

10

Ten years of  
social impact



# Our journey so far



Celebrating a decade of helping  
young people and communities to thrive

 **Berkeley**  
Foundation



# 94%

of women supported through our partnership with the Baytree Centre said they had reduced barriers to work

# £6.1m

committed to charities preventing and tackling homelessness



Supporting health & wellbeing

# £8.2m

committed to organisations working to improve health and wellbeing

## Reaching new heights. Raising record funds.

# 95%

of young people participating in the Outward Bound Trust trips feel more aware of their strengths



Helping young people kick-start their careers



# £5.5m

committed over 10 years to charities helping young people to gain new skills

# 31

Street Elite festivals held in London

# 450

The Job Creation Programme created 450 new roles over three years



Investing in young people's skills



# 98%

of our charity partners feel they have an open and honest relationship with the Berkeley Foundation



# £6.7m

raised and given by Berkeley Group staff for the Foundation and our partner charities



# Contents

- 01 Foreword
- 04 Celebrating 10 years
- 14 10 years in numbers
- 16 Our approach
- 17 Our impact

## Our focus areas

- 18 A safe place to call home
- 24 Access to employment
- 30 Skills to succeed
- 36 Health and wellbeing

- 42 Our response to Covid-19

## Our strategy

- 44 Reporting on our 2018-2021 strategy
- 46 Looking ahead – our new strategy
- 48 Thank you
- 50 10 years of partnership





Supporting people at risk of homelessness



**£23m**  
committed by the Foundation to our charity partners between 2011 and 2021



**6,514**  
people have gained and developed new skills



**33,000+**  
More than 33,000 people reached over 10 years



**136**  
charities supported



**761**  
fundraising events organised by Berkeley Group employees



# A decade of inspiration, teamwork and impact

The Berkeley Foundation’s first decade has been a period of remarkable change, bookended by two watershed moments: the global financial crisis and the Covid-19 pandemic.

Along the way the UK has left the EU, social movements including #MeToo and Black Lives Matter have changed the way we think about structural inequality, and climate change has become a challenge that can no longer be ignored or postponed. Each of these societal shifts has had – and will continue to have – profound implications for the communities the Foundation exists to serve.

Our first ten years have seen the Foundation develop into an independent charity with a clear strategy and ambitious goals, increasingly well-equipped to respond to these changes. We have a focus on building long-term partnerships with voluntary sector organisations. Working closely with the Berkeley Group, we support them to maximise their impact through a combination of grants, fundraising and volunteering by Berkeley

“Above all, we want to have the deepest possible impact on our local communities.”

Rob Perrins, Chairman



Street Elite festival

staff, and capacity building support. Through these partnerships, we aim to have a positive impact on the lives of people – especially young people – living in our local communities.

We take the time to build relationships based on trust and flexibility: we work together with our charity partners to respond to changes and try new things, in the knowledge that not everything will work as planned but we will always learn something along the way. I am delighted that a recent independent survey showed that 94% of our charity partners feel trusted to make the right decisions, 92% feel we take a flexible approach, and 98% feel they are able to have honest conversations with Foundation staff. This suggests we are creating the right conditions for real change to happen.



**£23m**  
of funding committed over 10 years



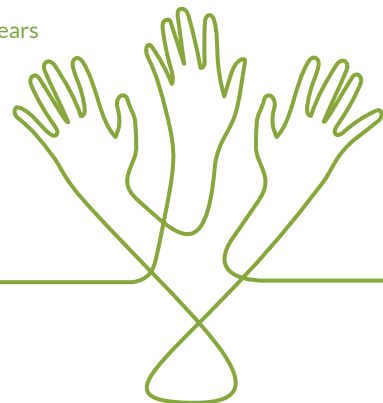
**Left**  
Participants in the  
Super 1s disability  
cricket programme

Many of our partnerships have had a profound impact on the lives of young people. Take The Change Foundation, whose Street Elite programme has worked with hundreds of young people impacted by crime, violence and inequality, and supported over 80% into education, employment or training. MyBnk, who have reached over 1,400 young people at risk of homelessness through The Money House, building essential money management and independent living skills and resulting in a 64% drop in evictions following the course. Or the Lord's Taverners, whose Super 1s programme has enabled almost 1,500 disabled young people to take part in regular sports coaching and competition, building new skills, forming friendships and reducing isolation.

Each of these initiatives began life as a small pilot project. With funding and support from the Foundation (along with partners ranging from the GLA to the ECB), they have grown in size, scope

# 33,000+

people reached over 10 years



and impact, supporting young people in new ways and in new areas of the country. I am proud of the part we have played in these journeys, and many others, over the course of our first ten years.

None of this would be possible without the support of our colleagues across the Berkeley Group, and I would like to thank them for their wholehearted and unwavering support for the Foundation's work. It has been enormously fulfilling to see how influential and embedded the Foundation has become within Berkeley, tapping into a strong social purpose that was always there within the business and translating this into meaningful actions, strategies and partnerships.

I would also like to thank the Foundation team and my fellow trustees - Wendy Pritchard, Elaine Driver, and Alison Dowsett - for their leadership, commitment and insight.

As we move beyond the pandemic, we must build a more inclusive and socially just vision for our society and our communities. The Foundation's new 2030 strategy sets out our vision for a future built on sustainable communities where young people can thrive. I look forward to working with you to deliver it.

**Rob Perrins**  
Chairman, Berkeley Foundation



## Working together to transform young people's lives



Street Elite cohort with singer Jamelia

**The Change Foundation is a UK charity that uses sport to help transform the lives of children and young people who are at-risk, marginalised or disadvantaged. The charity is 40 years old this year and over this time has helped change the lives of over 250,000 people across the UK and around the world.**

Our partnership with the Berkeley Foundation targets young people who are affected by serious youth crime and over the last ten years has changed the lives of around 500 of the most at-risk young people in London and Birmingham. An 80% success rate of taking young people, who were not in employment, education or training, into their first job, apprenticeship or job-related training is achieved by mutual respect and a quest for constant improvement.

It would be fair to say that when we started working together ten years ago, we had some learning to do about how each other operates but today our working practices set the standard by which we judge all our other corporate partnerships.

It is a joy to work with a partner who rarely talks about what their business can get out of our work together but concentrates their efforts on what we can achieve for our young people. Over the years our partnership has developed many layers, with members of both teams working together on projects as diverse as impact measurement, highly targeted work placements and joint fundraising challenges. More than anything our now long-term friendship demonstrates how big business and charities can work together to make a profound and lasting impact in the lives of young people who need our help the most.

Together we have proved that through treating each young person as an individual with their own distinct set of challenges and aspirations, we can unlock their abilities, find the right opportunities for them to succeed in and set them off on a working life that is fulfilling and happy.



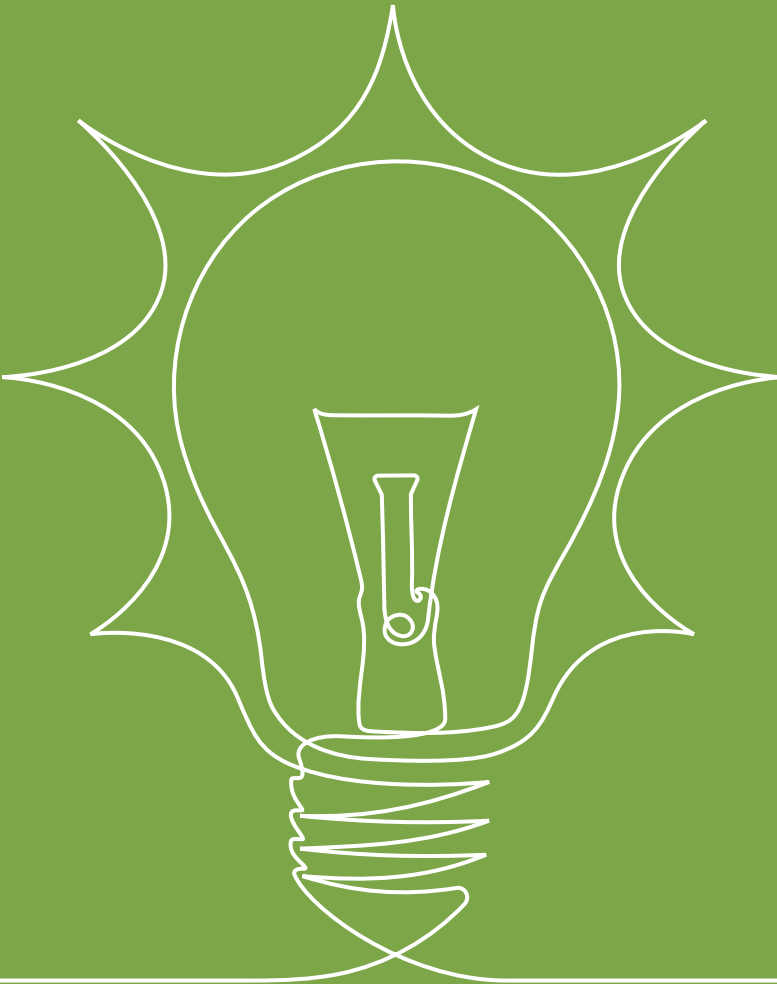
**Andy Sellins**  
Chief Executive  
The Change Foundation

**"Our partnership with the Berkeley Foundation targets young people who are affected by serious youth crime and over the last ten years has changed the lives of around 500 of the most at-risk young people in London and Birmingham."**

Andy Sellins  
Chief Executive, The Change Foundation

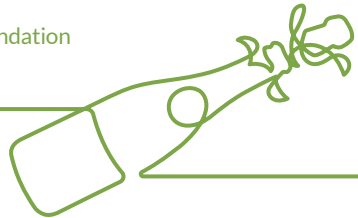
**“Every major company has to play a much bigger role in society. You have to think again about what kind of business you want to be”**

Rob Perrins  
Managing Director, Berkeley Group, 2011



Berkeley Foundation  
launched

2011



2012



**60%**

of Berkeley Group  
staff who took part in  
a survey had engaged  
with the Foundation  
in the first year.



