



# Impact Framework

Our Theory of Change for young people, employers, and educators.



# The journey to Career Ready

## WHO WE ARE

We are a UK-wide social mobility charity at the heart of a network of employers, volunteers, schools, and colleges. Since 2002, we have all worked together to empower young people and give their talents a platform from which to flourish.

## WHAT WE DO

We boost social mobility by empowering young people from diverse backgrounds, providing them with workplace experiences, career insights, and a network of support.

## HOW WE DO IT

We build partnerships between employers, their volunteers, schools, and colleges. Together, we deliver a range of programmes for young people aged 11-25 whose talents may otherwise go unfulfilled in education and employment.

### OUR MISSION

We believe that every young person, regardless of their background, deserves the opportunity to kickstart a rewarding future and fulfil their potential.

WORKPLACE  
EXPERIENCES

SUPPORT  
NETWORKS

CAREER  
INSIGHTS

PROGRAMMES

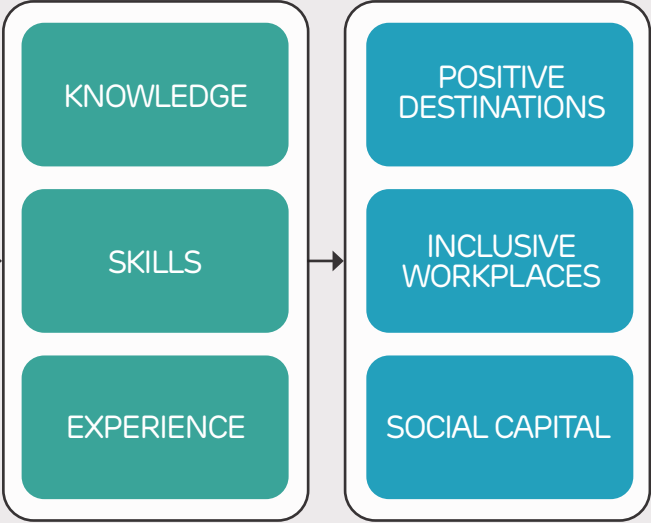
PARTNERSHIPS

# SHORT-TERM IMPACT

# LONG-TERM CHANGE

Our programmes provide a platform for young people to boost their knowledge, skills and experience, whilst adding real value to employers, volunteers, schools, and colleges.

Young people progress into sustained and fulfilling education or employment with organisations who champion inclusivity and social mobility.



# Our mission

We believe that every young person, regardless of their background, deserves the opportunity to kickstart a rewarding future and fulfil their potential.

However, the futures of far too many young people are determined by background, not potential.



Those from better-off backgrounds are **80% more likely** to be in a professional job than their working class peers  
- *State of the Nation 2018-19: Social Mobility in Great Britain*;  
The Social Mobility Commission



**31%** of people in the north-east of England think that there are good opportunities for them to make progress compared with **74%** of people in the south-east and **78%** in London - *Social Mobility Barometer*;  
The Social Mobility Commission



In financial services, employees from lower socio-economic backgrounds take **25%** longer to progress. This increases to **32%** for those from lower socio-economic backgrounds who also identify as Black - *Who gets ahead and how?*  
Bridge Group

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“At every stage of the life-cycle we are losing gifted people who could be participating more in our society... We must act decisively to change it.”  
- *The Social Mobility Commission: The State of the Nation Report 2018-19*

“Our mission is to transform young people's lives. Real change is about empowering people 5, 10, 15 years into the future. If we can capture this then we know that we are on the right path.”

- Tokunbo Ajasa-Oluwa, Career Ready CEO

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# What we do

We boost social mobility by empowering young people from diverse backgrounds, providing them with workplace experiences, career insights, and a network of support.



**61%** of our students have no parental history of higher education



We work in **33/50** of the most disadvantaged Local Authorities in England, identified by English Index of Multiple Deprivation

We work in **18** Local Authorities across Scotland, including **6** of the Scottish Attainment Challenge areas, with plans to expand further



**42%** of our young people are from diverse ethnic backgrounds

## Stakeholders

### Young People

- Masterclasses
- Mentoring
- Workplace visits
- Paid internships
- Assemblies†
- Tutorials†
- Careers in the Curriculum†

### Employers & Volunteers

- Access to young, diverse talent
- Volunteering opportunities for staff
- Opportunities to meet Environmental, Social and Governance or Corporate Social Responsibility objectives

### Schools & Colleges

- Two employability programmes for young people
- Self-serve resources meeting 7/8 Gatsby benchmarks for Good Career Guidance\*
- Continuing professional development for teachers and careers leads

† England, Wales and N. Ireland only

\* England only

# How we do it

We build partnerships between employers, their volunteers, schools, and colleges. Together, we deliver a range of programmes for young people aged 11-25 whose talents may otherwise go unfulfilled in education and employment.



