a career they liked after attending our DigiDay.

Our evaluation demonstrated that 86% of the young people thought the sessions helped them understand the scope of digital skills and the roles available in the digital industry.

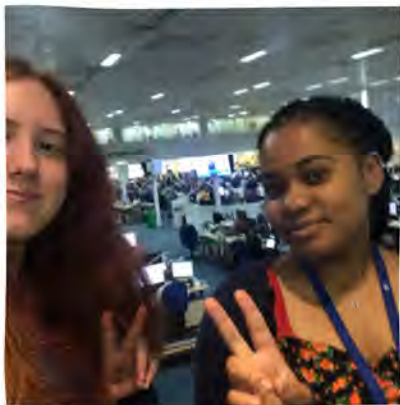
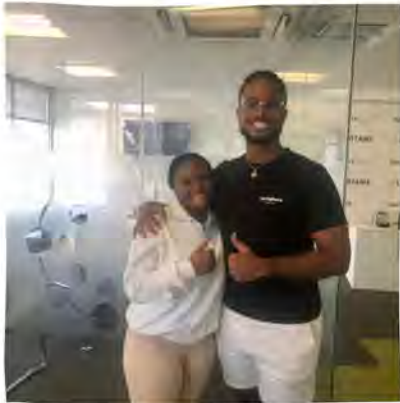


+6000

Young people have learnt about digital roles through our school partnerships



Career Days & Work Experience



Work experience is a very useful way of gaining relevant, professional experience and knowledge of a particular industry, as well as potential references. We work with a number of organisations to enable our students to get the best possible experiences. As research suggest unless you have a connection with a company gaining a valuable placement isn't possible.

The following companies supported us with work experience opportunities and internships this year enabling our students to get the best possible outcomes:

- The Financial Times
- MiQ
- 59A
- The MOBO Award
- MadFest
- Matter of Form
- Tug Agency
- The Digital Voice
- The Telegraph
- Digiwoo
- The Social Element
- Mi- Soul
- Bauer Media Group



MEDIA GROUP



The Telegraph

digiwoo



// DIGILEARNING
REPORT 2021-2022

70%

Research by the Debrett's Foundation found seven in every 10 young people aged 16-25 use family connections to get their first job.

Career Experiences



Partnering with Brixton Finishing School CIC & Lollipop Mentoring CIC we are bringing a cohort of talent from our combined programs to benefit this year's Festival of Creativity.

Why? Cannes is the largest gathering of the Creative Marketing Community in the world. It's a right of passage for Digilearning's future leaders and we desperately need more Leaders from all our communities. Our aim is to take our talented young people on a career journey of learning and opportunities.



“The Digilearning Foundation are delighted to be partnering with Brixton Finishing School and Lollipop Mentoring for our #CannesOurs initiative. We will bring underrepresented young creative talent to Cannes lions to shake up the narrative. Our industry is capable of incredible things when we put our energy into it; and together we are excited to bring about positive and meaningful impact at Cannes Lion 2023.”

Sarah Wilson, Co-Founder, Digi Learning



// DIGILEARNING
REPORT 2021-2022

The Facts



Career pathways is becoming an important area of our work at Digilearning, empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their well-being. From our research our young people are having huge confidence issues entering the job market, when asked they said "I have no idea what to do next, it feels like there are no options. I do not want to have the debt of college and can never see myself affording university" Amber, Bromley College

One of the areas more concerning for us are the prospects for the next two cohorts of young people. We have never experienced anything like the COVID pandemic, now the living crisis our young people have been hit hard which is why we are so passionate about career pathways. "Young people have suffered an incredibly unfortunate double whammy, with disruption during a key phrase of their education due to the pandemic, followed by an economy in recession upon entry into the jobs market. Despite these challenges, strained public finances mean that government support is likely to be sparse" ifs.org.uk

90%

Digilearning students landed industry roles. This is an average over the last 2 years of UK students seeking employment.

**// DIGILEARNING
REPORT 2021-2022**

Our Impact

We determine our impact by the successful completion of our courses, jobs being gained and businesses built or other mechanisms offered by us. We view our results to have exceeded our expectations this includes if individuals employed or assisted by us gain a role in a high-quality organisation following a period of completing one of our programmes with us. In our programmes, we are not only keeping young people safe while they are having fun, we are also creating a safe space for them to learn new skills, and develop different life skills like resilience and mental wellbeing.

Outcomes: 100% successful and 100% exceeded expectations

We evaluate all of our workshop sessions and have had a 98% satisfaction rate for our Digilearning programmes. Our young people often face bigger obstacles than their more affluent counterparts. They very rarely have the opportunities presented to them that our programme provides and if they do get the opportunities presented they often have to compete with young people who attended the right school, have the right connections and know how to play the career or business ladder game.

We can see from our results and from our own lived experience a sizeable focus and levelling of resources, job opportunities and networks are essential to ensure our beneficiaries gain life and career skills to secure a fairer chance at a career they can prosper in.

We were awarded two international awards for our online career programmes. "Best International Skill Institute 2020 and 2021 from Global Wire - Corporate Vision.



FINANCIALS

DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30th APRIL 2022

	2022	2021
	£	£
INCOMING RESOURCES		
Grants and donations received	55,543	67,416
Sundry income	14	1,231
Total Incoming Resources	55,557	68,647
RESOURCES EXPENDED		
Consultancy fees	61,296	24,415
Social media	2,403	10,913
Printing, post, staty	149	68
Travel and meeting costs	1,800	2,000
IT expenses	4,078	3,395
Insurance	338	107
Accountancy fees	1,160	2,000
Depreciation	1,509	-
Other charitable expenditure	3,511	-
Total Resources Expended	76,245	42,898
Surplus (deficit) for the year	- 20,688	25,749
Funds brought forward	25,749	-
Funds carried forward	5,061	25,749

FINANCIALS

DIGILEARNING FOUNDATION

BALANCE SHEET AS AT 30th APRIL 2022

	2022	2021
	£	£
Fixed Assets		
Computer equipment	7,546	-
Cumulative depreciation	- 1,509	-
	<u>6,037</u>	<u>-</u>
Current Assets		
Cash at bank	1,024	27,749
	<u>1,024</u>	<u>27,749</u>
Current liabilities		
	2,000	2,000
	<u>2,000</u>	<u>2,000</u>
Net Current Assets (Liabilities)	- 976	25,749
NET ASSETS (LIABILITIES)	<u>5,061</u>	<u>25,749</u>
FUNDS		
Balance brought forward	25,749	-
Surplus (deficit) for year	- 20,688	25,749
Balance carried forward	<u>5,061</u>	<u>25,749</u>

Supporters

We have had a number of organisations recognise our work and support us since our conception in 2019.

We are thankful for all our partners that have helped shape the future of our young people and help us create a greater impact year on year. We work with over 140 Volunteers to provide our services across the UK and Internationally.

We have had the Adtech company Channel Factory commit £20,000 to support our work and programmes.

We have had the Adtech company MiQ commit £12,000 to support our work and programmes.

The Social Element a digital marketing company committed to supporting our MadFest programme at £6,000.

The Financial Times partnered with us providing pathways for our young people, they also provide spaces to facilitate our face to face training programmes.

We received grants from two organisations in 2021. One from UK Youth who supported us buying equipment for our student's to enable them to take part in our programmes. UK Youth also paid for a youth coordinator to help us manage the number of people we support.

We also received two Magic Grants of £500 each to support our youth work.

Our ambition is to increase our programmes and reach over the next year as well as supporting a more bespoke industry lead programme that can ensure people are trained with the right skills and industry are filling the skills shortages throughout the technology spaces. We will also run an association for our beneficiaries past and present to enable them to continue with their learning and development.

