



THE
HILL HUB
FOUNDATION

Annual Report
For The Year Ended
31st December 2024

Annual Report 2024

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Introduction

Message from the Founder

The year 2024 marked an important period of reflection, preparation, and renewed purpose for The Hill Hub Foundation (THHF). As we continue to advance our mission to empower Black individuals through education, opportunity, and equity, this year has been dedicated to laying the groundwork for long-term, sustainable impact.



The Hill Hub Foundation was established from a deeply personal vision — to reshape the narrative around Black ownership and create equitable pathways to generational wealth. Having personally navigated systemic barriers within the UK property landscape, I understood the pressing need for structured, community-led support systems that make access to ownership and financial education both achievable and inclusive.

Throughout this year, our focus has been on designing and refining the frameworks for our key initiatives, including Project Ignite Ownership Programme and the Mentoring Programme for Young Black Boys. Both remain in the planning and development phase, as we continue to consult with partners, advisors, and community stakeholders to ensure that these programmes are grounded in evidence, best practice, and the real experiences of those we aim to serve.

Our engagement with potential partners such as **Patron Capital** and **UK Black Business (UKBB)** has been exploratory but highly constructive. These discussions have deepened our understanding of shared goals, helped identify areas of strategic alignment, and informed how future collaborations might be structured to deliver genuine, measurable benefit to our community once resources allow.

Internally, we have continued to strengthen our governance and operational systems to ensure that the Foundation's future growth is underpinned by transparency, accountability, and sound stewardship. We have taken time to build the structures that will enable us to deliver our mission effectively once programmes transition from planning to implementation.

As we look ahead, our priority is clear: to move from planning to delivery with purpose and integrity. We will continue to build strategic partnerships, seek sustainable funding, and ensure that every initiative we undertake reflects our values of empowerment, education, and equity.

To our trustees, volunteers, partners, and supporters — I extend my heartfelt thanks for your faith in our vision and your continued commitment to the work ahead. Together, we are not only laying the foundation for change but building a future where ownership, opportunity, and empowerment are within reach for all.

Sanmi Adegoke

Founder, The Hill Hub Foundation

About The Hill Hub Foundation

Who We Are

The Hill Hub Foundation (THHF) is a registered charitable organisation established to address the inequalities and barriers that limit Black individuals from attaining financial freedom, ownership, and sustainable generational wealth.

Founded by property consultant and community advocate Sanmi Adegoke, the Foundation was born out of a deep conviction that opportunity should never be a privilege but a right accessible to all.

At its core, THHF exists to invest in people through a three-fold approach: Education, Empowerment, and Equipping. Our purpose is not only to impart knowledge but to create practical pathways that allow individuals to transform their lives and, by extension, their communities.

The Foundation's work sits at the intersection of social impact, education, and economic inclusion. By combining structured learning, mentorship, and advocacy, we aim to dismantle systemic barriers that have historically hindered Black ownership and access to opportunity in the United Kingdom.

Our beneficiaries include individuals from diverse backgrounds who share a common goal, to understand, access, and thrive within systems that have often excluded them. Through our projects, we support first-time homeowners, aspiring property investors, young people seeking professional direction, and community members eager to build legacies of resilience and ownership.

Our Approach

Our approach is both strategic and people-centred. Each programme and partnership is designed to achieve measurable impact while responding to the lived realities of those we serve. We achieve this through:

- **Education:** Delivering structured programmes such as Project Ignite, which equips participants with financial literacy and property ownership knowledge.
- **Empowerment:** Creating mentorship and leadership opportunities that foster confidence, critical thinking, and long-term self-sufficiency.
- **Equipping:** Providing practical tools, guidance, and networks to support individuals in translating knowledge into tangible progress.

Our Vision

To play a key role in the eradication of poverty within the Black community.

By transforming access to ownership, education, and opportunity, the Hill Hub Foundation envisions a society where Black individuals can confidently participate in wealth creation, property ownership, and enterprise development, empowered by knowledge, equipped with resources, and supported by a community that believes in their potential.

We believe that equitable access to opportunity is the cornerstone of a just society. By empowering individuals today, we are building stronger families, communities, and futures for generations to come.

Our Mission

To empower Black people with the tools, education, and resources needed to achieve financial freedom and build legacies that outlive them for generations.

