

DRIVE FORWARD

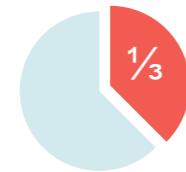
FOUNDATION



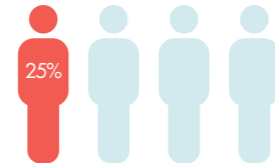
ANNUAL REPORT 2014/2015

WHO WE ARE AND WHAT WE DO

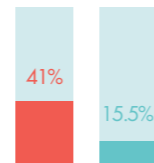
There are more than **80,000** children and young people in care across the UK. Each year around **10,000** young people leave the system, **2,500** of them in the London area.



A third of those who left care this year were aged between 16 and 18



25% of homeless people in the UK have a background in care



41% of young care leavers are NEET compared to only 15.5% of their peers



Almost half a million 16 – 24 year olds are currently unemployed

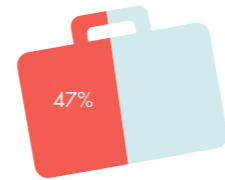
As the statistics above show, young care leavers are a high-risk group, and when it comes to embarking on a career, many care leavers have to overcome significant challenges, which may include mental health issues, poor grades, and a lack of self-esteem, confidence and social skills. In order not to fall into a vicious cycle of setbacks, rejection, social exclusion and depression, early intervention is vital.



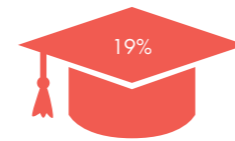
We worked with 232 young people



We provided over 200 training sessions



We helped 47% into employment



We helped 19% into higher education

Drive Forward Foundation provides practical and emotional support to care leavers aged 16 to 26 years; helping them to develop key skills, confidence and motivation which enables them to move into work, education or training. We are the only charity that is focused on finding sustainable employment and creating direct relationships with employers specifically for care leavers.

For many young people in the UK, leaving care means being pushed out into the world, unprepared and unequipped for the challenges that await them. It is our vision to support and empower these young people to become engaged and productive members of society.

OUR APPROACH

Since October 2014 the Drive Programme has undergone some significant transformation. It has been extended to a six week course running six times a year. We also introduced a range of new activities, training, monitoring and counselling sessions, which we carry out in cooperation with our professional and dedicated volunteers and corporate partners.



DRIVE CAREER

Within the Career track we offer a broad range of workshops aiming at equipping young people with essential employability skills needed to successfully stand on their own two feet. From productive job searching, to writing a persuasive application, to email etiquette and mastering the job interview, these sessions prepare young people for the challenges of the job market.

DRIVE DISCOVERY

It's so important that we can widen young peoples' horizons and allow them to discover previously unknown opportunities. In our workshops they meet professionals from different industries presenting a variety of jobs, boosting curiosity and stimulating ideas. Moreover, the Discovery track encourages discussions on current affairs, politics and global issues in order to make young people more aware of the world around them.

DRIVE EXPRESSION

The Expression track was developed to boost young peoples' confidence. By improving self-expression they feel more confident to actively share their views and ideas. Through a series of creative workshops young people will learn how to make themselves heard without having to shout and how to boost their energy when it matters most.

DRIVE INDEPENDENCE

Many of our young people lack the essential skills to tackle the challenges of everyday life. From managing a budget, dealing with landlords or leading a healthy lifestyle, our workshops help young people to live independently.



Through the Drive Programme young people:

- Acquire a range of practical, career-focused skills and benefit from a network of professional contacts
- Learn how to express themselves freely and assertively, leading to a growth in confidence
- Discover and embrace new career possibilities and opportunities they might not have previously considered
- Become more independent and capable of living alone

THE JOURNEY



STEP 1 INITIAL ASSESSMENT

Young people come in for an initial assessment during which we find out what it is they want and how our services match their individual needs.