Actions 2023 -2024

Accredited UnBoxed Platform

In 2023 we aim to launch Unboxed. Unboxed will be an accredited learning platform offering a complete learning experience that is fun, interactive, skills oriented and ultimately engaging to the end user. Smartphones and tablets are no longer just for fun and entertainment, today they've become powerful tools for learning and turning into virtual classrooms where students can do curricular activities with ease and focus, no matter their age, location, or proficiency level.

During the course modules students will learn to develop personal attributes, communication skills, wellbeing and improve essential work skills such as digital literacy, creative thinking and problem solving. The highly targeted and expertly created modules will allow students to discover brands, skills and career paths that they may not have been aware of or known existed including access to specialised facilitators, mentors and leading professionals. The platform will adopt a user-generated content approach to deliver resources that are relevant and trusted.

The number of young people dropping out of education and the labour market altogether has risen – especially young men. Ensuring that young people have the confidence and knowledge to find and apply for work, and access to good quality jobs is our priority for Unboxed.

DigiDiverse

Digilearning is partnering with a number of organisations to expand our reach. We are working with MenCap Bromley on developing a social media training programme for young adults. Our social media training will have a particular focus on issues such as online etiquette, online safety the Do's & Don'ts, comments, trolling, sexual exploitation & more. We want to empower students and turn disadvantage into advantage & opportunity.

Actions 2023 -2024

RiseUp Programmes

Creating a new series of two weeks enterprise training delivered face to face across the UK; targeting people who have lost their jobs during the pandemic. Recently, the world has observed major events from the COVID-19 pandemic to the war in Ukraine and now the cost of living crisis that is affecting families across the UK.

All of these events are creating major shifts in education, job markets and changing how students around the world receive learning. We aim to create a society where all young people have fair access to quality online and offline education and long term jobs and careers. We believe that the training should be available to everyone and to make sure it is accessible each learner will receive a free daily lunch and assistance with travel costs if required. On completion of the full programme they will each be awarded a goody bag.

Mentoring & Coaching

From our work with young people it has highlighted a massive need for further one to one support in terms of helping young people to achieve good mental health and wellbeing. We have often had to pay for third parties counselling for our students in order to help them realise their potential and this will be a key focus on our work going forward.

Experiences

Creating exciting opportunities from touring Sky Studios, Google and Facebook offices to using Financial Times production studios to record podcasts; invites to industry events and Cannes Lions. We will be working on creating more experiences for our beneficiaries in 2023.

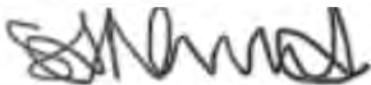
Opportunities & Pathways

We have observed a massive need for young people to have a route to market, this could be via work experience, attending an event or event building ones network. Our aim over the coming year is to build upon the power of pathways to work and to creating a business.

Acknowledgements

Checked and agreed.

Signed by:



Date: 10th Feb 2023

Name: Sarah Wilson

Position: Trustee

**We thank you for your continued support
in our efforts**

Contact

Digilearning

www.digilearning.co.uk
info@digilearning.co.uk
[@digilearningHQ](https://twitter.com/digilearningHQ)

DIGILEARNING FOUNDATION

**ANNUAL REPORT AND FINANCIAL
STATEMENTS FOR THE YEAR ENDED
30th APRIL 2022**

Charity Number: 1186577

DIGILEARNING FOUNDATION

FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH APRIL 2022

Contents	PAGES
Report of the Trustees	1-2
Independent examiner's report to the Trustees	3
Statement of Financial Activities	4
Balance sheet	5
Notes to the financial statements	6-7

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT

The Trustees are pleased to present their annual report for the year ended 30th April 2022 together with the financial statements for that period.

REFERENCE AND ADMINISTRATION DETAILS

Charity's principal address:

1 Mereworth Close
Bromley, Kent
BR2 9BQ

Trustees

Elesia-Gail Edwards-Scott
Mary Keane-Dawson
Lisa Goodchild
Aimee Louisa Anderson
Sofia Foster
Sarah Wilson

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees named on page 1 have served throughout the year. Appointment of trustees is governed by the Trust Deed of the charity. The Board of Trustees is authorised to appoint new trustees to fill vacancies arising through resignation or death of an existing trustee.

OBJECTIVES AND ACTIVITIES

Digilearning Foundation's objects are for the public benefit to advance education of the public in digital skills through the provision of workshops and online platforms. The trustees have had regard to the guidance issued by the Charity Commission on public benefit.

DIGILEARNING FOUNDATION

TRUSTEES' ANNUAL REPORT - continued

ACHIEVEMENTS AND PERFORMANCE

See the report.

FINANCIAL REVIEW

For the year ended 30th April 2022 the trustees consider the financial position of the charity to be in line with expectations.

DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Lisa Goodchild

Trustee

Date: 24th February 2023

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF DIGILEARNING FOUNDATION

I report on the accounts of the charity (charity number 1186577) for the year ended 30th April 2022 which are set out on pages 4 to 7.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

BASIS OF THE INDEPENDENT EXAMINER'S STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 130 of the Charities Act, to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met, or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Storey

Roger P B Storey FCMA
26 Cherry Orchard Road,
Bromley, Kent, BR2 8NE

Date: 24th February 2023

DIGILEARNING FOUNDATION

STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30th APRIL 2022

		<u>2022</u>	<u>2021</u>		
	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds £	Total Funds £
Income from:					
Grants and donations		55,543	0	55,543	67,416
Interest Received		14	0	14	1,231
		<u>55,557</u>	<u>0</u>	<u>55,557</u>	<u>68,647</u>
Expenditure on:					
Charitable activities	2	76,245	0	76,245	42,898
		<u>76,247</u>	<u>0</u>	<u>76,245</u>	<u>119,143</u>
Net income and net movement in funds					
		<u>(20,688)</u>	<u>0</u>	<u>(20,688)</u>	<u>25,749</u>
Total funds brought forward		25,749	0	25,749	0
Total funds carried forward		<u>5,061</u>	<u>0</u>	<u>5,061</u>	<u>25,749</u>

The notes to the accounts form part of these financial statements

The charity has no recognised gains or losses other than the results for the year as set out above. All activities of the charity are classed as continuing.

DIGILEARNING FOUNDATION
BALANCE SHEET AT 30th APRIL 2022

	2022	2021
	£	£
Fixed assets		
Computer equipment	6,037	0
Current assets		
Cash at bank	1,024	27,749
Total Current assets	1,024	27,749
Current liabilities	2,000	2,000
Total Current liabilities	2,000	2,000
Net current assets(liabilities)	(976)	25,749
NET ASSETS	5,061	25,749
<hr/>		
Funds		
Unrestricted funds	5,061	25,749
Restricted funds	0	0
	5,061	25,749

Approved by the trustees on 24th February 2023

Lisa Goodchild

Trustee

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2022

1 Accounting Policies

1.1 Basis of Preparation of Financial Statements

The financial statements have been prepared under the Charities Act 2011 in accordance with the 2014 version of "Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard 102 (FRS 102) applicable in the UK (effective from 1 January 2015)" – the Charities SORP (FRS 102), as amended by Update Bulletin 1. Digilearning Foundation meets the definition of a public benefit entity under FRS 102. It is exempt, by virtue of its size, to include a statement of cash flows in these financial statements.

1.2 Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

1.3 Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

1.4 Unrestricted funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the Trustees; restricted funds are subject to restrictions imposed by the donor.

1.5 Trustees remuneration and benefits

The Charity employed its minister, Revd Winston Carter to carry out the objectives of the church during the year.

