

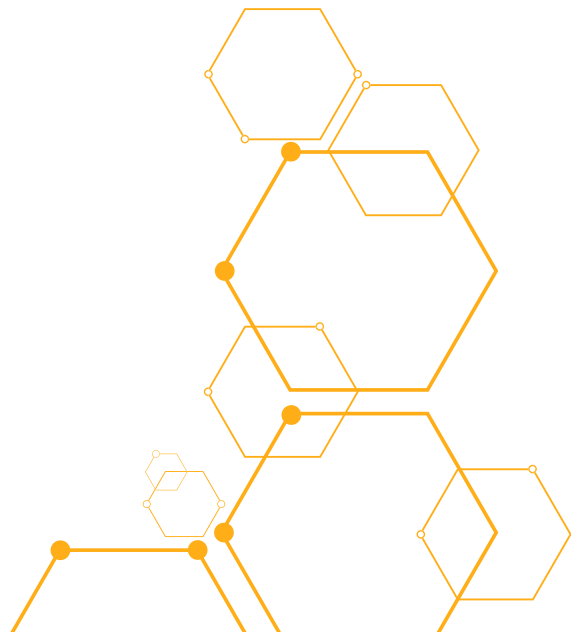


Annual Report

**For The Year Ended
31 March 2024**

YOUTH PWR CHARITY

RCN: 1193805





**The power for creating
a better future is
contained in the present
moment: You create a
good future by creating
a good present.**

Eckhart Tolle

About Us

Youth PWR Charity is a youth development and empowerment charity supporting young people aged 12-24 in engaging, inspiring and educating them; empowering them for a sustainable future. We do this through skills development programmes, organising workshops and activities to raise awareness of various subject matters that are relevant and are of interest to young people such as mental health, crime and youth violence, career and employability amongst others.



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Key People

Chair

Trustee

Trustee

Miss A Kehinde

Mr I Olowu

Miss A Sowah

Chief Executive Officer

Head of Programmes

Youth Engagement & Programmes

Assistant

Mr A Onigbanjo

Miss A Adeoye

Miss S Mullings

Registered Office

Youth PWR Charity
Weatherill House
23 Whitestone Way
Croydon, CR0 4WF

Bankers

LLOYDS BANK PLC,
25 Gresham Street,
London,
EC2V 7HN

ZEMPLER BANK,
Cottons Centre,
Cottons Lane,
SE1 2QG

Introduction

From the Chair

As we close another year at Youth PWR, I am proud to reflect on our progress, resilience, and dedication to empowering young people. This year brought a meaningful progress in our leadership as our founder, Adeola Onigbanjo, stepped into the role of CEO.

Having led Youth PWR from its inception, Adeola brings a unique vision and deep understanding of our mission, positioning us to grow sustainably while staying true to the values that shaped our beginnings. His passion as both founder and CEO allows us to continue making decisions grounded in our original purpose of providing meaningful support and opportunities for young people.

Our financial sustainability strategy has seen positive momentum, thanks to new partnerships and collaborations. These alliances are not just about growth; they allow us to reach more young people, offer more programmes, and make a lasting difference. We understand that every connection, every partnership, strengthens our mission and opens doors to opportunity, resilience, and hope for the young people we serve.

At Youth PWR, our work is, and always has been, a commitment to young people. It's about equipping them with the skills and support needed to navigate and succeed in today's world. Each programme we deliver, every initiative we undertake, and every partnership we forge is a step towards helping young people realise their potential, build confidence, and envision brighter futures.

As you explore this report, I hope you feel as inspired as I do by the stories of progress, empowerment, and transformation. These are the achievements of young people who, with your support, are changing their lives and, in turn, their communities. Your trust and involvement enable this vital work, and for that, we are incredibly grateful.

Thank you for standing with us as we continue this journey. The future we're building is one where every young person can find and harness their unique spark, with a little help from those who believe in them.

Anuluwapo Kehinde,
Chair of Trustees



**“Every Young Person
Has a Spark.
Our Mission is to
Help Them Ignite it.”**

Welcome Message

From the CEO

It is an honour to share our achievements and progress in this Annual Report for the year ending March 2024. Leading Youth PWR as CEO and founder has deepened my commitment to our mission and given me even greater appreciation for our small, dedicated team, our generous volunteers, and, most importantly, the inspiring young people we serve.

