



# City Year UK

## Our Impact 2018-19



“

*When you achieve something with a pupil, however small, it means the world to them.*

”

**Brandon,  
Volunteer Mentor**





**A decade of young people  
giving a year to tackle  
educational inequality**



## WHAT WE DO

**City Year UK** believes that every child has the potential to succeed but we also recognise the reality - that some children simply face too many obstacles that stand between them and their education.

Our diverse teams of 18 to 25-year-olds volunteer full-time for a year in schools in some of our most disadvantaged communities because they are passionate about helping to break down those barriers.

As near-peer mentors and tutors, they are old enough to be role models, but young enough to be relatable. They provide extra capacity throughout the school day, running clubs and offering coaching and learning support, but schools also value them for the unique way they build trust and self-belief. They challenge, motivate and inspire children to be the best they can be.

And the benefits are not all one way. Our volunteer mentors tell us that their City Year experience (both in school and through the comprehensive training, coaching and career development opportunities they receive) is life affirming, confidence creating and ultimately career boosting.

# CONTENTS

---

7 LETTER FROM OUR CHIEF EXECUTIVE AND  
CHAIR OF THE BOARD OF TRUSTEES

---

8 **OUR VOLUNTEER MENTORS**

WHY THEY GIVE A YEAR

---

12 **A YEAR OF CHANGE IN SCHOOLS**

CREATING A POSITIVE LEARNING ENVIRONMENT  
A DAY IN THE LIFE OF A VOLUNTEER MENTOR  
OUR IMPACT - TACKLING THE ABCs  
WHAT TEACHERS SAY  
PUPILS' PERSPECTIVE

---

21 **A LIFETIME OF OPPORTUNITY**

LEADERSHIP DEVELOPMENT  
LIFE AFTER CITY YEAR  
WORDS OF WISDOM FROM OUR ALUMNI  
ALUMNI SPOTLIGHTS

---

30 CITY YEAR — A HISTORY  
CHAMPIONING FULL-TIME SOCIAL ACTION

---

33 **OUR PARTNERS,  
SUPPORTERS AND DONORS**

---

40 FINANCIALS  
LEADERSHIP





# ONE DECADE. ONE THOUSAND YOUNG VOLUNTEERS

Ten years ago, seven young people were recruited to help translate a youth civilian service programme from America to London. They were inspired by a simple offer: 'Give a year. Change the world - by supporting children in your own community.' That idea had already inspired President Clinton to back City Year in the US and Nelson Mandela to introduce it to South Africa, but many still said it wouldn't work here. "Service," we were told, "is alien to the UK; young people will never commit."

How far we have come. Ten years on, nearly 1,300 volunteer mentors, aged 18 to 25, have given over 1.8 million hours to tackle educational inequality in London, the West Midlands and Greater Manchester, and through changing children's lives, have gained skills and experience to transform their own.

This annual report is a celebration of every one of them. It is also our opportunity to thank every partner school, donor and corporate sponsor who has believed in and backed them.

However, ten years on, we also recognise that our work is far from done. The issues that City Year UK was founded to address haven't gone away. In its latest State of the Nation report, the Social Mobility Commission pulls no punches: '...we lay bare the stark fact that social mobility has stagnated over the last four years at virtually all stages from birth to work. Being born privileged in Britain means that you are likely to remain privileged. Being born disadvantaged, however, means that you will have to overcome a series of barriers to ensure that you and your children are not stuck in the same trap.'

Every day our young people, from all backgrounds, help children overcome those barriers. Some are up at 5.30 am to catch the bus, to get to breakfast club so that children don't start their day hungry. Their extra support in class means pupils learn that they 'can do it' and their friendly faces in the playground are a reminder to every child that there is someone there for them.

Our partner schools tell us about the changes they see in their students and our volunteer mentors tell us it's the daily difference they make, that means their City Year is

so worthwhile. Going forward, we want to continue to make sure that the multiple interventions and activities that we are involved in are as beneficial as they can be for both pupils and volunteers alike. Although it has always been a part of our programme, we are using our ten year anniversary to renew our commitment to impact.

We are refocusing on defining the most effective activities in schools and tracking the changes that our young people record on a daily basis. The evidence will inform our work and feed back into future programme design. Equally we are looking at how we can more tightly define the core components of our leadership development programme for volunteer mentors themselves and track the quality of the coaching they receive. We would like to introduce accreditation to certain elements and build on the support on offer after their City Year to ensure all go on to the career they want and deserve.

Finally, we remain committed to championing full-time social action in the UK so that society better recognises and rewards the contribution young people can, and are making, to its biggest challenges.

These remain ambitious aims - to tackle educational inequality, skill-up young people and to enable a new generation of leaders committed to social change. But, by taking the right small steps together, we know we can get closer to achieving them. With your help, we look forward to the next ten years.

Yours in service,

**Kevin Munday,**  
Chief Executive



**Jonathan Beebe,**  
Chair of the Board  
of Trustees



# **OUR VOLUNTEER MENTORS**

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Since 2010,

**1,292 YOUNG PEOPLE**

have put on the red jacket  
and served

**1,845,307 HOURS**

as volunteer mentors in

**74 SCHOOLS.**

#### Serving Greater Manchester since 2015

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**158** volunteer mentors  
**1,079** focus list pupils supported  
**20** school teams  
**209,712** hours served