Our mission is realised through three interconnected pillars:

1. **Education:** Delivering high-quality, accessible programmes that equip individuals with the skills and confidence to make informed financial and property-related decisions.
2. **Empowerment:** Providing mentorship, guidance, and opportunities for personal and professional development.
3. **Equipping:** Ensuring beneficiaries have the networks, resources, and knowledge to apply their learning and create meaningful, measurable change in their lives and communities.

Our Core Values

Our values define who we are, shape how we work, and guide every decision we make as an organisation.

1. Empowerment

We believe in the transformative power of knowledge and self-determination. Our programmes are designed to empower individuals to recognise their potential and pursue ownership with confidence.

2. Integrity

We uphold the highest standards of transparency and accountability in our governance, partnerships, and operations. Trust is central to every relationship we build.

3. Community

We are stronger together. Collaboration and collective action are key to achieving sustainable change within the Black community and beyond.

4. Inclusion

We champion diversity, fairness, and equitable access to opportunity. Every programme we deliver seeks to remove barriers and promote representation.

5. Sustainability

Our focus extends beyond immediate outcomes. We are committed to building lasting systems of education, empowerment, and ownership that will benefit future generations.

Our Guiding Philosophy

At The Hill Hub Foundation, we see education not merely as a means of learning but as a bridge to liberation. Empowerment begins when individuals are equipped to take control of their economic futures and contribute meaningfully to their communities.

Our philosophy is grounded in collaboration — with partners, beneficiaries, and stakeholders — ensuring that our work remains responsive, relevant, and impactful.

Through consistent engagement, evaluation, and innovation, THHF continues to align its actions with its mission, driving forward a vision of lasting transformation and equity.

Charitable Objectives and Public Benefit

The Hill Hub Foundation exists to advance education, relieve poverty, and promote social inclusion among Black communities and individuals facing economic disadvantage in the United Kingdom.

Our purpose is formally defined as:

The relief of poverty in the United Kingdom or other parts of the world through the provision of food and clothing banks, and by providing education, training, and mentoring programmes in financial literacy, employability skills, and other necessary support designed to enable individuals to generate a sustainable income and be self-sufficient.

This charitable object underpins everything we do. The Foundation's work is guided by the belief that education and ownership are powerful tools for transformation — not only improving individual circumstances but strengthening entire communities.

We focus on building long-term capacity through training, mentoring, and access to networks that empower individuals to make informed, sustainable financial and property-related decisions.

As a registered charity, The Hill Hub Foundation operates solely for public benefit. Each programme, event, and partnership is carefully designed to deliver tangible outcomes, enabling individuals and families to move from dependency toward stability, confidence, and self-sufficiency.

Our Objectives

For the year under review, our charitable objectives remained consistent with our founding aims. These are to:

1. **Advance education** through the delivery of property ownership, financial literacy, and wealth-building programmes, such as Project Ignite.
2. **Empower young people** through mentorship and leadership development initiatives, improving confidence, employability, and aspiration.
3. **Promote financial independence** by equipping individuals with the knowledge and tools to manage resources effectively and make informed economic choices.
4. **Foster community inclusion and participation** by creating platforms for dialogue, collaboration, and shared learning through forums and public events.
5. **Encourage sustainable social mobility** through partnerships that bridge opportunity gaps in education, property, and enterprise.

Each of these objectives directly contributes to our vision of eradicating poverty and expanding access to ownership opportunities for Black individuals across the UK.

Alignment with the Charity Commission's Public Benefit Requirement

The trustees confirm that they have complied with their duty under the Charities Act 2011 to have due regard to the Charity Commission's guidance on public benefit. The Foundation's activities clearly demonstrate public benefit by:

- **Serving the wider community:** Beneficiaries include individuals and families within marginalised communities who lack access to financial education, property ownership pathways, or mentorship opportunities.
- **Promoting equality of opportunity:** By addressing economic and systemic barriers, THHF contributes to a more inclusive and representative society.
- **Delivering measurable outcomes:** Our programmes focus on skill acquisition, empowerment, and community engagement that lead to sustained individual and social benefits.
- **Operating transparently and ethically:** All activities are reviewed and governed in line with our constitution and with full accountability to donors, partners, and regulators.

Beneficiaries

Our primary beneficiaries are members of the Black community across the United Kingdom who face disproportionate economic challenges and limited access to wealth-building opportunities.