This year, we took important steps to broaden our impact and offer more to the young people we work with. We focused on expanding our programmes to not only help them build essential skills but also create experiences that boost confidence and open doors to new opportunities. By adding more skills training and employability workshops, we're equipping them with tools for their future careers, and with our increased opportunities for recreational activities from movie outings and art sessions to self-care routines, we're helping them enjoy moments of joy and connection. These activities are not merely leisure, they play a crucial role in nurturing self-esteem, creativity, and resilience, helping our young people rediscover joy in challenging times.

Working alongside our trusted partners has been central to achieving this progress. Each collaboration, whether with other youth organisations, local businesses, or educational institutions, has added fresh perspectives and new resources that have allowed us to deepen our support and reach even more young people. Together, we are setting Youth PWR on a solid path to sustainable growth, allowing us to continue building a nurturing environment for our beneficiaries.

Our journey is rooted in the belief that every young person has the potential to thrive. Despite the challenges they face, the resilience, drive, and strength our young people show is remarkable. Youth PWR's mission is to help them realise that potential, equipping them with the confidence, skills, and experiences they need to pursue their dreams and make their mark.

Thank you for being a part of our story. Your support makes all of this possible, and together, we're building a future where every young person has the chance to achieve their ambitions and contribute meaningfully to their communities.

Adeola Onigbanjo

Founder & CEO



Structure, Governance & Management

GOVERNING DOCUMENT

Youth PWR Charity is a Charitable Incorporated Organisation (CIO) with the registered number, 1193805. We are governed by a constitution that establishes the objectives and powers of the organisation.

OBJECTIVES

As stated in our constitution, Youth PWR supports young people to advance in life and help young people through:

- A) the provision of recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions of life;
- B) providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.

We also develop and promote innovative non-formal education programmes for and by young people, working with them to develop their full potential and we act as a platform for young people to develop business skills which are then applied practically through the charity version of PWR Magazine.

APPOINTMENT OR RENEWAL OF TRUSTEES

Existing Trustees elect new Trustees at any point in the year and there are no restrictions on who can be nominated. New Trustees are supported through mentorship and an induction process which includes details of their responsibilities, Charity Commission publications and the governing document. All Trustees are encouraged to meet Youth PWR's volunteers and beneficiaries.

All Trustees give their time freely and are reimbursed for out-of-pocket expenses. Trustees are encouraged to disclose all relevant interests and register them with the CEO and withdraw for decisions where a conflict of interest may arise.

GOOD GOVERNANCE

Trustees recognise the importance of good governance as fundamental to the success of Youth PWR, promoting a culture where everyone works towards fulfilling the Charity's vision and supporting compliance with relevant law and regulation. Trustees regularly review the governance and management of the Charity and also apply the principles of the Charity Governance Code as appropriate to the structure and operations of the Charity.

Structure Governance and Management

ORGANISATIONAL STRUCTURE

The Board of Trustees meet at least 4 times per year and are responsible for the governance of the organisation as set out in, but not limited to, the constitution. Decisions on the day to day running of the organisation are taken by the senior management team. The Board receives regular reports from the Executive. Decisions and matters with significant implications on the organisation are brought to the Board. These include:

- Policy Development
- Organisational Priorities
- Service Development
- Risk Identification (management, mitigation and review)
- Brand and Public Relations Development

RISK MANAGEMENT

Youth PWR have identified risks by looking across all areas of the organisational strategy and any operational risks. Where appropriate, systems and processes have been established to mitigate these risks.

Safeguarding remains a risk that we monitor very closely due to the nature of our work. Disclosure and Barring Service (DBS) checks are carried out for all management or delivery positions and those who regularly work with children and vulnerable adults.

We continue to recognise the cost-of-living crisis as a significant risk that currently impact both our beneficiaries and our operations. The rising cost of living affects vulnerable young people and their families, making it challenging for them to access essential resources and support. To address this risk, we will continually assess the needs of our beneficiaries and adapt our programmes to ensure they remain accessible and effective, even amidst economic challenges.

