



Charity Trustee Report

2024



MONTHLY REPORT INDEX

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SECTION 1

1. EXECUTIVE SUMMARY

2024 has been a transformative year for Start Young UK, marked by growth, impact and resilience. We welcomed new leadership, expanded our programmes and built meaningful partnerships that have strengthened our ability to empower young people. With the support of our donors, sponsors and dedicated team, we have made significant strides in fulfilling our mission.

- **Leadership Growth:** Enrolled 6 new trustees and hired 2 additional part-time staff members, enhancing governance and operational capacity.
- **Partnerships:** Secured collaborations with various organisations and received sponsorship from Accenture, Tech Mahindra, University of East London, MET police, Barclays, sponsors, enabling us to expand our reach and impact.
- **Community Support:** Raised £6,338 through donations from leading organisations, which supported initiatives like our **Christmas Gifting Programme**, benefitting over 120 families, refugees and homeless individuals.
- **Programme Expansion:**
 - **Elevate Programme:** Successfully expanded to cover London and Manchester, expanding our outreach to 87 young people in the first year. Ticks all 9 employer Standards for careers and Education. Achieved a 100% engagement from participants and stakeholders.
 - **Thrive Programme:** Thrive continues to excel in providing new school uniforms for children, enriching our grassroots initiatives with essential life skills through our partnership with Newham 11th Scouts. We are proud to see children grow, building confidence and developing key skills that will support them in the future. Took participants on 4 enriching trips, including a theatre visit, creating memorable experiences and fostering personal growth.
- **Engagement & Visibility:** Increased social media engagement across LinkedIn and Instagram, driving a 980% rise in followers and engagement, amplifying our message and outreach.

- **Strategic Planning:** We have developed a clear vision and 5-year plan to support our continued growth in 2025 and beyond.

SECTION 2

Item	Description
A	Overview of the charity aims and objectives
B	Synopsis of programmes run via the charity
C	Events held over the last 12 months for young people on our programmes
D	Overview of our Christmas Gifting Programme
E	Update on staffing and new hires
F	Overview of all donations, grants and spends
G	Our collaborations & partnerships
H	Potential risks & proposed mitigations
I	Our plans for 2025

A: ABOUT US

Start Young UK is a registered charity and, as such, our promise is to act as a resource for young people living in disadvantaged areas from the age of 5 up to the age of 18. With a strong ethos of hard work and support we are engaging with schools and families to ensure we are providing a range of advice, support and leisure activities for young people.

Vision:

To be the leading charity in empowering young people from socio-economically disadvantaged backgrounds to achieve their full potential and thrive in a supportive community.

Mission:

To provide comprehensive support to socio-economically disadvantaged young people by ensuring access to essential resources, education, career development, and personal growth opportunities, empowering them to overcome barriers and succeed in their futures.

Core Values:

- Empowerment: Providing tools and opportunities to help young people overcome challenges.
- Inclusivity: Ensuring every young person, regardless of background, can access our resources.
- Collaboration: Building strong partnerships to enhance our reach and impact.
- Integrity: Maintaining transparency, accountability, and safeguarding young people.
- Innovation: Continuously evolving our programmes to meet community needs.

Strategy:

Our strategy is built on five pillars:

1. Youth Empowerment and Programme Excellence
2. Partnerships and Collaborative Impact
3. Scalable Operations and Innovation
4. Financial Sustainability and Growth
5. Governance, Compliance, and Organisational Excellence

This plan provides a comprehensive roadmap for SYUK's growth and impact, ensuring we remain adaptable to the evolving needs of the young people we serve while driving meaningful change in their

lives and communities. Through our scalable model, we aim to break the cycle of socio-economic disadvantage and create a more equitable future for youth across the UK.

B: OUR PROGRAMMES

The charity currently runs two programmes: ‘Elevate’ and ‘Thrive SYUK.

Elevate

In partnership with Barclays, the Elevate Programme supports and inspires young people from socio-economically deprived background to grow their experience and qualifications, setting them up for success their future careers.

The 6-month programme supports young people aged 16-18, equipping them with a comprehensive set of personal and professional skills while providing a platform for our partner organisations to showcase who they are, what they do and what they offer in terms of early career opportunities.

This year, we have enrolled a total of 58 students. 37 in London and 21 from Manchester, with 85% BAME representation in the programme (based upon 34 student responses).

Thrive

The Thrive Programme provides holistic support to underprivileged children in their educational journey from ages 5-18. The programme seeks to break down barriers to education, empowering children to learn essential life skills and fostering an environment that cultivates personal and academic growth.

Thrive encompasses mentorship initiatives, connecting students with experienced individuals from a range of backgrounds; skill-building workshops, broadening their skill set to open future opportunities; and practical support, such as supplying school uniforms and establishing school clubs to promote extracurricular activities.

