



ANNUAL ACTIVITY REPORT 2024

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1. Introduction – CEO

There are moments in life that shape you, not just as a person, but as a leader. For me, the loss, the silence, the chaos I experienced in my youth could have swallowed me whole. But music, and the creative spaces that allowed me to feel seen and heard, gave me a way through. That's why I started YUAF. And that's why, fifteen years on, we're still here: because every young person deserves that same chance to feel safe, inspired, and full of possibility.

2024 was a year that reaffirmed both the power and the urgency of our work.

We reached over 600 young people, many of them from the most marginalised communities in London. These are the young people who are being failed by a system that's quietly withdrawn the safety nets that once held them. Youth services are still on their knees. Mental health support is out of reach for too many. And yet, here they are, showing up to our bus, our studios, our sessions full of talent, questions, courage, and hope.

I'm proud to say that our programmes don't just entertain, they literally change lives. Whether it's the young person who found their voice on our mic and went on to paid DJ gigs, or the teen who opened up for the first time during a one-to-one mentoring call and decided not to give up. These stories are the heartbeat of our organisation. We don't parachute in with assumptions; we co-create with care, and that's something we've learned across the 15 years of existence. The impact speaks volumes: 91% of our Studio Bus participants reported increased wellbeing, 94% gained creative skills, and 88% felt more confident navigating opportunities for their future.

But behind the scenes, it's been a stretch. Like many grassroots organisations, we're navigating rising costs, inconsistent funding, and growing need. Despite this, we've continued to adapt, not only sustaining our reach but deepening it. Through YUAF Futures and Pathways, we placed young people into work experience with Rinse FM, ITV, Abbey Road Studios and BBC 1Xtra. We expanded our DJ and music production offer through a new partnership with Native Instruments and Crack Magazine. We created paid consultancy roles for LGBTQI+ youth to help us shape our inclusion strategy. And we launched YUAF Backstage, a new community for young creatives to stay connected, empowered, and supported beyond our programmes.

Everything we do is designed to move with the lives of the young people we serve. We listen. We adapt. And in 2025, we're going further: embedding long-term impact measurement, expanding brand partnerships, and launching youth-led facilitation to open up new pathways into paid creative work.

We know that healing and growth don't happen overnight. But with consistency, care, and creative connection, young people begin to rise. They begin to dream again. And with the right support, they begin to lead.

To everyone who has supported our journey: funders, partners, community members, and our incredible team, thank you. You are part of the ecosystem that makes this work possible.

2. Vision, Mission, and Values

Vision:

To create a world where every young person is seen, heard and celebrated.

Seen to be noticed and appreciated for who they are and the gifts they bring to the world.

Heard to be given an opportunity to express themselves, have a voice and share their unique talents.

Celebrated by providing a safe space to be acknowledged and recognized.

Mission:

Empowering young people by strengthening well-being and providing access to opportunities that celebrate creativity, culture, and belonging.

Values

Real: We listen to what you say and the way you say it: show up as you are. We champion individuality.

Unity: We got you. We move as one, it's a family affair.

Creativity: We take untapped potential and transform ideas into unlimited possibilities. Let your mind be free.

Evolve: We adapt and change to meet the needs of a dynamic world. The journey is never-ending.

3. 2024 at a glance

YUAF successfully delivered workshops to young people from 29 out of 32 London boroughs. Our engagement focused on areas of the highest need around Greater London. As a result, 52% of participants in YUAF programmes live among the 25% most deprived areas of Greater London.

Barnet	Harvering	Lewisham
Barking and Dagenham	Haringey	Newham
Bexley	Hackney	Redbridge
Brent	Hammersmith	Southwark
Bromley	Harlow	Sutton
Camden	Hillingdon	Tower Hamlets
Croydon	Hounslow	Waltham Forest
Ealing	Islington	Wandsworth
Enfield	Kensington and Chelsea	Westminster
Greenwich	Lambeth	

YUAF engaged with 600 unique young people and a total of 632 young people across all programmes.