Staff

The number of employees during the year was as follows:

2022 - 0 2021 - 0

No employee received remuneration amounting to more than £60,000 in either year.

DIGILEARNING FOUNDATION

NOTES TO THE FINANCIAL STATEMENTS YEAR ENDED 30th APRIL 2022

2 Expenditure on charitable activities

	2022	2021
	£	£
Consultancy fees	61,296	24,415
Social media	2,403	10,913
Office costs	150	68
Travel and meeting costs	1,800	2,000
IT costs	4,078	3,395
Insurance	338	107
Accountancy fees	1,160	2,000
Depreciation	1,509	0
Other charitable expenditure	3,511	0
	76,245	42,898

DIGILEARNING FOUNDATION

England & Wales - Charity number 1186577

Accounts



**Trustees
Report 2019-
2021**

**DIGILEARNING FOUNDATION
(no. 1186577)**

digilearning

Table of Contents

- 01 — Introduction**
- 02 — The Need**
- 03 — Message from our leaders**
- 04 — Activities**
- 05 — Reach 2021**
- 06 — Financials**
- 07 — Supporters**
- 08 — Plan of Action**
- 09 — Acknowledgements**

Introduction

This is the first Trustees Annual Report and covers the period 21st November 2019 to November 21st, 2021. We provide young people (and the leaders around them – parents & teachers) who are brimming with talent, but from challenging backgrounds, the opportunity to learn new skills in the digital space. We also provide individuals with one to one mentoring and a pathway to work or setting up a business. We largely provide short skills course programmes and job positions supported by some of the most qualified individuals and innovative companies in the country.

We continuously aim to inspire and support our young people along this journey. Our ethos is to implement new programmes and partner with organisations to offer real job opportunities. Everything we do aims to help young people start sustainable careers with the right in-demand digital skills.

The Need

There is a lack of digital skills throughout the country and in mainstream education, generally society lacks the essentials to access the benefits of the digital world. It is vital our young people are provided with the skills they can excel with for now and the future. It is also important we level the playing field for all young people, particularly from underserved or disadvantaged communities, offering a range of life and digital skills. This will ensure the UK leads the world in having a thriving digital job industry. Jobs in the digital industries are very well compensated but desperately need diversity, people from all backgrounds with good prospects - potential entry to CEO-level candidates.

We feel we are offering our beneficiaries interesting, future-protected skills, careers and social mobility, mentors and job prospects. Industry is waking up to the disadvantages of their lack of social diversity and many companies are crying out for help to improve their talent pool. Ironically, the working culture with the digital industries is generally inclusive and open-minded, the real barrier is access and basic skills. We have found, there are welcoming homes for Digilearning's talented cohorts in many industries (digital touches 90% of all working life and industries), brand owners, media and creative agencies, commercial departments in media owners, from design and market research and everything in between.

Message From Our Leaders

“Effective leadership and decision-making in a crisis is what we have achieved. 2020 was the year Digilearning rose to the challenge. As the pandemic struck we had to adapt our offerings extremely quickly. As a result, 2020 was a transformative year for all our young people but also our charity. I am extremely proud that we achieved all of our goals, and exceeded our expectations. We have been supported by some big brands, achieved quality engagement with thousands of young people, created new partnerships and changed the pathways of all the young people we have worked with both in the UK and across the commonwealth.”

SARAH WILSON - TRUSTEE

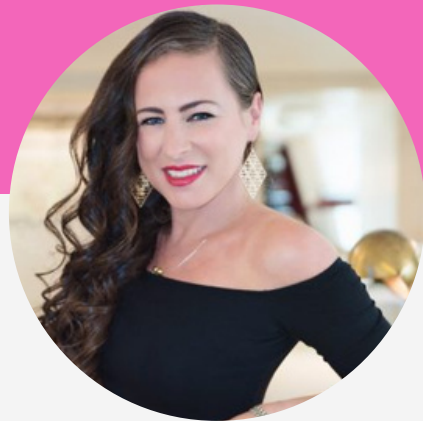


**2020 was a
transformative
year for all our
young people
but also our
charity**

Message From Our Leaders

"The world has observed huge challenges and our charity began its infancy at the very beginning of this life changing event, with digital at times being our main lifeline. The world is an ever evolving digital space and our young people must have the right skills and understanding around the opportunities available to them "You cannot be, what you cannot see". At Digilearning we have done just that. Our aim is to help young people find their superpowers and ensure the industry finds their super heroes. I am delighted with the progress we have made and feel against all the odds we have withstood the storm and built the foundations to withstand any future issues working tirelessly to ensure our young people have the very best skills, mentors, jobs, roles and self development to thrive in their lives and careers."

LISA GOODCHILD - TRUSTEE



**The world is an ever
evolving digital
space and our young
people must have
the right skills and
understanding
around the
opportunities
available to them
"You cannot be, what
you cannot see"**

Activities

In our first year of operation as a registered charity, we have remained focused on our purpose, but with the COVID-19 pandemic we had to drastically re-think the activities we had committed to, the way in which we would communicate to our young people as well as those around them and how we would deliver our workshops online going forward.

In our second year we took the research and development of our programmes from the first year, listening to our young people and have improved every part of how our curriculum is delivered. Our key objective for year two was to increase the numbers of young people we engaged with from the UK to internationally as well as reach them with the type of skills that are going to ensure they are the next generation of digital leaders.



Digital Workshops & Online Safety Assemblies

We are a charity dedicated to empowering the safe and secure use of technology. With children spending more time online, it's vital that they know how to stay safe. Our digital safety workshops helped children to understand the opportunities and dangers of the online world. We talk about the sites and apps they use and their online experiences. Discussing the dangers of interacting with strangers online and all the fun stuff too. A way to truly engage with children. We offer these workshops for free and delivered to a number of schools across the country including Harris Academies, Thorngrove primary and Prendergast primary.



PRINCES TRUST & The Ministry of Innovation

In November 2019 we teamed up with the Barbados government and the Prince's Trust International to deliver a series of digital skills workshops to young people as part of our DigiHacks programme.

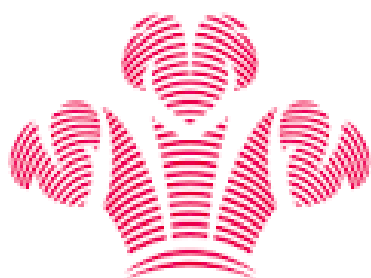
Working with the young people on the Prince's Trust programme, we introduced them to the digital landscape. The workshops focused on teaching key skills including digital skills, digital reputation, safeguarding, teamwork, mental elasticity and complex problem solving the ability to effectively deal with problems; encouraging research and algorithmic thinking. Our aim was to motivate and inspire self education.

“Digilearning has been a valuable partner and collaborator in the Ministry’s efforts to increase digital literacy and promote the benefits, threats and opportunities of technology and the Internet.” CHARLEY BROWNE Permanent Secretary MIST Barbados.

During the programme we worked with over 120 young people equipping the attendees with the right skills to safeguard the digital jobs of now and the future, improving their skills and mindset.

“Digilearning have created a programme that is relevant to today’s world, providing must have skills.” Rosalind O-Mahoney The Princes Trust.

We also worked with parents and caregivers in Barbados delivering training designed to equip adults with the knowledge to understand the potential risks associated with keeping children and young people safe online. Over the programme we worked with over 85 adults.



Prince's Trust

// DIGILEARNING
REPORT 2019-2021

DIGIDay

For Q1 Pre-COVID we were extremely successful holding our DigiDays working with Prendergast School Trust and the Harris Federation delivering panels, fireside chats and masterclass workshops to include sessions on virtual reality, creating content, how to - TikTok, how to build a video game, what is adtech?, being an entrepreneur and many more.