**Launch of the Berkeley Foundation**  
The Foundation was launched by the Berkeley Group to make a difference to the lives of young people and communities in the areas where the company operates.



**Reaching new heights**  
Berkeley colleague Conor McGahon took on the ultimate challenge and climbed Mount Everest, raising an incredible £80,000 for the Foundation.



**First charity partnerships**  
We launched two Strategic Partnerships, with Shelter and Street Elite, and set up ten local charity partnerships.



**Street Elite success**  
79% of the first Street Elite cohort successfully moved into education or employment.



### Creating jobs, tackling unemployment

The Job Creation Programme aimed to support 250 people into jobs within the Berkeley Group and its supply chain. Over three years, the programme supported more than 450 people into work.



### Rethinking Homelessness

We launched a collaborative project where charities and public bodies could share ideas about the change needed to tackle homelessness. It culminated in an event, a short film, and a collection of essays on the importance of trust.



### Million pound milestone

By April 2014, Berkeley staff had raised an incredible £1 million for the Foundation and our charity partners through fundraising events and Give As You Earn. Berkeley Group matches every penny raised by Berkeley staff.



### Creative futures

Creativity Works, our partnership with the Mayor's Fund for London, used the power of the arts to increase the confidence, skills and employability of young Londoners, and open up routes into the creative industries.

**135,240 steps**

151 Berkeley employees climbed 135,240 steps and raised £30,000 at Shelter's Vertical Rush event.

**£5m**

invested or committed between March 2011 and April 2014

2013

2014



**Berkeley 100**  
100 Berkeley colleagues took part in the Prudential Ride London event, raising over £74,000.



**Hackney Family Service**  
Shelter's new Hackney Family Service supported families at risk of homelessness with legal advice, casework, mental health support and more.



**Sporting celebrations**  
Street Elite celebrated its fifth anniversary in 2016, with an event at the Emirates Stadium spearheaded by footballer Ian Wright. In the same year, the programme's impact on young people was recognised at both the Business Charity Awards and the Beyond Sport Awards.



**Engaging young people in STEM**  
Work began on Imperial College London's Reach Out Makerspace - a state of the art facility in White City aimed at engaging local young people in science, technology, engineering and maths. More than 500 young people have taken part through our partnership with ICL.



2015

**378**

families received help through our partnership with Shelter's new Hackney Family Service.



2016



**£250,000**

raised at the Berkeley Foundation five year anniversary celebration.



### Improving youth mental health

We committed £280,000 to our first targeted funding programme, *Improving Youth Mental Health*. The programme worked with six charities supporting young people experiencing – or at risk of – poor mental health.



### 10,000 people reached

By 2017, our charity partnerships had helped more than 10,000 people to secure safe accommodation, move into work, build new skills or improve their wellbeing.



### Building charity capacity

The Capacity Building Fund was established to support our charity partners' organisational development. This was accompanied by a commitment to fund up to 20% of core costs as part of every grant we make.



### Setting a new fundraising record

2018/19 was a record fundraising year, with Berkeley staff raising and giving more than £1 million in 12 months. This brought total staff fundraising since 2011 to more than £5 million.

**£280,000**

committed to the *Improving Youth Mental Health* funding programme.



**30**

Berkeley staff took part in Parallel London, London's first fully accessible and inclusive mass participation event.



**6,000**

Our programmes reach over 6,000 young people this year.

2017

2018

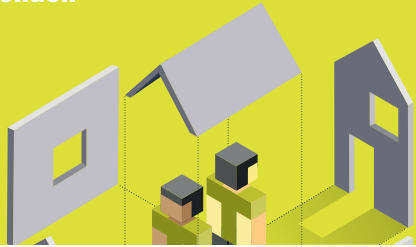


**Recognising Berkeley staff**  
The first ever Foundation Awards celebrated the incredible efforts of Berkeley Group staff in fundraising and volunteering for the Foundation.



**Racing to end homelessness**  
243 Berkeley staff took part in Crisis' Race to End Homelessness, completing running, walking and cycling challenges in back gardens and local parks. Together they raised over £54,000 to support people out of homelessness for good.

**Housing Solutions**  
for Young People Experiencing Homelessness in London



**Together Alliance report**  
We funded a report by the Together Alliance which identified three projects for youth homelessness charities and housing associations to take forward together.

**£3.2m**

given to partner charities through grants, fundraising and Give As You Earn in 2019 – more than ever before.

**ThirdSector Business Charity Awards Winner 2020**

**Business of the Year**  
The Berkeley Foundation won four categories at the 2020 Business Charity Awards, including the overall 'Business of the Year' award.



**94%**

of women supported through our partnership with the Baytree Centre reported that they had reduced barriers to work.

2019

2020

**“As we look to 2022 and beyond, our role is to support young people and communities to be a force for change in the world”**

Sally Dickinson  
Head of the Berkeley Foundation



# 10 years in numbers

£655,000

Covid-19 emergency response funding distributed

We distributed £655,000 in emergency funding to our charity partners in the first 12 months of the pandemic.

Berkeley staff have always been at the heart of the Foundation’s work. We measure engagement through tracking event participation and payroll giving, and by sending out regular staff surveys.

60%

Over 60% of Berkeley staff get involved in the Foundation’s work each year.

Total raised and given by Berkeley Group staff

£6.7m

The appetite from Berkeley Group colleagues to organise fundraising events for their local charity partners is huge – some years the calendar has featured over 100 events!

Total investment

£23,000,000

Our total investment in the voluntary sector includes funding commitments from the Berkeley Foundation, as well as fundraising and Give As You Earn donations from Berkeley staff.

A 2021 external evaluation by the Institute for Voluntary Action Research (IVAR) found that most charity partners feel they have an open and honest relationship with the Foundation team, with one commenting: ‘Berkeley haven’t just been a funder – they have offered insight, challenge and feedback that has positively impacted the way we work.’

98%

of charity partners feel they have an open and honest relationship with the Berkeley Foundation

Charity partners who feel trusted by the Berkeley Foundation

94%

94% of our partners said they felt that the relationship allows them to make decisions and know that the Foundation trusts that these are right.



In 2018 we launched our Capacity Building Fund, which supports organisations to develop their capacity and resilience. We’ve given 17 grants to support work ranging from staff training to IT upgrades.

17

Organisations given a Capacity Building Grant

Total number of people reached

33,000+

Our partnerships and programmes have reached over 33,000 people in our local communities.

# Our approach

The Berkeley Foundation is the grant-making foundation established ten years ago by Berkeley Group. We work in partnership with expert charities to help young people overcome barriers, improve their lives and build a fairer society.

Our work is focused on four interlinked focus areas. Over the last ten years, our partners have worked with thousands of people across London, Birmingham and the South of England – supporting them to develop new skills, move into work, improve their physical and mental health, and move out of homelessness.

We believe in long-term partnerships, and work to build reciprocal, trust-based relationships with the charities we support. We also provide our partners with capacity building support,

and add value through our relationship with the Berkeley Group – including through staff fundraising and volunteering, and brokering jobs for young people. We work with our partners to evaluate and learn from the work we do together, and use this to inform and improve our strategy and funding decisions, as well as sharing insights more widely.

Berkeley Group provides our core funding, and also pays all our overheads. This allows us to spend every penny raised for the Foundation directly on charitable activities. Berkeley Group also matches funds raised for the Foundation and our partner charities, enabling us to have an even deeper impact.

## Our focus areas



# Our impact

We think about the impact of our work on three levels:

## Systemic

The influence we have on the wider systems within which we all live and work, through sharing what we have learned and by playing a convening role.