#### Serving the West Midlands since 2013

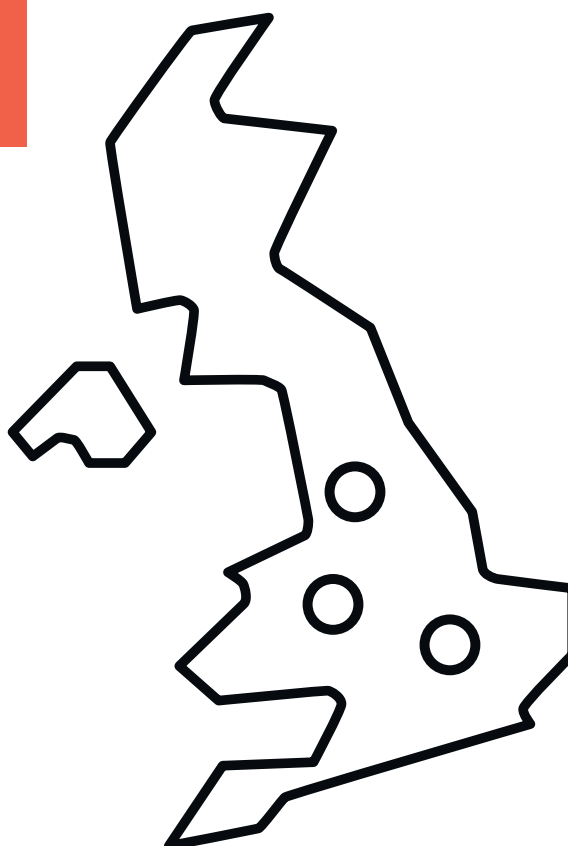
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**354** volunteer mentors  
**1,690** focus list pupils supported  
**46** school teams  
**522,918** hours served

#### Serving London since 2010

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**780** volunteer mentors  
**2,942** focus list pupils supported  
**96** school teams  
**1,112,677** hours served



## WHY DO YOUNG PEOPLE GIVE A YEAR?

In this country, a child's prospects at school are too often linked to how much their family earns. Educational inequality starts young and widens as children grow older.

- By the age of **6** there is a **14% gap** in phonics attainment between children entitled to free school meals and their more advantaged peers.
- By **7**, **larger gaps are evident** in reading (18%), writing (20%) and maths (18%).
- By **11**, **less than half** (46%) of pupils entitled to free school meals **reach the standards expected for reading, writing and maths**, compared to 68% of all other pupils.
- By **18**, **only 16%** of those on free school meals attain **at least two A Levels**, compared to 39% of all other pupils.
- **Over half** (52%) of disadvantaged youth **leave school without basic qualifications** and many get stuck in low paid work.



State of the Nation 2018-19: Social Mobility in Great Britain,  
Social Mobility Commission

This **ATTAINMENT GAP** is what drives many of our young people.

Our volunteer mentors come from **ALL** backgrounds but share a sense of purpose - to close the chasm and help change the world for the children they support.

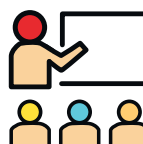
## WHO VOLUNTEERS? IN 2018-19:

### Financial background



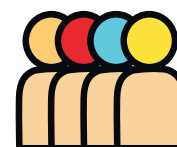
17.5% Eligible for free school meals

### Education



24% Graduates  
5% NEET (not in education, employment or training)  
5% Other  
21% School leavers  
45% University placement

### Ethnicity



33% Asian  
29% Black  
28% White  
10% Dual / other



### Preeti's story

Preeti, 19, joined City Year UK straight from school

**"I took a very spontaneous and uninformed decision to take a gap year** and I felt apprehensive, nervous and doubt about the year ahead. I had just finished my A Levels, achieving 3 As, but didn't feel prepared to jump straight into higher education. Luckily, after scavenging for a long-term programme or job, I came across City Year. It was a sudden epiphany that led me to realise my wider purpose and passion for youth social action."

### Brandon's story

Brandon, 21, was on his university placement year

**"When I was in secondary school I struggled academically. I was bullied a lot, due to being raised in foster care. City Year UK is the sort of organisation that I wish was available at my school which was one of the reasons I applied.**

It gave me the opportunity to offer the students something that I did not have, a mentor, someone to look up to. Being a care leaver helped me during my year. I was based in a school where many of the children came from 'broken families'; where they're in foster care or parents are going through difficult situations, and my experiences helped. The students were able to share with me what they were going through. They could relate to me in terms of how I grew up."





# **A YEAR OF CHANGE IN SCHOOLS**

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# CREATING A POSITIVE LEARNING ENVIRONMENT

Over the last decade we've brought together our own learnings in the UK, with 30 years' experience of City Year in the US, to create a holistic school partnership programme, powered by young people like Preeti and Brandon.

We partner with schools where at least 30% of the pupils are eligible for the Pupil Premium and where there is a substantial attainment gap. Although we recognise that each school is unique, our **Whole School. Whole Child** approach is essentially the same in every city.

## VOLUNTEER MENTORS

### **Serve full-time in teams before, during and after school**

Led by a City Year UK member of staff

### **Are trained to**

- Reinforce the work of teachers in class
- Give 1:1 coaching using evidence based strategies

### **Create and run clubs and social action initiatives across the school**

- Taps into their unique talents and interests
- Encourages whole school engagement
- Builds pupils' character and expectations

### **Support pupils at risk of not fulfilling their potential**

Deliver an integrated package of interventions covering:





Good schools and great teachers are the most critical factor in pupil attainment but how can they deal with all the emotional and social issues that arise, alongside the academic ones?

Research in the US shows that positive school environments lead to better pupil outcomes<sup>1</sup>, and that pupils stay in school, are more engaged and report that they perform better academically when they feel connected to at least one adult in school.<sup>2</sup>

Our volunteers have time to be that adult and play a distinct role in creating the best environment for pupils to learn.

*"I believe it was the small gestures like smiling whenever we crossed paths, asking how she was in the playground and playing ball games with her that built that relationship that I don't think a teacher could develop as easily."*

**Preeti**

<sup>1</sup> Berger, R., Berman, S., Deasy, J. and Garcia, J. (2018) National Commission on Social, Emotional and Academic Development: A Practice Agenda in Support of How Learning Happens. Retrieved from: [http://nationathope.org/wpcontent/uploads/aspen\\_practice\\_final\\_web\\_optimized.pdf](http://nationathope.org/wpcontent/uploads/aspen_practice_final_web_optimized.pdf)

<sup>2</sup> Johns Hopkins Urban Health Institute. Best Practices for Effective Schools. Retrieved from: [http://urbanhealth.jhu.edu/media/best\\_practices/effective\\_schools.pdf](http://urbanhealth.jhu.edu/media/best_practices/effective_schools.pdf)



# A DAY IN THE LIFE OF A VOLUNTEER MENTOR

For pupils...

who struggle to get to school on time, our volunteer mentors organise walking buses or give a welcoming smile at the school gate.