Beneficiaries include:

- Individuals seeking to purchase their first home or invest in property.
- Young Black boys in need of mentorship, professional guidance, and access to networks.
- Community members participating in educational forums and events.

While The Hill Hub Foundation places a particular focus on people of a specific ethnic or racial origin, our programmes and activities are also accessible to the general public, in line with our commitment to equality, inclusion, and public benefit.

By serving these groups, the Foundation contributes to closing the gaps in financial literacy, property ownership, and long-term wealth creation that persist within underrepresented communities.

Public Benefit in Action

Throughout 2024, The Hill Hub Foundation's work exemplified the principles of public benefit. Our activities extended beyond programme delivery to include advocacy, education, and partnership-building. Each initiative reinforced our commitment to creating an ecosystem of opportunity and empowerment.

Through our flagship Project Ignite Ownership Programme and our collaborative mentoring efforts, we have continued to promote the value of self-determination and financial education, enabling participants to make confident, informed decisions that contribute positively to their futures and communities.

Programme Highlights and Activities

In 2024, The Hill Hub Foundation focused on laying the groundwork for a series of initiatives designed to advance its mission of empowering, educating, and equipping Black individuals and communities across the United Kingdom.

While no formal programme delivery took place during the reporting year, significant progress was made in concept development, stakeholder engagement, and strategic planning to ensure that future initiatives are both sustainable and impactful once launched.

Our planning this year centred around three key thematic areas: **homeownership education**, **youth mentoring**, and **community engagement**. Collectively, these emerging initiatives reflect our holistic approach to empowerment — one that integrates education, representation, and collaboration.

Project Ignite Ownership Programme (Planned Initiative)

Overview

During 2024, The Hill Hub Foundation advanced the planning and conceptual design of **Project Ignite**, a proposed flagship educational initiative that will equip members of the Black community with the knowledge and tools required to navigate the UK property market confidently.

This programme remains in the **development stage**, with work focused on defining its structure, curriculum, and intended outcomes. Once launched, Project Ignite will aim to provide practical and accessible education on property ownership, financial literacy, and wealth-building, helping to address systemic barriers that have historically limited Black homeownership.

Programme Design and Objectives

The development discussions have centred on ensuring that the programme:

- Improves financial literacy and decision-making among Black individuals and families.
- Demystifies the process of property acquisition and ownership.
- Encourages wealth-building and intergenerational financial security.
- Fosters networks of mentorship and peer learning to support sustainable impact.

Current Status

In this reporting year, the programme remained in planning. Trustees and volunteers focused on refining educational modules, consulting with financial experts, and assessing funding pathways for implementation.

These preparatory efforts ensure that when Project Ignite launches, it will deliver well-structured, credible, and measurable outcomes aligned with the Foundation's core mission.

Looking Ahead

The Foundation aims to finalise the programme framework and secure the resources required to pilot Project Ignite in the coming year. Its launch will mark a significant milestone in THHF's journey toward tackling economic disparity and promoting ownership within the Black community.

Mentoring Programme for Young Black Boys – Patron Capital Partnership (Exploratory Partnership)

Overview

Throughout 2024, The Hill Hub Foundation engaged in preliminary discussions with Patron Capital, a property investment and asset management firm, to explore the possibility of developing a mentoring initiative for young Black boys in London.

The collaboration was not launched during the reporting year but formed part of the Foundation's exploratory work to build relationships that align with its wider mission — to create educational and professional pathways that increase representation within industries where Black talent remains underrepresented.

Programme Concept and Development Work

The discussions focused on developing a concept for a potential six-week mentoring framework, which would include:

- Personal development and leadership skills.
- Financial awareness and basic investment literacy.
- Exposure to property and real estate professions.
- Career pathway guidance and professional mentorship opportunities.

These ideas remain under consideration, with both organisations exploring the viability, structure, and resourcing required to implement such a programme effectively.

Current Progress

While no formal partnership or delivery took place in 2024, exploratory talks helped THHF strengthen its understanding of youth mentoring frameworks, partnership design, and the operational readiness required for such initiatives.

This process also highlighted the importance of securing dedicated funding and logistical support before proceeding to implementation.

Future Outlook

THHF intends to revisit this proposed partnership once funding and capacity are in place. The mentoring programme remains a priority concept, representing an important future opportunity to support young Black boys through targeted mentorship, guidance, and exposure to professional networks.

