

EVERY YOUTH

# IMPACT REPORT

# 2024



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# Welcome

2024 was another tough year for young people experiencing or at risk of homelessness. While there were positive developments – making Universal Credit more equal – these gains were cancelled out by decisions such as increasing Employers' National Insurance and freezing Local Housing Allowance, which have squeezed young people and the services that support them even further.

Despite this, thousands of the young people we helped overcame terrible odds and blazed a path away from homelessness towards independence. Young people can and will thrive if they receive the right support at the right time; they are an asset that should be nurtured for everyone's benefit.

Previously, EveryYouth helped young people in homelessness services gain the confidence, skills and resources they needed to compete with their peers. In 2024 we added a new dimension, creating targeted opportunities.

Project Flourish reflects EveryYouth's collaborative DNA. Developed with Hays Plc, Project Flourish brings young people, the charities that support them and potential employers together. We help all stakeholders understand what support young people experiencing homelessness need to secure employment and remove practical barriers which are often overlooked.

We are now ready to scale this programme in partnership with Homewards, The Royal Foundation's campaign to end homelessness. A huge thanks goes to Hays and the employers giving young people a chance.

Positivity is core to Project Flourish and EveryYouth's work generally. The young people we support are unfortunate to be homeless but they are not defeated. I met 14 young people from across the UK at the most recent EveryYouth photoshoot (see p25) and the positivity was almost overwhelming. They weren't feeling sorry for themselves; they were excited about being in London, going on planes for the first time, seeing a glimpse behind the scenes of the media world. This is a lesson for us all.

If young people, faced by shocking odds, can find a way of being optimistic and excited about their futures, it is imperative society harnesses that energy and supports their endeavours. EveryYouth will not give up on young people. We implore policy makers, employers, and society at large to look beyond the word homeless. Start seeing a young person you have the power to help and do something about it.

Nicholas Connolly - CEO





# Our impact in 2024

2,309

Young people reached



£864,611

Funding distributed



1,641

Young people achieved  
their goals

13

Delivery Partners  
across the UK

1,182

Course enrolments  
through Project  
Flourish







# The year in review

2024 was a year of mounting challenges for young people in the UK. Economic pressures, political uncertainty, a struggling job market, and a deepening mental health crisis created an environment where independence felt further out of reach than ever. The cost-of-living crisis continued to hit young people hard, with soaring rents, food prices, and energy costs making it nearly impossible for many to secure stable housing or plan for their future.

For some, these pressures meant being forced to remain in unsafe or unstable situations, trapped in cycles of insecurity with no clear way forward. Access to mental health support remained limited, making it even harder for young people to overcome the barriers in their way. And for those trying to enter the workforce, financial and systemic challenges meant that simply finding a job was not always enough to secure long-term independence.



It has never been clearer that EveryYouth is needed. Our programmes provide the practical and emotional support young people need to break through these barriers. Whether it's securing safe housing, accessing vital mental health services, or receiving the right support to enter employment, EveryYouth ensures that young people aren't defined by their circumstances—they are empowered to shape their own futures.

# What we do

Last year, **118,134** young people faced homelessness (Centrepoint, 2025). Young people find themselves in this position through no fault of their own and lack the holistic support and opportunities they need to escape it.

We work to provide this support and unlock opportunities at scale by:

## Funding Outcomes

We fund outcomes, which gives Delivery Partners the flexibility to deliver support in a way that's most effective for the young people they work with. This also helps us show EveryYouth's Backers the real impact of their support.

## Building knowledge

We scale ideas that have been tried and tested regionally and we are committed to continuous learning. Our approach allows us to compare different ways of working and we are committed to collating and publishing that learning.

## Creating Opportunities

We connect regional charities to learn from each other but also to businesses, community groups, academics and others to create opportunities for young people

Our **VISION** is a society where every youth is empowered to thrive.

Our **MISSION** is to create space and equitable opportunities for every youth to thrive.



In 2024, 1 in 6 young people not in employment, education or training reported mental ill health (APS, 2024). Long waits for support can delay progress into education, employment, or housing.

Launched in 2022, EveryYouth Healthy connects young people with specialist support within two weeks—offering 12 sessions on average, twice the NHS standard. This gives space to build trust, process trauma, and create lasting change.

