



# PROSPECTUS

## 2024/25

✓ **FOR YOUNG PEOPLE**

Raising Aspirations + Coaching Practical Skills

✓ **FOR VULNERABLE FAMILIES**

Humanitarian Support

✓ **FOR SOCIETY**

Storytelling for Social Impact

“

We work with young people in London – including their schools, families and their wider community – to bring **long and lasting change.**

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*Having grown up in a similar environment, I know first-hand that the narrative in these communities, and the experiences of the young people, **are completely unacceptable - we have to change that!***

## INTRODUCING OUR FOUNDER

Nilesh B. Dosa MBE

How it all began...

## I GREW UP IN A DEPRIVED PART OF EAST LONDON

The **son of migrants, I grew up in a one bedroom council flat in Newham**, where I did my schooling.

**I was diagnosed with a rare neurodegenerative condition at birth**, called Charcot Marie Tooth (CMT) disease. As the symptoms have gradually increased, I've become more and more aware of my limitations, and **my personal need to fulfil my purpose has grown**. I am compelled to do as much as I can before my health prevents me!

I've always had a **passion for supporting non-privileged communities**, and have volunteered my time toward doing so since 1996.

## I STUDIED HARD, GOT JOBS AT TOP TIER FIRMS, YET STILL FELT LIKE AN OUTSIDER

**I graduated with a first-class degree in finance**; completed my chartered accountancy training at a Big 4 firm; worked in banking and then joined EY in 2014.

But, **I've never been able to shift the feeling that I'm an outsider**.

I realised very early on in my career that **being strong academically did not stop me from feeling like an imposter**.

**From the beginning, there were constant reminders all around me** – wearing a brown suit on my first day working in finance, not knowing how to use my knives and forks at corporate dinners, and colleagues even asking if they could call me by an English nickname – because it would be easier to pronounce!

## icanyoucantoo WAS BORN FROM MY DESIRE TO CHANGE THE NARRATIVE

**Through my own lived experience I understand first-hand** the challenges faced by many young people and their families.

**I started icanyoucantoo in 2016 to take action against these barriers**, fuelled by my (at times challenging!) belief that following my purpose would lead to more fulfilling 'work' than a 'regular' career path.

**On my journey I have navigated uncertainty** – weathering pay cuts, all-consuming working hours, and asking people to come along on the ride with me - to **create the capacity and environment to do as much as I can for the causes that I love**.



*Clockwise from top left: I did my schooling at St Bonaventure's School, Forest Gate | The son of migrants | Becoming a dad changed my perspective massively | Growing up near Green St, in Upton Park*

# INTRODUCING ICANYOUCANTOO

## For the community, by the community

icanyoucantoo started in 2016/17 as a grassroots mentoring initiative with a group of 5 young people receiving 1-2-1 coaching sessions. Today, we **support over 1,000 people** within our London community every year!

We believe in **'for the community, by the community'** and the people we support are at the heart of *every decision* we make.

We support the non-privileged within our community based on their needs, by **seeing and hearing first-hand** the challenges that they face.

Each year, **our offering has grown – with tailored and bespoke solutions.** You can find out all about us in this prospectus!

**We are a volunteer-powered social enterprise tackling social inequality**  
**Compelled to action through what we see and hear from the London communities we support**



**For Young People**

**Coaching + Mentoring**

Raising aspirations and **coaching skills**



**For Vulnerable Families**

**Humanitarian Support**

Humanitarian **support** in the community



**For Society**

**Storytelling for Social Impact**

Impacting social change using **our story**

# WHAT WE DO

We are compelled to take action by what we see and hear



## PILLAR 1



## PILLAR 2



## PILLAR 3

### WHAT WE HEAR

*“My parents work in factories, **school doesn’t have a careers service** and I’ve never had work experience – how can I get a professional job?”*

*“When us mothers flee from Domestic Violence we **come to the refuge with almost nothing and no money.**”*

*“We strive to be a diverse and inclusive organisation but **we recognise we are not there yet and need to do more.**”*

### WHAT WE BELIEVE

1. People should **not be held back** by their social status;
2. The ‘value’ of people’s skills and what they have access to **should not be defined by their background, wealth or family circumstances**;
3. Our **society will benefit if there is increased diversity** of individuals from all backgrounds in further education and the workplace.