## Organisational

The difference we can make to brilliant frontline charities through our work together, helping to build organisational resilience.

## Individual

The difference we can make, working with our partners, to the lives of people living in our communities.

We track our impact using the B4SI impact framework, a measurement standard to understand the difference our contributions make to our business and society. We also recently published a ten year external evaluation of the Foundation's work, which you can read on our website.



# A safe place to call home

Homelessness has risen rapidly over the last decade. Between 2010 and 2019, the number of people sleeping rough in England increased by 141%.<sup>1</sup> Other, less visible forms of homelessness have seen comparable growth.

Interventions such as the 'Everyone In' campaign, Universal Credit uplift and the eviction ban have helped protect the most vulnerable during the pandemic and prevent an immediate surge in homelessness. As these measures end, however, this picture is likely to change.

We believe a safe, secure and stable home provides the foundation on which to build a life. Our charity partners work tirelessly to help individuals find their way out of homelessness, and play a critical role in pushing for the changes needed to end homelessness for good.

**£6.1m**

committed over 10 years



## Understanding the need

### Youth homelessness

In 2019/20 more than 65,000 young people in England approached their local authority because they were homeless or at risk of homelessness.<sup>2</sup> Many more are not picked up by official statistics. Worryingly, the pandemic has led to a spike in young people sleeping rough, with 11% of all rough sleepers in London since the start of lockdown aged under 25.<sup>3</sup>

### Rough sleeping

Rough sleeping is the most visible and dangerous type of homelessness. People who sleep on the streets are 17 times more likely to be a victim of violence. The longer someone experiences rough sleeping the more likely they are to face challenges around trauma, mental health and drug misuse.<sup>4</sup>

### Transition points

Homelessness often occurs at points of transition, such as leaving hospital, leaving prison, or leaving the care system. Approximately one third of care leavers become homeless in the first two years immediately after they leave care and 25% of homeless people have been in care at some point in their lives.<sup>5</sup>

<sup>1</sup>Centrepont: A year like no other. 2021 <sup>2</sup>Centrepont, 2021 <sup>3</sup>Combined Homelessness and Information Network (CHAIN), 2021. <sup>4</sup>Crisis, 2021 <sup>5</sup>Safer London, 2019.

## Our role

### Funding

We have committed over £6 million to organisations that support people to find and sustain decent accommodation. This includes major Strategic Partnerships, such as our work with Crisis and others to end homelessness in Brent, and our support for The Money House, MyBnk's programme to prevent youth homelessness. It also includes *Combatting Youth Homelessness*, a funding programme which has helped charities reach over 500 homeless young people over two years.

### Adding value

Berkeley Group colleagues have raised over £1.3 million since 2011 for homeless charities including Shelter, Crisis, Thames Reach and SPEAR. They have also volunteered their time as volunteer outreach workers, and at events such as Crisis at Christmas. 25 jobs with the Berkeley Group and its supply chain have been created for Crisis members through our partnership.



The Money House programme gives young people financial skills for independent living

## Learning & sharing

Working with our charity partners, we have developed our understanding of the issue of homelessness over the last ten years. We have also brought partners together to share their work and drive the agenda forward. Initiatives have included 'Rethinking Homelessness', a three year collaboration that provided a platform for charities and public bodies to share their ideas of what needed to change, and 'Prioritise – prevent – protect', a panel event highlighting rising youth homelessness as a result of the pandemic.



Rethinking Homelessness event, November 2015, London

## 10 year milestones

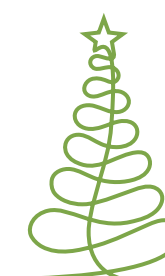
**2020**  
243 Berkeley colleagues raise over £54,000 at Crisis' virtual Race to End Homelessness event.

**2018**  
We fund an independent evaluation of MyBnk's The Money House programme, which demonstrates it helps young people reduce their rent arrears and prevents evictions.

**2017**  
We launch *Combatting Youth Homelessness*, working with six organisations to support young people experiencing or at risk of homelessness.

**2015 - 2018**  
Shelter's Family Advice Service helps 1,232 families in Hackney and Fulham.

**2014 - 2020**  
139 colleagues volunteer at Crisis at Christmas.



**139**

Berkeley colleagues volunteered for Crisis at Christmas between 2014 - 2020

Investment and impact 2011-2021

£6.1m

has been committed to charities tackling homelessness, through grants, fundraising and Give As You Earn.

5,786

We have supported 5,786 people facing or at risk of homelessness.

4

There are now four Money House locations across London: Greenwich, Newham, Westminster and Haringey.

438

Settle delivered 438 support hours to young people who had recently moved into independent accommodation.

25

jobs have been created for Crisis members with the Berkeley Group and its supply chain.

Our current charity partners

Strategic Partner



Designated Charity



Community Investment Fund



Preventing youth homelessness

Matthew and MyBnk

MyBnk is one of the Berkeley Foundation's Strategic Partners. We have given £902,000 over six years to support the delivery of The Money House, and Berkeley staff helped renovate one of the flats where the project is delivered.

Young people leaving the care system often lack the financial skills needed to move into independent accommodation, and face an increased risk of eviction and homelessness.

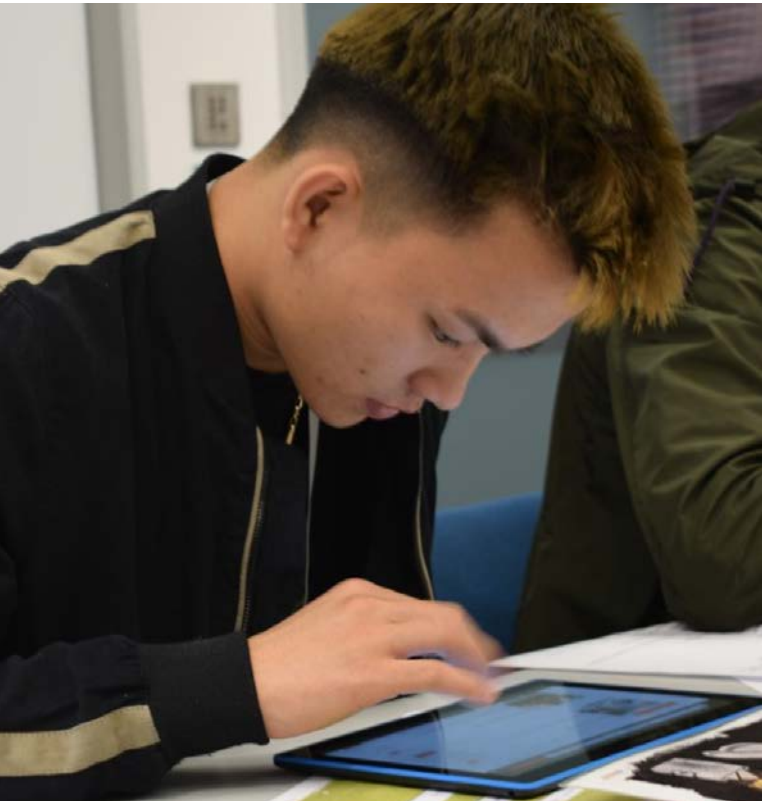
Financial literacy programmes like The Money House, delivered by MyBnk in four London boroughs, gives young care leavers and others essential skills for navigating the transition into their own home, and helps prevent homelessness.

Only 1% of TMH's 4,000 graduates have been evicted and graduates are three times less likely to have unsustainable arrears. Every £1 spent on TMH generates £2.92 in social value.

Matthew is 19, and was referred to The Money House via the Single Homeless Project in Lewisham:

"I'm currently living in supported accommodation and have been in the service for about a year. I'm one step closer to getting my final apartment before I start bidding. I needed to do this course to prove I can manage my money well. Some of the stuff I recognised, but things like interest rates were new to me. This course really clarified things - it's refreshed my memory and will definitely help when I'm living by myself. It will stop me getting into difficult situations. I won't be saying 'I forgot this I forgot that.' I can refer back to the booklet we filled in along the way - there's a heap of useful information in there!"

"I would definitely recommend this to my friends. Even if they feel confident, it helps to go over things. It's good you get a certificate at the end. Unfortunately, young people like us don't get taken seriously when it comes to money but now I can prove I know what I'm doing."



A participant at The Money House

"This course really clarified things - it's refreshed my memory and will definitely help when I'm living by myself."

Matthew, 19

# Creating a support network for young people



## SPEAR

SPEAR is one of St George's Designated Charities. SPEAR has also received funding through *Combating Youth Homelessness* and the Capacity Building Fund.

Words by  
Heidi Shrimpton, Head of Fundraising,  
Communications & Volunteering, SPEAR

This review is a timely reminder of the value and impact of SPEAR's 10 year partnership with the Berkeley Foundation and St George. Alongside the direct client support to people experiencing homelessness, this partnership has leveraged SPEAR to expand our operations to increase client benefit, reach more funders and extend our outcomes measurement, making SPEAR more sustainable and resilient for the future.