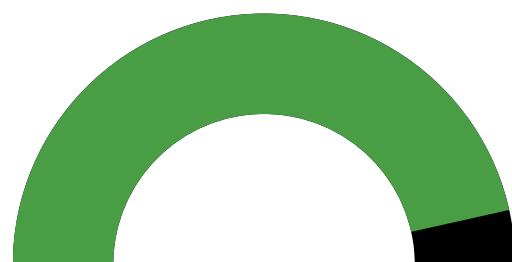
This year, we expanded our reach by partnering with Depaul UK. This expansion enabled **279 young people to receive mental health support.**

By prioritising mental health, we empower young people to overcome barriers and build independent futures.

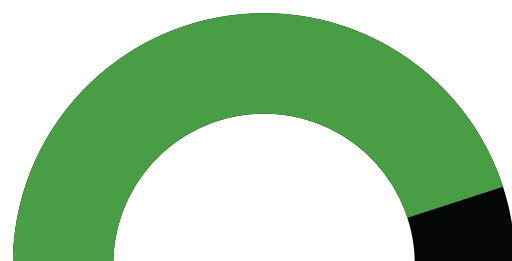
“I’ve been seeing a counsellor, funded by EveryYouth Healthy, and it has been really helpful. **Now I can focus on my future and not my past.**”

– *Liam, The Benjamin Foundation*

After their sessions



**93%** of young people surveyed reported **improved self-esteem**



**90%** of young people surveyed **felt more hopeful** about the future









# EVERYYOUTH EMPLOYED

The job market remains challenging for young people. By the end of 2024, nearly 1 in 7 were not in education, employment or training—a 14% rise from 2023—driven by declining job opportunities and the highest unemployment and inactivity rates since the pandemic. Many are locked out of work and unable to gain the experience needed for independence.

EveryYouth Employed tackles these barriers with one-to-one support from expert job coaches. In 2024, 557 young people moved into education, employment or training.

Traineeship completions more than doubled (up 123%) thanks to strong local partnerships, offering young people a stable route into work and a path away from insecure, low-paid jobs towards a brighter future.



**79%** of young people report **feeling more confident** after receiving support from an expert Job Coach



**49% increase** in young people sustaining EET for 3 or more months from 2023



## Employability Boost

The Employability Boost is a central feature of EveryYouth Employed. This bursary scheme helps young people overcome the costs associated with getting into work and education. Whether a young person needs help with course fees or the bus fare to a job interview, we make sure small financial barriers don't prevent young people securing long-term independence.

There was a total of **585 Boosts awarded to 497 young people**. A key driver was the 66% rise in young people receiving support to enter employment. With inflation pushing up the cost of essential items, more young people than ever are struggling to afford the basics needed to access employment.

“The group activities, funded by EveryYouth Employed, **helped me start thinking more about my future,** work on my employability skills and start a plan for the future.”  
– Frankie, *The Rock Trust*



A total of **£30,182** funded



**51% increase** in Boosts awarded for transport costs compared to 2023



## Project Flourish

In partnership with Hays, **Project Flourish** supports young people at risk of homelessness into meaningful employment.



By combining Hays' recruitment expertise with EveryYouth's youth support network, the project offers tailored online learning, inclusive job opportunities, and wraparound support — including workplace mentoring and Super Boosts (bursaries).

Super Boosts go a step further than the Employability Boost. They are larger grants - up to £2,050 - which are designed to support young people with the multiple hurdles that prevent them entering or sustaining employment. A Super Boost enables long-term independence where smaller interventions aren't enough.

Together, we're setting young people up for long-term success and continually improving outcomes through ongoing support and evaluation.



**10** young people entered roles



**£2,852** awarded as Super Boosts



Industries entered: healthcare, STEM and recruitment



**1,182** course enrolments







# EVERY YOUTH HOMED

In 2024, rising rents and the refreezing of Local Housing Allowance created even greater barriers to stable housing. These pressures are expected to push thousands further into poverty and make it even harder for young people to find a safe place to call home.

Through EveryYouth Homed, we supported young people to find and maintain tenancies. **255 young people moved into independent living** with one-to-one support from specialist Housing Officers.

To help turn a house into a home, we also provided **150 Move-On Grants** for essentials like kitchen appliances, white goods and bedding.