### WHAT WE DO TO MAKE A DIFFERENCE

**We run a coaching and mentoring programme for young people aged 16-21, to facilitate social mobility.**

Our syllabus incorporates a broad range of expert coaching in practical skills, access to professionals from a variety of industries and the opportunity to learn from real role models.

Through regular sessions during the academic year, **we equip our young people with the skills and networks they need to access further education and/or employment.**

See p.15

**We provide vulnerable families with hot meals, essential supplies, and educational equipment.**

Our hot meals initiatives run during the Christmas and Easter school holidays when low-income households struggle the most. We also provide clothing, books, calculators, toys and technology wherever we can.

**We provide vital resources so that families are fed and can access education regardless of their circumstances.**

See p.31

**We tell our story to educate individuals and organisations about the work that we do, and why we make an impact.**

We share the story of our work and experiences as well as give our young people a platform to share their personal journeys. We aim to empower those we speak to with the knowledge and inspiration to develop, or improve, their own initiatives.

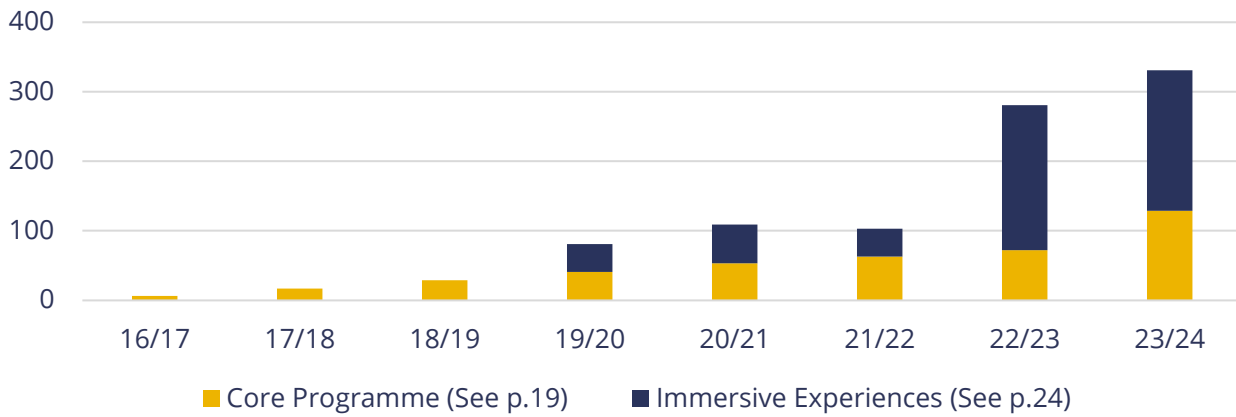
**We share our learnings, opportunities to volunteer, and the chance to mentor our young people to impact social change on ‘both sides’.**

See p.36

# OUR STORY IN NUMBERS

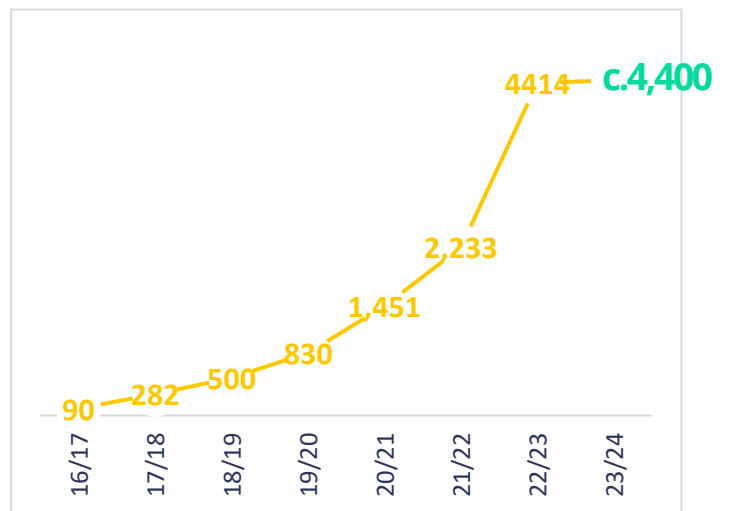
**A growing network of young people, professional volunteers and corporate organisations**