From the earlier years of dialogue and events around 'Rethinking Homelessness' and supporting a Trainee with lived experience into employment as a Trainee Outreach Worker, to a capacity building grant to successfully leverage our fundraising partnerships into new boroughs, the partnership has gone from strength to strength.

Add St George's outstanding employee fundraising each year, with football and tag-rugby tournaments, clay pigeon shooting, Christmas Jumper days and more - and our SPEAR clients and staff competing against the St George teams, it's clear to say it's a success story. The partnership has even won a Berkeley Foundation Award!

The current funding for our Young Person's Programme through *Combating Youth Homelessness* allows SPEAR to tailor our youth skills development to reach more young people and leverage further funding. One of SPEAR's young people, Kas, even won the UK Youth Inspiring Hope Young Person Award this year. Kas played a key role in multiple projects that provide practical support to young people experiencing homelessness and supports her community by volunteering.



Cooking up a storm at one of SPEAR's centres

"I have travelled with the Berkeley Foundation and St George throughout the partnership with SPEAR. Their professionalism and commitment at all times to listen and respond to the challenges faced by our clients and support the organisational needs of our charity, has been exemplary. Their support has helped SPEAR to build additional capacity and improve our services for young people and all our clients for the future."

Heidi Shrimpton, Head of Fundraising,  
Communications & Volunteering  
SPEAR

# Working together to end homelessness



## Crisis

Crisis has been a Strategic Partner since 2013. In that time, we have given £1.6 million to fund their employment services in London and a new project in Brent.

The partnership continues to help fund Crisis' employment services in East London, Brent and Croydon, which support people who are homeless with education and training and to help them find work. Since the partnership began, more than 450 Crisis clients have been able to access this important support, laying the foundations for a better life.

In 2017, Crisis launched an inspiring plan – 'Everybody In: How to end homelessness in Great Britain' – which outlined the causes, solutions and actions needed to resolve the issue for good. Following this, Crisis developed a new organisational strategy based around the plan and to demonstrate that the solutions work. A crucial objective of the strategy is to prove homelessness can be ended and Crisis is using a 'place-based' approach to demonstrate this at a local level.

In 2019, Crisis partnered with Newcastle City Council to deliver a place-based approach to services. Now, thanks to significant funding from

the Berkeley Foundation, a similar approach is also being applied to services in Brent. Crisis is expanding services in the area and working closely with local providers to ensure that people experiencing homelessness in Brent are offered the range of support that they need.

Atara Fridler, Director of Skylight Brent, says:

"Thanks to the generosity of the Foundation and their continued dedication to our work, we are making strides towards ending homelessness in Brent by taking a place-based approach. We've seen fantastic local collaboration with everyone involved committed to tackling and overcoming some of the big issues contributing to homelessness in the borough."



Crisis helps members with education, training and finding work



We are making strides towards ending homelessness in Brent by taking a place-based approach.

Atara Fridler,  
Director of Skylight Brent

# Access to employment

When the Berkeley Foundation was established in 2011, UK unemployment was at its highest since the early 1990s. Young people from marginalised or disadvantaged backgrounds have been the last to benefit from the subsequent economic recovery, and have felt the impact of the Covid-19 pandemic all the more sharply.

In October to December 2020, an estimated 353,000 young people were unemployed. The pandemic has disproportionately impacted BAME young people: for example, 41.6% of young Black people were unemployed, compared to 12.4% of young white people.<sup>1</sup>

Three in five jobs lost during the pandemic were held by under 25s, and many young people work in sectors that will take longer to recover. The economic cost of youth unemployment is forecast to rise to £6.9 billion in 2022.<sup>2</sup>

£2.2m

We have committed £2.2 million over ten years to organisations that support young people to find work



## Understanding the need

### Achieving potential

As well as financial security, a decent and sustainable job can provide purpose and stability, positive relationships and connections to wider society. We know that the longer a young person remains out of work, the more likely they are to become long-term unemployed. Working preventatively is crucial.

### Breaking down barriers

Lack of qualifications, caring responsibilities, disabilities and mental health issues, and systemic racism can all present additional barriers to work. As well as working directly with young people, it is essential that we also engage employers to open up industries to a more diverse range of talent.

### Sustaining and progressing in work

We want young people to find work that's inspiring, in a workplace where they feel supported, and where they can progress and build a career. Too many young people are employed in low-paid roles without opportunities for progression, which can lead to in-work poverty or back to unemployment.

<sup>1</sup><https://www.theguardian.com/society/2021/apr/11/black-youth-unemployment-rate-brixton-riots-covid> <sup>2</sup>Prince's Trust. 2021. Facing the future: employment prospects for young people after coronavirus.

## Our role

### Funding

We have committed £2.2 million over ten years to organisations that support young people into work. Creativity Works, an arts-based employability programme for 17-24 year old Londoners from disadvantaged backgrounds, has been our largest partnership under this theme. Over six years, 737 young people graduated from the programme.

### Adding value

222 Berkeley Group staff have volunteered as employability mentors for the young people taking part in Creativity Works. Volunteers helped the young people get to ready for work by delivering CV and cover letter workshops, and conducting mock interviews.



Interview coaching by Berkeley colleagues

## Learning & sharing

In 2018 we launched 'Talented People Work', an employer's guide to supporting young people facing barriers to work. The report encouraged employers to open up their businesses to marginalised young people, and included practical advice based on our work with the Berkeley Group. The report has been downloaded more than 170 times.

An employer's guide to supporting talented young people facing barriers into work

A practical guide to employing young people

222

Berkeley Group staff volunteered as employability mentors for the young people taking part in Creativity Works

## 10 year milestones

### 2019/20

24 young people from Street Elite take part in revision sessions hosted by Berkeley staff in 2019/20 ahead of CSCS exams. The CSCS card gives them access to work on a construction site.

### 2017-2020

More than 350 young people are supported with counselling and wellbeing sessions through an innovative partnership between the Foundation, The Prince's Trust and Mind, improving their chances of moving into employment or further education.

### 2017

72% of Creativity Works graduates move into employment, education or training after the programme.

### 2013-2016

The Job Creation Programme supports 450 unemployed people into jobs with the Berkeley Group and its supply chain.

Investment and impact 2011-2021

£2.2m

has been committed to charities supporting people into work through grants, fundraising and Give As You Earn.

3,392

We have helped 3,392 people to break down barriers to work and kick-start their careers.

35

Our partnership with Leadership Through Sport and Business helped 35 young women into sustainable careers over two years.

450

The Job Creation Programme created 450 new roles over three years for people experiencing unemployment.

222

Berkeley Group staff volunteered as mentors on the Creativity Works programme.

Our current charity partners

Strategic Partner



Community Investment Fund



Designated Charity



Achieving potential

Rachel and Creativity Works



The Mayor's Fund for London is one of our key Strategic Partners. Between 2014 and 2020, we gave more than £1.2m to Creativity Works, supporting young people into creative careers, with 737 participants graduating from the programme and over 70% moving into employment, education or training.

Words by  
Rachael Simões

I applied for the Creativity Works programme after finishing my A-Levels. After deciding that university wasn't right for me I tried to dive straight into the creative industry - which proved more difficult than I had imagined.

The day after I finished college, I started working at a shoe shop part-time while applying for anything creative that I could find. Four months later I was accepted onto the Creativity Works programme.

I'm grateful for how much creative freedom the course gave me. We were given a brief to respond to, and every time I presented my ideas I felt my work was being supported by everyone in the room. We were given cameras, laptops (if needed) and had our travel paid for, which allowed me to be fully immersed in a creative mindset.

“Since graduating I can see an effect on my career that I can link directly to Creativity Works.”

Rachel, 21



Rachael enjoyed the creative freedom provided by Creativity Works

Since graduating I can see an effect on my career that I can link directly to Creativity Works. I secured a role on the Create Jobs job board which led to a scholarship, and the programme has opened up so many avenues and led me to my current role at Grey London.

I have another ambition too: screenwriting, particularly for TV. I got a recommendation from a member of Create Jobs to apply for the BBC Writers Room festival, and was accepted. I was paired with a script editor on a big TV soap on their meet-a-mentor programme who has helped me immensely with understanding the industry and networking.

As well as the chance to progress your career, Creativity Works may be one of the only times you'll get to freely work on a personal project in such a supportive environment. I recently collaborated with a few of the other students to create a new zine/community, 'failsafe'. It's within the Creativity Works alumni community that you can really see the power that horizontal networking holds.

# Breaking down barriers

Women into Construction



Women into Construction is one of six charities supported through the *Empowering Young Women into Work* funding programme. We gave £65,000 over two years to support young women in London and Birmingham into construction careers.