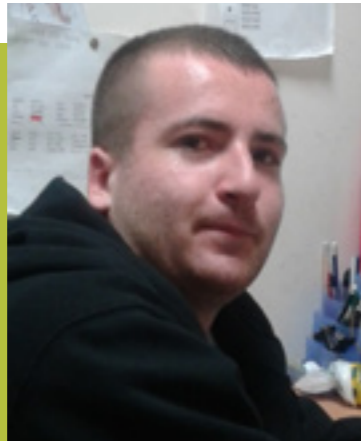
At Drive Forward we are committed to assisting young care leavers to find employment and further training, or getting into higher education. Our approach focuses on employability and social skill training, based on individual needs and one-to-one support.

Read more about Charlie's story on our [website](#).



STEP 2 ONE TO ONE SESSION

We then provide an in-depth 1-2-1 session with one of our expert employment consultants. Going over young peoples' CVs and personal experiences we will create an action plan tailored to their individual needs and expectations.



CHARLIE'S STORY

"When I first went to Drive Forward I had spent so much time indoors because of my circumstances that going to their premises near central London was a big thing! When I went there I just thought it was going to be one of those places the Jobcentre send you to, to keep you busy while you look for work, but I soon learned it was specifically for people who have been in care. I was only with Drive Forward for a little while, but they made a big impact on me."



STEP 3 THE DRIVE PROGRAMME

By joining the Drive Programme young people benefit from a variety of services tailored to their specific needs. They continue to receive expert advice from their personal employment consultant and profit from a vast network of professional and corporate contacts from various industries.

Depending on their individual skillset, young people may not need to participate in our Drive Programme. However, they can still participate in our hugely supportive activities (Step 4).



STEP 4 SESSIONS & ACTIVITIES

By attending some of our Job Club or highly popular HR Speed Dating sessions young people can put newly developed skills into practice. We also offer them exclusive job opportunities and work placements while their personal employment consultant will guide them through every step of the application process.

For Charlie, as for many other young people in the care system, turning 18 meant being sent out into the world, alone and unsure. For the first time Charlie was living on his own; he had to figure out how to manage his finances, pay his bills and budget his living expenses; he tried to find a full-time position, but all he could find were short-term work placements. Wondering if he would ever be able to succeed, Charlie constantly felt "depressed, stressed and anxious". After repeated disappointments, Charlie – his self-esteem at rock bottom - opened up to his Job Centre advisor who referred him to Drive Forward.



STEP 5 DRIVE FORWARD

We are confident that having completed the Programme and actively engaged in our workshops, our young people are able to shape their own future and embark on their chosen path, be it in education, training, or employment. Drive forward!

With us, Charlie was able to polish up his CV and improve his interview skills; he was provided with a set of smart clothes and met with a variety of employers from different industries. By jumping at many of the opportunities offered to him, Charlie managed to gain an apprenticeship with Deaf Umbrella, a company which provides services and support to deaf and hearing-impaired people. This year Charlie has been nominated in the Apprentice of the Year category at the Federation of Small Business London Business Awards. He also decided to go to college and started a course in Business Administration.

FUNDRAISER

AT THE PREGNANT MAN PUB ON CHARLOTTE STREET

In April this year Drive Forward hosted a comedy event at "The Pregnant Man Pub" in Charlotte Street. Guests were entertained by the brilliantly funny comedian Nick Hastings. The multi-talented Sophie Hytner, former DFF Programme Coordinator, provided a jazz influenced musical interlude together with Porsha Grant, Diploma student at Wac Arts and Adam Gray, former student at the Guildhall School of Music & Drama.

- More than 80 guests from influential companies across London attended
- The event raised £4000
- Secured several exciting work placements for our young people: Saatchi & Saatchi, Norton Rose Fullbright, Havas, Krow Communications, DFS

Moreover, the audience was captivated by Michael Carter who spoke eloquently and passionately about his personal experiences of growing up in care and how Drive Forward supported him to pursue his chosen career. He had recently completed a placement at Saatchi and Saatchi and was interviewed on stage by his supervisor about how this opportunity enhanced his confidence and determination to drive forward towards success.





