

IMPACT REPORT



YOUNG
WOMEN'S
TRUST



2019

Chief Executive's Introduction

As Chief Executive of Young Women's Trust, I'm proud and pleased to present our 2019 Impact report. In this year we supported some 3,000 young women to attain their own vision of fulfilling work. More than half of these young women started a new job, training or volunteering and 90 percent said our support was helpful to building skills and stronger mental health. In the coming year, we are excited to take our support services on tour, travelling across England and Wales to meet the young women most in need of our services and learn what additional support we can provide.



Our advocacy for young women to be paid the National Living Wage helped to secure the Government's commitment to extend this to younger workers. Following the publication of our Young Women's manifesto, written for and by young women, we will be pushing forward campaigns to value young women's unpaid work and bring about a revolutionary new approach to investment in childcare.

We consistently secured headlines, including for our research demonstrating young women's loss of confidence in politicians and the link between sexism and poor mental health. We anticipate many more, particularly with our planned State of the Nation report in Autumn 2020. We also plan to establish Young Women's Trust as a centre of expertise on young women's economic justice, with a focus on peer research and intersectional analysis to further understand and contextualise the economic choices – or not – that young women have.

We are determined to deliver our ambitious new strategy – to become a leading feminist organisation with a relentless focus on achieving economic justice for young women.

As inequality across the country grows and services for young people are cut, young women, particularly those who face complex barriers to work, are being left behind. Our work has never been more important. And we couldn't do it without all of our supporters. We send our sincere thanks and invite you to continue your vital work as allies to young women in the coming weeks and months.

Sophie Walker,
Chief Executive, Young Women's Trust

Young Women's Trust: 2019 in numbers

We supported **2,970** young women through Work It Out



90% of young women who used **COACHING** said it was helpful to them, building skills and stronger mental health



55% of young women who used **Work It Out**

started a new job, training or began volunteering within six months



383 young women

with experience of living on low or no pay shared their views and experience, taking part in a total of

different **217** influencing activities

155,447 people visited our website



Influencing change through research, policy and communications

Young Women's Trust played a key role in advocating for change to achieve economic justice for young women, making inroads despite a changing and challenging political backdrop.

- Through our **Paid Less, Worth Less?** campaign we succeeded in securing the Government's commitment to extend the National Living Wage to younger workers – a move which will especially benefit young women who are more likely to be on low pay. Building on previous political engagement and public campaigning, we arranged for young women to meet the Low Pay Commission as part of their review into youth rates to talk the impact of being paid less than their colleagues and submitted evidence which demonstrated that employers also supported reform.
- We were mentioned in every national newspaper, making the case for the changes needed to bring about economic justice for young women. We also made major inroads with our digital engagement, **growing unique users of our website by 48%** on the previous year to **155,447** in 2019.
- We continued to produce **high quality research**, shedding light on the barriers to young women's economic justice and the changes needed to policy and practice. Highlights included significant interest in our annual survey findings on young women's loss of confidence in politicians and in the financial hardships they are facing, publishing research with the University of Southampton on how the Shared Accommodation Rate is harming young women on housing welfare and work with UCL on links between young women's experience of sexism and poor mental health.



Young women attending an event at Parliament



TONI TONE @t0nit0ne · 10 Nov 2019

This weekend I was in Nottingham with @YWTrust. The charity supports women in the UK aged between 18-30 who are living on little to no pay, struggling to find work, or struggling to fulfil their potential. I'm so proud to be an ambassador because they're making a real difference!



1



8



48



Future priorities include:

- High profile campaigns with young women's grassroots activism at their heart, on valuing young women's unpaid work and the need for a childcare revolution.
- Establishing Young Women's Trust as a centre of expertise on young women's economic justice, with a focus on peer research, intersectional analysis and ensuring research findings are accessible.
- Continuing our digital transformation programme, including through a new website to better engage with young women and supporters.

Building skills and strong mental health

Our Work It Out Service supports young women, especially those struggling to live on low or no pay by building their skills and strong mental health. We provide free, flexible coaching over the phone and online, and personalised feedback on CVs, cover letters and job applications. We also ran the Employment Support Fund during 2019.

- We supported almost **3,000 young women** through Work It Out. Our coaches provided a record **5,407 coaching sessions** and volunteers gave **2,212 pieces of CV and job application feedback**.
- **90% of young women reported that using Work It Out helped them**, with half of those who used coaching reported it had helped improve their mental health or wellbeing. **More than half of young women (57%)** who accessed both coaching and CV feedback started a new job, training, volunteering, an internship, an apprenticeship or self-employment within six months.
- Through our **Employment Support Fund**, set up to buy items for young women to help them find and progress in work, **we supported 210 young women** who were out of work or working under 16 hours a week. The most popular items requested were laptops, driving lessons and clothing vouchers. We are currently evaluating the impact of the fund, with very positive feedback received so far.



elena bjørn @ElenaBjxrn · 19 Sep 2019

I had a life/careers coaching session today via @YWTrust and I can't remember that last time my thoughts were so well-organised? Young women aged 18-30, this service is available to you. Access it!