78 young people  
received a rent deposit  
grant



245 tenancies made  
possible through  
support from the  
Housing Fund

“It’s a very  
different feeling,  
finally having  
somewhere to call  
home. **I feel like I  
belong in the  
world.** I can  
confidently go to  
uni and find a  
job.”

– Parker, The  
Rock Trust



## Future Builders

Future Builders provides affordable housing for young people in education, employment, or training, enabling them to live independently and break the cycle of homelessness. In partnership with local authorities, housing associations, and private landlords, the programme secures long-term leases on underused properties, refurbished with support from foundations and businesses.

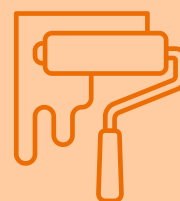
In 2024, with backing from John Laing Charitable Trust and the B&Q Foundation, the EveryYouth Network expanded Future Builders by nearly 22%, creating 10 new bedspaces.



**36** young people moved into Future Builders homes



Of those young people participating, **90%** made progress on their personal goals



**6** young people were involved in refurbishment for the first time



**28** young people gained qualifications for the first time



Of those young people who moved on from Future Builders, **70%** went onto independent living



**29** young people saved money for the first time

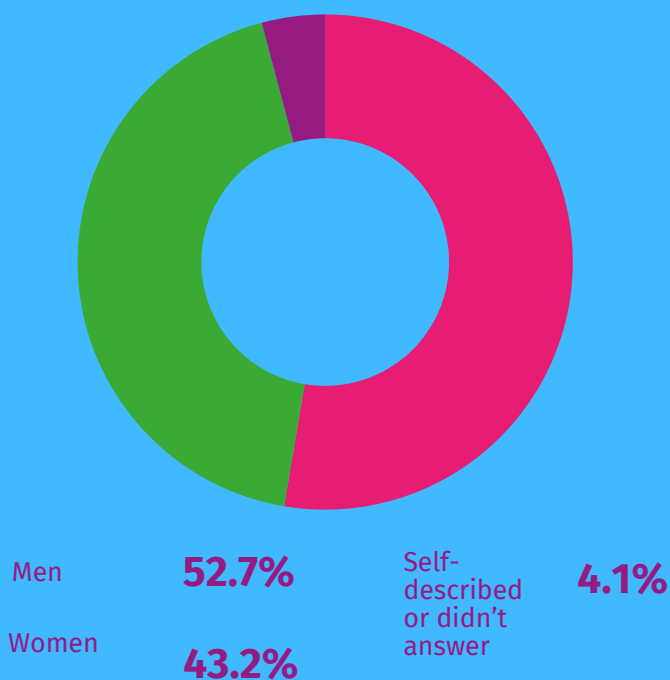






# Demographics

## Gender



## Sexuality and Gender Identity



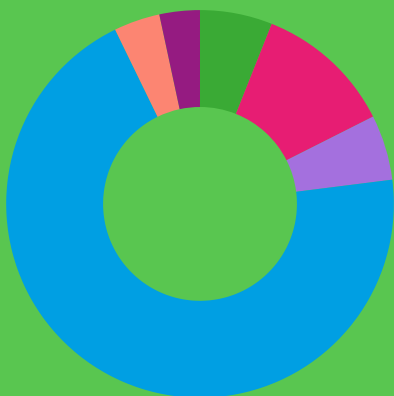
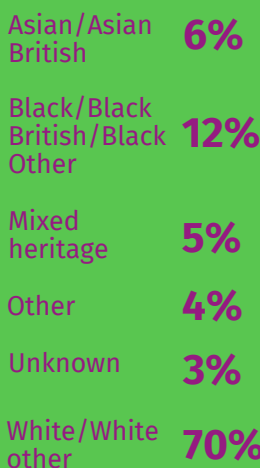
214 of 1,640 young people achieving goals identified as LGBTQ+.

## Disability



279 of 1,640 young people achieving goals have a known disability

## Ethnicity



# Working together for change

## The Every Youth Network

EveryYouth is the only charity to support young people experiencing homelessness in England, Scotland, Wales and Northern Ireland. We work through a specially selected Network of leading regional organisations. Together, we support over 30,000 young people across the UK.

In 2024, the EveryYouth Network expanded to include GIPSIL and YMCA Leicestershire.

Thank you to the EveryYouth Network for all of your hard work this year!