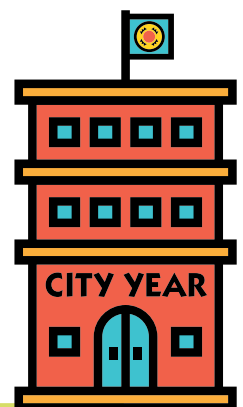
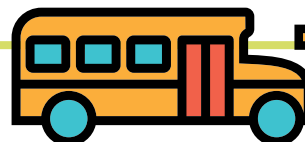
who get to school hungry, they offer breakfast clubs.

who find it difficult to keep up in lessons, they offer one-to-one and in-class support.

who dread break and lunchtime, they are someone to talk to and extra eyes and ears in the playground.

who don't have a chance to take part in activities outside of school, they run a whole range of extra-curricular clubs.

who are unhappy and don't see the point of school, they are someone to turn to, who believes in THEM.



**NICOLE, 24, JOINED  
CITY YEAR UK AFTER  
COMPLETING HER  
MASTER'S DEGREE.  
SHE SHARES HER  
TYPICAL DAY**



"My team was based at Baguley Hall Primary School in Wythenshawe. At first it was so daunting; with just under 600 staff and pupils, it is not a small school.

"Every morning we'd walk an hour route, picking up children and walking them to school so that they were on time. It was tough in winter!

"We were given a focus list, which is a list of pupils who may be suffering academically or behaviourally who we'd work with daily to help bring their grades and spirits up. Our focus was reading and spelling, so as well as supporting them in their morning English and maths lessons, we'd take them out of class and do extra work on those.

"Then, we were out every day – rain, snow or sunshine – doing break and lunchtime duties. We sometimes felt like the superheroes of the playground, spotting and preventing problems and fights, dealing with injuries and fallouts, and supporting those kids who were left alone.

"In the afternoon, we read with KS1. The excitement and enthusiasm that lit their little faces when I entered the classroom was everything. When it was time for me to leave, they'd all shout 'Bye Miss!' waving at me or giving me tiny high fives.

"By the end of the day I was knackered! I'd go home, end up falling asleep pretty early and wake up the next morning to do it all again, but I wouldn't have changed it. It's been a challenging but very rewarding journey."

## SCHOOL SNAPSHOT 2018-19



**154** volunteer mentors  
in  
**21** schools  
gave  
**252,560** hours

Ran  
**218** clubs  
or initiatives for  
**4,706** pupils



Supported **938** pupils 1:1:  
36% had poor attendance  
42% displayed disruptive  
behaviour as a risk factor  
45% had low curriculum  
attainment

**Just  
some of the  
clubs volunteer  
mentors were  
involved in:**





## OUR IMPACT — TACKLING THE ABCS

In 2018-19 we singled out and tracked those focus list pupils at particular risk of not reaching their potential due to low attendance and punctuality, negative behaviour or low achievement in English and maths. Of those pupils for whom data was collected:

# A

Attendance

**56% improved their attendance**  
**72% were more punctual**

"We like to come early to school to see the lovely City Years."  
Primary school pupil

# B

Behaviour

**42% maintained or bettered their behaviour**

"Before you ran Breakfast Club I was always angry in the morning, but since you have been here and keep asking how I am doing, I feel better. Thank you so much for what you have been doing for me; I don't know what I would do without you."  
Secondary school pupil

# C

Curriculum

**Despite academic barriers, 51% progressed in English or maths**

"City Years make learning easier and make me learn a lot more... They explain stuff clearly and they really, really help by doing that and then I get it!"  
Secondary school pupil

**In 2019, Ofsted highlighted pupil interventions involving our volunteer mentors in two school reports**

### **Sebright Primary School**

"[City Year mentors] support pupils exceptionally well. They work closely with teachers to make sure that all pupils make very good progress.... This enables lesson time to be used effectively for all groups of pupils."

### **City of London Academy**

"This is a school where 'no child is left behind'.... Pupils... make very good progress because of the 'wrap-around care' they are given.... [City Year mentors] work closely with teachers to provide exceptional support in lessons...."

## WHAT TEACHERS SAY

### **James Green, Head of School, Sebright Primary, London:**

"Our Executive Head, Janice Thomas, is always up for trying new initiatives and as we share the same ethos around nurture, she immediately saw the worth in a City Year team of role models. That is why we have partnered since the start and will continue to do so. They are mentors, forming the link between staff and pupils.

"On a practical level they help with extra reading groups and phonics sessions and are an extra resource for SATS, especially when children get stressed at test time; some are only seven years older than the Year 6s. We have no problems at playtime. Everyone gets on because we have these extra adults in the playground and we've been able to do so much more in terms of trips and experiences because the 'City Years' know the children. Without them, we couldn't do things like the residentials and sleepovers. Pupils have even had the opportunity of an overnight stay at the Science Museum. Looking back, a particular highlight was a visit to Sebright from Sir Trevor McDonald to find out how City Year volunteers support our pupils. It featured on ITV's Good Morning Britain!

"Our current City Year team is amazing - if it continues to be as good as this, their impact will grow and grow. We applaud every young volunteer for giving a year of their lives to support our pupils."

### **Andy Oliver, Deputy Headteacher, Holte School, Birmingham:**

"Five years down the line we have our fifth City Year team in place and we couldn't be happier with how it has panned out. The impact on literally hundreds of our pupils has been massive – whether that be in their attendance, behaviour, academic progress or general outlook. The case studies and real life examples of improvement are there for all to see. I would heartily recommend City Year to any other secondary school. You will be presented with a team of keen, young and eager to learn people who want to make a difference."

### **Maria Dunphy, SENCO, Mossfield Primary School, Greater Manchester:**

"The volunteer mentors brought with them enthusiasm and energy, which was infectious throughout the school. Their drive and commitment led to new initiatives starting and their youthful outlook breathed new life into old routines. They forged meaningful relationships with our children, which I am sure they will remember for a long time. They are an asset to any school."