Gender

Male	55%
Female	42%
Prefer not to say	2%
Non-binary	<1%
Transgender	<1%

Ethnicity

78% Global Majority

Age

88% young people aged between 11 - 19 years old

Total impact of YUAF Programmes

87% Greater Self-Confidence

89% Improved Wellbeing

88% Gained skills

88% Increased Access to Opportunities

The above are 49% of total participants self-reporting key outcomes following their participation in YUAF workshops.

4. Key YUAF Programmes

Outreach Media Bus

Our Outreach Media Bus travels to the hardest-to-reach areas across Greater London where there are high levels of deprivation, yet no services for young people to access. In our programmes, we are not only keeping young people **safe** while they are having fun, we are also creating a space for them to learn new **skills** and most importantly, we are giving them an opportunity to **process their feelings** and emotions through **creativity**.

For us, that means music production, positive lyrical writing, spoken word poetry, vocal recording and singing. Our facilitators and staff aim to build connections with young people, leading to overall increased well-being and optimism for the future. Our creative engagement leads to greater self-belief and confidence as a result of skills learned. The information we provide about further opportunities enables young people to have a greater focus on the next steps in their life.

As a result of YUAF's engagement, our Outreach Media Bus activities improved the skills, development, and confidence of young people through planning podcasts and songs, and actively participating in group discussions and collaborations. We successfully delivered 15 projects with 82 workshops to 534 unique young people. In 2024, YUAF's Outreach Media Bus engaged 17.3% more participants year on year.

Outcome	Key Indicator	Impact/Result
1. Improvements in wellbeing.	Increased happiness/wellbeing	91%
	Increased optimism about the future	89%
2. Greater self-confidence.	Increased self-belief	82%
	Increased self-confidence	90%
	Increased focus on goals/next steps	76%
3. Improved access to opportunities.	Increased knowledge about opportunities	93%
4. Improved skills.	Increased creative skills/achievements	94%

Additionally, 89% of young people reported feeling a greater sense of community and 75% reported an increased ability to express themselves creatively.

91% of young people reported increased happiness and wellbeing

“The bus has been something that I can look forward to and a place where I feel very welcomed and felt like I am not being judged”

Bus outreach sessions are credited among young people as providing for inspiration for future/career pathways:

“It’s given me more hope for the future”

“I found it fun and opened me to different opportunities and what i want to do in life”

“It has made me way more confident to show others my work and also an amazing time to learn about music and other opportunities for jobs or careers”

Young people reported feeling better and more confident after sharing and contributing to sessions:

“[I can] talk in front of others”

“Learning to podcasting and becoming confident about using my voice”

“[I’ve gained] more confidence and [it] shows you can learn stuff while enjoying yourself at the same time”

Pathways

YUAF Pathways aims to empower young people, aged 13 - 19 years, to take a lead on shaping their lives and realise opportunities that can further their own personal development and improve their wellbeing. Pathways aims to provide **progression** and exit routes for them to explore education and training **opportunities**, creativity and creative careers, as well as access **support** for their physical and mental health. Additionally, the programme allows them to explore their needs and challenges.

In 2024, 53 young people received tailored one-to-one mentoring support. Pathways guided young people toward 169 opportunities both within YUAF projects and our external partners. These included brands and companies in the creative industries and other organisations in the different communities that YUAF works.

Outcome	Indicator	Impact/Result
1. Improvements in wellbeing.	Increased happiness/wellbeing	78%
	Increased optimism about the future	86%
2. Greater self-confidence.	Increased self-confidence	84%
	Increased ambition and focus on goals/next steps	77%
	Increased belonging to a creative community	79%
3. Improved access to opportunities.	Increased knowledge about opportunities	78%
4. Improved employability skills.	Increased creative skills/achievements	79%
	Improved professional/communication skills	81%

Supporting young people on a 1-2-1 basis by providing personal coaching and mentoring check-in calls as well as access to further opportunities, Pathways has significantly improved young people's confidence to express themselves creatively.