EVENTS AND OPPORTUNITIES

In addition to the Drive Programme, we offer a number of events and opportunities for young people to further develop their capacities and strengthen their social competencies.

“ Today I learnt lots of new and interesting ways to portray myself in social groups.



JOB CLUB

Job club has been running successfully for several years now. These weekly sessions provide a space for our young people to put the skills and techniques acquired during the programme into practice. Hosted by at least two volunteers/ staff specialised in applications and interview preparation, Job Club allows us to find the right job opportunities for each individual and support them in submitting strong applications.

Thanks to our vast network of professionals and HR people from various businesses and industries, we are furthermore able to offer exclusive work placements, internships and job opportunities in London.

“ Drive Forward has all the connections I need to find the exact job I want.

Drive Forward won the Young London Working Award 2014 at the first ever Mayor's Fund Awards, recognising our commitment and dedication to support young people across London into employment.

VOLUNTEERS

A big thank you to all the excellent and highly committed volunteers from Accenture, Saatchi and Saatchi, JWT, AOL and many more.

We are glad to have received some fantastic feedback on our activities, not only from our young people, but also from our fabulous volunteers:



HR SPEED DATING

Over the past year we have hosted six of these highly popular and very successful sessions. The concept is as easy as it is effective: Young people complete several rounds of short mock interviews with some of our professional volunteers. Each interview is followed by 3 minutes of feedback on their performance. During the session our young people are given the opportunity to practice and further develop their interview and self-presentation skills, which they would have improved during the programme.

“ Inspired & amazed by speed #HR#interview session with young people @Drive_Forward #london pleased I can use my skills +ively 2 support them. Sharon Green (@SharonGChiara)

“ I always enjoy working with Drive Forward and never fail to be impressed by the skills and enthusiasm of both their young people and staff. The level of ambition displayed by their members is inspiring and it's a pleasure to be able to use my time to help them achieve their individual goals. The sessions are always very well run and cover practical skills that provide genuine benefit to young people's lives. I always take away a lot from my time with Drive Forward and would recommend others to volunteer their time.

Laura Williams, regular volunteer from FCA



MICHAEL'S STORY

Michael was only 19 when he joined Drive Forward in late 2014. By that time, his life was characterised by instability, a lack of confidence and motivation. Over the weeks on the Drive Programme, Michael's confidence came on leaps and bounds. He began to deliver presentations and speeches assertively to large groups of people and became increasingly receptive to the support we offer. Michael made an important transition from doing nothing and sitting at home all day, to adopting a structured routine, and enjoying doing something productive that would improve his chances of succeeding in life.

Michael came to realise that increased skills and motivation would allow him to pursue new career paths he had not considered before. Having lived on a farm for a while, Michael envisaged a future in agriculture. However, his participation in various workshops delivered by professionals from various industries and visits to diverse companies widened his horizons and made him get in touch with his creative side. Michael successfully completed internships at Saatchi and Saatchi, PHA Media and Hill and Knowlton. He impressed with his blog writing and presentation skills, became a Drive Forward Ambassador passionately promoting the charity, featured in our promotional video and delivered a fabulous speech at the DFF Fundraiser earlier this year.

Visit our [YouTube channel](#) and listen to what Michael has to say about his experience with Drive Forward.



AIM HIGHER DAYS

Aim Higher Days provide an opportunity for young people to learn about specific industries and various sectors. At this point we would like to give many thanks to our corporate partners who dedicated their time and expertise, enabling our young people to look into the day-to-day work of their business and to benefit from first-hand information.

A group of our young people spent an afternoon at **Lloyds Bank**, where they had the chance to network with staff, gain interview tips and find out how to carve out a career in banking. Here is what some of them had to say about this fantastic experience:



I really loved your presentation and how you are friendly with people and treat them equally. You and your team inspired us young people to dream big and to work hard. I am so glad I came yesterday and met with you and your team. Thank you so much.