**A survey of teachers at one primary school found that, by the end of the school year, volunteer mentors helped pupils:**



**83%**  
enjoy school more



**79%**  
engage better with school work

## PUPILS' PERSPECTIVES

"When you need them they are always there."

"City Year look after us and make us happy. They are the best and no one can beat them. I love City Year."

"When I grow up I want to be part of City Year so I can help children and help them with their work."

"I think City Year is cool. They help me, they calm me down, they're fun to play football or basketball with."

"In class they help us if we are struggling, keep us focused and they help to explain what the teacher is saying if we don't understand so we don't fall behind."

"City Year made me give everything my best shot!"

"City Year has helped me because they have been stopping me from getting into trouble."



# **A LIFETIME OF OPPORTUNITY**

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# LEADERSHIP DEVELOPMENT

Through investing a year in supporting pupils to succeed, our young people develop their own skills and characteristics that will serve them well in their future careers. However, at City Year UK we believe there's more we can do. Together with our corporate partners, we in turn invest in our volunteer mentors:

## VOLUNTEER MENTOR DEVELOPMENT OPPORTUNITIES



Personal mentor



Learning from leaders



Interview workshops



Specialist training



Networking events



Speaking opportunities



Project-planning



Team work

**"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."**

Margaret Mead



**94%** of volunteer mentors responding to an end of year survey agreed that **"City Year has given me skills for future roles."**



//

**At the start of City Year I was very shy and timid, I was very anxious about the year ahead and had not planned much for my life after university.** Over the year I became more willing to step out of my comfort zone, taking on roles and challenges that I would not have done before. I've become more confident in my public speaking, more willing to speak in front of bigger audiences. And I am a lot more organised! I plan everything a lot more thoroughly and in advance.

//

**Brandon**

## LIFE AFTER CITY YEAR

In 2019, we carried out a snapshot survey of over 150 of our alumni. We received responses from all year groups, with the most coming from those who had served in 2016-17.

|  |                                     |
|--|-------------------------------------|
| <b>74%</b><br>Employed   | <b>20%</b><br>Further Education     |
| <b>TOP EMPLOYMENT DESTINATIONS:</b>  |                                     |
| <b>Education 33%</b>   | <b>Charity / Voluntary Work 22%</b> |
| <b>Other (ranging from Law Enforcement to HR, Planning and Public Affairs) 14%</b> |                                     |

Looking back, what did they think of their City Year?





## WORDS OF WISDOM FROM ALUMNI TO FUTURE VOLUNTEER MENTORS

"It's all worth it, even if you are having to get up in the dark on a cold, windy day or stand outside during lunch in heavy rain, it's all worth it. The pupils who will become your focus list will appreciate that you are there for them and that in itself is a reward. On the personal side, you will realise how much you have grown and developed over the past year and the people you meet will help you to open doors you never thought possible."

"City Year will be one of the most challenging years of your life, you will struggle financially, emotionally and physically. However with this struggle comes great reward. You will learn how to work long hours to see great progress, you will see the impact you can have in your local community at a young age. And most importantly you will develop life-long relationships with a range of different people from all ethnicities, religions and financial backgrounds."

"Never underestimate the value of your year of service. The impact you have on the pupils you help is profound. In some cases, you are the first person to foster their self-belief. The most significant part of your role is to show that you care."

"Your experience will be unique to you but you are part of a movement of thousands of young people across the world who believe in making a positive and lasting change for children."

We gave Preeti the last word...

**// Wear your red jacket with pride. These pupils really do need our support. It all starts with you. //**



## ALUMNI SPOTLIGHT

**Rodney Williams was team leader of one of the first City Year UK teams in London in 2010-2011. He went on to a career at National Grid, his City Year UK team sponsor.**

"After I graduated I didn't have a career in mind and I didn't feel ready for work. I was looking for something meaningful, something worthwhile. I was at a careers fair and I saw a big red banner saying: 'Give a year. Change the world.' It was City Year and I knew that was what I wanted to do. I always had a passion to volunteer but what appealed to me was the notion of completing a 'year of service', and the mission and purpose underpinning it, which felt huge.

"Being part of City Year UK right at the beginning was unnerving because we didn't know what to expect but we were an enthusiastic group of young people in a vibrant school and we soon found that children could open up to us. We were different – a breath of fresh air and a new bridge between pupils and teachers. The school was facing some challenges at that time but we were able to be there as consistent role models and mentors throughout the academic year. We were at breakfast club, in classrooms, on the playground and started five after-school clubs.

"Before starting City Year, I was an introverted, shy person and would get anxious about presenting or speaking in public but I was encouraged to present on a regular basis. I remember doing a roundtable session with a local MP, presenting to senior leaders from corporate sponsors and doing school assemblies. A highlight was presenting at a corporate AGM, which was broadcast to its employees. My time at City Year really helped me find my voice and my confidence grew. I even got invited to some training in Boston – attended by all the team leaders across City Year in the US, South Africa and now the UK. It made me realise that I was part of something special, new, innovative and different and something that was going to make a real difference to young people's lives in the UK.

"Through City Year UK's leadership development programme I got to meet people who worked at National Grid – our City Year team sponsor. I saw the work they were doing up-close and benefitted from a National Grid mentor, who gave me professional advice throughout the year. I got a 3D perspective of a company I'd previously known little about and went on to apply for a job.

"The experience has had a massive impact on me. My year of service gave me a solid foundation of skills that I have built upon in my career with National Grid and I'm now able to bring my lived experience as a volunteer to my role as a City Year UK Trustee. I hope to support the charity to continue to create future leaders and deliver positive change for young people in education."

**In 2018, Rodney was named in Empower's list of 50 Ethnic Minority Future Leaders, presented by the Financial Times. He joined the City Year UK Board in 2019.**





## ALUMNI SPOTLIGHT

**Beth Crossfield was one of the first volunteers to serve in the West Midlands in 2013.**

"The first year in Birmingham was made up of so many different people with different reasons for joining but the atmosphere was so friendly and welcoming from the start. The first days in school were daunting but once the students realised we were there to help, we started to make a huge difference. I got the chance to support students who may not always be the ones to get the most attention.