Community Forum: Changing the Narrative Towards Black Ownership

Overview

The Hill Hub Foundation hosted its inaugural Community Forum, a public event designed to raise awareness, foster dialogue, and strengthen community collaboration around the theme of Black ownership and economic empowerment.

The Forum brought together thought leaders, community representatives, aspiring homeowners, and industry experts to discuss the barriers to property ownership faced by Black individuals in the UK, and to explore strategies for building generational wealth.

Key Themes

- The disparity in homeownership rates among Black and other ethnic groups.
- The role of financial education in promoting economic resilience.
- Overcoming systemic challenges such as access to credit and discrimination.
- Building community-based networks to share resources and support.
- Policy advocacy and the importance of collective action.

Event Highlights

The Forum was marked by open, solution-driven discussions and practical exchanges between speakers and participants. Through shared stories, attendees found both inspiration and tangible guidance for their own journeys toward ownership and financial stability.

Community Engagement

The Forum also served as a platform for listening, enabling THHF to gather community insights that inform programme development and ensure that our future work remains grounded in lived experience. The event reaffirmed the Foundation's commitment to being not only a provider of programmes but a convener of voices working toward systemic change.

Continuing Our Work

Together, these programmes demonstrate the breadth of THHF's commitment to social impact. Each initiative reinforces our belief that empowerment must begin with access — to education, opportunity, and representation.

Partnerships and Collaborations

Partnership remains central to the work and philosophy of The Hill Hub Foundation (THHF). We recognise that meaningful and sustainable impact cannot be achieved in isolation. Our approach is therefore rooted in collaboration — with organisations, professionals, and community partners who share our commitment to equity, empowerment, and long-term transformation.

During 2024, THHF focused on exploring potential partnerships and building strategic relationships that align with our vision. These engagements helped enhance the Foundation's visibility, informed programme design, and positioned us for future collaboration across the property, education, and community development sectors.

UK Black Business (UKBB) - (Partnership Explored)

Overview

THHF engaged in exploratory discussions with UK Black Business (UKBB) to identify opportunities for collaboration that promote shared goals around education, entrepreneurship, and ownership. Both organisations share a unified vision — to empower Black individuals and communities through access to knowledge, opportunity, and representation.

The discussions focused on identifying areas of synergy and determining how both organisations might leverage their respective strengths to support the empowerment of Black professionals and entrepreneurs.

Areas of Exploration

Throughout the year, conversations between THHF and UKBB explored several areas of potential collaboration, including:

- **Visibility and Advocacy:** Opportunities for THHF's future programmes to be profiled through UKBB's networks and platforms.
- **Co-Branded Campaigns:** Prospects for developing shared content and awareness initiatives promoting financial education and community development.
- **Event Collaboration:** The possibility of future joint events or workshops centred on business growth and ownership.
- **Strategic Sponsorship:** Consideration of UKBB's potential role as a long-term supporter once THHF begins active programme delivery.

Current Status

While no formal partnership agreement or co-delivery took place during 2024, these discussions laid a positive foundation for future collaboration. Both parties agreed to maintain an open dialogue and revisit partnership opportunities as THHF progresses into its implementation phase.

Patron Capital – Partnership Explored

Overview

THHF also engaged in **preliminary discussions** with **Patron Capital**, a property investment and asset management firm, to explore the development of a mentoring initiative for young Black boys in London. The proposed collaboration aimed to create early exposure to professional pathways in the property and finance sectors — areas where representation remains limited.

Progress in 2024

Throughout the reporting year, THHF and Patron Capital focused on **concept development** rather than programme execution. The discussions examined:

- The potential structure and learning themes of a mentoring framework.
- The alignment of both organisations' values around diversity and inclusion.
- The operational and financial requirements for effective implementation.

While the mentoring programme has not yet been launched, these discussions were valuable in establishing shared understanding and outlining a vision for collaboration that could be realised in future.

Future Outlook

Both organisations remain interested in revisiting this initiative once appropriate funding and operational resources are secured. The discussions also contributed to THHF's internal learning — particularly around partnership design, youth engagement, and long-term programme planning.

Governance and Leadership

Effective governance lies at the heart of The Hill Hub Foundation's ability to fulfil its mission and maintain accountability to the public, beneficiaries, and partners. In 2024, the Foundation continued to **develop and strengthen its governance framework**, ensuring it reflects the principles of transparency, integrity, and collective responsibility that underpin all areas of our work.