- 1625 Independent People
- Aberdeen Foyer
- Amber
- Depaul UK
- GIPSIL
- Llamau
- MACS NI
- Rock Trust
- Roundabout
- St. Basils
- Step by Step
- The Benjamin Foundation
- YMCA Leicestershire



# Working together for change

## Our Backers



### IMPACT HIGHLIGHTS



**£400,000**  
raised



**Sea to  
Summit**



**London  
Walk**



**Sleep  
Out**

In 2024, Hays reached the incredible landmark of **£400,000 raised** since the start of our partnership. A huge thank you to everyone involved.

## John laing charitable trust

In 2024, John Laing Charitable Trust's support and funding were instrumental to the expansion of the Future Builders programme. Thanks to their belief in our work, more young people were able to access safe, stable housing and take meaningful steps towards education, employment and long-term independence.

“Our partnership with EveryYouth reflects our shared commitment to supporting young people facing disadvantage to build brighter, more independent futures. Their thoughtful, impact-driven approach has made them a trusted and valued partner — and it’s been a privilege to support their growth through Future Builders.”  
- Helen Parker, Trust Director at John Laing Charitable Trust





# Working together for change

## Our Backers



Taylor Wimpey's unwavering commitment to supporting homeless young people saw them donate an incredible £135,000 to EveryYouth in 2024. Taylor Wimpey were, once again, integral to the success of Sleep Out, acting as our main sponsor for the second year running, as well as backing initiatives like The Big Give Christmas Challenge.

Thank you, Taylor Wimpey for another incredible year of support.

### EveryYouth would like to thank the following Trusts and Foundations for their support in 2024.

The Barratt Foundation  
Fidelity UK Foundation  
Comic Relief Charity Projects  
Clifford Chance Global Foundation  
Paul Hamlyn Foundation  
Insurance Industry Charitable Foundation UK  
Hurst Lea Foundation  
The Hiscox Foundation  
Schroder Charity Trust  
The Royal Foundation  
B&Q Foundation  
The Albert Hunt Trust

### As well as the following corporate supporters, for their one-off donations and support in 2024.

Barratt Redrow  
Bellway  
Simba  
Havas  
Bird and Blend - ChariTEA partner  
Mischon De Raya

A heartfelt thank you to Neverland, Urban Outfitters, Dippin' Sauce Studio, Wellcom Worldwide and Tom Seager Productions for generously donating their time and talent to the photography on p. 25. We're especially grateful to the young people featured throughout this report - each supported by a homelessness charity - who took part with such openness, energy and positivity. **18**

# 2024

Events and campaigns that shaped our year.

## February

**Radio 4 Appeal**  
With special thanks to our presenter Ade Oladipo, EveryYouth was able to raise over £50,000 thanks to the generosity of BBC Radio 4 listeners, and our match funders, Mike and Helen Brown.

## September

### Vitality 10K



## March

In March EveryYouth launched our Put Youth Homelessness To Bed campaign raising £23,000. Thank you to Simba, Ten PM, Sleepgoddess, Bird & Blend and Aeyla who donated to the campaign through sales of their sleep related products. Also thank you to everyone who took part in the London Walk, Hays, Urban Outfitters and BDO, the schools who took part in Slipper Day and the Churchill Foundation for holding their own Sleep Out.

## October

Marathon month - Royal Parks, Richmond Half: Thank you to our 15 brave runners across three events who together raised £3,816 and spread the news of our work. Keep on running!



## November



Thank you to everyone who took part in Sleep Out this year, including the 100+ sleepers at our event in London, who slept out in recognition of young people facing homelessness. We were joined by teams from Eversheds Sutherland LLP, Hays, Herbert Smith Freehills, Multiple Agency and Weightmans. Together, they raised over £97,000.

Thank you to our host, Museum of the Home, and event sponsors Taylor Wimpey. Our thanks also go to Tideford Organics, Ludlow Cake Jar Co., Rapid Relief Team, Tom Henry Comedy and Surfin' Sofas for your support.

## December



Thank you to everyone who supported our Safe Nights campaign as part of the Big Give Christmas Challenge 2024, raising an incredible £80,60 for young people facing homelessness over winter.

Special thanks go to our anonymous matched funder, our pledgers Taylor Wimpey and The Barratt Foundation, and corporate supporters Urban Outfitters, IICF, Bird & Blend, Career Legal and Catalyst Lex.