"Being in City Year had a big impact on my career; with me remaining for five years! The culture aspect was a big shock at first, and starting to question idealism and personal values was new to me, but is something I have carried with me ever since. It reinforced my belief that if you have the ability to do something, and you have the capacity to support somebody who needs help, then you should offer that support. I was fortunate to go on to work in recruitment of volunteer mentors for four years. I got to see them from their first walk up to the table at a careers stand, to being the keynote speaker at graduation, and saw some transformations that would not have seemed possible. Since leaving City Year I have remained committed to supporting social mobility either through direct delivery roles, or at institutions with a clear strategy to support all young people regardless of background.

"The ideal of being able to share what you know is something I think a lot of City Year volunteers feel throughout their journey, and take away with them afterwards. After you have volunteered full time, for a year, with long days, and sometimes challenging circumstances, volunteering for a few hours a week is nothing. Whilst it sounds like a supermarket advert, every

little does help! The smiles, high fives and the act of physically turning up day in, day out, instills that in you. Your impact goes far beyond your year. A teammate and I were invited to the Prom of our former Year 7 students, four years later!"





**Saajidah Begum volunteered in Greater Manchester in 2016, following her A Levels.**

"I discovered City Year through my college careers adviser after a rough couple of years dealing with bereavements on top of the stress of going through college. I like to believe I was previously a confident, sociable and ambitious teenager and I thought I had my future of being a teacher mapped out. But, after what happened, I found it almost impossible to speak to anyone and withdrew myself from almost all social situations. I lost all confidence in myself and in my dream of working in education. My losses happening when they did, meant I viewed education and learning as something negative, something to stay away from.

"Through City Year I rediscovered why I wanted to work in education and why I wanted to work with children. I was able to gain confidence in myself after seeing the positive impact I made on these children. And what an impact they made on me! I found a passion for working with pupils who may require extra support (I am now a 1:1 for a child with SEMH Needs) and I realised that I much preferred the pastoral side. I fell in love with supporting children on a more personal level throughout their school life. So that's exactly what I have been doing ever since.

"My team will always have a special place in my heart. Their constant words of reassurance and encouragement pushed me to be the best mentor I could be. I admired that we were all so different, yet we found common ground in our passion for tackling educational inequality and I knew, very early on, that it would be the start of a very special friendship.

"I think my City Year teammates would agree when I say that my confidence levels from joining, to the end of my year of service, grew dramatically. Although it was shocking for others, it felt normal to me. I felt like myself again - the better version of myself."



# A HISTORY

**1988**

City Year is founded by Harvard Law School roommates, Michael Brown and Alan Khazei.



**2005**

Nelson Mandela invites City Year to Johannesburg, leading to the first international affiliate; City Year South Africa.



**2010**

City Year UK pilot begins in London, with seven trailblazing young volunteers.

**1992**

Inspired by City Year, President Clinton creates AmeriCorps, a grants programme for US service organisations.



**2009**

President Obama radically expands AmeriCorps and research by think tank, Demos, calls for a UK national service style civilian scheme, highlighting City Year.



**2012**

City Year London doubles in size and wins Big Society Award.





## 2013

Expansion to West Midlands and City Year UK leads the formation of Generation Change, a partnership of specialist youth social action organisations.



## 2015

Launch in Greater Manchester and former President Clinton visits. Demos recommends the development of social action service year placements like City Year UK.



## 2019

A Service Day brings together volunteer mentors, staff and alumni to transform a college's outdoor space. Our Chief Executive, Kevin Munday, named one of the UK's most inspiring social entrepreneurs.



## 2017

Shortlisted at the Charity Times Awards and report by Pro Bono Economics shows that a 10,000 strong full-time volunteer programme could earn the economy £119 million.

## 2014

Publication of *Citizen Power*, a collection of 31 essays on the potential of youth social action.



## 2016

Red jackets fit for The Queen and the Government announces an Independent Review of Full-Time Social Action for young people.



## 2018

Government's Full-time Social Action Review, chaired by Steve Holliday, finds that '*committed forms of social action over an extended period have been shown to play a critical role in developing a young person's life chances, improving job prospects and wellbeing.*'





# CHAMPIONING FULL-TIME YOUTH SOCIAL ACTION IN THE UK

While our mission is to empower young role models to help children from disadvantaged communities succeed in school, our catalyst is citizen service, also known as full-time social action (FTSA). It's the 'Preetis', 'Brandons' and 'Nicoles' who make it happen. They are not just helping out in a school; when they put on their red jacket they become part of an international movement for social change.

We want to inspire more young people to take part and have a vision of a Britain where a year of voluntary service is universally respected, as it is in other countries. Right from the word go, we've led the campaign for greater recognition and rights for those who serve here.

Full-time volunteers in the UK are currently in legal limbo; they do not have a legal status and are categorised as NEET (not in education, employment, or training).

In 2018, the government-commissioned Independent Review of Full-Time Social Action found that: 'The current legal status for young people taking part in FTSA is not ideal.' However, it felt 'there is more that government could do without legislative change... to embed FTSA into life in the UK.'

While we are disappointed at the lack of appetite for legislative change, as a leading part of the Full-Time Social Action Coalition, we continue to work with organisations across the sector to champion FTSA and fight for a fairer deal for our inspirational young volunteers.



## **We asked our volunteer mentors what they thought would make FTSA more accessible:**

- Free communal housing
- Allowed to be paid expenses when off sick / caring for a loved one
- A flat rate of expenses paid each week above the level of out-of-work benefits but below the national minimum wage
- Public sector and commercial discounts on clothing and food
- An educational / entrepreneurial grant for completing a programme
- Free travel
- Government recognition and accreditation of full-time volunteering



**OUR PARTNERS,  
SUPPORTERS AND  
DONORS**

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## THANK YOU FOR YOUR SUPPORT



Although this impact report has concentrated on our volunteer mentors, they aren't on their own. We share our impact with all the donors, partners and champions who've joined us on our journey over the last decade and we would like to take this opportunity to sincerely thank every one of them. Without their financial commitment and support, often over multiple years, there would be no 'red jackets' for pupils to turn to. And, there would be no launchpad for these inspirational young people into careers they'd never even considered.