Even outside the Aim Higher scheme, our corporate partners are very engaged and committed, offering a variety of activities and opportunities for our young people to gain insights into their businesses and industries.



I particularly enjoyed the group interview sessions as I received great and constructive feedback that will be very useful for any job interview that I may attend. The programme encouraged me to consider applying for summer internships or graduate schemes. I was also particularly impressed by the hospitality and the willingness of the staff members to talk to us about their jobs.



The session and workshop at Lloyds Banking Group was fantastic as it gave me an opportunity to understand more about their recruitment process from writing an application to getting an interview. I have also learnt a great deal about how to present myself and answer interview questions during the interview demonstration as well as group interview practice discussion.

We were also delighted to hold one of our Aim Higher Days at the offices of **Revlon**. It was an energy-packed session and the Revlon team gave our young people some great careers advice, an insight into how to get ahead in business and offered brilliant tips on projecting the right image and selling yourself at interview. Some of our young people even got to have a makeover!

Moreover, we are hugely grateful to the team at **Burberry** for hosting a really inspiring Aim Higher Day. Some of our young care leavers are extremely interested in careers in the fashion industry and were so pleased to have the opportunity to network with staff working at all levels and across different departments within this fashion powerhouse. Their interest in fashion was put to the test in an interview setting, which was a brilliant experience for them.

Thanks to the brilliant team at **JWT**, our young people were able to gain great insights into the workings of an advertising agency. After a challenging icebreaker (building the highest possible structure using just sellotape, pasta and marshmallows) the group were introduced to the brief, which was to create an ad campaign for pressed juice. At the end of the day, our young people were invited to pitch their campaign ideas to their peers as well as the JWT team – a fantastic and life-like experience!

On our **Accenture Volunteer Day**, several highly committed volunteers from management consulting firm Accenture spent the day with our young people, helping them to create and perfect their CVs. They also worked on writing



clearly structured, eye-catching covering letters. The session was intense, but feedback and results have been brilliant.

Deloitte also hosted a very insightful event, the **Deloitte Build your own Enterprise Day**.

Our young people have had the Dragon's Den experience, thanks to a team of volunteers from world-leading consultants Deloitte.

Having been split into teams the young people took part in a series of tasks including building the sturdiest bridge possible using just sticky tape and paper, and coming up with as many uses for a house brick as possible.

These 'ice-breakers' led up to the main event, which was to devise a community project and present it to the Deloitte 'Dragons'. Each team had to think of an innovative idea, establishing how the idea would work in practice and working out the desired impact it would have on the community.

This interactive session gave our young people useful experience of entrepreneurial vision, idea generation and evaluation, team working under pressure and communication skills.

With the help of the amazing team **KANO** based at Campus London, which is Google's hub for brilliant start-ups, our young people got to look into building and coding computers. KANO launched a hugely successful one-month long campaign on Kickstarter.com in 2013, raising an amazing \$1.5 million for its vision to help people of every age to learn the basics of computing and coding. It was a very interesting and enjoyable experience!

We're always looking for ways to inspire our young people and show them the vast array of careers available to them.

Finally, many thanks to our friends at **Skanska** who gave our young people a tour of 1 New Street Square, a new development of office buildings in Farringdon.

We learned all about careers in construction and what really happens behind the scenes on a major construction site. We picked up lots of invaluable information on how to apply for work experience, apprenticeships and more.



Days like these give our young people the chance to find out more about career paths they hadn't previously thought of, or didn't even know existed. They were interested to find out just how many different roles there are within construction.

Lucy Pollock, Drive Forward's former Corporate Engagement Coordinator



LEKE'S STORY

I am currently working on a six month placement with Lloyds Bank at the Managing Director's Office at Threadneedle Street, in collaboration with Lloyds bank and Drive Forward Foundation. The placement is due to come to an end at the beginning of November and I am now seeking to secure a permanent position within Lloyds Banking Group.