"I felt very supported, and appreciated the opportunities... it opened parts of myself I didn't know I was interested in."

"It was great to check in and have some support, because I thought I wouldn't make it a few times but you were there and you called me and I made it."

"Pathways gave me structure—a space to explore my artistry in professional settings... I had mentorship... where I could talk things through and make sense of what was coming up."

Pathways participants also learned to make more informed decisions about their next steps.

"Pathways has helped me to decide what I want to learn... it helped me find a place to develop myself."

"Having the opportunity to do the 1-2-1 mentoring program gave me an understanding of how DJ-ing actually is. It changed my perspective... in a good way."

"I feel more confident to go to open days and ask questions... now I'm dead set on [university]. Now everything I'm doing is about that."

The majority of Pathways young people reported increased optimism for the future.

"It's a very good experience, allows me to acknowledge my potential for the future. I've loved it."

"It kick-started my drive to want to do my passion... I got to meet a bunch of people, my fave thing has been the (Sony) event."

"I feel more confident going out, making mistakes, having fun, being free, and not putting myself down."

Pathways support helped young people improve their mental well being, transform and overcome barriers that were holding them back from making progress.

"It feels like I'm not alone, someone is looking out for me... everything has just been really perfect. It feels like having a big family. People that care, it feels good."

"Some days I would wake up depressed... then I would read a text and remember how it felt speaking to you, so I felt your energy, it lifted me."

"No one really checks up on me like that... it was useful, it was a boost, to keep me going. I felt supported to come out of my shell and take new steps. "

Young people grew their industry contacts and an expanded network enabling them to make connections with people in their field of interest supporting them to develop a sense of belonging and feelings of being a part of a creative community.

"I've got contacts for some of the people I worked with... building that supportive group."

"It was really special to have the chance to meet like-minded people, and I keep in touch with them even after the sessions ended."

"I had experiences recently that, before YUAF, I don't think I would have been able to step into... I'm more aware of what I want to associate myself with."

YUAF Futures

YUAF Futures was specifically created for young people aged 16-19 years from marginalised communities (Global Majority, LGBTQI, disabled youth and those living in poverty) to provide them with **opportunities** to progress into desirable workplaces and/or help them gain a **skill or training** that leads to **improved possibilities** and increases diversity and inclusion in workplaces. While in the programme, young people explore their chosen career choices, discover more about the reality of those fields which enables them to make more informed choices based on experiential learning.

56 young creatives took part in 104 YUAF Futures activities with many going on to focus on creative pursuits at University, gain employment or take part in valuable work experience opportunities.

Outcome	Key Indicator	Impact/Result
1. Improvements in wellbeing.	Increased happiness/wellbeing	85%
	Increased optimism about the future	85%
2. Greater self-confidence.	Increased self-belief	93%
	Increased focus on goals/next steps	88%
	Increased belonging to a creative community	92%
3. Improved access to opportunities.	Increased knowledge about opportunities	88%
	Improved professional profile/cv	89%
	Increased industry contacts/networks	79%
	Increased work experience	83%
4. Improved employability skills.	Increased creative skills/achievements	94%
	Improved life/professional skills	89%

By providing masterclasses, workshops and work experience placements, YUAF Futures has improved the confidence and optimism for the future of young people to push themselves out of their comfort zones and to achieve their goals.

"It was such a wholesome couple of weeks. I'm so happy with the friendships I made out of it and

the opportunities I've had through it. I'll definitely look back on this and cherish the memories I have from it forever."

"I felt lacking in confidence in that session but working with Matthew and the group and Davinia was really inspiring and made me realise that I could do it and the skills I have were good, I just need to build on them."

"Futures gave me the reassurance that things are going to be ok. It also made me realise that it's ok to make mistakes. It's ok to not know what you want to do. It bridged myself and how I feel as a young person into me as a young professional. It helped me mentally with that transition."

Over 96% of young people also reported increased creative skills/achievements, enabling them to seek work in the creative industries and to seize more opportunities.