Our DigiDay's reached over 1000 young people aged from 5 -14. Our evaluation demonstrated that 86% of the young people thought the sessions helped them understand the scope of digital skills and the roles available in the digital industry.



DIGIFEST

Digilearning committed to its first DigiFest in March 2020, a digital skills festival for the community. We had hundreds of local children / young people visit a local community centre over two days learning about stem subjects, job roles and new technologies. These masterclasses ranged from talks with experts from the BBC about artificial intelligence to LadsBible introducing virtual reality gaming.

Young people took part in workshops about online safety, VR gaming, creativity and learned critical thinking skills, which could be fostered through play. Hands-on experiences are valuable because they help children see real-world applications of science, technology, engineering, and maths concepts. A business clinic was offered to older participants that offered career and investment ideas for any budding entrepreneurs.



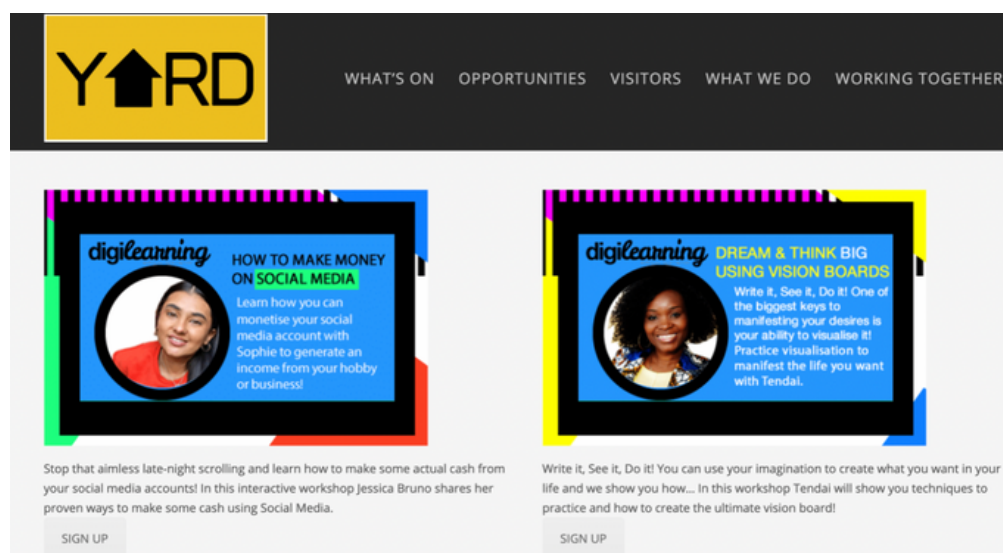
Y.R.D

COVID Pandemic

We had a number of school programmes/camps and face to face events such as DigiFests and DigHacks scheduled for 2020; this obviously changed once the country went into lockdown. We had to rethink how we could still maintain our commitment to provide digital skills to the masses.

With schools and universities closed for the majority of students, the lack of access to technology and the widening digital skills gap was highlighted once again. We had to rethink our strategy. Firstly we created a downloadable digital toolkit and activity packs for children no longer able to attend school which was downloaded over 400 times. This was shared through our connections with schools.

We worked with a number of supporters to deliver computers to vulnerable people and young people without devices and we made moves to create online programmes.



Y.R.D. – Young Urban Arts Foundation. Rio Ferdinand Foundation. Digilearning Foundation.



We responded to the Covid19 crisis in spring 2020 by stepping into partnership with the Rio Ferdinand Foundation and Young Urban Arts Foundation to create Y.R.D.

<https://www.yrdtogether.com/> a short skills online learning platform. As charities we worked together to create a range of short skills courses around leadership, digital, wellbeing and creativity targeted at young people aged 13-24. 298 YRD courses have run in total to date, exceeding the programme target of 150 and reaching over 1200 young people. The courses ran into February 2021.

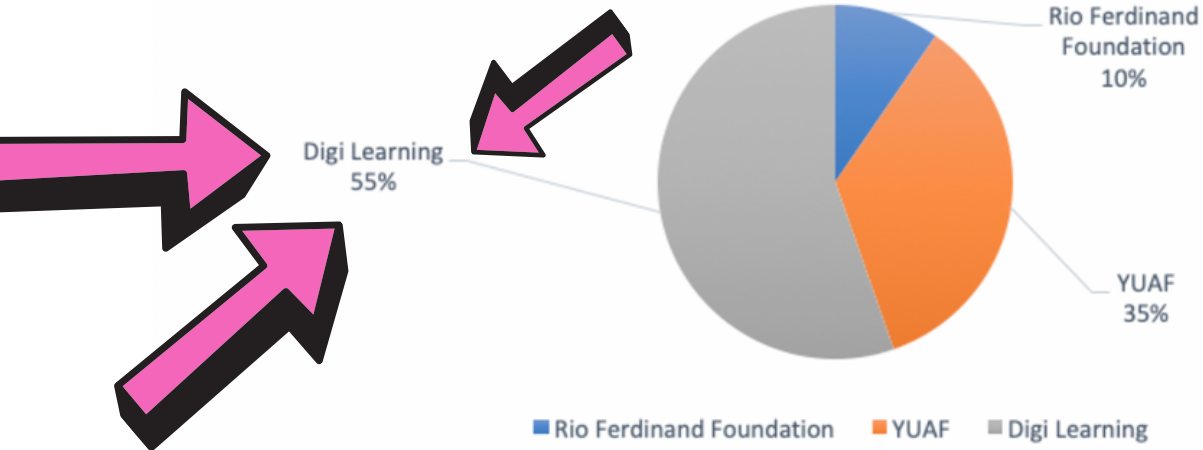
**// DIGILEARNING
REPORT 2019-2021**



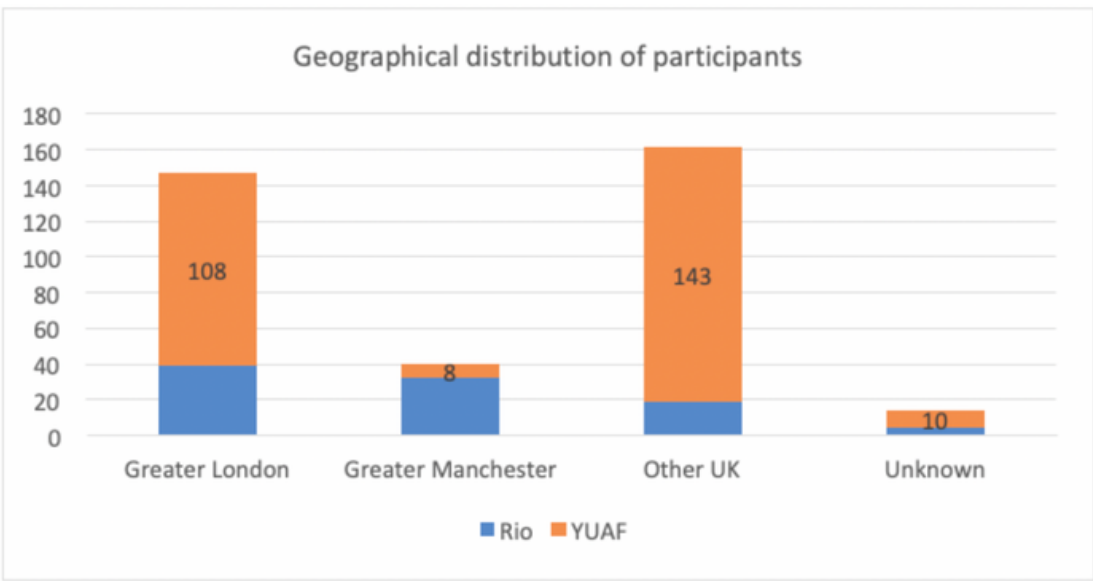
Outcomes Evidence:

- 98% of all 168 respondents described something positive they are taking away from the course. From confidence, self-awareness, skills, friends, creativity to attitude, optimism and next steps.
- 96% of all respondents reported at least one positive life outcome from participating

Number of courses by provider



Geographical distribution of participants



WHAT PARTICIPANTS SAID:



“I ENJOYED BEING ABLE TO COME TOGETHER ON ZOOM AND DEVELOP IDEAS WITH STEF AND ALL THE OTHER PARTICIPANTS. IT WAS REALLY FUN AND I ENJOYED WORKING ON A PROJECT.”
AMMI, 12, OCTOBER 2020

“[I MOST ENJOYED] THE ADVICE GIVEN AND ALSO THE FEEDBACK I WAS GIVEN DURING THE SESSION.”
ALFIE, 16, YUAF SONG-WRITING, SURVEY OCTOBER 2020

CONCLUSION

During this time the Digilearning team took part in safeguarding training and developed comprehensive safeguarding for our young people and the people who volunteer for the charity. Y.R.D, with YUAF leading the grant bid, applied to the national lottery as a group and were awarded £92,000, Digilearning were awarded £22k for facilitators, website creation, social media and evaluation. We are now driven to help even more people as well as to develop a sustainable and scalable model based on the proven evaluations over the last 12-18 months.

Working together we have ensured a very successful programme reaching thousands of young people at a time, during COVID, when it was very much needed. We built key relationships with the charities and the young people ensuring and extending even more possibilities and opportunities for each other. We also learned some very valuable lessons on how to improve the future of our programmes and what our young people want from what we are doing as a charity.

“[I MOST ENJOYED] HOW THE TEACHER BROKE DOWN THE PROCESS ON HOW TO ACHIEVE OUR VISION BOARDS, WAY TO HANDLE OUR OBSTACLES IN LIFE. TODAY’S SESSION WAS FANTASTIC, I ENJOYED EVERY MOMENT.” O.M. 24, DIGILEARNING VISION BOARDING, 2020

“THE BEST THING I’LL TAKE AWAY IS THE VENNGAGE TOOL THAT GIVES ME TEMPLATES AND EXAMPLES OF PITCH DECKS. ALSO, ABOUT NDA’S AND TALKING TO INVESTORS.” I.O. 16, DIGILEARNING HOW TO MAKE THE PERFECT PITCH DECK, SURVEY 2020

DIGIRISE



digIRISE.

PILOT 2020 October

Based on our research, proven evaluations and learnings from Y.R.D, as well as speaking directly to our young people who were adamant they needed more in terms of pathways to work and being prepared for those pathways. We looked at ways in which we could deliver something exceptional on a larger scale over a short period of time, Digirise was born - our 12 week programme, targeted at girls and boys aged 16-24. Our first pilot was extremely successful and below will provide a snapshot of some of those successes.



WHAT IS DIGIRISE

Digilearning's DigiRise, our first pilot programme delivered a series of exclusive online learning activities supporting young people with digital employability skills from confidence, creativity, leadership, social media, financial literacy, digital reputation as well as a job or building a business and matching them with a mentor. Digilearning's DigiRise programme was delivered by leading professionals and people with lived experience. Masterclasses and workshops reflect subjects and skills in demand in current and future industries.



DIGILEARNING'S PROGRAMMES

YOUNG PEOPLE AGED 16-24

DIGITAL THE GREAT EQUALIZER


FINDING THEIR SUPERPOWER

YOU CAN'T BE WHAT YOU CAN'T SEE!

THIS IS ABOUT OUR YOUNG PEOPLE LOVING WHAT THEY DO AND DOING WHAT THEY LOVE. EVERYONE HAS AN ENTREPRENEUR & INTREPRENEUR INSIDE THEM. WE WANT OUR YOUNG PEOPLE TO USE THEIR EXPERIENCES OF LIFE TO GROW THEIR SUPER POWERS. REAL-LIFE DIGITAL SKILLS AND ROLES OF NOW AND THE FUTURE.

It does not matter where you come from its where you are going to...

Building a network of professionals who teach; mentors who nurture and a powerful community of young people



digIRISE.

OBJECTIVES

To foster and develop enhanced learning techniques, expand opportunities for young people by encouraging and empowering them with real-life skills

To build strong relationships with organisations that share our aims, thereby further increasing the capacity and opportunities for young people

To create a new type of learning that works alongside any other activities

digilearning

OUR YOUNG PEOPLE ↗

Our young people have been on a journey of learning with sessions from; defining their goals - to the future of life with artificial intelligence. Here are just some of our young peoples stories we wanted shout loud about!

PILOT DIGIRISE | OCTOBER - MARCH



Saadia Abubaker

She heard about us from our charity partner the Rio Ferdinand Foundation. We are very proud of Saadia, 18 who recently landed a role in the Welsh Parliament as well as a role at Mind the charity, she also recently interviewed the Prime Minister Boris for channel four and launched a podcast.



Danielle Lall

Recommended via a youth club, Danielle completed the programme and has now started a job at Morgan Stanley. Danielle 24 has also created a new side hustle a social media profile around motivational coaching business and developing herself as a thought leader around wellness.



Brandon Louis

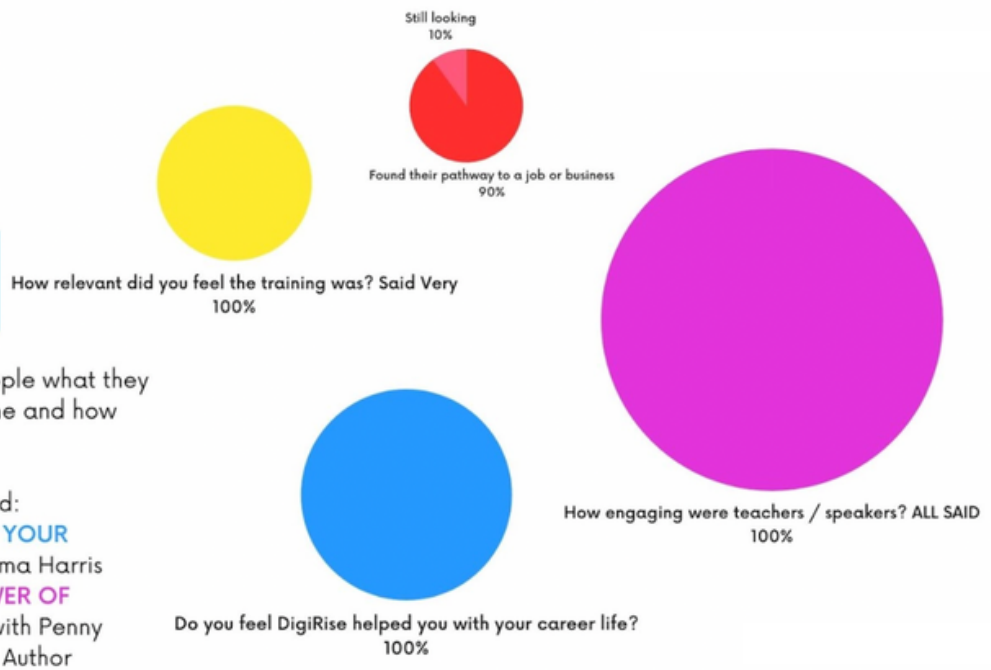
Brandon, 19, joined via The Ministry of Innovation in Barbados. Brandon is based in Barbados and now has began an internship role as a Data Scientist at 59a who are based in London. He will also gain a further qualification over a four year period with 59a (a leading Adtech company growing at a huge rate).

digIRISE.