Alongside the money, many of our donors have got 'stuck in', in a way that, in itself, has been awe-inspiring. They've given many hours of their time, donated their skills and shared their networks. The mentoring and coaching they provide to our volunteers are integral to our programme and together, we've initiated innovative opportunities to inspire some of the most hard-to-reach pupils through science and art.

### Our Donors and Supporters (over £25,000)



## Our Donors and Supporters (over £1,000)

- Akin Gump Strauss Hauer & Feld
- Alta Advisers Ltd
- Arrow Global
- Bain Capital LLC
- Bank of America
- Baron Davenport's Charity
- Jonathan Beebe\*
- Birmingham City University
- Caroline Clark\*
- Credit Suisse
- CVC Capital Partners
- DHL UK Foundation
- Andrew Doman\*
- E B M Charitable Trust
- Eighty Eight Foundation
- Mairead and Patrick Flaherty\*
- Garfield Weston Foundation
- Charlie Geffen\*
- Heidrick & Struggles
- Davida and Joseph Knoll\*
- Linda Lakhdhir\*
- National Grid
- NESTA
- Aliza and Graham O'Keeffe\*
- Open Gate Trust
- The Peter Kershaw Trust
- Dwight Poler\*
- David M. Ryan\*
- Schroder Charity Trust
- SEGRO Community Fund
- Sir William Boreman Foundation
- St James's Place Foundation
- James Terry\*
- Tesco Bags for Help
- The 29th May 1961 Charitable Trust
- The Alan Edward Higgs Charity
- The Eveson Charitable Trust
- The Haremead Trust
- The Joseph Strong Frazer Trust
- The Leathersellers' Company Charitable Fund
- The Norton Foundation
- The Pamela Barlow Charitable Trust
- The Pilgrim Trust
- The Rosemarie Nathanson Charitable Trust
- The Swire Charitable Trust
- TowerBrook Capital Partners
- Michael Ward\*
- Wates Family Enterprise Trust
- Peter Wilson\*
- The W O Street Charitable Foundation

\* member of City Year UK Red Jacket Society

## University Partnerships

Aston University  
Birmingham City University  
Brunel University  
City of London University  
Coventry University  
Middlesex University  
University of Manchester  
University of Surrey

## School Partnerships

### London

Daubeney Primary School  
Sebright Primary School  
Lauriston Primary School  
Prendergast Vale Secondary School  
Hampstead School  
All Saints Catholic School  
Conisborough College  
City of London Islington Academy  
Riverside Secondary School

### West Midlands

Holte Secondary School  
Hall Green Secondary School  
Phoenix Collegiate  
Q3 Academy Great Barr  
Q3 Academy Langley  
Tile Cross Academy  
Whitley Academy  
Ormiston Shelfield Academy

### Greater Manchester

Mossfield Primary School  
Baguley Hall Primary School  
Hazel Grove High School  
Co-op Academy Stoke-on-Trent

## OUR FOUNDING PARTNERS: GIVING THEIR SUPPORT SINCE 2010



Credit Suisse EMEA Foundation was City Year UK's first corporate partner when we launched in London in 2009 and in 2012 became our first National Strategic Partner. In 2015 it became our largest supporter, as our 'Pioneer Growth Partner', pledging £1.25m over five years to help us expand in London and roll out across other cities in the UK. We are deeply grateful to everyone at Credit Suisse for investing in our mission and impact.



National Grid has been a key part of our story and impact. Whether supporting a team of volunteers in Shoreditch Park School in London, running development opportunities for volunteer mentors, or engaging over 30,000 students in science through their 'School Power' STEM programme, National Grid has been crucial to our success. This year our partnership has been solidified further through City Year UK's selection as National Grid's Charity of the Year partner for 2019/20. Employees have committed to raise £150,000 towards the recruitment of further volunteer mentors who are passionate, dedicated and driven to make change.



Bank of America supports City Year internationally across the US and South Africa, as well as the UK, where it has supported one of our school teams since 2014. During this time, it has engaged City Year volunteers in numerous activities to support their personal and professional development, from mock interviews to bespoke training sessions. We are also grateful to Bank of America for its investment in our strategic development which is incredibly valuable to us.



TowerBrook has been involved with City Year UK since the very beginning, hosting our start-up team in its office and it has been the team partner for young people serving in Sebright Primary School, London, since 2010; our longest standing school partner. TowerBrook's support and expertise has simultaneously developed City Year volunteers' professional skills, driven student success and has helped us to achieve strategic growth. The firm's continued belief and investment in City Year UK is highly appreciated.



# JOIN US

There are many ways to be part of City Year UK:

## BECOME A PARTNER OR CHAMPION

We value long-term collaborations which are mutually beneficial. Our funders enjoy an array of engagement opportunities where they can achieve real impact for their own organisation, tackle educational inequality and help develop a diverse future talent pool.

There are many ways to work with City Year UK and we would liaise closely with you to build a strong and meaningful partnership.

### Seeing is believing

Visit a school and hear direct from senior teachers and our volunteers. Celebrate with us at our annual Red Jacket Fundraising Gala Dinner. Share our story.

Be a part of  
City Year UK



### Volunteer your skills

Could you share your time, expertise and networks to help our volunteers onto the career ladder? Opportunities include volunteer mentoring and careers, CV and interview workshops.

## BECOME AN INDIVIDUAL OR FAMILY DONOR

### Red Jacket Society

The red jacket is more than just a uniform. It's a little bit of magic. In the eyes of the pupils our volunteers support, it turns them into their very own superheroes - there just for them.

The Red Jacket Society is a community of philanthropic individuals and families who believe in that magic. Giving over £5,000 a year, they receive personalised updates from a volunteer mentor and act as ambassadors, spreading the word about our work.

### Seven Generations Board

The Seven Generations Development Board takes an Iroquois proverb as its inspiration: *'In every deliberation, we must consider the impact of our decisions on the next seven generations.'*

It brings together cross-sector leaders to advocate and fundraise for City Year UK.

