

helping young people discover their future

An opportunity to make an impact on a national scale

Are you looking to help children and young people achieve their potential and ensure that their background doesn't need to determine their future? If so, please consider this exciting opportunity to join the Board of Trustees of a respected, national charity making a significant difference to young people's life chances.

Established in 2009, the Education and Employers charity's mission is a simple one: *"to ensure that every young person in our country, wherever they live, whatever their parents or carers' circumstances, has the opportunity to meet a diverse range of volunteers to hear first-hand about jobs and the world of work and be inspired about the future"*.

What is the evidence that this matters?

The charity's research has shown that young people's hopes and aspirations are often limited to the world they see around them. They can struggle to relate what they are learning to the real world and their futures and as a consequence can suffer from a lack of motivation and become disengaged and disillusioned. Our 2-minute video [Redraw the Balance](#), which has been viewed over 100 million times, shows the ingrained stereotypical views children often have about the jobs people do based on their gender, ethnicity and socio-economic background. As the saying goes *"You can't be what you can't see"*.



Our research has informed both UK and international education policy and been featured by organisations ranging from the OECD to the World Economic Forum. Key findings include:

- Gender and racial stereotyping about jobs is set from an early age and is a global issue;
- Those from less affluent backgrounds see themselves in lower status roles;
- Less than 1% of children have heard about jobs through someone visiting their school;
- There is *'nothing in common'* between young people's future aspirations and the needs of the labour market.

Taking action

This research underpins our core work – taking action and giving young people the chance to meet and interact with role models from the world of work who can broaden horizons, raise aspirations and show them what is possible in life. This [ITV news report](#) shows how we do it and the impact it has.



To enable us to connect very large numbers of young people and volunteers on a national scale at low cost and to be able to monitor our impact we have developed innovative on-line match-making technology called *Inspiring the Future*. Developed and refined over the last 10 years, it uses Salesforce with integrated Ordnance Survey mapping to make it quick and easy for people to connect.

We are the only charity working nationally with primary and secondary schools and linking them to volunteers from the world of work at all levels - from apprentices to CEOs and from all sectors - app designers to zoologists. We have already enabled 3,500,000 interactions between young people and the world of work; 85,000 volunteers from 5,000+ employers have registered; 11,500 schools and colleges (85% of secondary & 35% of primaries) have signed up; 24,000 teachers have registered and 8,000 skilled professionals have been placed as school governors.

Over the last 14 years we have worked with a wide range of employers, sector bodies, charities, trade bodies, government departments, Ministers and Prime Ministers, and run a variety of successful sector-based campaigns. Our trailblazing work has been replicated by other countries (under licence from our charity) and we are currently advising a number of governments around the world on helping young people better understand the options open them (from which we raise some money to support our UK activities).

The challenges

Social mobility has at best stagnated and arguably got worse, regional inequalities remain largely unchanged and careers advice and guidance is very patchy. The Government's latest statistical [release](#) (19.10.23) shows that the disadvantage gap has widened and is now at its highest level since 2011. New research we will be publishing shortly shows that children's career aspirations are hugely influenced by the jobs their parents do, the places they live and increasingly by social media with very few getting to meet role models from the world of work. The research reveals significant differences in the jobs that girls and boys aspire to with very little correlation between these and the reality of current and projected labour market needs.

The opportunities

The interactive, virtual classroom sessions we have developed, refined, and tested over the last 3 years enable us to give young people, wherever they live, the chance to meet a diverse range of people doing different jobs - helping to broaden their horizons and raise their aspirations. It also enables employers to connect with schools across the country - wherever they or their staff are based. See this 2 minute example with [Brompton Bikes](#).



Our work has the potential to revolutionise who young people get to see and interact with – so their horizons are not just limited to those of their families, neighbours, or social media influencers. All children should have the same right to be inspired and be shown what is possible, regardless of their background.



Getting involved

The charity is very keen to expand its scale and reach and to enable it to support more young people and schools. Our aim is for 10,000,000 interactions between young people and the world of work.

This means we need to engage more employers, secure more funding, augment our technology and raise awareness. In order to do this we are seeking to strengthen our friendly, pro-active Board of Trustees which comprises of senior figures from business and education (a list of current and past trustees can be found [here](#)). The Board meets four times a year in person, typically 16:30 – 18:00 in central London although some trustees do join virtually.

We are looking for people with a passion for improving the life chances of young people, especially those from disadvantaged backgrounds. We seeking to appoint up to three individuals who have either extensive links to employers; or connections with HNW individuals, Trusts and Foundations; or media expertise and are willing to support the work of the charity and its small and dedicated staff team.

For more details on our mission and strategy please click [here](#).

David J O Cruickshank
Chair of Trustees