"[Futures] is a great platform for less advantaged people to get into the creative industries. Futures is a great place to come to if this is you and you need opportunities."

"I feel more connected now. I know where to go, who to talk to and where to go if I want opportunities."

86% of young people reported an increase in work experience. This improved as a result of YUAF Futures' continued partnership development.

"People from my area don't think they have the ability to reach these places [creative businesses], Futures gives you the confidence boost so you can go out there and achieve your goals. It shows you you can do it too."

"I absolutely loved my work experience at Rinse FM. It was a really new environment but it was great and I learnt so much. Now I have the confidence to do more work experience. Futures has meant so much to me. I didn't think half of what we have done was possible for me so I'm so grateful."

5. Our thanks and appreciation

Abbey Road Studios	Fit for Life Youth Hub	PRS
Ableton	Garfield Weston	Qube
AD Charitable Trust	Generation Media	Rinse FM (Kool FM)
AEI	H.O.P.E. at Morningside Community Centre	RIOT Noise
Amplify	ITV	Seed
Arts Council	John Lyons Charity	Shaftesbury Young People's Trust
ArtsDepot	JP Jacobs Charitable Trust	Skiddle
Ashley Family Foundation	Kiss FM	Sony Music Publishing
BBC Children in Need	LIFEbeat	Sony Social Justice Fund
BBC Radio 1xtra	Love Is The Message	Sterry Family Foundation
Beatport	London & Quadrant Housing	Subtle Radio
Beats	London Borough of Cryodon	The Allan Charitable Trust

Betsy Foundation	London Borough of Cryodon	The Crate
Big Lottery	London Borough of Hounslow	The Halley
Chesterhill Charitable Trust	London Borough of Waltham Forest	The Henry Smith Charity
Clothworkers	London Youth	The Legacy Project
CRACK Magazine	Loopcloud	The National Lottery
Creative Engagement Services	Native Instruments	The Premises
Danish YWCA	Paul Hamlyn Foundation	The Reuben Foundation
Ditto Management	Pembury Community Centre	The Story Collective
DJ Mag	Pirate Studios	UKF
Doctored Sound	Plugin Boutique	Warner Music
DRIP	Postcode Society Trust	Young Hackney
	Project Zero	YouTube Music

6. Opportunities and support for young people

Employment Opportunities

8 young people went into paid employment via YUAF Futures and Pathways (other programmes for 2024), below are some highlights:

Paid employment Opportunity

AD @ ER Productions

1 year paid internship at one of the world's biggest laser companies. AD blew the ER bosses away with her keen eye for show design.

TRO @ Ditto Management

After being placed at Ditto Management on her work experience back in 2022, TRO started working full time for Ditto in 2024. She also worked across Drip Water.

JA & LF - Short Film opportunity

JA & LF worked as runners on a short film which has since been voted for multiple awards at short film festivals.

TMS - Sunday Sofa Sounds

TMS worked as a paid assistant on the Sunday Sofa Sounds podcast on Spotify. TMS created content, worked on marketing and had input on the show schedule.

SS - DJ work

Since joining our DJ cohort, SS has been getting paid gigs at multiple different events and venues! SS was invited to two London Youth events and paid for providing DJ Services through pathways.

Paid and voluntary opportunities

YUAF provided opportunities for 46 work experience placements across 2024. They included:

Seven and Victoria @BBC 1Xtra: All Points East Festival

BBC selected Victoria and Seven to take part in a work experience day joining their team of content producers at All Points East Festival.

TMS @ ITV

TMS visited ITV through the YUAF Futures programme. Since visiting the studios, she has continued to go to ITV to shadow on different departments.

IS - Ditto Management

IS did a 1 week placement at Ditto Management. As an aspiring artist manager, she spent time with the Ditto team, learning the tricks of the triad. Matt also helped IS with some confidence development work.

3xYP at Abbey Road Studios

3 YP went to Abbey Road Studios to work on the Equalise festival, sitting in on studio sessions, watching music production sessions and vocal recording sessions.

