**Theory of Change**

**Activities** → **Intermediate Outcomes** → **Overall Outcomes**

**DATA AND EVIDENCE**
- Conduct annual state of the nation survey into young women's experiences of work and finances
- Develop and publish evidence of the income gap, its causes and solutions
- Carrying out peer research to understand young women's experiences at work
- Gather insight into what employers need to create a more equal world of work for young women

**DATA AND EVIDENCE**
- Influence think tanks and other research organisations to collect data on young women at work
- Develop and join coalitions campaigning to bring about financial and workplace equality
- Campaign with young women to secure changes to policy, practice and attitudes
- Bring young women together with politicians to influence policy change
- Bring young women and employers together to develop solutions for a more equal world of work
- Generate media coverage of the income gap, its causes and solutions

**DIRECT SUPPORT FOR YOUNG WOMEN**
- Provide professional coaching
- Provide job application feedback
- Provide a new service offering peer and professional networks
- Provide information on work and careers
- Act as a hub for young women to share experiences, information and support

**GOAL 1: VISIBILITY, VOICE AND POWER**
We will give young women a platform to raise their voices and build their power; and ensure widespread visibility of the financial penalty that young women face.

**INFLUENCING**
- Employers are aware of what is needed to achieve workplace equality and how to implement it
- Politicians are aware of the income gap and how to address it
- The public are aware that young women face an income gap and support the need to tackle it
- Young women are aware of the financial inequality they face and feel motivated to speak out
- Young women are actively involved in campaigning, research and calling for change

**Our vision:**
A world where young women are valued, can make choices and look forward to a fairer financial future

**Our 10 year goal:**
We will reduce the income gap between young women and young men.

**GOAL 2: A MORE EQUAL WORLD OF WORK**
We will raise young women's incomes, satisfaction with their jobs and future prospects. We will influence government and employers to take action to bring about equality in the workplace.

**Principles:**
- Young women at the heart
- Champion young women facing the greatest financial penalty
- Tackle the structural barriers as well as changing individual lives
- Value young women's choices