I have carried out various responsibilities whilst I've been in this role which demonstrates the diverse nature of the placement and my adaptability. From managing the MD's office, to supporting the Brand Building Team, to engaging with customers and looking into security and risk issues at the Threadneedle Street branch.

The placement has provided me with an insight into the world of retail personal banking, the experience of working in a head office environment; it further enhanced my personal skills and allowed me to develop new competences. Most importantly, it gave me opportunities to help the branch network to ensure Lloyds Banking Group continues to fulfil its vision of being the Best Bank for customers.

The highlight of my placement was when I was assigned to co-ordinate a fundraising programme to commemorate Lloyds Bank 250th Anniversary. I raised over £700 in only four days for BBC Children in Need. I also received a touching certificate which read 'Taking the perfect shot' from the manager of the Brand Builder programme for my instrumental contributions during five Brand Builder conferences.

With the help of Drive Forward Foundation I have persevered through adversity in my life and still have the determination to keep driving forward. I want to be a role model for other like-minded career driven individuals who come from disadvantaged backgrounds; and this is what Drive Forward Foundation is, a helping hand when it's needed most.

NEW EXPERIENCES

Drive Forward is not only about improving young peoples' employability skills, but it is also about broadening their horizons on a more general level by exposing them to new fantastic experiences.

DRIVE TALKS

Drive talks are our version of popular Ted talks. We invite successful people to talk about their life journeys, where they come from, what obstacles they had to face and how they succeeded. Their interesting life stories inspire and motivate our young people, showing them that with confidence and dedication they too can have a sparkling career.

Many thanks to Jordine Bartlett, who invited our young people to visit her at work. Jordine is the Africa culture and lifestyle representative at the Financial Times and gave us an insightful tour around the FTHQ, talking about her unique journey to achieve the job of her dreams. With more than a decade of experience in the world of fashion and lifestyle, Jordine's career has seen her host live events, present fashion programmes and has landed her acting contracts across Europe and beyond.

I'm so grateful for this experience because I would never be able to afford to come myself.



THEATRE TRIP

A huge thank you to our friends at Mousetrap Theatre Projects for enabling us to take a group of young people to see a West End show.

Charlie and the Chocolate Factory had it all: catchy music, a breathtaking set and packed with fabulously creative ideas. One of the young people found it very hard to contain herself when Charlie finally found his golden ticket

DRAMA WORKSHOP

We had a great time taking part in the drama workshop held by actress Amanda Harris. During the class our young people got to work on their confidence and self-expression through all sorts of vocal exercises and sing-alongs. Furthermore, with regards to the importance of making a positive first impression, the workshop included a speed-handshake session and interview skills training. Additionally, our young people were asked to put together a newspaper – the "Daily Juggernaut" – looking at current affairs and strengthening their team-work skills.

CHANGE A LIFE IN YOUR LUNCH HOUR

There are many ways that volunteers can and do use their experience and know-how to support our young care leavers, and of course we know that time is precious. This is why we have relaunched our 'Change a Life in Your Lunch Hour' scheme. This volunteering programme encourages professionals and companies to give up a lunchbreak and welcome our young people into their premises for an hour to give them an insight into their industry.

We re-started the programme at JWT, a famous advertising agency in the heart of Knightsbridge. Five of our young people enjoyed an hour's one-to-one session with a JWT employee, going over their CVs and talking through their career paths. Some of the young people we took on the visit later applied for JWT's two week work experience in the Account Management department.



CITY CHALLENGE

A wonderful team from Deloitte UK joined us for our 2014 City Challenge. This treasure/scavenger hunt took us around the City; working out clues, acting out challenges and learning about London. The first team back to the office won a chocolate prize and we ended the afternoon with pizza.