**To learn more please contact our development team  
at [development@cityyear.org.uk](mailto:development@cityyear.org.uk) or on 0207 014 2680.**

## PARTNERS IN SHAPING SOCIAL CHANGE

### FOCUS ON THE CREDIT SUISSE EMEA FOUNDATION

City Year UK was still in its infancy when we got an enormous boost. Credit Suisse had supported City Year in the US since 2004 and its EMEA Foundation was interested in our London launch. Ten years later, the partnership has played an intrinsic part in supporting our growth from a small pilot, into a charity operating across three cities.

**Kate Butchart**, Head of Corporate Citizenship EMEA, gives an overview, while **Patrick Flaherty**, Managing Director, Credit Suisse and a Trustee of City Year UK and **Colin Hely-Hutchinson**, Chairman of the Credit Suisse EMEA Foundation and a former City Year UK Trustee share their personal experiences.

#### **Kate Butchart:**

"At the Credit Suisse EMEA Foundation we seek to support early-stage organisations, helping turn ideas into reality. Our focus is on improving the educational attainment, aspirations and employability of young disadvantaged people, so when we first met City Year's pilot team in London, what was then an embryonic organisation, it seemed too good to be true - a win-win which ticked every box. We did our due diligence: 'Is this tried and tested? Have you got a model that's going to work? Have you got the right support, the right platform, the right management team?' Every step of the way, City Year UK was something we were confident we wanted to get involved in.

"Alongside multi-year funding, the next step was to work out what we could add to the partnership. We believe that to be a catalyst for social change, we need to look for ways in which we can bring our knowledge, expertise and networks to bear and where our employees can actively volunteer. We see it as a vital part of deepening our partners' impact and building capacity but we also wanted to be part of City Year UK's community.

"Ten years on, over 60 Credit Suisse staff, drawn from every level of our organisation, are involved with City Year UK on a yearly basis. We offer skills-based support for volunteer mentors and we've been delighted to reach out directly to pupils. We've hosted primary and secondary school pupils in our offices for a transatlantic video call with pupils from New York and facilitated a four-year partnership with the National Gallery. Focus list pupils from London and the West Midlands have had the chance to visit the Gallery and engage with paintings to create their own artwork, with sessions coordinated by volunteer mentors.

"Just as rewarding has been our involvement in back-office projects, covering everything from HR and how to lay an office out, to helping with performance management systems and internal communications. Such a range of 'hands-on' volunteering opportunities has been hugely motivational for our own staff and supported their own personal development. One of our staff said that mentoring a young volunteer for 12 months was the most rewarding thing they had taken part in all year. That one person's experience sums up our whole partnership - It has been a win-win for everyone."





**Patrick Flaherty:**

"I remember my first personal experience of the charity. I was asked to join a Q&A panel as part of a career development session for volunteer mentors and I was blown away by the interest the young people showed in what I had to say. At that point I totally got what we were doing to help employability because as a volunteer mentor you get experience. A City Year covers everything from the basics, like getting up early every morning, to developing your emotional intelligence - really seeing what you're like at interacting with other young people and colleagues.

"I was also asked very early on to go into a school and I began to see the other side of the equation; how important volunteer mentors are to children and how they are differentiated from teachers. Volunteer mentors represent everything a child might need - they fill in the gaps they have in their lives."



**Colin Hely-Hutchinson:**

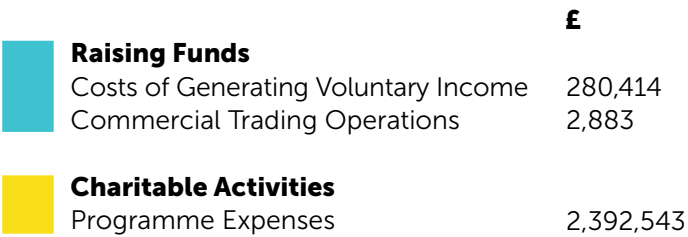
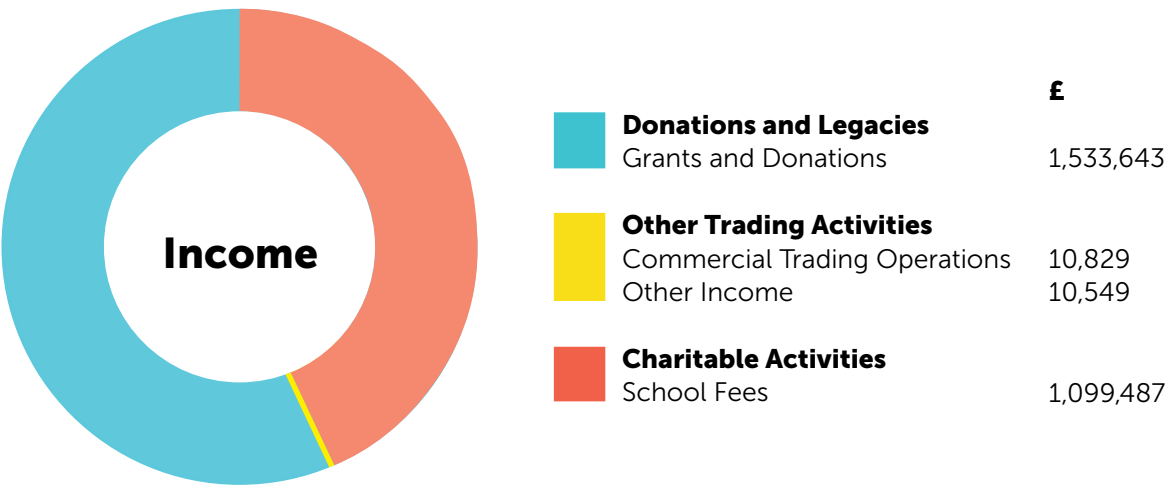
"Over the years, Credit Suisse staff, myself included, have had the opportunity to become truly involved with City Year UK in a meaningful way. We advise on top-line strategy and governance but also take part in skills surgeries, career exploration panels, mock interviews and year-long mentoring of volunteers. One school team sponsorship led to over 70 of our staff signing up to help volunteer mentors run a breakfast club. As we walked in, dressed in suits and ties, the children looked at us as if we were in the wrong place. It was astonishing to watch how the children changed when we put on the red City Year jackets. There was a little boy, about six years old who, as soon as I put the red jacket on, came to me, took me by my hand and wouldn't let go of it for the whole time I was there. He felt perfectly at liberty to tell me everything about what he was doing that day, the good and the bad. That was a very touching moment and one that perfectly sums up the importance of our partnership."

