



| 2020

# IMPACT REPORT

# Introduction

**As a feminist charity working to create economic justice for young women, especially those struggling to live on low or no pay, Young Women's Trust has had an incredibly busy year – and like many other organisations we have been reviewing our priorities and increasing our activity to offer more support wherever possible.**

Millions of young women were already struggling before the pandemic and were more likely than young men to be in low-paid, insecure jobs, face workplace discrimination, and to be doing significantly more unpaid work.



Covid-19 has disproportionately affected young women in many ways, and existing systemic inequalities have been made much worse.

As our **Picking up the pieces** report found, 1.5 million young women have lost income in the last year, with many having to claim benefits for the first time and alarming numbers skipping meals to make ends meet.

That is why it was so important to be able to launch our Emergency Fund to support young women hit hard by the pandemic. Since April 2020 we have raised funds to provide emergency payments to 2,500 young women who are struggling to afford essentials such as rent, food and bills.

Alongside this much needed support, our Work It Out service supported a record number of young women through coaching and feedback on CVs and job applications – leading to stronger mental health and improved employment prospects.



None of this would have been possible without the generosity of all our supporters who have donated their money and time. We are also fortunate to have an incredibly capable and resilient staff team, and of course passionate and dedicated young women who have worked with us over the last 12 months. Of all our achievements this last year, our work to involve and empower young women really stands out. Whether it has been shaping our strategy, working as peer researchers, supporting the development of our new website or sharing their experiences with MPs and with the media, the contribution of young women in all aspects of our work has been immense.

There is still a huge amount to do, but with your support we won't waver from our commitment to do all it takes to ensure no young woman is left behind and to create a world where young women no longer face discrimination.

Abi

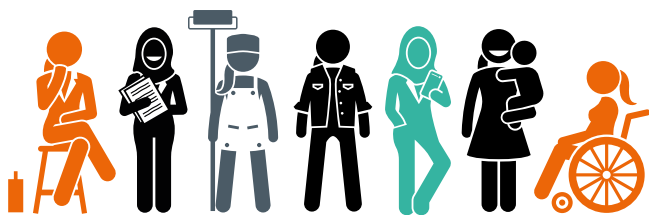
| **Abi Shapiro** – Interim Chief Executive

# 2020 in numbers

We supported

# 3,690

young women through our **Work It Out** coaching and CV feedback service



# 94%

of young women who used coaching said it was helpful to them, building skills and stronger mental health



# 50%

of young women who used **Work It Out** started a new job, training or volunteering within six months



# 646

young women with experience of living on low or no pay **engaged with us** as part of our participation work



We raised funds to support

# 2,500

young women through our Covid 19 Emergency Fund





# Policy, Research and Communications

Our work to shape policy and practice has been needed more than ever, as young women have been hit especially hard by the pandemic.

- To coincide with International Women's Day we published research into the unpaid work undertaken by young women, drawing on findings from a project where we trained young women as peer researchers. We also launched an unpaid work calculator. Around 2,000 people completed the calculator in the first 24 hours after launch, with many sharing their unpaid work contribution to the economy through social media.
- We launched our #NoYoungWomanLeftBehind campaign to ensure young women receive the support they need in response to the pandemic. As part of this we supported young women to speak directly to politicians and through the media. The campaign drew on our research into the impact of Covid-19 on young women's lives, including our **Picking up the pieces** report. This found that over 1.5 million young women had lost income since the pandemic, with many claiming benefits for the first time.
- We launched our new **website** in November, having worked with young women on every aspect from content creation and usability, to workshopping the site map and giving feedback on design.



**“As a peer researcher, to be able to interview women who were like me and share the same experiences of unpaid work was comforting. But it was also a huge responsibility to ensure that young women doing this work were given a voice and are valued for the jobs they selflessly do for others.”**

| Tayah



## Future priorities include:

- Launching our new Research Centre for young women's economic justice, with peer research at its heart.
- Continuing our #NoYoungWomanLeftBehind campaign, with a focus on ensuring financial support for young women and routes into employment and training.
- Digital innovation, including engaging content for the launch of our research centre.

# Building skills, stronger mental health and opportunities for the future

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 launched an Emergency Fund in 2020 to support young women financially affected by Covid 19.

