

# 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
- Carry 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

### INFLUENCING

- 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.

Young Women's Trust has robust data about the challenges facing young women and solutions to the income gap

Young Women's Trust is seen as a credible source of evidence on the factors affecting the income gap and the solutions to tackle it

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.

Government implements policy changes which lead to a more equal world of work for young women

Employers change policies, practice and culture to support young women to thrive at work

Young women experience less discrimination and sexist behaviour in the workplace

Young women have greater levels of knowledge and self-belief

Young women have the peer and professional networks they need

Young women find and progress in work

Young women's incomes are increased

Young women feel happy in their jobs and hopeful about their future prospects



### 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