

# Making the Leap.

Raise Aspirations. Increase Opportunities. Change Young Lives.

## About Making The Leap

Founded in 1993, Making The Leap is a London-based charity that improves social mobility by raising the aspirations of, and increasing opportunities for, young people between the ages of 11 and 25. We believe every young person should have the chance to fulfil their potential. Our mission is to transform the futures of young people from socio-economically disadvantaged backgrounds by providing training to raise their aspirations and develop their skills, behaviours and confidence to succeed in a career. Last year we supported 11,915 young people from across 27 London Boroughs.

We support young people who, based on their family circumstances are growing up living in poverty and they lack the networks, access to opportunities and role models. As a result of their experiences and the challenges they face, their aspirations are often lowered, and they lack the belief that they can succeed in a society where the cards seemed stacked against them. Through our programmes we empower young people to believe in themselves whilst providing them with the tools to overcome their circumstances, reach their own potential and become all that their talent and hard work will allow them to be.

For secondary school students we deliver a range of classroom based programmes and one day activities which run throughout the academic year designed to raise students' aspirations and develop their character.





For young people aged 18 – 25 who are keen to fulfil their potential we deliver intensive programmes and activities to develop their employability skills, personal development and marketability whilst providing them with access to life-changing employment opportunities.

70% of young people who attend our career programme progress into employment, further education or training, with a focus on entry-level roles that enable them to kick start their career.

By collaborating with our corporate partners, we provide a variety of meaningful and popular employee engagement opportunities. These enable companies to meet their CSR aims and provide employees with opportunities to utilise their skills to have a real impact on the lives of young people. We deliver bespoke recruitment drives to give companies access to audiences that are under-represented amongst their workforce. These projects not only provide young people with entry-level career opportunities but also support companies to widen the talent pool they have access to.



As an innovative charity, in 2017 we launched the UK Social Mobility Awards, the only national awards event of its kind. These awards are about making the advancement of social mobility a key part of how organisations are run in this country. This extremely successful initiative is now in its fourth year and is supported by some of Britain's largest corporations.

**As an example of the success of our work, here is Abdi's story who recently attended our career programme.**

*'Fresh from graduating I enthusiastically began the process of looking for employment but soon reached a stumbling block in the application process. I would send lots of applications for different jobs in the hope that one would eventually stick, but that never materialised as I was shooting in the dark. This would often leave me feeling demotivated, which would discourage me from applying for jobs and the vicious cycle would continue. After having some health issues which affected my confidence – and recovering, I found myself back at square one in the process of looking for work.*

*I reached out to my local Job Centre Office for support and my Work Coach told me about Making The Leap. She passed my details on to them and, when they contacted me a few days later, I was taken aback by their friendliness and enthusiasm. After speaking to Gareth in the Engagement team at Making The Leap, I was convinced that I should give the workshop a go and I didn't look back.*

*The tasks were enjoyable and useful, helping me with my teamwork and presentation skills, as well as creativity. My newfound confidence made tasks that would previously have seemed daunting far more achievable and exciting. The session on application forms was the most eye-opening! Learning new ways of thinking about how to approach application forms was so helpful to learn as it fundamentally changed how*

*I approached them. There was also a focus on professional experiences with various presentations from professionals about the work that they do and visits to corporate companies. As someone who previously had little work experience, this was vital as it allowed me to break down the barriers I had created in my mind of what I could achieve and where I could work. For me, the culmination of the three weeks were the mock interviews we took part in at a major investment firm. I was apprehensive at first but quickly found myself settling down once the questions started and I gave a good account of myself. I received some really helpful feedback. Thanks to the workshop, I have vastly improved my confidence and presenting skills and, now most importantly, I know exactly what I have to do when tackling an application form in the future.*

*On the final day of the workshop, I was made aware of a marketing apprenticeship which I applied for and immediately got past the application stage, which had never happened to me before! After the initial delight, Krupa, my Progressions Officer and the team met with me to prepare me for my interview and, through all their efforts, I was successful in getting the job as a Media Executive at MediaCom.*

*The programme at Making The Leap was crucial in helping me get back on my feet and allowed me to become the person I knew I could be. I am eternally grateful to the whole team at Making The Leap.'*

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