Words by  
Steph Sheppard, Project Manager,  
Women into Construction

The 'Young Women into Construction' project delivered by Women into Construction (WiC) aims to support disadvantaged, unemployed young women aged 16-30 years to access sustainable jobs in the construction sector. In London, it supports female construction students in Further Education and in Birmingham, those who are care leavers.

Since 2019, 66 young women have received in depth 1:1 employability advice, guidance, training and mentoring with 30 going on to complete employer-led work experience. 11 women gained employment in Birmingham and three in London, with a further five in London progressing onto higher level courses at Barking and Dagenham College.

Khay Mohammed was introduced to WiC in 2019. She completed training in Health and Safety, emergency first aid and obtained a CSCS card which enabled her to work onsite. Work placements allowed her to explore different roles and she decided on a career in site management. WiC supported Khay to apply to Coventry University to study a degree in Construction Management and she started in September 2020. WiC continues to support Khay with additional work experience planned for summer 2021 to strengthen her CV.

Amanjeet Sangha is a Civil Engineering graduate who, due to Covid, was struggling to find employment. She completed an intense four-



Amanjeet and Khay with WiC colleagues

week programme of pre-employability training and virtual work experience with HS2. WiC then brokered a role for Amanjeet as a Graduate IMS Engineer in Birmingham.

"The WiC Virtual work experience programme was amazing; I learned so much!! I was offered a job with BBV and am very pleased with my progress. I finally get to make use of my Civil Engineering degree and do a job I like - which without WiC wouldn't have been possible."

The Berkeley Foundation's funding has enabled WiC to focus on supporting specific groups of vulnerable women with in-depth support and trial new approaches to delivery. Following loss of core funding during the pandemic, this funding has been essential to continue WiC operations in London and Birmingham and has helped us to build financial stability as an organisation.



# Sustaining and progressing in work

Sally & Drive Forward Foundation



We supported Drive Forward Foundation through our Community Investment Fund. Our funding helped the charity to establish an in-work mentoring project for young people who had recently moved into employment.

Drive Forward Foundation has supported care-experienced young people in London to fulfil their potential through sustainable employment since 2010. Their approach is based on trusted relationships, intensive 1:1 support, and a strong corporate partner network offering work experience and opportunities.

In 2015 the Berkeley Foundation provided the seed funding for the development of a bespoke mentoring scheme.

One of the first participants was Sally.

"I was looking to learn more about CSR, build networks and develop my employability skills. During my time working with my mentor Marie, I have built my career and progressed up the CSR ladder."

"Growing up in care, the statistics were against me and many professionals predicted I'd never succeed in life. I've managed to secure four jobs in prestigious organisations, and have just started a new role delivering programmes to give young people the skills, experience and support they need to get the jobs they really want."

Over the years, the mentoring scheme has gone from strength to strength, decreasing job drop-out rates by over 40%. Today, Drive Forward works with about 50 mentoring pairings per year and train another 50 volunteers to provide additional professional development support offering CV clinics, mock interviews, and career insight sessions.



Drive Forward's mentoring scheme

Sally says: "It's good to have a relationship where there's no timescale. Over the past 6 years, Marie always celebrated special moments such as birthdays, starting a new job and Christmas."

Marie says: "I've learned so much being Sally's mentor. We have developed a genuine friendship, and it's amazing to look back at what we've achieved together, from café catch-ups and going to the theatre, to attending networking events, collaborating on CSR projects and starting new jobs."



I've secured four jobs in prestigious organisations, and have just started a new role delivering programmes to give young people the skills, experience and support they need.

Sally, Mentee, Drive Forward

# The skills to succeed

The pandemic has hit young people particularly hard. In a report by University College London, 53% felt that their career prospects had worsened as a result, and about half felt less useful and less optimistic about the future.<sup>1</sup>

We know that young people have enormous talent and potential. Helping young people hone the skills they will need to thrive in both life and work has been a priority for the Berkeley Foundation from day one.



Brett took part in Street Elite, and is now employed by the Berkeley Group as a Site Manager



## £5.5m

Over ten years, the Foundation has committed £5.5 million to organisations that help young people build and develop their skills.

### Understanding the need

#### Building skills for work

Too many young people leave the education system without the necessary skills to transition into the workplace. With the economy changing rapidly, young people need skills that will allow them to adapt throughout their careers - like teamwork, communication and problem-solving.

#### Developing skills for life

Moving beyond employability, we also work with charities helping young people build the core skills they will need to thrive in life, from resilience to money management. These personal and practical skills are essential for young people moving into adulthood.

#### Bringing science and technology alive

An increasingly technological world will bring a range of new career options. We're keen to make sure these opportunities are open to everybody, including those currently under-represented in the STEM sector such as young women and those from working class backgrounds.

<sup>1</sup>Green, F, Henseke G and Schoon, I: The darkest hour? New evidence of the learning experiences, well-being and expectations of youth during the third national lockdown in the UK. University College London, 2021.

<sup>2</sup>CBI (2019) Getting young people 'work ready'. Available at: [https://www.cbi.org.uk/media/2960/cbi\\_work-readiness.pdf](https://www.cbi.org.uk/media/2960/cbi_work-readiness.pdf)

### Our role

#### Funding

Over ten years, the Foundation has committed £5.5 million to organisations that help young people build and develop their skills. Partners have included charities that engage young people in STEM skills, support children at risk of school exclusion, build leadership skills in the great outdoors, and use sport to engage young people impacted by crime, violence and inequality.

#### Adding value

Berkeley Group staff have raised over £499,000 for charities under our Skills to Succeed theme since 2011. They have also got involved by sharing their own skills and experiences with young people in workshops and webinars, and through mentoring programmes.

### Learning & sharing

We support organisations modelling new ways of working with young people, and work together to share what we have learned with the wider sector. We developed a toolkit with The Change Foundation to enable other practitioners to learn from their work using sport and intensive mentoring to support young people.



Street Elite toolkit



Using a 3D printer at Imperial College London

## £499,000

Berkeley Group staff have raised over £499,000 for charities under our Skills to Succeed theme since 2011.

### 10 year milestones

#### 2019

*Skills for Positive Futures* funds organisations that work with children at risk of school exclusion. A group of young people with lived experience support with programme development, shortlisting and on our grant assessment panel.

#### 2019

An external evaluation finds that every £1 invested in Street Elite returns over £10 in social value over three years.

#### 2017

53 staff members from Berkeley Homes North East London volunteer at Providence Row to help clients build their English language skills.

#### 2014-2018

Over 400 young people participate in trips to the Lake District and Snowdonia with the Outward Bound Trust. 95% feel more aware of their strengths after taking part.

Investment and impact 2011-2021

£5.5m

has been committed to charities building young people's skills through grants, fundraising and Give As You Earn.

6,514

We have supported 6,514 young people to develop new skills.

78%

reduction in reoffending amongst those who took part in Key4Life's programme, compared to the national rate.

31

Street Elite festivals held across London.

£375,000

invested in Skills for Positive Futures, funding six charity partners who work with young people at risk of school exclusion.

Our current charity partners

Strategic Partner

Imperial College London



Designated Charity



Community Investment Fund



Building skills for work

Alex & Street Elite



Street Elite is our longest running Strategic Partnership. Over ten years, it has supported more than 500 young people impacted by crime, violence and inequality, over 80% of whom have achieved a successful outcome. Alex took part in 2015.

Words by Alex Felix

I heard about Street Elite through a friend. He was one of the first ones to go through the programme and said it was a good way to get into a company like Berkeley.

I joined the training where we played football and interacted with others. It was a bit like a youth centre where the coaches would talk to us about our futures and what kind of job we might want to get into.

My coach could see that I really wanted a job in construction so I was given a two week placement working at Royal Arsenal in Woolwich. I shadowed site managers, looking at the externals and brickwork for the first week, then in the second week, I focused on the internals.

I was offered a permanent job and I've now been there for six years. I am an Assistant Site Manager awaiting promotion to Site Manager.

I've matured a lot. I'm better at decision making. I had knowledge about the industry, I'd tried scaffolding and painting, but this role in site management is a plan for the longer term. I can see more of a career in it.

I'm still in touch with all my friends from the programme. A lot of them went into construction, one is training to be an electrician, one is a Site Manager.

The most important thing about the programme was that it opened a door for me.



Alex is now working as Assistant Site Manager at Berkeley Group

"The most important thing about the programme was that it opened a door for me."

Alex Felix

# Developing skills for life

Vauxhall City Farm

Vauxhall City Farm is one of St James' Designated Charities. We have also given the charity grants through our Capacity Building Fund and Covid-19 Emergency Fund.

Words by  
Monica Tyler, CEO, Vauxhall City Farm

In 2020 we set up an after-school club to provide engaging, out-of-school learning opportunities for children from low-income backgrounds and at risk of low educational achievement. The club supported 45 children with curriculum-based tutoring and bespoke wellbeing support.