This year, we have supported over 20 children on the programme.

Case Study: Student A – A Journey of Transformation Through the Elevate Programme

Student A joined the Elevate Programme’s first pilot cohort with aspirations of studying musical theatre. Coming from a background where no one in her family had worked in the corporate sector, she lacked exposure to opportunities outside her interests and had never applied for a job or a post-16 apprenticeship.

The	Elevate	Experience
Through her participation in the Elevate Programme, Student A embraced a growth mindset. She actively listened, learned and developed essential skill sets that broadened her perspective. With guidance from programme mentors and the support of her peers, she decided to pursue an apprenticeship with one of our partner organisations.		

The	Apprenticeship	Journey
The application process was rigorous, but with the Elevate Programme’s training and encouragement,		

Student A gained the confidence to navigate it successfully. She was offered the apprenticeship and started her role in September, becoming the first in her family to enter the corporate sector.

Impact on the Family
Student A's achievement had a profound impact on her family. Her parents expressed heartfelt gratitude for the transformative changes this opportunity would bring, from improving financial stability to breaking generational boundaries. Inspired by her success, Student A's sibling, who was uncertain about their own future, began exploring opportunities. After a conversation with one of Student A's colleagues, the sibling decided to join the army, pursuing a path of personal growth and purpose.

This case study highlights the far-reaching impact of the Elevate Programme. By trusting the process and embracing new opportunities, Student A not only changed her own life but also transformed her family's trajectory. The support and guidance she received have kept both young people off the streets and on pathways to meaningful careers.

Student A's story is a powerful example of what is possible with an open mindset and the right support. The Elevate Programme proved to be a catalyst for change, unlocking potential and creating lasting positive effects on her family and community.

C: EVENTS

Over the past 18 months, Start Young UK has organised a series of impactful events, each contributing to the charity's mission. These events have served as vibrant platforms for community engagement, creating a positive and inclusive community atmosphere.

Highlights include:

Beauty & The Beast

We took 30 children and their families to see Beauty and the Beast, offering an unforgettable experience that inspired creativity and built confidence.

- **Discover Children's Story Centre**

We took 20 children and parents to Discover Children's Story Centre, sparking their imaginations and fostering a love for storytelling in an interactive and engaging environment.

- **London Zoo**

We took 20 children and parents to London Zoo, providing an inspiring day out that encouraged curiosity and learning about wildlife and conservation.

- **Potted Panto**

We took 15 children and parents to see Potted Panto at Wilton's Music Hall, treating them to a lively and entertaining performance that brought classic pantomime tales to life.

- **Christmas Fun Run**

Our Christmas Fun Run, in collaboration with Multiverse, brought together 50 participants to collectively run 552km. Together we raised over £6,338 to support our Christmas Gifting Initiative, combining community spirit with fitness to create a meaningful impact.

- **Christmas Gifting Programme**

Our Christmas Gifting Programme saw 25 volunteers come together to wrap over 700 gifts for more than 120 families including 30 individuals in the homeless unit.

D: CHRISTMAS GIFTING PROGRAMME

Our Christmas Gifting Programme exemplifies our commitment to making a tangible impact to the lives of those we serve. Since the initiative began in October 2021, we have distributed over 9,000 gift parcels to families in need. The funds raised £6,338 have enabled us to provide essential items such as underwear, socks, hats and gloves, along with thoughtfully curated personal hampers for parents and food hampers for entire families, spreading generosity and warmth throughout the festive season.