## December

EveryYouth was delighted to be featured in the Evening Standard x Comic Relief Winter Appeal again in 2024. This time we focussed on how we support young people into employment, sharing the journey of our very own Communications Coordinator, Yasmina Magdy.

# Working together for change

## The EveryYouth Team

This year, EveryYouth has welcomed incredible new people into key roles, strengthening EveryYouth's ability to create space and equitable opportunities for every youth to thrive. We're excited to have them on board and look forward to the impact they'll help us achieve in the year ahead!

New roles in the Impact Team include an Impact Analyst and a Data Lead. They will continue driving evidence-led improvements in EveryYouth's work, ensuring we make the biggest difference possible.

### Impact Team



### Fundraising and Communications



With fresh energy in the Communications team, EveryYouth will continue to amplify young people's voices and raise greater awareness of the barriers they face. The Fundraising team is growing its reach to bring in vital resources that support EveryYouth's mission.

Meanwhile, EveryYouth's Network & Programme Developer is focused on expanding impact and developing EveryYouth's Platform Projects, ensuring that more young people have access to opportunities that enable them to thrive.

### Network Development







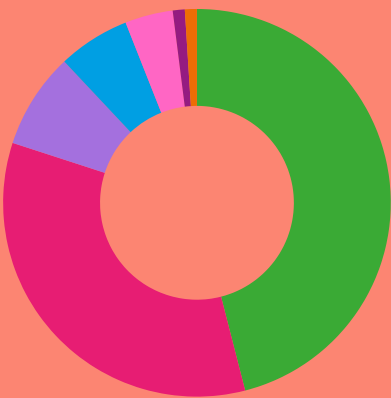


# Finances

## Income

Total income: £1,073,484

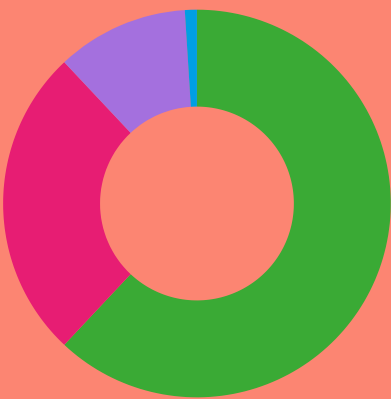
Grants	46%
Corporate donations	34%
Events	8%
Individual donations	6%
Major donor	4%
Investments	1%
Sponsorship	1%



## Expenditure

Total expenditure: £1,397,005\*

Grants given	62%
Network and Programme Management	26%
Fundraising and Communications	11%
Governance	1%



\*Our expenditure exceeded our income in 2024 as we distributed restricted funds raised in previous years.

In 2024, 85% of our income was spent directly on programme delivery through our trusted Preferred Delivery Partners.





# What's next

2025 is a pivotal year for EveryYouth. With growing momentum across our network and deepening public interest in youth futures, we're focused on building credibility, scale and insight. These goals are the foundation for long-term change — and for proving that when young people are supported and heard, they do more than survive. They thrive.

## EveryYouth Heard

Our goals:

- Launch a youth advocacy programme and employ young people with lived experience

Why?

To shift public perceptions by amplifying young people's voices and stories.

## EveryYouth Collaborates

Our goals:

- Build a platform to connect young people with opportunities.
- Partner with employers to offer jobs, mentoring and support.
- Create scalable volunteering offers.
- Fund and test new prevention pilots across the EveryYouth Network.

Why?

Young people need attainable and sustainable opportunities to thrive. We're unlocking cross-sector support to make that happen.

## EveryYouth Supports

Our goals:

- Grow income to expand holistic services.
- Widen access to Housing and Boost Funds.
- Work with the social investing community to help us plan our roadmap to universalising the 'EveryYouth Model.'

Why?

Access to support should not be determined by a post-code lottery. We're dedicated to scaling proven approaches across the UK.

## EveryYouth Insights

Our goals:

- Create and implement a universal onboarding and outcomes tool to track need and impact.
- Build a Data Team and infrastructure necessary to warehouse frontline data.
- Publish reports on what works at scale.

Why?

We're building the evidence base for sector-wide reform. We can't scale what we don't fully understand.





# Contact Us



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