**73,000** young people across all three programmes



**1,000** employer partnerships and **3,300** volunteers



**400** school and college partnerships across the UK

## A targeted approach for transformational change



### Career Ready Post-16 Programme:

A high-impact, complete 'Career Ready' programme for **2,200** young people, including one-to-one mentoring and real workplace experiences.

**Career Ready in Scotland:** An expansive mentoring programme for **1,300** students in S5/S6, including a paid four-week internship.

**Career Builder:** Employer engagement opportunities, skills masterclasses, industry insights, and workplace visits for **27,500** young people.

**Career Starter:** Bite-sized careers information and guidance for **42,000** young people, all mapped to Gatsby Benchmarks.

# Short-term impact

We boost social mobility by empowering young people from diverse backgrounds, providing them with workplace experiences, career insights, and a network of support.



**89%** of Career Ready students improved their employability skills



**81%** of students felt more confident one year on than before the programme. Over half said this was down to Career Ready



**88%** of volunteers experienced a positive impact on their skills, wellbeing or work life



**72%** of internship supervisors would hire their intern

## Outcomes

### Young People

- Improved skills for career success
- Improved self-confidence
- Increased resilience
- Ability to make informed career decisions
- Increased networks

### Employers & Volunteers

- Employers and volunteers are more committed to young people, diversity, and social mobility
- Volunteers improve their work-based skills and feel more connected to their employer
- Employers provide more, and higher quality, opportunities for young people – particularly paid internships

### Schools & Colleges

- Teachers improve their labour market knowledge
- Schools promote a broad range of career pathways to young people
- Meet Gatsby benchmarks for Good Career Guidance\*

\*England only



# Long-term change

Our programmes provide a platform for young people to boost their knowledge, skills and experience, whilst adding real value to employers, volunteers, schools, and colleges.



**97%** of alumni progress into positive destinations, compared with 72% of disadvantaged students nationally



**80%** of alumni said they have the things they consider important in life, compared to 72% of non-programme peers



**72%** of alumni said it helped them build a local network who could support them with future career opportunities



**85%** of alumni said the programme helped them make effective decisions about their next steps

## Outcomes

### Young People

- Progress into sustained positive destinations
- Apply employability skills in the workplace
- Have strong networks and social capital

### Employers & Volunteers

- Employers embed inclusive practices to support colleagues of all backgrounds
- Employers experience improved wellbeing, engagement, and professional development of their staff

### Schools & Colleges

- Deliver high quality careers activities to all young people, including advice on all viable progression routes
- Develop strong links with local employers



# Case study

Daniel Clarke, a 2006 Career Ready alumnus from East London who now works for Amazon.

I grew up in a big family, living in Stratford in East London with my parents and six older siblings. I had a good family life, but Stratford was a 'difficult' area back then, not like it is now. I went to a school that had a poor reputation, but it was the most convenient option, especially as my parents were working.

Education was never my strong point. When I was in Year 5, I realised that all the other kids could read an entire book while I was struggling to read at all. I started to feel isolated and somewhat jealous of them. Back then, no one talked about dyslexia or mental health, and I didn't feel able to talk to my parents about my difficulties at school as all my siblings had done well at school and gone to university. I didn't get much support at school so I just gave up on learning. This led to me getting mixed up with the wrong crowd, skipping lessons and ending up in detention. I ended up with only one GCSE.

Failing my GCSEs gave me a new-found focus and, with a bit of luck, I got into college to do GNVQ Business Studies where I heard about Career Ready. The internship aspect really stood out to me – it seemed a once-in-a-lifetime opportunity.

My first year of college was all about taking classes and studying independently, while the second year was spent preparing for my internship, buying a suit, and then applying for five companies I wanted to do an internship with. I was so proud when I was successful in getting one with Citi. It gave me a new-found sense of

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*When someone supports you and they don't know you - they just believe in you because you're a young person who's trying to do better, it's just such an amazing feeling.*

self-belief and I was also shocked by the amount of support I received without judgment.

When someone supports you and they don't know you - they just believe in you because you're a young person who's trying to do better, it's just such an amazing feeling.

After I completed the programme and left college, I went on to study BA Business Management at university, leaving with a first-class degree. I now work as a Recruitment Manager for Amazon. My responsibilities include stakeholder management, forecasting and making decisions regarding hiring. For the next few years, I see myself continuing working at Amazon. However, in the longer term, my goal is to go into charity work, so I can give back and support young people who find themselves in similar situations I was in fourteen years ago.



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