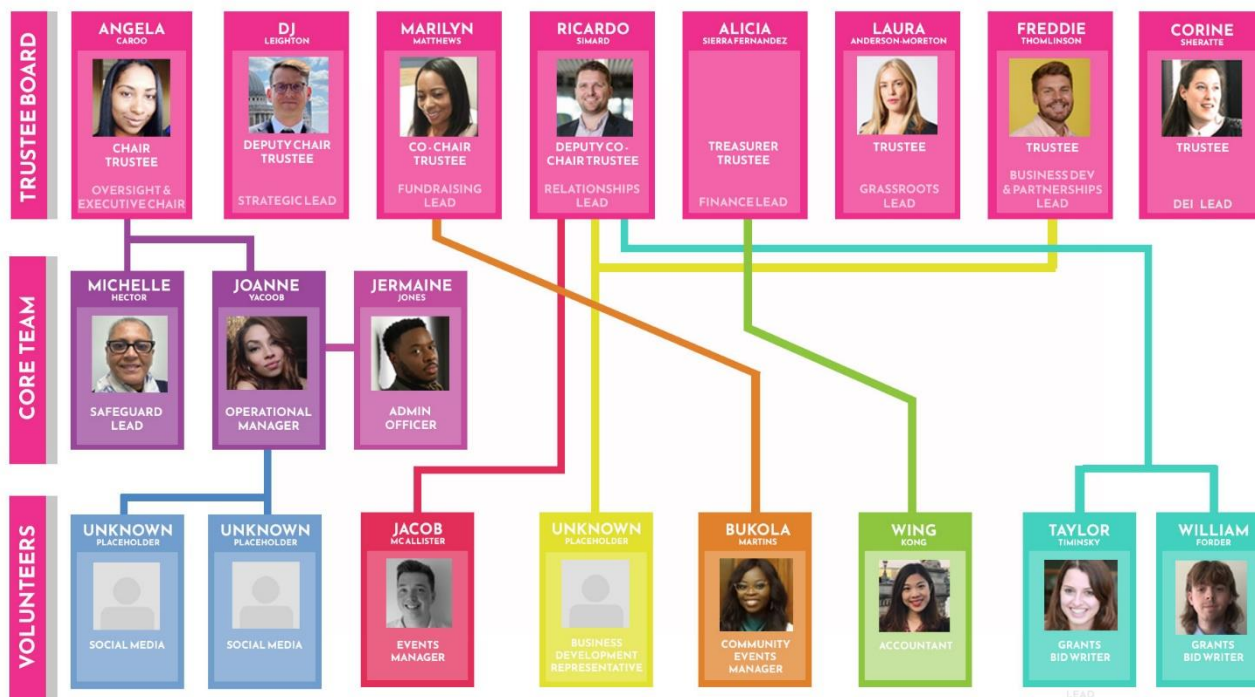
The **Christmas Gifting 2024** initiative was supported by over 25 dedicated volunteers, as well as generous donations from Asda, Poundland, Bloomberg, Barclays, Lloyds, LSEG, Multiverse and an incredible show of support from our wider community. Together, we ensured that the holiday spirit reached those who needed it most.

E: STAFFING

Over the past 12 months, Start Young UK has experienced significant growth, welcoming 6 new Trustees and 2 part-time staff members who bring diverse skills and expertise, enhancing our organisational capacity. We have also onboarded 5 core volunteers to cover specific areas, namely finance, grants and corporate/community events, enabling us to build the foundations for growth.

Our dedicated team of volunteers continues to contribute their time and passion, alongside partner volunteers who support our programmes. Collectively, this has brought our volunteer hours to over 1,500, not to mention the invaluable time donated by our trustees.

This period also saw changes in team composition, including departures and transitions. While we bid farewell to 2 valued members, these changes have opened doors for fresh perspectives, fostering continued growth and innovation.



F. FINANCE

Start Young UK Charity is pleased to present the financial report for the year ending 1st April 2024.

The following report outlines the Charity's financial performance, sources of income, and the allocation of funds to various programmes.

Income sources

Start Young UK relies on a diversified set of income sources to support its mission. The primary contributors to the charity's revenue are as follows:

- 1. Donations** - Generous contributions from individuals and organisations who share our commitment to the wellbeing of children and families in Newham.
- 2. Fundraising** - Engagement in various fundraising events to gather financial support from the community.
- 3. Buddy Donations** - Ongoing support from dedicated Buddies who contribute their time, effort and resources towards the success of Start Young initiatives.

Allocations of Funds

- 1. School Uniforms** - Start Young UK has provided a full uniform to all children on the scheme, ensuring they have the necessary attire for their education.

2. Community Club Support - Uniforms for children attending the weekly Community club, including Beavers and Squirrels, have been purchased, fostering a sense of belonging and community engagement. Community Club weekly subscription for all children on the scheme is paid for by the charity.

3. Holiday Activities - Funds have been allocated to organise activities and various days out for families during the holidays, promoting recreational and bonding opportunities.

4. Christmas Gifting Programme - One of the highlights of our efforts is the Christmas Gifting Programme, where in 2024 over 1000 gifts – including personal care packages, toys, vests, undergarments and food hampers – were purchased, wrapped and distributed to low-income families in schools and the broader Newham community.

5. Staff Costs – Staffing expenditure for three part time employees.

Financial Highlights: 2nd April 2023 – 1st April 2024

Total Income as of 1st April 2024: £35,087

Total Spend as of 1st April 2024: £13,788

G: COLLABORATIONS AND PARTNERSHIPS

We have partnered and collaborated with the following organisations over the last 12 months:

- **Barclays** - key sponsor for the Elevate Programme and our upcoming Youth Empowerment Summit
- **London Stock Exchange Group** – donated 10 laptops to SYUK to support young people in continuing their education. They also provided matched funding to progress charity objectives and hosted a discovery day in their headquarters to provide insights on the Finance Industry and support on interviewing and the application process at LSEG.
- **University of East London** – Provided valuable support and resources and led an impactful session on careers planning and goals.
- **MET Police** – Shared opportunities within their apprenticeship program and highlighted the importance of diversity in policing.
- **Tech Mahindra** – Delivered an Elevate workshop in London, showcasing career paths within their organisation.
- **Multiverse** – Hosted the Festive Fun Run and led an Elevate workshop on the value of apprenticeships.
- **Lloyds** – Led a session on apprenticeship pathways, sharing insights into careers in the financial sector.