2x YP @ Love Is The Message

2 YP spent 1 week working with Dresden at Love Is The Message, learning all about the world of PR.

10x YP @ Rinse FM (Kool FM)

10 YP shadowed different shows on Kool FM, learning about radio production, radio presenting and how to network in a radio station.

Young Hosts in YUAF's Youth-Led Futures cohort

8 previous participants of the Futures programme joined us once again as 'young hosts' on the Youth-Led cohort. Using their creative skills, the young people were matched up with industry professionals to deliver different workshops including songwriting, music production and more.

4x Performers at The Halley x YUAF Xmas Showcase

4x previous participants of the Futures programme performed at The Halley for the Christmas showcase.

YUAF provided opportunities for 21 paid experiences across 2024. They included:

Fundraiser Performance Opportunity: Trackside Session's Herne Hill Fundraiser

In September, two Young YUAF Artists performed at the Trackside Session's Herne Hill Fundraiser. This opportunity was particularly significant for one artist as it marked their first-ever public performance, allowing both to gain valuable experience and exposure.

Youth Consultancy

There were two online youth consultations for 14 participants, along with a series of 1-2-1 calls with 5 young people, creating 19 paid opportunities for youth to develop a wide range of skills, including communication, leadership, and teamwork. These initiatives also provided a safe space for participants to explore their identities, connect with new friends, and engage with supportive communities, including those within the LGBTQI+ community.

7. Youth Consultancy

Two group youth consultations were held online, bringing together nine LGBTQI+ young people and five participants from the Impact group to provide feedback on making YUAF more inclusive and welcoming for LGBTQI+ communities, as well as to help shape YUAF's approach to measuring its long-term impact. Following this, a series of 1-2-1 calls were conducted by our intern with several young people to further explore and deepen understanding of YUAF's long-term impact.

Listening to LGBTQI+ Youth Experiences

This youth consultation brought together LGBTQI+ young people to explore how YUAF can become a more welcoming and inclusive space. Participants highlighted the need for staff training on LGBTQI+ awareness, greater visibility of allyship, and respect for gender identities through pronoun introductions and badges. They emphasised the importance of challenging stereotypes and stigma with ongoing education and support. Suggestions also included fostering a stronger sense of community on the YUAF bus through visual affirmations like posters and badges, as well as implementing a code of conduct to ensure a safe and respectful environment. The session reinforced the need for dedicated LGBTQI+ spaces where young people can connect, express themselves, and feel supported.

“I can’t believe the WHO (declassified homosexuality as a mental illness in 1992) one, that just goes to show you how people in the world view us”

“I wish my community would recognise Queer people and stop the violence against them”

WHAT COULD MAKE THE BUS MORE LGBTQI+ FRIENDLY AND INCLUSIVE? “When staff can approach things and educate people when they are ignorant and (help) resolve things for us”

“I think we need space where we can hear each other, like especially space for queer people because I think we get shut down more”

Understanding YUAF’s Long Term Impact

This youth consultation brought young people together to help develop YUAF’s approach to measuring impact, providing a space for reflection on their experiences. The most important outcomes for young people were increased confidence, career opportunities, and a sense of community. Participants also identified enjoyment and new opportunities as key outcomes and visually shared their personal journeys through a creative challenge. A feedback poll showed unanimous agreement on YUAF’s positive impact, with industry events, masterclasses, and pathways programs most valued. Participants also reported improved well-being and career growth, expressing interest in ongoing engagement.

“I think YUAF improved my professional profile. I got to work with my favourite record label, put that experience on my CV, and landed a job because of it.”

“I had the opportunity to go to the Abbey Road event, made around 15 contacts, and from that, I created a video and started a partnership. It’s been all go since then.”

“I did a film project with Skiddle, then worked on a few other projects. It was my first time following a brief, and I learned key skills for work and project management.”