# FINANCIALS

Despite political and economic uncertainty and the well-documented strain on school budgets, City Year UK's income held up well in the last financial year at £2,654,508. Alongside the money raised from Corporates, Trusts and Foundations, and individual donors, our partner schools also pay towards their City Year team - a testament to our volunteer mentors' impact.

Our two-year strategy of improving operating efficiency, while maintaining quality, has built our resilience and sustainability and we are pleased to report significant progress in our reduction of net outgoing resources to £21,332. Our next step is to refocus our efforts as a data driven organisation to ensure that we continue to target investment at the most effective interventions and to better demonstrate that effectiveness to both donors and schools.

We look forward to the next 12 months, our sound financial footing enabling us to continue our support of inspirational young people who give a year to change the world for disadvantaged children in the UK and change their own world at the same time.





## CONSOLIDATED STATEMENT OF FINANCIAL AFFAIRS

1 August 2018 - 31 July 2019

|                                      |                   |
|--------------------------------------|-------------------|
| <b>Income and Endowments from</b>    | <b>£</b>          |
| <b>Donations and Legacies</b>        |                   |
| Grants and Donations                 | 1,533,643         |
| <b>Other Trading Activities</b>      |                   |
| Commercial Trading Operations        | 10,829            |
| Other Income                         | 10,549            |
| <b>Charitable Activities</b>         |                   |
| School Fees                          | 1,099,487         |
| <b>Total Income</b>                  | <b>£2,654,508</b> |
| <b>Expenditure on</b>                |                   |
| <b>Raising Funds</b>                 |                   |
| Costs of Generating Voluntary Income | 280,414           |
| Commercial Trading Operations        | 2,883             |
| <b>Charitable Activities</b>         |                   |
| Programme Expenses                   | 2,392,543         |
| <b>Total Expenditure</b>             | <b>£2,675,840</b> |
| <b>Net Income / (Expenditure)</b>    | <b>(21,332)</b>   |
| <b>Net Movement in Funds</b>         | <b>(21,332)</b>   |
| <b>Reconciliation of Funds</b>       |                   |
| Total Funds Brought Forward          | <b>311,810</b>    |
| <b>Total Funds Carried Forward</b>   | <b>£290,478</b>   |

These summary financial statements have been taken from the full audited financial statements which were approved by the Board of Trustees on 4 December 2019. For the full audited financial statement, please visit [www.cityyear.org.uk](http://www.cityyear.org.uk).

# LEADERSHIP

**As of 31 December 2019**

## Board of Trustees

**Jonathan Beebe, Chair**

Chairman of Red Deer, Head of Strategy and Business Development, Firefly Capital, London

**Jim Balfanz**

Chief Executive Officer of City Year, Inc, Boston

**Aliza Blachman O’Keeffe**

Partner, Joy Capital LLP and Independent Board Advisor, London

**Caroline Clark**

Co-founder of The Great Little Trading Company, London

**AnnMaura Connolly**

Chief Strategy Officer and Senior Vice President of City Year, Inc and President of Voices for National Service, Washington DC

**Patrick Flaherty**

Managing Director, Credit Suisse Group, London

**Charlie Geffen**

Chair, The International Stock Exchange Authority Limited and Senior Of Counsel, Gibson, Dunn & Crutcher

**Joseph Knoll**

Managing Director, TowerBrook Capital Partners, London

**Pauline Maddison**

Director of PMM Consultants Ltd and Interim Strategic Director of Children’s Services at Kingston Council, London

**Rodney Williams**

Lead Project Manager, National Grid, London and City Year UK Alumni

## Senior Management Team

**Kevin Munday**

Chief Executive

**Craig Burgess**

Chief Operating Officer

**Debra Burke**

Director of Development and External Relations

**Simon Hepburn**

Director of Programmes



## REPPING THE RED

This was supposed to be a placement. I'd get my experience and go,  
So when I applied for a PGCE, I'd have something to show.  
But then came the culture, the values, the vision.  
And flowing above all of those trees was the mission;  
To change the lives you touch by helping kids who would have been failed by the system.

So we plant seeds in schools to strengthen the roots of these children.  
Starts with an ear that listens but it doesn't come easy.  
Parents fight, people pass.  
If you heard some of the stories these kids have been through you'd be humbled completely.

But as a VM you humble yourself.  
You smile with strength, you let them know that their feelings are felt.  
You go up to them at break, invite them to games then sit next to them at dinner  
To make sure they're ok.  
And hand them a tissue if their nose needs blowing  
Because there were moments in your life you could've used a VM when you were growing.

But fast forward a couple of months and in walks this kid. She's new  
And after a couple of afternoons she is already saying:  
"Mr Mojib, can I sit next to you?"  
I could tell she was one of the most loving kids I'd ever have the pleasure of meeting.  
So you can imagine the look on my face when she says: "Mr Mojib, I'm leaving."

But it's fine because kids move around all the time.  
And she'd probably forget this in a bit,  
Is what I thought, until her Mum stopped me  
To tell me how much I mean to her kid.

But that's just one story among loads  
Because the words 'making a difference' are more than just a trope.  
Because when you pledge that red jacket you become a crimson pillar of hope.  
A beacon they run to whenever they feel low.  
The one thing they look forward to the most is YOU.

**An extract from Mojib's spoken word piece on his City Year, 2018-19**



## Contact us

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020 7014 2680



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Other Offices: Greater Manchester, West Midlands

[cityyear.org.uk](http://cityyear.org.uk)  
[info@cityyear.org.uk](mailto:info@cityyear.org.uk)

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