H: POTENTIAL RISKS & PROPOSED MITIGATIONS

Risk Management and Safeguarding Compliance

- We have taken all necessary steps to ensure risks are assessed, mitigated, and managed effectively. Any safeguarding concerns or issues that arise are promptly addressed by our designated Safeguarding Lead, who maintains thorough records. To date, we have had no safeguarding issues this year.
- As a charity, we are committed to proactively supporting families to prevent safeguarding concerns from developing.

Risk Assessments & Mitigation Measures

- We conduct comprehensive risk assessments for all venues used by the charity for the **Thrive** and **Elevate** programs, including informal visits to locations such as the zoo or theatre. These assessments ensure that all activities are carried out in a safe and controlled environment.
- For the **Elevate** program, risk assessments are shared with participating schools and colleges in advance, outlining key safeguarding considerations, including:
 - **Travel Safety** – Guidance on safe routes to and from the venue.
 - **Emergency Preparedness** – Identifying fire exits, fire wardens, and first aiders.
 - **Behavioural Expectations** – Setting clear guidelines for attendees.
 - **Special Requirements** – Ensuring accommodations for students with neurodiverse needs or other specific requirements.
- All relevant stakeholders, including catering teams, are informed of any necessary adjustments. For instance, due to an extreme allergy, all attendees are instructed not to bring nuts to the venue. When the London cohort visited LSEG, the menu was tailored accordingly, offering **nut-free, halal, and vegetarian options** to ensure inclusivity and safety.
- Through these measures, we ensure that all risks are identified, mitigated, and managed effectively, allowing us to create a safe and supportive environment for the young people and families we serve.

I: OUR PLANS FOR 2025

- Host Youth Empowerment Summit in May 2025.
- Expand our community engagement and fundraising activities on a more regular basis.
- Setup a scalable hub model allowing us to replicate our success across at least 2 new locations while maintaining quality and consistency.
- Expand existing revenue sources such as corporate partnerships, individual giving and volume/value of grants received
- Explore new revenue sources such as EDI Consultancy services, philanthropic fundraising



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Start Young UK

No (if any)
1196028

CC16a

Receipts and payments accounts

For the period from	Period start date	To	Period end date
	02/04/2023		01/04/2024

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Buddy Donations	3,649	-	-	3,649	3,457
Just Giving	389	-	-	389	2,096
European Metals		-	-	-	3,000
Groundworks (Tesco)		-	-	-	1,000
Barclays Aspire Programme	27,000			27,000	
Family Holiday Association - Trip to Margate	1,500			1,500	
London Borough of Newham - King's Coronation Event	500			500	
Other	2,049	-	-	2,049	240
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	35,087	-	-	35,087	9,793
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	35,087	-	-	35,087	9,793
A3 Payments					
Christmas Gifting	1,457	-	-	1,457	3,387
Other Gifting	1,967	-	-	1,967	759
Margate Trip	1,513			1,513	
King's Coronation Event	453			453	
				-	
Staff Costs	7,101			7,101	
Volunteer expenses	452	-	-	452	620
Insurance	158	-	-	158	158
Other administration expenses	687	-	-	687	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	13,788	-	-	13,788	4,924
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	13,788	-	-	13,788	4,924
Net of receipts/(payments)	21,298	-	-	21,298	4,869
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	4,869	-	-	4,869	-
Cash funds this year end	26,167	-	-	26,167	4,869

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at Bank	26,167	-	-
		-	-	-
		-	-	-
	Total cash funds	26,167	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

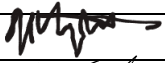

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

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

Signature	Print Name	Date of approval
	Marilyn Matthews	31 / 01 / 2025
	Ricardo Simard	31 / 01 / 2025



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
Start Young UK

On accounts for the year
ended

1 April 2024

Charity no
(if any)

1196028

Set out on pages

2 to 3

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 01/04/2024.

Responsibilities and
basis of report

As the charity trustees of the Trust, 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 the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:

Date:

13/01/2025

Name:

N M Wheat

Relevant professional
qualification(s) or body
(if any):

Institute of Accountants and Bookkeepers

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Whetsted Road

Tonbridge TN12 6RR