Additionally, we will continue to seek collaborations and funding opportunities to maintain the sustainability of our services and provide much-needed relief to those affected by the crisis.

Procedures are also in place to ensure compliance with health and safety regulations.

Priorities, Achievements & Activities

Vision & Mission

Our **vision** is a society where all young people are empowered to achieve their full potential, and shape the future with power and confidence.

Our **mission** is to work with communities to engage, inspire and educate young people; empowering them through leadership development, improving communication and creating a network of support by organising workshops, activities and skills development programmes; assisting them in becoming innovative and integrative leaders and to affect positive change in their local communities



Priorities, Achievements and Activities

Strategic Priorities

SKILLS ENRICHMENT

We immerse young people into new and challenging environments enabling them to develop and learn new skills through:

- Industry Insight sessions led by employers
- Youth-led training sessions on life skills
- Work experience opportunities
- Mentorship
- Charity version of PWR® Magazine

SELF-EMPOWERING POTENTIAL

We enable young people to develop through increased personal and social responsibility, opportunities and recognition. We do this through youth-led projects and activities, co-designed by them.

- Co-design of all of our activities
- Youth-Led Social Action projects
- Advertising opportunities to volunteers and eligible young people first.

ORGANISATIONAL DEVELOPMENT

We are committed to establishing a sustainable, skilled and effective organisation. Across this strategic priority, the past twelve months has focused on the following:

- A complete and thorough development of policies and procedures.
- The development of our organisational strategy, business plan and fundraising strategy.

Story Of Change

SK & The PWR Lines Project

When SK* first joined our PWR Lines Project, he was at a crossroads. With no prior work experience, finding a job had been a challenge, and he was eager to start building skills that would open up real opportunities. The PWR Lines Project, our employability programme focused on sales and marketing, was exactly what he needed, giving him a chance to learn, grow, and take his first steps toward a solid future.



The training programme offered SK hands-on experience, especially in skills that he could see himself using every day: public speaking, persuasion, and even learning how to confidently pitch and sell products. Working directly with our social enterprise, **Youth PWR Network**, SK took on the challenge of selling our publications to the public, which pushed him to step out of his comfort zone and interact with people from all walks of life. This experience turned out to be transformative; he not only learned how to communicate effectively but also saw his confidence grow along the way.

As the weeks went by, SK became increasingly comfortable talking to strangers, handling questions, and managing those moments of hesitation we all face when presenting something new. His self-assurance was hard-earned, and it became clear that he had developed a real knack for inspiring others, too. Now, SK occasionally steps up to support other young people in the programme, offering guidance and sharing tips that helped him succeed.

Looking back, SK feels the PWR Lines Project helped him stay focused on his life goals, keeping him on a positive path. The programme gave him a place to channel his energy and provided him with essential skills to thrive in any employment, to keep growing and bring his talents to new challenges.

Skills Enrichment

Through our skills enrichment programmes, we have witnessed young people enhance their skills and access information that supports their development into mature and responsible members of society. This then improves the local communities as the young people serve as advocates for engagement and education and encourage other young people around them to be better.



The key elements of our skills enrichment initiatives are as follows:

Employability Sessions:

We have sessions which cover key skills such as teamwork, problem solving and communication. We also tailor these sessions to support young people with their CVs and interviews skills.

Industry Insight:

We collaborate with a wide range of companies and organise industry insight sessions. These sessions also allow the young people opportunities to network with professionals and industry leaders, and explore work experience opportunities.

PWR®:

PWR Magazine is a very powerful tool to unlock not only the skills but the creativity that young people hold. From the content and the design to the photography, all aspects of the magazine are led by young people that are members of our PWR Creatives Network. Our magazines feature current art and culture topics around music, fashion and entertainment balanced with societal issues such as mental health, crime and employability.

Self Empowering Potential

Social Action Participation (SAP) Programme:

We envision a society where the contributions of young people to their communities are appreciated, supported, and recognised. When young people engage in practical actions that serve others, it plays a vital role in shaping their futures therefore enhancing social mobility and benefiting both the individuals and the wider community.

