



# THE US CHARITABLE TRUST

## IMPACT REPORT 2023-24

### Chairman's Summary

The Us Charitable Trust has been particularly active this year. The team has worked hard on developing new programmes to fit the needs of our cohorts. The Trust has received exceptional support and generosity from the John Lyons Foundation. This has enabled us to plan five years ahead for we now have funding for a full-time COO with additional funding for a possible fourth part-time employee. This has taken an enormous weight off of our shoulders knowing that we have funding for one of our three senior employees and possibly a fourth.

We are fortunate to have been able to count on the extremely hard work of the team: Janet Macleod, Tiffany Li, and Alisha Patel. Through their efforts we have secured funding for a new program 'collaboration', which is targeted on the needs of young women between primary and secondary school age. We will be starting this program in the next school term. It is due to run for three years and if the results turn out as we hope, it may be that this programme could become a statutory programme in all schools in our area and beyond. This is our aim and the outcome we will be working towards.

We will still be delivering our Zenobia Scholars and Young Ambassadors programs as well as aspects of Future Voice such as the Careers Fairs, apprenticeships panels and women's conference, throughout the year, but we will no longer provide the statutory element of the programme, instead we will focus on long term mentoring and building our alumni network.

### Key Achievements

- 1100-1500** young people supported throughout the academic year
- 4** major programmes run throughout the year
- 3** external workshops or trips run
- 11** big events run throughout the year
- 10** corporate business interactions with young people

## Programme and Year Highlights

### Future Voice

Future Voice is a comprehensive careers and personal development programme for young people in Year 10, 11, 12 and 13. The programme looks to support students to make an informed decision between higher education, apprenticeship, and immediate employment within the context of their overall career goals, enabling them to be 'career ready' when they leave school.

### Youth Ambassadors

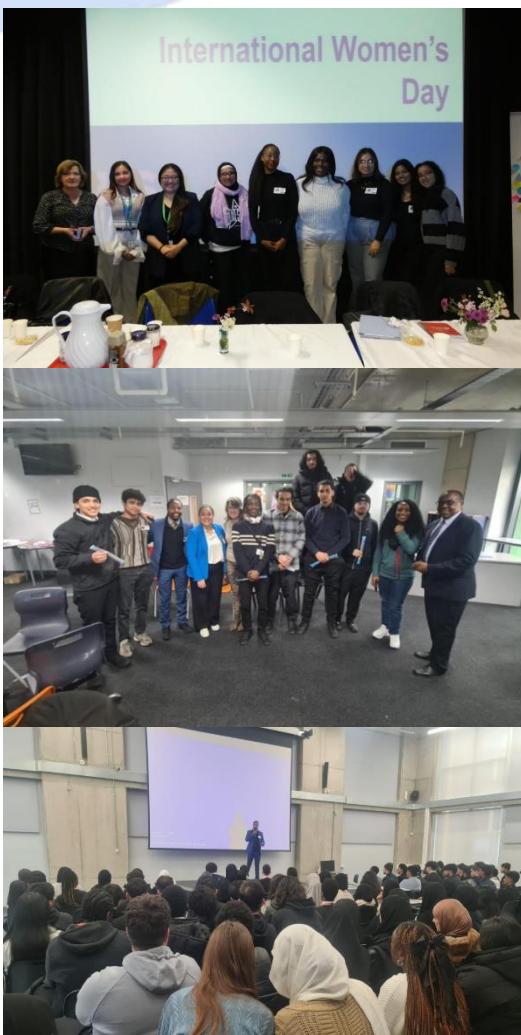
Youth Ambassadors is a monthly youth-led programme that brings a diverse group of young people spanning cultural and geographic communities across Brent to meet and take part in enriching activities, become exposed to different industries, and have a delicious meal from local businesses.

### Zenobia Scholars

**Zenobia Scholars** is a student designed program to assist 16-18 year old marginalised minority ethnic young women in Brent. The programme focuses on promoting wellbeing and supporting young people in with their personal and career development.

### Summer Camp

**Summer Camp** is an annual event that takes place between July and August to promote healthy living, exercise and exploring the community. Each year, the charity hosts a different cohort of varying demographics. This year, in partnership with Alperton Community School and Jason Roberts Foundation, the camp hosted 30 girls between 10-11 years of age transitioning from primary school to high school.



## Trustee, Volunteer and Corporate Contributions

### Trustee Contributions

- 3 participations in charity events
- 1 observation of charity day-to-day running's
- Notable events incl. Careers Fair, International Women's Day, and Youth Ambassadors Programme

### Volunteer Contributions

- 38 volunteers – all young people that the charity sees and supports weekly
- 30 hours across all events
- Notable events incl. Iftar and Summer Camp

### Corporate Contributions

- 51 Charlie Bigham's ready-made meals donated to young people
- Engagement from 45 businesses and organisations
- Notable events incl. Iftar, Industry Afternoon, Careers Fair, Youth Ambassadors and Zenobia Scholars

## Careers Fair

The Us Charitable Trust organised and ran two career fairs at Newman Catholic College and The Crest Academy on 10 and 17 October 2023. Both events saw over 20 companies and universities invited to speak to year groups from year 7 to year 13. The event included interactive bingo cards that supported young people of all ages to network with industry people with ease. This proved to be very successful with both professionals and students commenting on how it provided an excellent icebreaker for further interactions.

## Industry Afternoon

On November 29 2023, The Us Charity invited a group of industry panellists from various professions spanning from radiography to real estate to The Crest Academy. The event was held for year 12 and 13 students and all panellists represented the most common careers our young people were interested in. Students were given the opportunity to learn, networking and have essential questions answered. This panel event was then followed by group interviews where each panellist was paired with students that were interested in their profession.

## National Apprenticeship Week

To celebrate National Apprenticeship Week held between 5-11 February 2024, we hosted a panel of apprenticeship students and employers at Newman Catholic College. Guests ranged from law apprentice students to police officers and cricket clubs. The event was split into two parts with the first part including a Q&A hosted by charity COO, Tiffany Li and the second half including interactive group interviews with individual panellists. Each guest was able to spend 10 minutes with each group.

## International Women's Day

On 5 and 6 March 2024, The Us Charity hosted three women's panels for Newman Catholic College and The Crest Academy. International Women's Day which is recognised annually in March was the backdrop for an event to host an exceptional group of women that all represented the young women we work with. The panels were split for the boys and girls separately to individually tackle issues and themes that were relevant for each group. The panels saw a wide range of professional women ranging from law to biomedical science, to entrepreneurs.

## Iftar

To celebrate the holy month of Ramadan, we organised and ran an iftar for the community on 27 March 2024 at Newman Catholic College. The event included students from both charity programmes, Youth Ambassadors and Zenobia Scholars who volunteered and supported the running of the event. This event encompassed all three partner schools we work with including Newman Catholic College, The Crest Academy and Alperton Community School, alongside the family of the young people we support. Charlie Bigham's also kindly donated 51 ready-meals to young people as part of our initiative to ensure all young people and their families have food during the holidays.

## Drop-down Day

Between 26 March and 23 April 2024, The Us Charity hosted four drop-down days on the theme 'Careers and the Wider World'. Each drop-down day was presented to a different year group between year 8 and 10. Each drop-down day saw either a panel of guests or organisation host a workshop. Our guests ranged from civil service to alumni who have gone on to successful careers. Each event was successful with students commenting how much they'd learned, or discovered new interests and careers.