3



3



9



Future priorities include:

- Supporting 4,000 young women across England and Wales in 2020, an increase of a third on 2019.
- Launching Work It Out on Tour, where we will travel across England and Wales to meet young women in their own communities and spaces. We will be spreading the word about what we do and meeting more young women face to face to offer taster sessions and information.
- Extending our strategic partnerships so we are better able to understand and meet the needs of all young women, including those with specialist needs such as migrant and refugee young women, young mums, young women with disabilities, young women with experience of the care system and those with experience of the criminal justice system.



Working on the Young Women's manifesto

Participation: supporting young women to have their voices heard

Our participation work, shaping our own work and supporting young women to have their voices heard, remains at the heart of all of our work.

- **383 young women** with experience of living on low or no pay shared their views and experiences to shape our work and influence others.
- In partnership with **Partnership for Young London**, we ran a peer research project equipping young women to conduct research which investigated the amount of unpaid work young women do and how they feel about it. This research will be presented to London Mayoral candidates at a youth-led hustings event.
- **25 young women were integral in shaping our renewed strategy and charitable objectives** towards the end of 2019. They took part in five co-creation workshops with staff and presented recommendations for new projects to our Trustees which were all approved.



Young Women taking part in a co-creation workshop



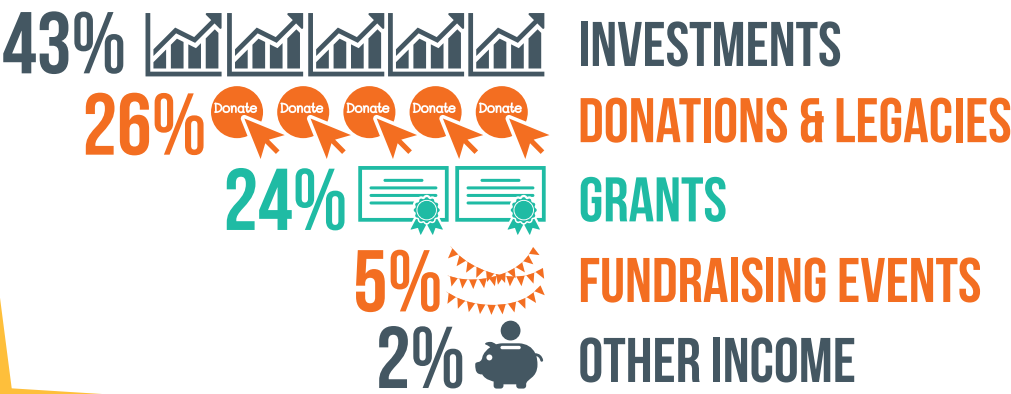
Future priorities include:

- **Launching our Young Women's Manifesto for change and our #YoungWomenTogether activist movement of young women with experience of living on low or no pay. We will be supporting the movement to take part in activities to increase their power, voice and influence and to drive change in their communities. In 2020 we hope to support 1,000 young women to get involved through community activism training.**
- **Testing the best ways to engage young women who are the furthest from power in our work.**
- **Continuing to run the Young Women's Advisory Panel and trial ways panel members can share knowledge and experience gained about campaigning and activism in the community through peer-led activities.**



Finances and fundraising

Total income £1,320,000



Total Expenditure £1,733,000 (related to charitable activities)



We are grateful to everyone who supported our work including Charlotte Lubert, Elisabeth Sears, Karis Lacroix, Ben Adler, News UK, Olay, BP, Thresholds, Collyer Bristow, World Pay, Forward Ladies, Blagrave Trust, Comic Relief, Paul Hamlyn Foundation, Berkeley Foundation, ScottishPower Foundation, Smallwood Trust, City Bridge Trust, John Ellerman Foundation, Dulverton Trust, Garfield Weston Foundation, Progress Foundation, Colyer-Fergusson Charitable Trust, National Express Foundation, Drapers' Charitable Fund, Jack Petchey Foundation, Edward Gostling Foundation, Allan & Nesta Ferguson Charitable Trust, EmpowHER programme as part of UK Youth, ASI Foundation, Alan Edward Higgs Charity, The Chetwode Foundation, ExPat Foundation, Ernest Kleinwort Charitable Trust, Joseph & Annie Cattle Trust, Investec, Lord Leverhulme's Charitable Trust, and Hampstead Wells and Campden Trust.



**YOUNG
WOMEN'S
TRUST**



Young Women's Trust

Unit D, 15-18 White Lion Street
London, N1 9PD

youngwomenstrust.org

 facebook.com/youngwomenstrust

 [@youngwomenstrust](https://instagram.com/youngwomenstrust)

 [@ywtrust](https://twitter.com/ywtrust)

Young Women's Trust is the operating name of YWCA England & Wales.
Charity number 217868. Company number 137113.