While the organisation remains in an early stage of its growth, significant progress was made in clarifying trustee responsibilities, establishing operational procedures, and laying the groundwork for effective long-term oversight.

Governance Structure

The Hill Hub Foundation is governed by a **Board of Trustees** responsible for the overall strategic direction, policy oversight, and compliance of the charity. The trustees provide independent guidance and ensure that all activities remain aligned with THHF's charitable objectives and with the requirements of the Charity Commission and relevant UK legislation.

Current Trustees:

- **Sarah Stephen – Trustee**
- **Oyindamola Showole – Trustee**
- **Leon Clarke – Trustee**

The trustees act collectively to:

- Uphold the organisation's mission, values, and public benefit objectives.
- Provide strategic direction and approve emerging priorities.
- Oversee governance processes and ensure legal compliance.
- Monitor financial integrity and review operational risks.
- Support the development of internal systems to strengthen accountability and transparency.

Throughout the year, trustees engaged in **regular discussions and informal meetings** to review the organisation's development, assess potential partnerships, and provide guidance on administrative, governance, and financial matters.

Leadership and Management

The Foundation's day-to-day management is led by the Founder, Sanmi Adegoke, working in collaboration with the Trustees. During the reporting period, the focus remained on building internal capacity, defining management procedures, and ensuring that all strategic decisions support the Foundation's long-term sustainability.

The leadership approach continues to be guided by the following principles:

- **Shared Vision:** Aligning strategy and operations with the Foundation's mission to empower and equip individuals and communities.
- **Transparency:** Ensuring that all decisions and activities are documented clearly and communicated effectively.
- **Ethical Leadership:** Upholding fairness, inclusion, and respect in all interactions with beneficiaries, partners, and stakeholders.

As the organisation grows, these principles will remain central to its leadership culture, ensuring that governance evolves alongside programme and partnership development.

Trustee Responsibilities

Trustees are appointed based on their expertise, alignment with the Foundation's mission, and ability to contribute to its governance and strategic growth. Each trustee undertakes to act in the best interests of the charity and its beneficiaries, ensuring that all decisions support sustainability, integrity, and compliance with charity law.

Key responsibilities include:

- Ensuring that all plans and activities align with THHF's charitable purposes.
- Approving strategic priorities and budgetary frameworks as they are developed.
- Overseeing risk management and compliance systems.
- Monitoring progress towards organisational objectives.
- Upholding legal, financial, and ethical standards.
- Reviewing and approving key policies, including those related to safeguarding, equality, and data protection.

Trustees are supported by the administrative team, which provides relevant documentation, reports, and recommendations to enable informed decision-making.

Risk Management and Compliance

The Hill Hub Foundation maintains a proactive approach to governance and risk management, ensuring that the organisation remains compliant and resilient as it grows. During the reporting year, the trustees reviewed potential risks associated with early-stage development and prioritised the creation of appropriate control systems.

Key areas of focus included:

- **Financial Sustainability:** Establishing financial controls and exploring future income sources to support programme development.
- **Data Protection:** Implementing measures in line with the UK General Data Protection Regulation (GDPR) to safeguard personal and organisational information.
- **Operational Risk:** Developing clear procedures for partnership engagement, volunteer coordination, and internal record-keeping.
- **Reputational Risk:** Ensuring that all communications and potential collaborations align with the charity's values of integrity and transparency.

These early-stage measures will continue to evolve as the Foundation transitions from planning to active delivery.

Commitment to Accountability and Transparency

Accountability remains a defining feature of THHF's governance culture. Even in its developmental phase, the Foundation is committed to ensuring that its operations are transparent, well-documented, and consistent with the standards expected of registered charities.

To uphold this commitment, the Foundation ensures that:

- All trustee meetings and key decisions are recorded and securely stored.
- Financial and operational information is reviewed collectively by the Board.
- Policies are periodically reviewed to ensure relevance and compliance.
- Clear communication is maintained with stakeholders and the wider community regarding progress and future plans.

Ethical and Inclusive Leadership

THHF's leadership recognises that governance is not only about compliance but also about culture. In 2024, efforts continued to embed the organisation's values of fairness, inclusion, and integrity into every aspect of governance and decision-making.

Through ongoing dialogue, training, and shared reflection, the trustees and leadership team have worked to ensure that The Hill Hub Foundation models the same principles it promotes: equity, empowerment, and opportunity for all.