It also supported children and families in Lambeth living in overcrowded housing and lacking access to green space. Covid-19 exacerbated many pre-existing inequalities, and despite the challenges of lockdowns VCF was able to deliver the programme through a mixture of on-site and digital provision.

Most children on the programme are on track to obtain an average grade progression of 1.5 over the academic year, 150% higher than the national average. We're now working to scale the provision for the next academic year.

Before the pandemic, St James and the Berkeley Foundation helped to build the skills and capacity within our small team by providing a grant to employ our first fundraiser. We lost 81% of our income streams, but having a fundraiser meant we could recover 75% (£400k) through additional bid writing support and appeals. This has helped us to be stronger and ready to support communities and visitors in their wellbeing, by offering a little oasis in this very urban area that surrounds the farm.

"We couldn't recommend the programme enough, it's been an utter life saver for us during the lockdown and made us realise how much it gives our daughter in terms of how positive she feels about learning and being confident to write."

Parent



Vauxhall City Farm provides children in London with a chance to get close to nature

# Bringing science and technology to life

Aaron & Imperial College London

Imperial College London has been one of our Strategic Partners since 2017. We have invested £650,000 in the Makerspace programmes, introducing young people aged 11-18 to the world of design and making.

In an evaluation of the first three years, 70% of students said the Maker Challenge had influenced their thinking about careers or future study.

Words by  
Aaron Vidal

I've held a deep interest in design and making from a young age, and always sought out new avenues for my creativity. When I heard about the Maker Challenge, I knew I had to apply.

Throughout the programme and with help from the amazing Makerspace staff and volunteers, I increased my knowledge of the different processes of design and manufacture. I developed the idea "VISOR", a headset with a visor display and incorporated voice assistant. Making use of the skills I acquired, combined with the incredible equipment at the Makerspace, I was able to bring my idea from design to reality. I was honoured to be awarded first place in the Maker Challenge showcase.

The Maker Challenge allowed me to improve both my time management and presentation skills, whilst giving me ample opportunity to challenge my creativity. Following the course I was able to take my new design skills and apply them to my A-Level Product Design course.

More recently, I have been able to use my experiences as examples during University and Apprenticeship interviews. As a result, I currently hold offers for Product Design Engineering and Product Design and Technology at Loughborough University. I have also been accepted onto a Degree Apprenticeship in Integrated Electronic Systems Design at Airbus Defence and Space. I want to thank all those involved in the creation, funding and running of the Maker Challenge programme as the experience has played a key role in shaping my future ambitions.



Aaron's VISOR invention won him first place in the Maker Challenge showcase



# Health and wellbeing

The last ten years have seen a step-change in the conversation around mental health and wellbeing, beginning to address stigma and opening up new conversations among families, friends and colleagues.

This is an important move forward in shaping a society where our mental health is treated with the same level of attention and care as our physical health, but there is still a long way to go.

As well as funding organisations working to open up conversations about mental health among young people, we have also supported a range of other work aiming to promote healthy lives and to provide expert care for seriously ill young people and their families.



## Understanding the need

### Improving youth mental health

Only a quarter of young people who need mental health support are able to get professional help due to long waiting lists and lack of youth specific services.<sup>1</sup> The pressures have increased during the pandemic, as lockdowns and school closures have worsened children's mental health.<sup>2</sup>

### Promoting healthy lifestyles

Children need nutritious food and plenty of exercise to thrive. Unfortunately, not everybody has equal access to these building blocks of a healthy life. At least 400,000 children are living in households experiencing food insecurity, an issue which becomes most acute during the school holidays.

### Providing the best available care

There are more than 86,000 children in the UK living with a life-limiting condition. Frequently, these children are cared for by hospices which support them to lead active and fulfilling lives for as long as possible – and provide crucial wraparound support for their families.

<sup>1</sup>NHS Digital. Mental Health of Children and Young People in England, 2017. 2018 <sup>2</sup>Waite PD, Pearcey S, Shum A, Raw J, Patalay P, Creswell C. How did the mental health of children and adolescents change during early lockdown during the COVID-19 pandemic in the UK? PsyArXiv 2020

£8.2m

Over ten years, we have committed more than £8.2 million to organisations that provide health and wellbeing support to young people

## Our role

### Funding

Over ten years, we have committed more than £8.2 million to organisations that provide health and wellbeing support to young people, which makes this our largest funding theme. Many of our local Designated Charity partners fall under this theme, including Demelza Hospice Care for Children and Surrey Young Carers.

### Adding value

Berkeley Group colleagues have fundraised over £3 million for our Health and Wellbeing partners. Fundraising events have ranged from football and rugby tournaments, to dragon boat races and cake sales.



St George's tag rugby tournament for Honeypot Children's Charity and SPEAR

## Learning & sharing

We commissioned Renaisi to conduct an external evaluation of our *Improving Youth Mental Health* programme. The recommendations from the evaluation helped to inform and shape the second iteration of the funding programme, which was launched in 2020.



Richard House Children's Hospice provides care for life-limited children

## 10 year milestones

### 2019

Berkeley Homes North East London renovate the flat of one of Home-Start London's families, creating a safe and welcoming environment.

### 2019

Our funding enables Richard House Children's Hospice to train 25 nurses in the latest paediatric palliative care techniques.

### 2014 - 2019

Berkeley Homes Southern staff regularly volunteer for their Designated Charity MERU, helping to adapt toys for children with disabilities.

### 2017

We begin a Strategic Partnership with Kitchen Social, a programme run by the Mayor's Fund for London to provide food and activities to children during school holidays.

2019

The Super 1s programme has gone from being delivered in four London boroughs in 2013 to being rolled out nationally, reaching thousands of young people.

Investment and impact 2011-2021

£8.2m

has been committed to charities providing health and wellbeing support to young people through grants, fundraising and Give As You Earn.

17,948

Our partnerships have helped 17,948 young people with their health and wellbeing, supporting them to live happy and healthy lives.

94%

of Super 1s participants said they were now more able to make friends because of the programme.

8

Kitchen Social hubs ran an emergency Covid-19 response, giving children food and activities through the pandemic.

82%

of participants in St Matthew's Project's Fit for Life programme reported increased self-control and discipline.

Our current charity partners

Strategic Partner



Designated Charity



Community Investment Fund



Providing the best available care



ellenor

ellenor is the Designated Charity for Berkeley Homes Eastern Counties. It supports children and families facing life-limiting illness in Kent.

Words by  
Jemma Kemp, Senior Fundraising Officer, ellenor

ellenor is proud to have a longstanding relationship with Berkeley Homes Eastern Counties. Launched in 2013, the partnership has raised over £100,000.

The staff are at the heart of this phenomenal fundraising figure and have taken part in various events over the eight years, including a London to Paris bike ride, marathons, treks and walks and dragon boat racing. On top of these challenges, there is also an array of continuous office fundraising taking place including cake sales, raffles and dress-up days.

In 2020, ellenor along with the whole world was faced with a challenge like no other. Although the staff were unable to take part in any physical events or office fundraising, the Berkeley Eastern

Counties team was determined to continue their support – using innovative ideas such as virtual quizzes and Christmas jumper days as well as furniture sales. We were overwhelmed that they were still able to reach the original fundraising goal that was set for the year.

We are so proud of this partnership. The values of both ellenor and Berkeley are perfectly aligned. We share the same goals of strengthening communities and improving people's lives meaning that this is not only a successful partnership but a purposeful one. The continued support thrives on the excellent relationship and trust that has been built between Berkeley and ellenor over recent years.



Berkeley Homes Eastern Counties team on a golf day fundraiser for ellenor

£100,000

Launched in 2013, the partnership has raised over £100,000 for the charity.



# Improving youth mental health

Anna Freud Centre



The States of Mind project, funded by the Berkeley Foundation between 2018 and 2020, supported the Anna Freud Centre AMBIT team to deliver a peer mentoring programme in North London. The team worked with young person and social entrepreneur Bea Herbert to forge new relationships with community-based youth organisations and deliver informative mental health training sessions to vulnerable young people.

Words by  
Liz Cracknell, Joint AMBIT Programme Lead,  
Anna Freud Centre

AMBIT, developed and pioneered by AFC, is a whole-team approach designed for services who work with clients presenting with multiple and complex problems, including mental health difficulties. To deliver the programme AFC worked with The Hive and The Winch. Both are youth centers in Camden that help extremely vulnerable young people to build resilience and succeed in life.

The programme benefited 90 young people, while also giving the AMBIT team insights into delivering peer support work in community settings, the unique challenges facing community-led organisations, and the difficulty

of sustaining relationships with young people who are facing a complex range of challenges.