- We supported 3,690 young women through Work It Out. Our coaches provided a record 7,055 coaching sessions and volunteers gave 2,527 pieces of CV and job application feedback.
- 94% of young women who used Work It Out said it helped them, with more than half (56%) of those who used coaching saying it helped their mental health. Half of those who used both coaching and CV feedback services started a new job, training or volunteering opportunity within six months.



- We set up an Emergency Fund to distribute money quickly to young women who needed it most during the pandemic so they could buy food and other essential items. We raised funds to support 2,500 young women, and worked with five referral partners, Women's Aid, Women's Resource Centre, Women for Refugee Women, Getaway Girls and Money Advice Plus to distribute the grants via a network of 107 frontline women's services.



**"The coaching was incredible as it allowed me to explore skills I never knew I had and gave me the confidence to flourish in the workplace. I have now started a new job and am more confident than I could ever have imagined"**

**| Poppy**

## Future priorities include:

- Supporting 5,000 young women across England and Wales in 2021/22 through Work It Out.
- Building on the relationships we have developed with partner organisations through the Emergency Fund, we plan to promote our services to the young women they work with alongside adapting and developing additional services.
- Delivering a series of webinars to support young women with wellbeing and practical issues.

# Supporting young women to have their voices heard



**Our participation work supporting young women to shape our activities and have their voices heard, remains at the heart of everything for us.**

- A record 646 young women with experience of living on low or no pay shared their views and experiences to influence our work and policy and practice.
- In response to Covid-19, we moved all participation activities online which allowed us to test accessible ways to engage more young women. Activities included our advisory panel residencies in May and November, training in public speaking, media, blogging and writing to MPs and focus groups to shape our work. We also hosted 17 YWTea webinars, where 198 young women were able to receive information to support them and connect with each other.
- 35 young women took part in our Activist Training Programme to increase their power, voice and influence and drive change in their communities. In addition, members from our young women's Advisory Panel and YWT Lounge Facebook Group created and delivered eight peer-led workshops with other young women to share their skills and experience to inspire them to get involved and raise their voices.



**"I received a lot of support and have been provided with a lot of helpful opportunities and information. I have been given a platform to do presentations and public speaking, I've met other amazing young women and I currently work with another charity that I got access to through Young Women's Trust. I've been living in UK for a year and I've gained so much knowledge on how things work here through YWT and I feel valued and accepted"**

**| Masego**

## Future priorities include:

- Delivering facilitation training to young women to develop their skills and support them to share knowledge and experience about campaigning through peer-led workshops.
- Developing ways to share our participation knowledge and expertise throughout the voluntary sector and more widely.
- Continuing to research and test the best ways to engage marginalised and minoritised young women in our work.

# Finances and fundraising

**Total income** £1,440,000

**40%**

**Investments**



**31%**

**Donations  
and legacies**



**26%**

**Grants**



**2%**

**Other**



**Total expenditure** £1,980,000

**55%**

**Services**



**22%**

**Research, policy  
and influencing**



**18%**

**Raising funds**



**4%**

**Other  
(including investment  
management)**



We are grateful to everyone who supported our work including Barclays Foundation, BBC Children in Need/Youth Futures Fund, Berkeley Foundation, Blagrove Trust, Caroline Hirons Ltd, Charlotte Lubert, City Bridge Trust, Colyer-Fergusson Charitable Trust, Comic Relief Power Up, Dulverton Trust, E2W, Elisabeth Sears, Equal Talent, Feya, Garfield Weston Foundation, Green Hall Foundation, Hex Digital, John Ellerman Foundation, Joseph and Annie Cattle Trust, Kickers, Legal and General, London Community Response Fund, National Lottery Community Fund, OLAY, Paul Hamlyn Foundation, Smallwood Trust, Snap Womxn, Tatty Devine, The Conneely Family, Venn Group, Wates Group and WeAreTheCity.

We'd also like to thank our generous and loyal supporters who have given donations throughout the year, the supporters who generously left a gift in their will or gave gifts in memory of a loved one, our volunteers who have been so generous with their time, the fundraisers who gave their time and energy to raise money for Young Women's Trust, and all of those who have kindly given donations and wish to remain anonymous.



**YOUNG  
WOMEN'S  
TRUST**

## **Young Women's Trust**

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Young Women's Trust is the operating name of YWCA England & Wales.  
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