Our SAP Programme sees young people design and deliver a short-term, high-impact social action. Working with our partners, they create real change in their communities and develop a whole host of skills from leadership and time management to planning and marketing.

Our Youth Social Action project this year took form in our #UNTIMELY campaign which is an anti-knife crime and youth violence campaign. We worked with the MET Police to perform a Knife sweep across the borough of Croydon to collect and safely dispose of discarded and hidden knives. This helps to build safer communities and ensure young people feel comfortable within the community.



Story Of Change

Debby's Journey with Rooms Project



Debby* is a 15-year-old girl who started attending our Rooms Project as a quiet, reserved teen. She mostly kept to her small circle of friends and often struggled to build her confidence, finding it hard to reach out to new people. The idea of facing the “real world” felt daunting, and with so many career options out there, she was unsure where to start.

When she joined The Rooms project, Debby's world began to open up. The project's whole purpose is to give young people a safe, engaging space to just be themselves, try new things, and grow.

Through fun activities, open discussions, and hands-on workshops, the programme helps young people feel part of a community, look after their wellbeing, and build the confidence to take on new challenges.

At first, Debby was shy, barely speaking up in group sessions. But as the weeks went by, she started finding her voice. The workshops and discussions became her chance to speak up, share her thoughts, and get comfortable talking to others. Soon, she was engaging more actively, not only with her peers in the project but also making new friends outside her usual school circle. One of the best parts for Debby was the chance to explore different career paths. She had never had that kind of exposure before, and the insights she gained helped her see all the possibilities for her future. Where she once felt uncertain and worried, she now had a clearer picture of what she wanted to pursue, and the confidence to go for it.

Debby's growth hasn't just been about herself. Feeling empowered and inspired, she's also started sharing what she's learned with others, helping to lift up those around her. Her journey is a reminder of how much can change when young people are given safe spaces to grow and connect.

From a shy teenager facing uncertainty to a confident young person with a vision for her future, Debby's story shows just how impactful The Rooms Project has been. It's not just about building skills, it's about creating a community where young people feel they belong and have a voice.

Future Plans

As we plan for the year ahead, our charity remains fully committed to supporting young people, especially given the rising cost of living, which is placing even more pressure on families and communities. Financial hardships are intensifying, and young people are particularly vulnerable to the consequences of economic instability, limited opportunities, and social challenges. This makes our work more critical than ever. Our mission is to provide the resources, opportunities, and guidance necessary to empower them to thrive.

Central to our plans is the continued expansion of our #UNTIMELY campaign, which focuses on tackling knife crime and youth violence. Over the next year, we will work to extend its reach, engaging even more young people and communities across the country. To celebrate the campaign's success and progress, we plan to host a major event that will bring together young people, community leaders, and supporters to showcase the positive changes #UNTIMELY has inspired and to promote further collaboration in creating safer environments for all.

As we look ahead to the next 12 months, our key priorities will be:

1. Increase skills development programmes
2. Address the growing demand for employability programmes
3. Introduce more youth-led programmes

These priorities reflect our commitment to responding to the needs of young people in today's difficult economic and social climate. By focusing on skill building, employability, and youth leadership, we aim to equip young people with the tools they need to navigate life's challenges and seize opportunities for growth and success.

The year ahead is full of opportunities for further impact, and we are excited to continue working with our partners, supporters, and the young people we serve to build safer, more empowered communities.



Highlights in Pictures



Employee Spotlight

Serekia Mullings



This year, we are proud to spotlight Serekia, a dedicated member of our team whose journey with us began as a volunteer several years ago. With an unwavering passion for community impact, Serekia has brought a wealth of fresh ideas and a strategic approach to outreach that have significantly influenced our project development, particularly within our innovative rooms initiatives. Her contributions have not only helped to expand our reach but have also strengthened our connections with the communities we serve.

Now in her role as Programmes Assistant, Serekia works closely with our team to ensure each of our programmes runs smoothly and effectively. Her experience from her volunteer days, combined with her ability to anticipate project needs, has made her an invaluable asset to our operations. Serekia brings positivity, creativity, and a collaborative spirit to her work each day, inspiring both her colleagues and the wider community. Her journey from volunteer to essential team member reflects the very mission of our organisation, and we are excited to see the many ways she will continue help drive our success.