We learned that while the AMBIT team bring expert clinical and evidenced based knowledge in relation to complex trauma, organisations such as The Winch are adept at engaging vulnerable young people, building trust, and sustaining relationships. We are now embarking on a partnership project, also funded by the Berkeley Foundation, which recognises these two unique skill sets. It will involve peer support training and engagement work at The Winch, with AFC playing a supporting role to advance the team's capacity to use evidenced based frameworks, capture outcomes and create a whole-team approach to supporting young people. The project aims to directly impact the lives of over 60 young people in Camden over the next two years.



States of Mind Project, a peer mentoring programme for young people in north London



The project aims to directly impact the lives of over 60 young people in Camden over the next two years.

Liz Cracknell, Joint AMBIT Programme Lead,  
Anna Freud Centre

# Promoting healthy lifestyles

George & Super 1s



We have supported the Super 1s programme since 2013 through our Strategic Partnership with The Lord's Taverners. We have invested £1.1m, and the programme has grown from four London boroughs to being delivered nationwide. 94% of Super 1s participants say they have been more able to make friends because of the programme.

Words by  
Sarah and Matthew Hiley, George's parents

George, who is 21, lives with a learning disability, which gives him high levels of anxiety. He is an only child who has always loved sport and cricket and craves the company of his own age group.

The improvements in his wellbeing and general happiness when he participates in cricket are so obvious - without team sport he becomes withdrawn and his mental health rapidly declines.

In 2015 George became involved in Table Cricket and later Super 1s. The positive effect this has had has helped dispel his anxiety and is integral to his positive mental wellbeing, personal development and independence. We have seen him develop vital life skills like leadership, self-esteem, confidence and social skills which are benefitting so many aspects of his life as he moves into adulthood.

George thrives on being part of a team and his confidence has grown hugely in his own ability as he is recognised as a leader. Through disability cricket, he has completed coach support training and is now taking his first steps towards his long-held desire to be a sports coach. Throughout lockdown George was a strong and cheerful role model across the Super 1s programme, setting and demonstrating challenges via video for Super 1s participants. He also works alongside his coach delivering disability cricket sessions in schools.

As parents we are very proud of what he has achieved and George is keen to continue progressing.



Cricket has helped George build life skills and become a role model for other players

"I like helping other teams. I feel excited, happy and proud when I play. I want to coach the smaller children and teach them how to bat, bowl and field."

George, 21

# Our response to Covid-19

When Covid-19 closed schools and workplaces in March 2020, the Berkeley Foundation responded in three main ways.

First, we got in touch with all of our current charity partners to see how they were coping, reassure them that we were here to support them, and provide extra flexibility in terms of reporting and, in some cases, use of funds.

Second, we signed 'We Stand With The Sector', a joint funders' statement, co-ordinated by London Funders and signed by over 350 funders, making public our commitment to the charities we fund.

Third, we identified a pot of £650,000 in funding which we earmarked as emergency support to help partners respond to the crisis and meet the needs of communities.

Throughout the pandemic, charities have had to contend with a triple threat: falling funding, rising community need, and a more challenging operating environment. Many of our partners work in vulnerable communities that have been disproportionately impacted by Covid. We wanted to support them to make sure they would still be there for young people and communities after the crisis. Without proper support, there was – and still is – a very real risk of vital organisations closing down.

Over the course of the year, we distributed £655,000 to our charity partners to help them respond to the crisis. This included a mixture of unrestricted grants to enable charities to respond flexibly and support running costs, and grants for specific projects to meet young people's needs. Berkeley staff have also stepped up, raising funds, donating PPE and volunteering their time.

Across the board, the response from our partners has been inspiring. We have stayed in close contact and their experiences throughout this period have helped to shape our 2030 strategy. There is a long road ahead to support communities to recover and level the playing field for young people - we believe the only way forward is by working together.



Delivering food through the Kitchen Social programme

## £655,000

was distributed to charity partners last year through our Covid-19 emergency response

## 1 Increasing the amount of core and unrestricted funding

SkyWay Charity in Hackney asked us to unrestrict its grant, and used the funds to buy food and essential items for approximately 40 'at risk' families. We also awarded a grant to Oarsome Chance to expand their team of youth workers, making sure they could continue to work with the children they support.



## 2 Meeting immediate needs

As schools and work places closed in March 2020, more children and families faced food insecurity, Kitchen Social – run by the Mayor's Fund for London – worked with vacant school kitchens, catering companies and community groups to provide hot meals, packed lunches and food hampers to vulnerable children in London.



## 3 Young people's mental health

We made grants to several of our charity partners to deliver virtual counselling and therapy sessions. Anna Freud Centre used the funds to establish a virtual peer support service for young people who were struggling during the lockdowns.



## 4 Youth homelessness

This period has seen a rise in young people becoming homeless. Between July-September 2020 11% of rough sleepers in London were under 25.<sup>1</sup> We are co-funding New Horizon Youth Centre's ground-breaking new project, Hotel 1824. This refurbished 40 bed hotel in West London offers emergency accommodation for young people sleeping rough in London.



## 5 Berkeley staff response

Colleagues at Berkeley sites organised PPE donations for their charities. Office car parks were also offered out to NHS staff. In July, over 240 Berkeley Group colleagues took part in the virtual Race to End Homelessness for Crisis raising an incredible £54,000.

In November, we launched a Winter Match Funding campaign. Every pound raised by a Berkeley business for their Designated Charity was match funded directly to the charity by the Foundation, up to £5,000 per charity. Our Designated Charities received over £190,000 as a result of the campaign.



<sup>1</sup>CHAIN report. 2020/21 Quarter 2 report. <https://data.london.gov.uk/dataset/chain-reports>

# Progress against our 2018-2021 strategic goals

Three years ago we launched a new strategy with a clear goal: to build a society where every young person could thrive.

As a Foundation, we have worked towards this in three ways. Firstly, by providing long-term funding for expert organisations working to change young people's lives. Secondly, by adding value to our partnerships with these organisations through our relationship with the Berkeley Group. And thirdly, by learning from this work and sharing this learning in order to inform wider policy and practice.

We set ourselves tangible goals against each of these three areas. Our progress against our goals is shown on the following pages.

## Funding

### We said....

- We would find projects that would enable us to give at least £3.5 million a year by 2021 through grants, staff fundraising and Give As You Earn.
- We would work in partnership with other funders, businesses and local authorities to develop a more collaborative approach to funding, which leverages our giving and increases its impact.
- We would launch a core cost commitment, which will ensure that every grant we make takes a full cost recovery approach.

### We did....

- Over three years we gave £9 million to communities through grants, staff fundraising and Give As You Earn, including £2.8 million last year. We gave more in direct grants from the Foundation in 2020/21 than in any previous year, including £655,000 in Covid-19 response grants.
- We have worked collaboratively with a wider range of funders, businesses and local authorities over the last three years than ever before, with partners ranging from the GLA to JP Morgan Chase Foundation. We regularly shared information with other funders throughout the Covid-19 pandemic, and have also started publishing our grants data on 360 Giving.
- We published our core cost commitment on our website in 2019. This makes public our commitment to funding a proportion of our partners' core costs and overhead as part of every grant we make. Since then, 95% of new grants (representing 99% of our total giving) have been either unrestricted or included core costs and we are working towards making this 100%.

## Adding value

### We said....

- We would develop a broader range of skilled volunteering opportunities for Berkeley staff, increasing the number of volunteer hours given across the Berkeley Group and measuring the impact of this for both charities and staff.
- We would create more opportunities for our partners to meet, network and collaborate with each other and our wider networks.
- We would develop stronger pathways for young people taking part in Berkeley Foundation programmes to access work experience and employment opportunities with the Berkeley Group and its supply chain.

### We did....

- Through our charity partners we have been able to offer a range of volunteering opportunities, from mentoring young people to serving Christmas meals to those experiencing homelessness, clean up community gardens and even renovate a home for a family. Through the pandemic we worked with partners to deliver virtual sessions on subjects like interior design and CV workshops.
- We created new opportunities for our charity partners to come together, share and collaborate, from hosting networking dinners to workshops and roundtable events. Partners have fed back, through our ten year evaluation, that they would like to see the Foundation do even more of this in future.
- New partnerships with Crisis in Brent, Key4Life in Hammersmith & Fulham, and Women into Construction in Birmingham have strengthened our ability to support people into work. Over three years Berkeley Group hosted 21 work experience placements for people referred by our charity partners, and 12 of these moved into jobs and apprenticeships.

## Learning & sharing

### We said....

- We would undertake a long-term evaluation of the Foundation's impact, to be published in 2021. As part of this, we would develop opportunities for partner charities and their beneficiaries to give feedback on our work.
- We would create a learning programme which provides space for our partners to share, reflect and develop their work.
- We would raise the Foundation's profile and ability to influence key stakeholders by developing and implementing a new communications strategy.