Financial Overview

The Hill Hub Foundation (THHF) remains at an early but pivotal stage of its development. Throughout the reporting period, the charity focused on establishing the governance, administrative, and financial structures necessary to support its long-term mission of increasing access to financial education, property ownership, and wealth-building opportunities within Black communities.

During the year under review, THHF did not receive or expend any financial resources. All work undertaken related to organisational planning, stakeholder engagement, and programme development. These efforts were supported entirely through voluntary contributions of time and in-kind assistance from individuals and partners, including access to professional advice, meeting spaces, and administrative support.

As part of building a strong financial framework, the Foundation opened a dedicated bank account with Lloyds Bank in January 2024. This represents a key step in strengthening financial governance and ensures that the charity is now equipped to receive, manage, and track donations and grant income in the future.

The opening and closing balances for the reporting period were both £0, and the charity held no liabilities, loans, or contractual financial obligations during the year.

The trustees confirm that, despite the absence of monetary income or expenditure, the Foundation remained solvent, compliant with governance standards, and focused on developing the systems and capacity required to manage future financial activity responsibly.

Financial Summary

Category	Amount (£)
Income	0
Expenditure	0
Net Movement in Funds	0
Closing Balance	0

Reserves and Risk Management

Given the absence of financial income during the year, no reserves were held and no reserves policy has yet been established. The trustees are committed to adopting a formal reserves strategy and continuing to assess risk as secured income grows and financial commitments are introduced.

Future Financial Strategy

Looking ahead, the Foundation's priority is to diversify and strengthen its financial base. Planned actions include:

- Securing grant funding to expand educational and community initiatives
- Establishing a donor network and corporate sponsorship pipeline
- Implementing fundraising campaigns aligned with programme priorities
- Introducing clearer financial tracking and valuation of donated resources

These steps will enable the Foundation to scale its operations, invest in community impact, and ensure long-term financial sustainability.

Impact and Evaluation

The Hill Hub Foundation (THHF) is committed to continuous learning and accountability in how it measures progress, evaluates growth, and demonstrates public benefit. Our approach to impact and evaluation focuses on ensuring that all planning and development work remains relevant, evidence-based, and aligned with the needs of the communities we aim to serve.

During 2024, THHF focused on **building the systems, frameworks, and partnerships** necessary to support meaningful impact in the years ahead. Although programme delivery had not yet commenced, progress was achieved in strengthening the Foundation's organisational capacity, clarifying strategic objectives, and deepening understanding of community needs.

Approach to Impact Measurement

THHF adopts a **learning-centred approach** to impact assessment — one that values preparation, reflection, and the establishment of sound measurement systems prior to delivery.

Our evaluation framework emphasises four key dimensions:

- **Relevance:** Ensuring that planned programmes and partnerships are informed by identified community needs and consistent with our mission.
- **Effectiveness:** Assessing the potential of programme designs and partnerships to achieve their intended outcomes once launched.
- **Efficiency:** Strengthening systems to ensure that resources — financial or in-kind — will be used responsibly and to maximum benefit when programme activity begins.
- **Learning:** Capturing insights from planning, consultation, and partnership discussions to guide future decision-making and programme refinement.

Development Highlights

While 2024 was a year of **foundation building and organisational planning**, the Foundation made meaningful progress in key areas that underpin future impact.

1. Programme Development and Design

- Advanced the design of the Project Ignite Ownership Programme, refining its objectives and curriculum outline to ensure relevance to the UK property and financial context.
- Continued discussions with Patron Capital around a potential Mentoring Programme for Young Black Boys, establishing the framework and themes for a possible pilot phase.
- Defined alignment between all proposed initiatives and THHF's strategic objectives of education, empowerment, and equipping communities for long-term financial independence

2. Partnership Exploration and Strategic Collaboration

- Engaged in exploratory discussions with *UK Black Business (UKBB)* to identify opportunities for future collaboration in visibility, advocacy, and community education.
- Initiated conversations with corporate and community stakeholders regarding future partnerships focused on diversity, property, and financial inclusion.
- Expanded THHF's professional network by engaging individuals and organisations that share the Foundation's mission and values.