Community Support & Events



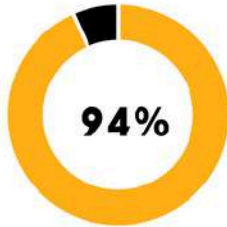
We proudly hosted a community barbecue in celebration of Windrush Day. This gathering honoured the contributions of the Windrush generation and their descendants, who have enriched our community in countless ways. The barbecue provided a welcoming space for people of all ages and backgrounds to connect, share stories, and celebrate cultural heritage. Events like these are essential to encourage unity and understanding, reminding us of the importance of inclusivity and community spirit in all that we do.

We also organised a vibrant sporting event, gathering young people from across the community for a fun yet competitive game of football creating a safe and positive environment for them to express themselves. Not only did the event encourage healthy activity and teamwork, but it also helped many young people feel seen and valued. Through events like this, we aim to strengthen community bonds and provide meaningful opportunities for young people to engage in healthy and constructive activities.



Our Impact

Social Action Participation Programme



- 3 of 5 Points & Above
- 2 of 5 Points & Below

Percentage of young people whose **communication has improved** following participation.



- 3 of 5 Points & Above
- 2 of 5 Points & Below

Percentage of young people that **gained new skills**: Including time management, planning and marketing.



- 3 of 5 Points & Above
- 2 of 5 Points & Below

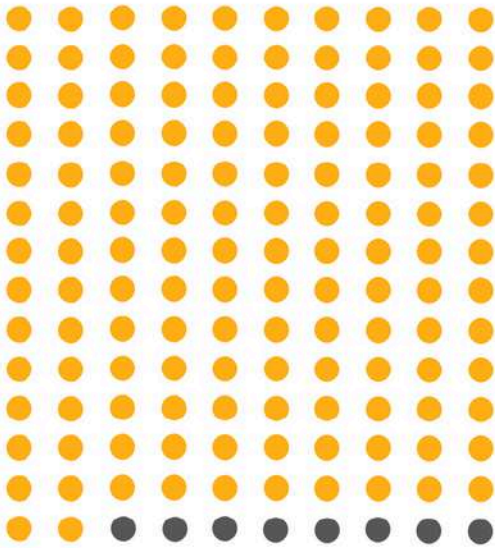
Percentage of young people whose **confidence has increased** following participation.



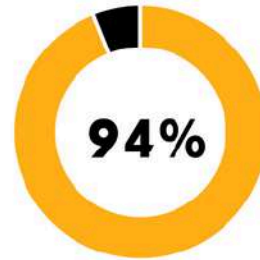
Our Impact

Leisure & Recreational Activities

132...



...young people took part in at least one session.



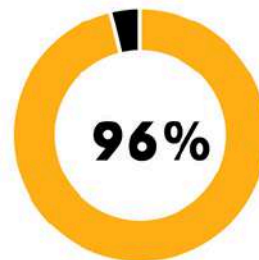
- 3 of 5 Points & Above
- 2 of 5 Points & Below

Reported **improvements with their mental and/or physical wellbeing** as a result of the activities.



- 3 of 5 Points & Above
- 2 of 5 Points & Below

Felt like they were **part of a community** following their participation.



- 3 of 5 Points & Above
- 2 of 5 Points & Below

Reported an **increase in their self-esteem and self worth** following their participation and peer interactions.

Story Of Change

Tay's Journey with the Evolve Project

Tay* is a bright young student with big dreams of working in the financial sector. He was doing well academically, but he couldn't shake the worries he had about the world of work. Getting into finance felt like a long shot, especially without any real experience or industry connections. He was keen to find some sort of work experience to get a foot in the door, but opportunities seemed hard to come by.



When Tay approached Youth PWR, he found a team ready to support him. He was reassured, highlighting the strengths he already had, and reminded him that he had what it took to reach his goals. Through our Evolve Project, an employability programme designed for teenagers and young adults, we arranged a workplace access opportunity for him and other young people to see the industry up close. This experience turned out to be exactly what Tay needed.