### We did....

- We commissioned IVAR to carry out a 10 year evaluation of our work, looking at our impact on people, organisations and wider society, and making recommendations for the future. As part of this process, we collected anonymous feedback from our charity partners for the first time – something we will look to continue. We published IVAR's report in 2021, and you can read their findings on our website.
- We piloted a series of learning events in 2019/20, delivering three events with partners and young people which helped us to develop new funding programmes. We built on this in 2020/21, bringing partners together for four workshop sessions and sharing learning from our *Combatting Youth Homelessness* programme at London Funders' Festival of Learning.
- Our new communications strategy was launched in 2019 and this has helped us to increase our profile across a number of channels.

£9m

Over three years we gave £9 million to communities through grants, staff fundraising and Give As You Earn, including £2.8 million last year.

10 years

We commissioned a 10 year evaluation of our impact on people, organisations and wider society, with recommendations for the future.

# Looking ahead – our new strategy

The first ten years saw the Foundation grow significantly, working constantly to evolve our grant-making and the way we operate.

In 2020 we commissioned the Institute for Voluntary Action Research (IVAR) to carry out an evaluation of our impact over the first ten years. We have taken the recommendations from the report and worked closely with our board of trustees, charity partners, and key stakeholders across the Berkeley Group to shape our strategy for the next ten years.

The result is a long-term strategy which sees us evolve our previous goals, making them more relevant to a changing external environment, and bringing more young people into each stage of the process of grant-making.

Our five impact goals are supported by five commitments about the way we'll work

- 1. We'll work in partnership with expert charities, investing in their work to help young people thrive
- 2. We'll add value to our partnerships through our expertise, networks and relationship with Berkeley Group
- 3. We'll learn from our work and share our learning across the public, private and voluntary sectors
- 4. We'll ensure that diversity, equity and inclusion is at the heart of everything we do
- 5. We'll enable young people to play an active role in the Foundation's work

The new strategy also includes an update to our funding streams. This is to reflect the changing environment of grant-making; making our funding process more transparent, and allowing us to continue to grow our funding.



Our vision is that young people and their communities will have the tools and resources they need to thrive and be a force for change in the world.

2030 vision

Five impact goals

Five commitments about the way we'll work

Our mission

Our values

Our vision is that young people and their communities will have the tools and resources they need to thrive and be a force for change in the world.

1. A safe place to call home

2. Journey to employment

3. Health and wellbeing

4. Youth leadership

underpinned by

5. A resilient voluntary sector

We'll work in partnership with expert charities, investing in their work to help young people thrive

We'll add value to our partnerships through our expertise, networks and relationship with the Berkeley Group

We'll learn from our work and share our learning across the public, private and voluntary sectors

We'll ensure that diversity, equality and inclusion is at the heart of everything we do

We'll enable young people to play an active role in the Foundation's work

Our mission is to use all our resources to support organisations, young people and communities to have a positive impact in the areas where the Berkeley Group works.

Have integrity

Be effective

Be bold

Empower people

Progress through learning

# Thank you

When we started planning our tenth anniversary more than a year ago, the world was so uncertain that it was almost impossible to know what 2021 would hold.

Charting that uncertainty alongside our charity partners has been a privilege. The resilience, innovation and leadership these organisations have shown over the last 18 months has been inspiring and I feel lucky to be able to work with amazing CEOs and frontline staff whose efforts have made all the difference for young people and communities. I also want to acknowledge how exhausting this period has been – it is more important now than ever before that we pay attention to the wellbeing of our colleagues across the sector.

On that note, I want to thank the amazing Foundation team, who have worked tirelessly this year to support our charity partners and make more than £650,000 in emergency grants. I am also grateful to our Board of Trustees, led by our Chair Rob Perrins. Rob and fellow Trustees Wendy Pritchard, Elaine Driver and Alison Dowsett have provided the Foundation with advice and guidance through a challenging year, and have supported the team and our charity partners by showing real flexibility and trust.

Thank you to the Berkeley Group for their continuous support, both through funding and through the staff engagement which continues to be so important for our charity partners. Even with government restrictions in place, colleagues found safe ways to fundraise, volunteer and support their local communities.

These efforts are led by our team of 30 Foundation Champions, who galvanise staff across the Berkeley Group and lead on the offices’ local charity partnerships. Despite busy day jobs, they have found time to promote the Foundation’s activities and been instrumental in raising important funds in a difficult year. I’d like to thank each and every one of them.

And finally, to the Berkeley Group’s suppliers and sub-contractors. They make a huge contribution to our fundraising events, and also provide invaluable work experience and employment opportunities for young people. Thank you.

I feel proud to have been part of the growth and development of the Berkeley Foundation over its first decade. As we look forward to 2030, through our new strategy, I am hopeful that this brilliant collective effort for young people and communities will continue to make a difference for many years to come.

**Sally Dickinson**  
Head of the Berkeley Foundation



The resilience, innovation and leadership our charity partners have shown over the last 18 months has been inspiring.

Sally Dickinson



# Acknowledgements

**Trustees**  
Rob Perrins  
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## Lead Foundation Champions

**Berkeley Group**  
Louise Clarke  
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**Berkeley Homes East Thames**  
Mark Carter

**Berkeley Homes Eastern Counties**  
Sam Henderson

**Berkeley Homes North East London**  
Fionna McDermott

**Berkeley Homes Oxford & Chiltern**  
Sarah Goodchild  
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**Berkeley Homes South East London**  
Charlotte Gould  
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**Berkeley St Edward**  
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**St James London North**  
Jade Davies  
Sarah White

**St James London South**  
Judy Gilbert  
Sharon Nicholls

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Lucy Masterton

**St Joseph**  
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# 10 years of partnership

Action for Kids Charitable Trust  
Active Newham  
Adventure Learning Foundation  
Alexander Devine Children's Cancer Trust  
Anna Freud Centre  
Archway Project  
Aylesbury Vale Council  
Bag Books  
Beating Time  
Bexley SNAP  
Birmingham Children's Hospital  
Body & Soul  
British Heart Foundation  
Cardboard Citizens  
Central Eltham Youth Project  
Chance UK  
City Gateway  
Cobham Area Foodbank  
Cobham Village Hall  
Community Foundation for Surrey  
Community Links Trust  
Crisis  
Daisy's Dream  
Demelza Hospice Care for Children  
Drive Forward Foundation  
ellenor  
Elmbridge Rentstart (UK)  
Esher and District CAB  
Felix Project  
Fight for Peace  
Floreat Educational Academies Trust  
Free to be Kids  
Friends of the National Libraries  
Gilbert White and the Oates Collection  
Guy's and St Thomas' Charity  
Harlequins Foundation  
Hart Voluntary Action  
Helen & Douglas House  
Help for Heroes  
Help Nepal  
High Trees Community Development Trust  
Home Start Ealing  
Home Start London  
Honeypot Children's Charity  
Hope for Southall Street Homeless  
Household Cavalry Foundation  
Hyde Charitable Trust  
Imperial College London

Jewish Volunteering Network  
Kent Association for the Blind  
Key4Life  
Khulisa  
Kids Company  
Land Aid  
Leadership Through Sport and Business  
Leap Confronting Conflict  
London Air Ambulance  
London Music Fund  
London Wildlife Trust  
London Youth  
Longridge Activity Centre  
Lord's Taverners  
MAC-UK Ltd  
Mayor of Southwark's Charity  
Mayor's Fund for London  
MERU  
Mind  
Momentum Children's Charity  
Most Mira  
Multiple Sclerosis Trials Collaboration  
Muscular Dystrophy  
Music First  
MyBnk  
National Communities Resources Centre  
New Horizon Youth Centre  
No 5 Young People  
No Second Night Out  
North London Hospice  
Number One Community Trust  
Oarsome Chance  
Outward Bound Trust  
Power 2  
Providence Row  
Queen Elizabeth Foundation  
Rainbow Trust Children's Charity  
Rays of Sunshine Children's Charity  
Rethink Mental Illness  
Richard House Children's Hospice  
RLSB  
RNIB Charity  
Royal British Legion Industries  
Royal Parks  
Settle  
Shelter  
Sir Simon Milton Foundation  
Skyway Charity

Spare Tyre  
SPEAR  
St Basils  
St John's Ambulance  
St Matthew's Project  
St Mungo's  
Stambermill PCC  
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TAP Local CIC  
Teens and Toddlers  
Thames Reach  
The Baytree Centre  
The Big House Theatre Company  
The Challenge Network  
The Change Foundation  
The Cranfield Trust  
The Firefighter's Charity  
The Foyer Federation  
The Lord Mayor's Appeal  
The Prince's Trust  
The Snowdon Trust  
Thrive  
Toyhouse  
Toynbee Hall  
Triangle Adventure Playground  
Trinity House Hospice  
U Can Do It  
University of Law (PCB)  
Variety  
Vauxhall City Farm  
Ways into Work CIC  
Widcombe Social Club  
Women Into Construction C.I.C.  
Young Enterprise  
Young Women's Trust



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