3. Community Engagement and Awareness

- Developed plans for a Community Forum: Changing the Narrative Towards Black Ownership to promote dialogue and shared learning around financial equity and access to ownership.
- Strengthened community visibility through participation in conversations and networks relevant to Black entrepreneurship and financial literacy.
- Collected informal feedback from community members and supporters, helping shape future programme priorities.

4. Organisational Strengthening

- Improved internal processes for documentation, record-keeping, and strategic planning.
- Enhanced trustee and leadership capacity through targeted training and regular review of governance responsibilities.
- Advanced the Foundation's financial governance by opening a dedicated bank account and developing basic financial control procedures.

Evaluation and Learning

Monitoring and evaluation are integrated into all of THHF's core activities. In 2024, the Foundation focused on strengthening its evaluation framework to ensure consistency and reliability in measuring outcomes once full programme delivery commences.

Key developments included:

- Establishing partnership feedback mechanisms to ensure mutual accountability.
- Setting baseline indicators for financial education, property knowledge, and community engagement.

Reflections and Future Learning

2024 was a year of preparation, reflection, and capacity building for The Hill Hub Foundation. The organisation's efforts have positioned it to deliver measurable impact in the years ahead through well-planned, community-driven initiatives.

Key lessons learned include:

- Sustainable partnerships require time, shared values, and clear governance to achieve long-term success.
- Community consultation is vital to ensure that all planned activities remain relevant and responsive.
- Impact is best achieved when supported by robust systems, transparent processes, and a culture of continuous learning.

As THHF moves toward its next phase, evaluation and learning will remain at the core of its approach — ensuring that growth is guided by evidence, accountability, and genuine community voice.

Future Plans and Strategic Priorities

The year ahead represents an important period of transition and consolidation for The Hill Hub Foundation (THHF). Building on the strategic groundwork established in 2024, the Foundation will continue to strengthen its internal systems, develop funding pathways, and advance the design of its planned programmes and partnerships.

Our forward plans reflect a continued commitment to education, empowerment, and equitable ownership, while ensuring that our structures, governance, and resources are well-prepared for sustainable impact once full programme delivery begins.

Strategic Direction

The trustees have identified four core priorities that will guide the Foundation's work in future:

1. Programme Development and Readiness

The Foundation will continue transitioning from programme design to implementation planning. Emphasis will be placed on refining content, securing resources, and building delivery frameworks that ensure effectiveness and accountability once projects commence.

Planned actions include:

- Finalising development and pilot planning for the *Mentoring Programme for Young Black Boys*, explored in partnership with Patron Capital.
- Continuing to refine the *Project Ignite Ownership Programme* curriculum and establishing the logistical and financial requirements for its future rollout.
- Advancing the design of the *Community Forum: Changing the Narrative Towards Black Ownership* and identifying opportunities for sponsorship and collaboration.
- Developing monitoring and evaluation tools to measure outcomes and community engagement when programmes launch.

2. Strengthening Partnerships and Collaborations

Partnership remains a cornerstone of THHF's strategic approach. The year ahead will focus on transforming exploratory discussions into formalised and sustainable partnerships.

Key goals include:

- Continuing engagement with organisations such as Patron Capital and UK Black Business (UKBB) to define future collaboration frameworks.

- Exploring new partnerships with corporate, charitable, and public-sector bodies aligned with the Foundation's objectives.
- Seeking co-funding opportunities and joint advocacy initiatives that promote financial literacy, youth empowerment, and inclusive economic growth.

3. Community Engagement and Advocacy

THHF aims to deepen its connection with the communities it serves by maintaining open dialogue and promoting awareness around financial education and ownership.

The Foundation plans to:

- Advance preparatory work for the *Community Forum* to encourage public discussion and knowledge sharing on Black ownership.
- Increase community participation through surveys, consultations, and informal focus groups.
- Strengthen visibility through communications that highlight the Foundation's mission, values, and future initiatives.
- Begin developing a long-term advocacy strategy focused on policy influence and public awareness.

4. Organisational Growth and Capacity Building

As THHF matures, internal development will remain essential to its success. The Foundation will continue to invest in building the systems and skills required for efficient, transparent, and scalable operations.

Planned actions include:

- Enhancing governance through ongoing trustee training, policy review, and formalisation of internal procedures.
- Recruiting additional administrative and volunteer support to assist with organisational growth.
- Implementing data management and reporting systems that improve efficiency and readiness for future programme evaluation.
- Strengthening risk management processes to ensure responsible expansion.