SHENIKA'S STORY

I first came into contact with Drive Forward through my voluntary work with other looked after young people like myself, back in November 2010.

Having just finished university and struggling to find a proper job, I could sympathise with the young people I was working with, who told me about all the challenges they were facing whilst looking for work. Hearing their stories and being in the same boat, made me very sad as, at the time, there were no agencies that I could sign post them to for support.

So, for me, finding out about Drive Forward and the services they offered was an exciting opportunity. Finally there was support available to help me in finding work and also for the young people I was working with.

With the support of Drive Forward I was able to secure an internship in a global charity, after which, I started a place at university to complete a Masters programme.

After finishing my masters, I found myself again job hunting, and like so many other young people, lacking the skills and support needed to best understand and apply the knowledge, experience and qualifications gained, in securing a job

So I decided to go through with the Drive Programme, practicing my application and interview skills; I attended sessions and talks from different professionals, business people and motivational speakers, went to Job Club and regularly sat down with my employment consultant to talk about my aspirations and opportunities.

During a fascinating talk presented by an HR professional, I discovered my interest for this sector and realised that my individual skillset and personal experiences would also be a suitable match for working in HR.



I recently completed my second work placement in the HR Department of a big company. I gained invaluable first-hand experience of what a role in HR entails, the challenges and developments of the sector, and for myself decided to take up a career in HR.

I know, that without the help and support of Drive Forward, I would have never even thought about going into HR, let alone get the opportunity to complete two very insightful internships.

Although the current job market is very challenging, I know that having these two internships on my CV is a big boost and helps me to get closer to my goal of a successful career in Human Resources.

Drive Forward has not only helped me in finding a career path, but has also supported me to develop my confidence when it comes to looking and applying for jobs and also increased my knowledge and understanding of the job market, giving me the assurance and determination to move forward into the world of work.



FINANCIAL STATEMENT

	Unrestricted funds	Restricted funds	Total funds	Total funds
	2015 £	2015 £	2015 £	2014 £
Incoming resources				
Incoming resources from generated funds:				
Voluntary income	186,932	133,709	320,641	285,634
Activities for generating funds	3,262	-	3,262	-
Total incoming resources	190,194	133,709	323,903	285,634
Resources expended				
Charitable activities	98,216	142,934	241,150	202,517
Fundraising expenses and other costs	21,914	21,914	21,766	
Establishment expenses	23,513	23,513	10,501	
Governance costs	11,680	26,494	38,174	32,187
Total resources expended	155,323	169,428	324,751	266,971
Net incoming / (outgoing) resources before transfers	34,871	(35,719)	(848)	18,663
Transfers between Funds	1,585	(1,585)	-	
Net incoming resources / (resources expended) before revaluations	36,456	(37,304)	(848)	18,663
Gains and (losses) on revaluations of investments	83	-	83	(75)
Net movement in funds for the year	36,539	(37,304)	(765)	18,588
Total funds at 1 April 2014	2,333	61,984	64,317	45,729
Total funds at 31 March 2015	38,872	24,680	63,552	64,317

All in all, this was a very successful year at Drive Forward and we are glad to have empowered many young people to “make momentum”. Highlights include:

- Work experience at J. Walter Thompson
- Salaried internships at Norton Rose in the HR as well the Business Development Department
- Work placements at Flamingo
- A six months salaried internship at Lloyds Banking Group
- Salaried internships have been offered by Saatchi and Saatchi and JWT
- We also highly appreciate the ongoing support of Benefacto, our fabulous volunteer provider

TRUSTEES

Guy de Selliers
 Mike Rebiero
 Oliver McTernan
 Clive Pitts
 Lj Bridgewater-Wynne
 Judy Goldberg
 Chantal Defay
 Damien Dwerryhouse
 Owen Woodley
 Kingsley Donaldson

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AND DONORS

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 Lloyds Foundation
 James and Chantal Sheridan Foundation
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 The Worshipful Company of Innholders
 Department for Work and Pensions

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