1-2-1 Impact Calls

The 1-2-1 Impact Calls were a series of in-depth conversations led by Sense Turner and conducted by YUAF intern Laura Faneca, engaging five young people who had previously participated in YUAF programs. These calls provided a space for the participants to reflect on their personal journeys, exploring the long-term impact of their involvement with YUAF. Unlike group consultations, the 1-2-1 calls allowed for open-ended discussions, where young people could

share their experiences, challenges, and growth without time constraints. The calls offered valuable insights into how YUAF has influenced their professional, creative, and personal lives, helping to capture the nuanced and individualised nature of the impact YUAF has had on each participant.

"YUAF was my introduction to the freelance world, and it made my following work experiences easier."

"What I learned at YUAF gave me the tools to face unknown environments and challenges in my future projects."

"Working with YUAF, I learned not only about creative processes but also how to navigate the professional world. I now feel more confident in my future as a creative."

"The bus helped me feel at ease because I was surrounded by people who also loved music. It was the first time I felt really appreciated for my classical music."

9. Journey of a Young Person

About JH

JH, 22, from Hackney, has a passion for reggae and dancehall. Before joining Pathways, he was unemployed and searching for his next step after working in construction. JH is autistic and described himself as "anti-social," often expressing hesitance about networking or performing in public.

Entry into YUAF

JH first connected with YUAF through the Studio Bus at The Edge Youth Centre. He recorded his first track using a YouTube beat, which ignited his desire to develop musically.

Bus

Using the bus studio space gave JH his first real taste of music creation. He gained confidence and connection through this informal, accessible entry point, laying the groundwork for deeper engagement.

Pathways

JH joined Pathways in May 2024. He accessed 1:1 mentoring, creative coaching, and performance opportunities. His development included songwriting, performance prep, and confidence building.

"Talking to people even though I'm antisocial... it was a really great opportunity to help someone like me get into music properly."

Creative Mentoring

Working with artist mentor Courtney, JH learned mic technique, performance skills, and how to present himself on stage. He refined tracks like "Blue Skies" and "Running From Love", performed at Hackney Carnival, and received his first paid gigs.

"I felt like a superstar... like Superman when I got off the stage."

Next Steps

JH is pursuing open mics, following up with mentors, and joining a photography group. He's keen to release more music and explore further creative opportunities independently.

Reflection

Pathways helped JH transform his outlook and confidence. He now sees performance as a path, not a barrier, and is actively engaging with the creative community.

"It's been an amazing experience... it really helps you put yourself out there and deal with the goals you say you want to take care of."

9. Brand Support and Recognition

Brand engagement and support were a key focus for YUAF in 2024; we broadened our outreach and explored new ways to work with leading partners in the music industry. With the funding landscape continually changing, diverse funding efforts remain crucial for YUAF to develop sustainable partnerships.

THE DROP

YUAF partnered with **RIOT Noise** and **UKF** to create a Drum & Bass music production and DJ workshop programme: THE DROP. Located on Greenwich Peninsula over two days, young creatives learned from guest tutors including Flava D, Charlie Tee, Shosh, Subten, Sharpson, Hardisty, Kanobie and DJ Jackum running sessions to over 16 creatives. DRIP also supported YUAF on this activation, gifting water for YUAF's team and the young creatives who joined us.

Agency Support

YUAF developed a strong working relationship with creative agencies **Amplify & Seed** as they supported YUAF through outreach and content support for THE DROP.

Native Instruments x Crack Magazine

Our partnership with Native Instruments brought a transformative upgrade to our mobile studio bus, equipping it with state-of-the-art gear including Maschine drum machine samplers and DJ controllers at every station. This enhancement enabled us to expand our offer to include DJ workshops, broadening the creative opportunities available to young people.

This collaboration also marked the beginning of our relationship with Crack Magazine, who, alongside Native Instruments, produced a powerful short film, an in-depth print feature, an online article, and continued social media coverage. The campaign provided a spotlight on the voices of young creatives whose lives have been shaped by YUAF, amplifying both their stories and our mission to a wider audience.