We had 65 attendees at the initial start, 41 for graduation, 11 went on to further studies, 6 created their own brands or business and 22 got jobs, 2 are looking at other options.

digilearning

THE EFFECT



We asked our young people what they thought of the programme and how much it helped them.

The TOP sessions included:
VISUALISING & MAKING YOUR DREAM HAPPEN with Emma Harris Entrepreneur & **THE POWER OF GOALS AND SCORING** with Penny Ferguson Entrepreneur & Author

ACTION



Action Step 1

Reach more young people by building a network of supporters & partners



Action Step 2

Develop further levels and more pathways to work roles and networking



Action Step 3

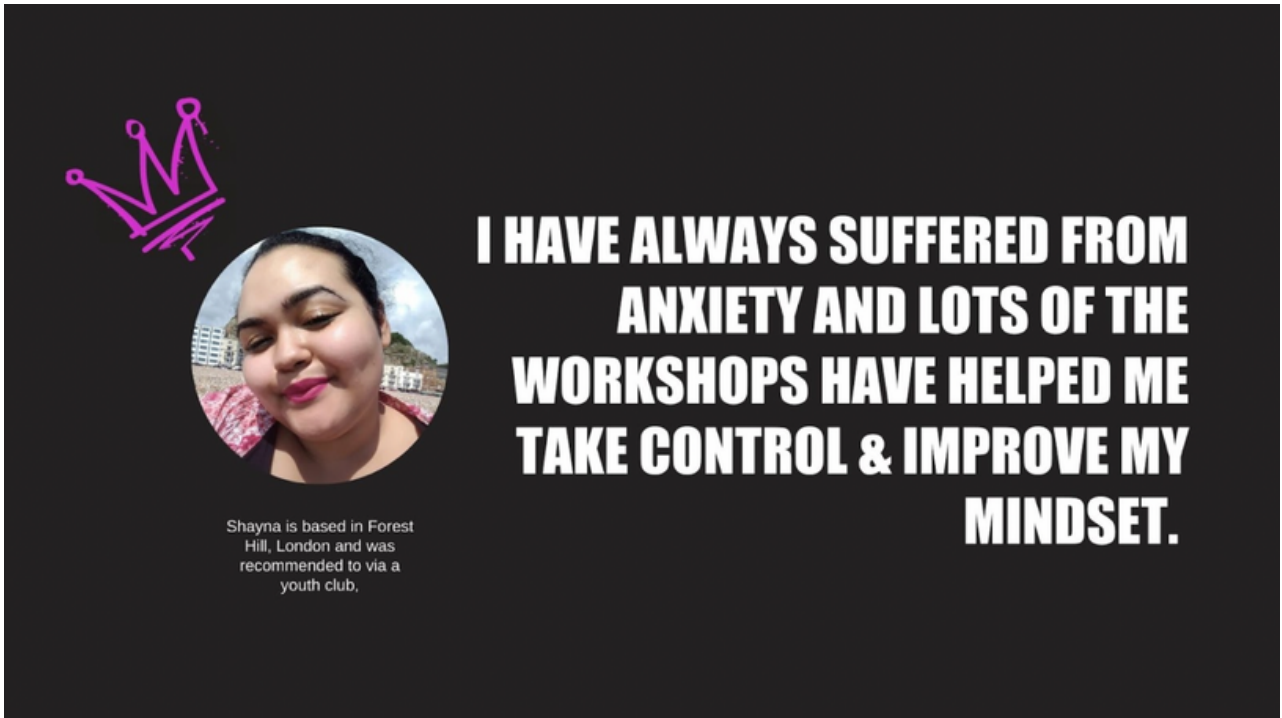
Create infrastructure for more Commonwealth countries to extend our reach across the globe



GIRLRISE

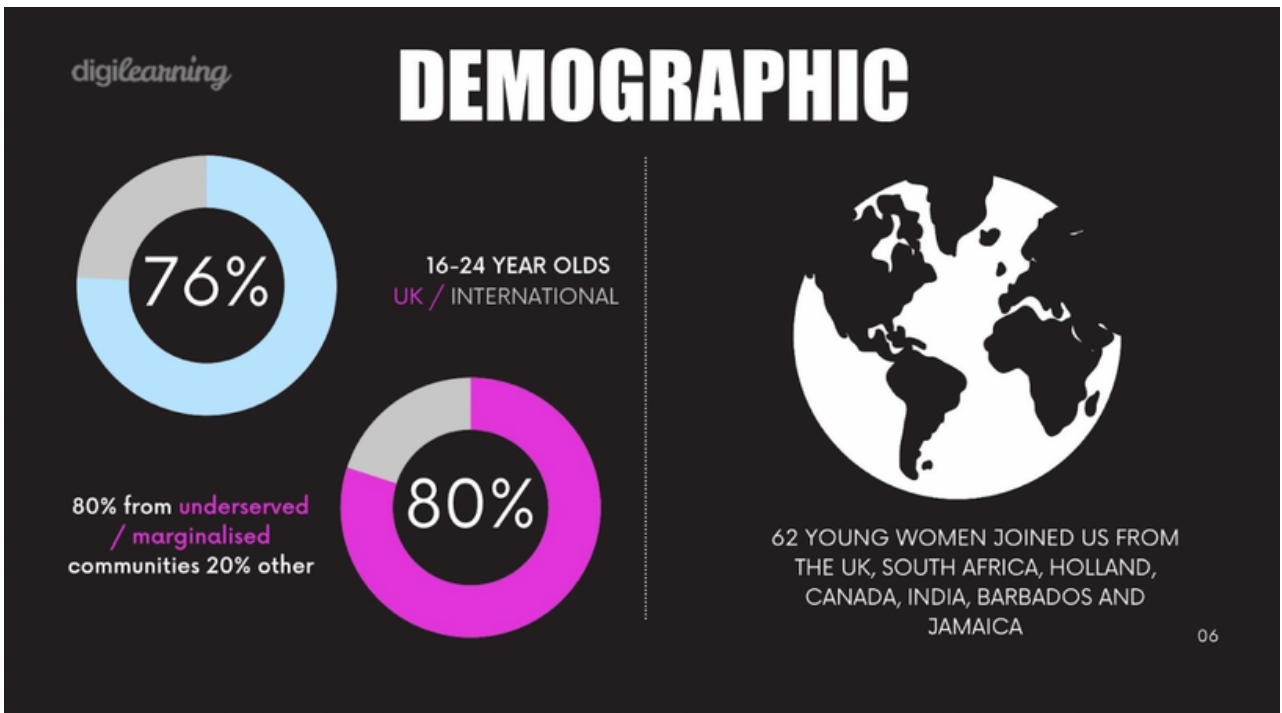
GIRLRISE

Our girlrise pilot was based on the previous success of Digirise, targeted at females aged 16-24 from underserved and marginalised communities. You can see below the impact we have had with our girlrise programme.



I HAVE ALWAYS SUFFERED FROM ANXIETY AND LOTS OF THE WORKSHOPS HAVE HELPED ME TAKE CONTROL & IMPROVE MY MINDSET.

Shayna is based in Forest Hill, London and was recommended to via a youth club.