During his time with the programme, Tay was able to connect with professionals in the financial sector, gaining valuable insights and building his confidence. He got a taste of the industry he aspired to join, and the chance to network opened up new possibilities he hadn't considered before.

Now, Tay feels much more assured about his future. With university on the horizon, he's well on his way to achieving his dream of working in finance, and he knows he's not going it alone. The Youth PWR team continues to support Tay and other young people like him, guiding them as they take their first steps into the working world.

Tay's story is a reminder of how a bit of encouragement and real-world exposure can make a huge difference, helping young people see that their goals are within reach.

Our Supporters

APPRECIATION

We would like to express our utmost gratitude to our funders and all the organisations and individuals that have supported us this year. We are also grateful to our Trustees, staff, and team of volunteers for their commitment and dedication to our mission in supporting young people to achieve their full potential and to make a positive difference to their lives.



HOW YOU CAN HELP...

We're always on the lookout for organisations and individuals to support our work through mentoring young people, sponsoring our programmes, events and publications, providing venues and other in-kind support such as marketing, professional services and impact measurement.

Visit: youthpwr.org/get-involved

Financial Review

As per Charity Commission guidance for CIO's, we have completed a receipts and payments accounts which have been examined independently. The accounts and examination can be found overleaf.

PRINCIPAL FUNDING SOURCES

Our principal funding sources are through grant income and donations. In the financial year ending 31 March 2024, the following grant-making organisations generously supported our work:

- Croydon Relief in Need (CRiN)
- Mayor of London
- Postcode Society Trust

RESERVES POLICY

Reserves are needed to build the sustainability and viability of Youth PWR Charity, to bridge the gap between the receipt and spending of income and cover unanticipated expenditure.

The Board of Trustees' examination of the charity's need for reserves concludes that to allow the protection of current core activities, the meeting of day-to-day responsibilities and the building of sustainability and viability of Youth PWR Charity, a sum is needed.

The Trustees at this stage consider that the level of unrestricted reserves stands at £9,000. The Trustees wish to increase total reserves to £15,000 in the upcoming financial year to cover three months running costs. The Trustees review the reserves policy every year.

Statement of Trustees' Responsibilities

The Trustees are responsible for the preparation of the financial statements for each financial year, which give a true and fair view of the state of affairs of the charity. In preparing these reports, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed;
- Prepare the financial accounts on the going concern basis unless it is inappropriate;
- To presume that the charity will continue in business.

The Trustees are also responsible for ensuring that the charity has appropriate systems of internal control across the organisation. They are responsible for keeping proper accounting records, which disclose with reasonable accuracy, at the time, the financial position of the charity and enable them to ensure that the financial statements follow best practice. They are further responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The systems of internal control are designed to provide reasonable, but not absolute reassurance against material misstatement of loss. Internal control processes implemented by the Trustees include:

- Agreement of policy and service development;
- An annual budget approved by the Trustees;
- Regular consideration by the Trustees of financial results;
- Delegation of authority to appropriate levels of management;
- Identification and management of risk.

By order of the Trustees dated 11 September 2024



ANUOLUWAPO KEHINDE
CHAIR

Independent Examiner's Report on the Accounts

I report to the charity Trustees on my examination of the accounts of Youth PWR Charity for the year ended 31 March 2024 which are set out on page 28.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's Trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

INDEPENDENT EXAMINER'S STATEMENT

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. Accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. The accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Ololade Akinmade
ACCA ACA MBA
165, Kingsdown Avenue,
Croydon, London
CR2 6QN

24 September 2024



**When we give young
people the tools they
need to create change,
there is no limit to what
they can accomplish.**



Michelle Obama



YOUTH PWR CHARITY

WEATHERILL HOUSE,
23 WHITESTONE WAY,
CROYDON, LONDON
CR0 4WF

CONTACT@YOUTHPWR.ORG

RCN: 1193805

* We take the safeguarding of the young people we support very seriously. Some of the names and details of the young people whose stories have contributed to this report have therefore been changed to protect their identities.