Strategic Goals for 2025–2027

Looking further ahead, the trustees have outlined medium-term goals designed to guide THHF's evolution and long-term sustainability:

- Establish The Hill Hub Foundation as a credible and recognised organisation promoting financial education and Black ownership advocacy.
- Secure diversified funding streams to support future programme delivery and operational resilience.
- Build a cross-sector network of mentors and partners to provide opportunities for community members once initiatives commence.
- Develop digital and online learning resources to expand accessibility beyond local communities.
- Commission and publish community research to contribute to national dialogue on ownership, equity, and economic inclusion.

Emphasis on Impact and Evidence

As the Foundation continues to grow, evidence-based practice will remain central to all its planning and delivery preparation. Future programmes will include clear objectives, measurable outcomes, and transparent reporting mechanisms.

The goal is to ensure that every initiative launched delivers not only reach but also depth — strengthening financial literacy, improving access to ownership, and contributing to long-term community resilience.

Strengthening Organisational Culture

THHF remains committed to fostering a culture of collaboration, inclusion, and innovation within its operations. Trustees, volunteers, and supporters will continue to be encouraged to contribute ideas, share learning, and participate in shaping the organisation's future direction.

This approach ensures that THHF remains connected to the communities it serves, responsive to their evolving needs, and guided by the shared values of equity, empowerment, and opportunity.

Our Commitment

The Hill Hub Foundation's future is rooted in purpose and preparation. As we move forward, our focus will remain on building solid foundations for delivery — ensuring that when programmes launch, they do so with the necessary resources, partnerships, and systems in place to achieve meaningful and measurable change.

The coming year will represent a continued phase of growth, planning, and collaboration, bringing us closer to a fairer and more equitable society where every individual has the knowledge, confidence, and opportunity to thrive.

Acknowledgements

The achievements of The Hill Hub Foundation (THHF) in 2024 were made possible through the dedication, collaboration, and generosity of individuals and partners who share our vision of empowerment and equitable opportunity.

As we reflect on the year, we extend our sincere gratitude to everyone who contributed their time, resources, and expertise to advance our mission.

Trustees and Leadership

The trustees have continued to provide strong leadership, strategic oversight, and unwavering commitment to the Foundation's purpose. Their guidance has ensured that THHF remains accountable, transparent, and focused on delivering long-term community benefit.

We extend our appreciation to our Founder, **Sanmi Adegoke**, whose vision and leadership continue to inspire the work of the Foundation. His dedication to changing the narrative around Black ownership remains a driving force behind everything we do.

To our trustees and advisers, we express heartfelt thanks for their governance, insight, and stewardship throughout the year. Their commitment has ensured that the Foundation not only meets its statutory obligations but also continues to grow with integrity and purpose.

Partners and Collaborators

The Hill Hub Foundation recognises the vital role of partnership in achieving meaningful and lasting change. In 2024, our partnerships demonstrated the power of shared values and collaboration in driving progress.

We are particularly grateful to:

- **UK Black Business (UKBB)** for their support, advocacy, and collaboration in promoting financial empowerment and visibility within the community.
- **Patron Capital**, whose shared vision and engagement in developing the mentoring framework for young Black boys have laid the foundation for a powerful initiative in the years ahead.

We also acknowledge the many individuals, community organisations, and professionals who contributed to our events, planning sessions, and strategic development work during the year. Their input has been invaluable in shaping programmes that are relevant, inclusive, and impactful.

Volunteers and Community Members

Our volunteers remain the heartbeat of the Foundation. Their dedication, time, and passion have supported the delivery of events, community engagements, and administrative work.

We also thank the community members who participated in our forums, consultations, and programmes. Your voices, ideas, and experiences guide our work and ensure that it reflects the realities of those we aim to serve.

Closing Reflection

The Hill Hub Foundation's work is built on collective effort. Every milestone reached this year is a testament to the power of partnership, faith, and shared purpose.

As we look forward to the coming years, we remain deeply committed to advancing education, empowerment, and ownership for Black individuals across the United Kingdom. Together, we will continue to challenge inequity, open doors, and build a future defined by opportunity and legacy.

On behalf of the trustees, leadership, and team of The Hill Hub Foundation, thank you for standing with us, supporting us, and believing in our mission.

Signed on behalf of the Charity

Sanmi Adegoke

Founder

The Hill Hub Foundation

Reference Information

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