DEMOGRAPHIC

76% 16-24 YEAR OLDS UK / INTERNATIONAL

80% from underserved / marginalised communities 20% other

62 YOUNG WOMEN JOINED US FROM THE UK, SOUTH AFRICA, HOLLAND, CANADA, INDIA, BARBADOS AND JAMAICA

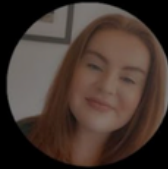
06

GIRLRISE

digilearning

OUR YOUNG PEOPLE

Our young ladies have been on a journey of learning with sessions from; defining their goals, to girls in gaming, the future of advertising to how to be an influencer. Here are just some of our young people and their stories we wanted shout loud about!



Rhianonn Malley

Rhianonn, 23 from Glasgow was recommend to attend GirlRise by a friend. Whilst attending the programme she achieved a first class honours degree at University in Event Management. She came to London and joined us at Madfest to work on the Natwest brief which clarified her love of digital marketing. She then landed herself an Internship at TAKUMI.



Brenanna Burris

Brenanna 19, from Trinidad joined via a friend. She worked on her goals with her mentor and enjoyed networking with other like minded young people on the course. Brenanna has began an internship role as a Data Scientist at 59a who are based in London. She will gain a further qualification over a four year period with 59a (a leading Adtech company growing at a huge rate).



Faith Ilori

Faith, 18 from London joined GirlRise after seeing our social media posts. Faith interned at The Digital Voice after connecting with Julia at our speed mentoring event. Faith then did work experience at the Financial Times and joined us at Madfest working on the Natwest brief. Through contacts she made via the course she is now working as a digital creator at Arthur London.

PILOT GIRLRISE | MARCH 2021

digilearning

WHAT THEY SAY

PILOT GIRLRISE | MARCH 2021



Courtney Jordan

Attending GirlRise gave me the confidence to create my own social media agency, where I now manage the content for two companies. The workshops were fun and I learnt a lot about what I want to do as a career.



Samantinio Gabriel

I love GirlRise the talk by Kanya King was the best. I have got more confidence. I have been shortlisted in a college competition for my business plan. Thanks to my mentor Sophie to, she always has time for me.



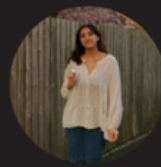
Georgie Yates

I am now working full time as a graphic design intern. I loved GirlRise as it connected me with lots of other girls with similar interests to my own. Sarah and Lisa helped me get my confidence and my LinkedIn on point.



Nadesha Nembhard

Knowing how to use LinkedIn has really helped me. I am working in a junior role at AmWay. I created a natural soap business selling on social media. My mentor Fleur has been great for me to improve my confidence and my network too.



Swatee Odedra

GirlRise has benefitted me so much. I feel better about myself and my goals. I have started my own blog website to showcase my writing, and have set myself up as a freelancer to offer my services as a copywriter.



Hope Smith

The GirlRise course had a massive positive impact on my confidence. I was looking for jobs whilst attending the workshops and with the help of my mentor was encouraged to go for a job as a project manager at JellyFish. Which I got!

GIRLRISE



Shamrya is based in Croydon, London and was recommended to do the course by a family friend

**WORKING WITH LISA AND SARAH
& MY MENTOR BRENDA HAS
BENEFITTED ME SO MUCH. I FEEL
BETTER ABOUT MYSELF AND MY
GOALS.**

MENTORING

Our young people are each provided with a mentor as part of our award winning programmes from our vast professional network, typically digital and business leaders with between 4-10 years' experience in premier league positions. In this period, mentors from Virgin Red, TikTok, IBM and Sage Accounting amongst others have supported our mentoring programme.

Mentee E was introduced to the Digilearning Foundation via the YRD courses, in partnership . Mentee E attended a short skills session in August 2020 and she then signed up for the 12 week DigiRise programme. Mentee E attended the programme in September, and, in December, was offered a permanent role as a researcher in the Sheffield office of a global company. The activities of the charity with regard to Mentee E cover two reporting periods.

Our website and social media channels show some of our apprentices in action at <https://digilearning.co.uk> is our main website. We also have our programme websites for young people to sign up to <https://digilearning.co.uk/digirise> and <https://digilearning.co.uk/girlrise>

OPPORTUNITIES AND CAREER PATHWAYS

Once our young people have attended our programmes they become part of our alumni community and are continually presented with opportunities (including paid) to build their personal profiles. We work with events including MADFEST, a digital marketing conference attended by some of the biggest brands in the world. In 2021 our young people got to experience the two day event and participate in panels as well as take part in delivering a live brief with brands such as Natwest. The young people were set briefly and presented their ideas on a stage in the main event space amongst leaders from the technology space. Our young people were so successful they were asked to pitch their ideas to the c-suite at Natwest.

We also work with other industry events such as the AOP and our young people have participated in numerous industry panels. This has enabled them to build confidence as well as their digital and professional footprint.



Activities Continued

Digital Parents Platform

This year we launched a beta version of DigiParents, our online safety hub that offers advice for parents and caregivers, from nudes to online games to parental controls. The hub comprises a set of simple videos that give tips, advice, guides and resources to help keep children safe online. We also provide downloadable family agreements.

The need for parents to understand the pitfalls and possibilities of the online world is essential. As a parent or carer plays a key role in helping children to stay safe online hence launching our platform in 2021. The videos offer practical tips to help minimise the risks children might face.



Youth Advisory Board

Made up of 12 incredible young people aged 16-25, the Board works closely with our leadership team and staff from across the organisation. The board's goal is to ensure we amplify young voices and stay true to holding young people's goals and wants at the heart of everything we do.

We have given our young people the opportunity to have their voices heard and to be seen as positive role models by shaping our current and future programmes and giving them access to media opportunities.



DIGILEARNINGS Impact

Outcomes: 100% successful and 100% exceeded expectations

We determine our impact by the successful completion of our courses, jobs being gained and businesses built or other mechanisms offered by us. We view our impact to have exceeded our expectations this includes if individuals employed or assisted by us gain a role in a high-quality organisation following a period of completing one of our programmes with us. In our programs, we are not only keeping young people safe while they are having fun, we are also creating a safe space for them to learn new skills, and develop different life skills like resilience and mental wellbeing.

We evaluate all of our workshop sessions and have had a 98% satisfaction rate for our Digilearning programmes. Our young people often face bigger obstacles than their more affluent counterparts. They very rarely have the opportunities presented to them that our programme provides and if they do get the opportunities presented they often have to compete with young people who attended the right school, have the right connections and know how to play the career or business ladder game. We can see from our results and from our own lived experience a sizeable focus and levelling of resources, job opportunities and networks are essential to ensure our beneficiaries gain life and career skills to secure a fairer chance at a career they can prosper in.

We were awarded two international awards for our online career programmes. "Best International Skill Institute 2020 and 2021 from Global Wire - Corporate Vision.



Reach 2021

Despite the limitations imposed by COVID-19 restrictions, our adaptations in programme delivery allowed us to engage with 1,462 young people through our online courses and workshops. We have also educated 220 parents and caregivers about safety online.