Beatport

As part of their Diversity initiative, Beatport supported YUAF through their digital platform, Beatport. The online article about the charity alongside a social post, shone a light on the work

we do to the electronic dance music community. We were also gifted with subscriptions to Loopcloud for each studio bus workstation and access to free plugins via Plugin Boutique.

YUAF Talks

In the first half of 2024 YUAF ran an online series, YUAF Talks, where industry professionals from Radio 1xtra, YouTubeMusic, DITTO Music hosted sessions to share knowledge and skills to young creatives.

Beats gifted YUAF with fifteen pairs of Beats Pro headphones, upgrading the listening experience for the young people that join us on the studio bus.

Ableton donated items and gifted YUAF with licences for all of the computers on the bus meaning that we were able to start teaching an upgraded music production offering to our young creatives.

YUAF received funding support from musicians, **Joy Anonymous**, and was the charity beneficiary of the inaugural *Trackside Sessions* event in Herne Hill, Brixton.

10. Looking Ahead

2025 Strategy

Our 2025 focus is on building sustainability, deepening our impact, and creating more meaningful opportunities for young people to thrive.

1. Streamlining and Strengthening Operations

We're reviewing how we work to ensure our systems are efficient, our resources are focused where they're most needed, and our delivery remains resilient in a changing funding landscape.

2. Enhancing Financial Oversight

We're improving our internal financial planning and management to better support growth, accountability, and long-term sustainability.

3. Strengthening Governance

Our Board has introduced new subcommittees to support key areas like safeguarding, fundraising, evaluation, and communications, ensuring we stay accountable and aligned with our mission.

4. Expanding the Outreach Media Bus

We aim to have the YUAF Studio Bus engaging young people five days a week throughout the year. We'll also strengthen logistics and maintenance to keep the bus running smoothly and reaching even more young people.

5. Measuring Long-Term Impact

We're developing tools to better understand the long-term difference we're making in young people's lives, ensuring our programmes remain relevant, responsive, and rooted in evidence.

6. Growing the YUAF Youth Community

Through our YUAF Backstage network, we'll host creative meetups, build deeper relationships,

and offer continued support for young people beyond our workshops.

7. Youth-Led Delivery and Paid Pathways

We're investing in young creatives to become facilitators and leaders across our programmes—creating new paid opportunities and pathways into the creative industries.

8. Exploring Brand Partnerships

We'll continue building relationships with values-aligned brands to explore how sponsorship and collaboration can support our work and unlock new streams of unrestricted income.

Organisational Development

Partnership Development and Fundraising Approaches

We will continue to strengthen our strategic partnerships across Greater London, embedding more deeply into local boroughs to better understand community needs and shape our programmes accordingly.

We aim to build on relationships with local authorities, housing associations and youth organisations, identifying opportunities for funding and commissioned work through ongoing collaboration, shared learning, and visibility.

Following successful activations in 2024, we will explore how brand partnerships can become a viable long-term source of unrestricted income. This includes approaching new and existing partners that align with YUAF's values and mission.

Through workshops with Amplify and Seed, we will begin developing a brand partnership and sponsorship strategy. This will help us assess the potential for long-term investment and how such partnerships can be integrated into our wider strategic planning.

In 2024, we designed and launched YUAF Empowers, a school-based programme aimed at generating new commissions through educational settings. In 2025, we will grow relationships with schools to become a trusted supplier for enrichment and celebration days, increasing our reach and supporting young people at a time when mental health support in schools is at crisis point.

We will continue to expand our creative industry network, offering more real-world opportunities for young people through our YUAF Futures and Pathways programmes. Many of our partners begin by engaging in programme delivery before committing financially. We will build on this journey-based approach to partnership, allowing organisations to experience the impact first-hand before supporting us further.

Alongside this, we will explore new ways to engage partners with corporate social responsibility (CSR) funding and develop opportunities for individual giving and sponsored activities, such as marathon events and peer-to-peer fundraising.