Programme	Total Under 18s	Total Over 18s	Location
Teen Summit Masterclasses Digital Skills - Prendergast Ladywell	889	0	Lewisham
Safety Online Workshops - Thorngrove primary	250	0	Hertfordshire
Digital Career Talk Newstead Wood	329	0	Orpington
DigiHack Prince's Trust International	120	0	Barbados
DigiParents Prince's Trust International	0	85	Barbados
DigiDay Harris Benson Primary	306	0	Croydon
DigiDay Year 8 & 9 Prendergast Ladywell	364	0	Lewisham
Teen Summit Digital Skills Workshop	240	0	Online - Uk Only
DigiFest Community Event	244	151	Bromley
YRD short skills platform	872	28	Online - UK
Look Ahead housing Association Digital Reputation Workshop	45	14	Online - Tower Hamlets 3 housing units
DigiRise Pilot	14	27	International
Digital Toolkit Downloadable Activity Packs for Parents & Teachers	n/a	433	Online UK
GirlRise Pilot	40	25	International
Bemrose School Careers Workshops	60	0	Derby
MadFest Opportunity	5	7	London
Digital Hackathon - LSBU	0	54	Southwark London
DigiRise 2021	24	33	International

FINANCIALS

FUNDRAISING	
	to the nearest £
Financial Times	12,000
Takumi International	24,000
Lottery	21,516
Grant	9,900
Misc - Paypal Donations	1,231
Sub total(Gross income for AR)	68,647
COSTS / OUTGOINGS	
Consultancy Fees	24,415
Social Media	10,913
Printing,Postage and stationery	68
Travelling expenses	2,000
IT computer Expenses	3,395
Insurance	107
Accountancy fees	2,000
	0
	0
Sub total	42,898

Supporters

We have had a number of organisations recognise our work and support us since our launch.

Influencers agency TAKUMI signed up to support us when we launched our pilot DigiRise project back in September 2020. Acknowledging the challenges we faced as a new charity and funding options they committed to supporting our programmes even supplying work experience opportunities.

The Financial Times partnered with us providing financial support and also pathways for our young people in January 2021. Supporting the pilot GirlRise programme.

We have had the adtech company MiQ commit £10,000 for 2022. We have also had a donation commitment from The Channel Factory a leading adtech company with a focus around Youtube. Due to this being our two years as a charity and the devastating effects of COVID we were unable to commit to our planned face to face activities. All activities are now online, which has enabled us to reach more young people in more remote places in the UK and other places more far afield.

Our ambition is to increase our programmes and reach over the next year as well as supporting a more bespoke industry lead programme that can ensure people are trained with the right skills and industry are filling the skills shortages throughout the technology spaces. We will also run an association for our beneficiaries past and present to enable them to continue with their learning and development.

Plan of action

DigiDays

Introducing our DIGIDAYS, a revolutionary way to teach young people about the world of work and the opportunities digital has to offer. Our Career days will be a perfect duo of face to face activities to get young people engaged with the real world of work and experience opportunities in the digital space, with a combination of career talks and a fun networking event.

GirlRise and DigiRise

We will continue to deliver our online career and mentoring programmes online reaching more young people with digital skills and career pathways. Pathways is becoming an important area of the charity's work, empowering young people to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their well-being.

DigiHacks

Face to face events in schools, colleges and universities will be back in 2022 and we already have a number of planned activities, workshops and masterclasses scheduled with our partners.

DigiFest

Once we receive funding we will be bringing our community immersive technologies events back to local communities. Teaching people about the benefits of tech and showing them a world of opportunities tech can offer.

4,645

We have helped 4,645 people with digital skills, workshops, opportunities, equipment and knowledge.

Plan of action

DigiOwls

Creating a new series of digital skills training for older people. Our plan is to help older people make the most of the internet. Our technology classes will be designed specifically for older people allowing them to work at their own pace with whatever support they may need.

DigiDiverse

Digilearning is partnering with Mencap Bromley to pilot a social media training programme for young adults. Our social media training will have a particular focus on issues such as online etiquette, online safety the Do's & Don'ts, comments, trolling, sexual exploitation & more. We want to empower students and turn disadvantage into advantage & opportunity.

More Mentoring & Coaching

From our work with young people it has highlighted a massive need for further one to one support in terms of helping young people to achieve good mental health and wellbeing. We have often had to pay for third parties counselling for our students in order to help them realise their potential and this will be a key focus on our work going forward.

PATHWAYS

We have observed a massive need for young people to have a route to market, this could be via work experience, attending an event or event building ones network. Our aim over the coming year is to build upon the power of pathways to work and to creating a business.

100%

of our participants feel happier taking
part in our programmes

Acknowledgements

Checked and agreed.

Signed by:



Date: 25th Feb 2022

Name: Sarah Wilson

Position: Trustee

**We thank you for your continued support
in our efforts**

Contact

Digilearning

www.digilearning.co.uk
info@digilearning.co.uk
@digilearningHQ



Receipts and pay

For the period
from

Period start date

11/25/2019

Section A Receipts and payments

	Unrestricted funds	Restricted funds
	to the nearest £	to the nearest £
A1 Receipts		
Financial Times	12,000	-
Takumi International	24,000	-
Young Urban	21,516	-
Main grant	9,900	-
Misc - Paypal Donations	1,231	-
	-	-
	-	-
	-	-
Sub total (Gross income for AR)	68,647	-
A2 Asset and investment sales, (see table).		
	-	-
	-	-
Sub total	-	-
Total receipts	68,647	-
A3 Payments		
Consultancy Fees	24,415	-
Social Media	10,913	-
Printing,Postage and stationery	68	-
Travelling expenses	2,000	-
IT computer Expenses	3,395	-
Insurance	107	-
Accountancy fees	2,000	-
	-	-
	-	-
Sub total	42,898	-
A4 Asset and investment purchases, (see table)		
	-	-
	-	-
Sub total	-	-

Total payments	42,898	-
Net of receipts/(payments)	25,749	-
A5 Transfers between funds	-	-
A6 Cash funds last year end	-	-
Cash funds this year end	25,749	-

Section B Statement of assets and liabilities at the

Categories	Details
B1 Cash funds	Cash at Bank
	Total cash funds
	(agree balances with receipts and payments account(s))

Categories	Details
B2 Other monetary assets	

Categories	Details
B3 Investment assets	

Categories	Details
B4 Assets retained for the charity's own use	

B5 Liabilities

Details

Accruals

Signed by one or two trustees on behalf of all the trustees

Signature

	No (if any)
--	-------------

ments accounts

To	Period end date 4/30/2021
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CC16a



Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
-	12,000	-
-	24,000	-
-	21,516	-
-	9,900	-
-	1,231	-
-	-	-
-	-	-
-	-	-
-	68,647	-

-	-	-
-	-	-
-	-	-

-	68,647	-
---	--------	---

-	24,415	-
-	10,913	-
-	68	-
-	2,000	-
-	3,395	-
-	107	-
-	2,000	-
-	-	-
-	-	-
-	42,898	-

-	-	-
-	-	-
-	-	-

-	42,898	-
-	25,749	-
-	-	-
-	-	-
-	25,749	-

end of the period

Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
27,749	-	-
-	-	-
-	-	-
27,749	-	-

Agreement Error OK OK

Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-

Fund to which asset belongs	Cost (optional)	Current value (optional)
	-	-
	-	-
	-	-
	-	-
	-	-

Fund to which asset belongs	Cost (optional)	Current value (optional)
	-	-
	-	-
	-	-

	-	-
	-	-
	-	-
	-	-
	-	-
	-	-

Fund to which liability relates

Amount due (optional)

When due (optional)

2000	-	
	-	
	-	
	-	
	-	

Print Name

Date of approval

Lisa Goodchild	25.02.2022
Sarah Wilson	25.02.2022



Section A

Independent Examiner's Report

Report to the trustees/ members of

Charity Name

DIGI LEARNING & FOUNDATION

On accounts for the year ended

30 APRIL 2021

Charity no (if any)

1186577

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended DD / MM / YYYY.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

[The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]]. Delete [] if not applicable.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

* Please delete the words in the brackets if they do not apply.

Signed:

[Signature]

Date:

28-02-2022

Name:

SN & CO ACCOUNTANTS.

Relevant professional qualification(s) or body

[Empty box for professional qualification]

(if any):

Address:

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.