## PROGRAMME PARTICIPANTS



## PROFESSIONALS | ORGANISATIONS INVOLVED

## TOTAL HOURS VOLUNTEERED



## EDUCATION AND AWARENESS

Number of individuals that have attended our talks and presentations (Young People and Professionals):



# MEASURING OUR IMPACT

## Holding ourselves accountable in numbers

### FOR YOUNG PEOPLE

#### Raising Aspirations + Coaching Practical Skills



Our primary objective is for our young people to secure meaningful employment, apprenticeships and higher education. Examples of the establishments our **young people have secured roles** at are:



In 2024/25, **c.15% of the young people** who completed our programme in 2023/24 will stay on as **Ambassadors** to *pay it forward* - supporting our wider operations and our new students, as they continue developing their skills and CVs.

### 2023/24 Survey Results

What our young people say:

**94%**

“...feel **my aspirations have been raised**”

**97%**

“...feel I had an **opportunity to access industries, professionals and work locations** that I might not normally have had”

**9.0/10**

Average student rating in terms of the programme’s usefulness in **“equipping me for a better future”**

## FOR VULNERABLE FAMILIES Humanitarian Support



Since Christmas 2020, we have been **running Hot Meals Initiatives throughout the Christmas and Easter school holidays** which provide **freshly cooked meals, essential supplies and hygiene products** to vulnerable individuals across Havering and Thurrock.

We **redistribute any surplus to local food banks, hospices, and hospitals** to ensure there is no waste. Overall, we have provided:

**30,000+**

Hot meals

**25,000+**

Shopping essentials

**12,000+**

Hygiene essentials

**2,000+**

Individuals supported

We have also sourced and supplied many other items for young people and families, including:

**1,500+** Easter Eggs

**500+** Stationery Items

**200+** Laptops | Computers

**1,000+** Christmas Presents

**100+** Textbooks

**200+** Coats | Blankets

### Organisations we work with



# FOR SOCIETY

## Storytelling for Social Impact



**5,000+**

**Corporate professionals** have heard our mission at talks and presentations

**c.14,000**

**Volunteering hours** organised for professionals to mentor and coach

**2,000+**

**Professionals** have volunteered their time

...including **20+ C-Suite Executive** level leaders of large, global organisations.

We have shared learnings with **40+ global corporates and universities** to provide insights that enable them to create successful work experience and apprenticeship programmes, with a **level playing field** for all applicants, including:



APOLLO



ESTÉE LAUDER



Julius Bär



# MEET THE CORE TEAM

A mixture of former students and experienced professionals

Our team of volunteers is made up of professionals from a range of industries and backgrounds, as well as young people who were icanyoucantoo programme students themselves, in previous years.

The team work with our wider network of **250+ active professional volunteers** to deliver the full scope of icanyoucantoo initiatives:



## WHAT PEOPLE SAY ABOUT US

### Parents | Educators



...icanyoucantoo is **backed up by an absolute determination to make a real difference.**

This is not just in coaching and mentoring young people, but in ensuring that they do everything they can to remove barriers to social inequality. Nothing is insurmountable!

*Penny Johnson, Headteacher*



...as a single mother of 3 children who is barely scraping by for the bare necessities I could not afford...my children honestly where **so overwhelmed they were screaming in excitement**...icanyoucantoo had done something that not even the government could do for my children.

*Parent, London*



When I look at my daughter between her starting and ending the programme – **she is unrecognisable!**

*Parent, London*



icanyoucantoo **has changed our lives.** My son is a hero in our community.

*Parent, London*



icanyoucantoo coach and mentor, **with kindness and respect**...no person is a failure or written off due to their behaviour, ability level or standing in society. Having also been a part of the Hot Meals programme – delivering food parcels to people who were struggling to make ends meet – **I was blown away** that everyone was made to feel equally valued.

*Parent, London*



icanyoucantoo has correctly identified that the poverty of these young people is not only financial, but also a poverty of aspiration. They have no real role models with whom they can identify and no opportunity to access the kind of experiences they need in order to fulfil their potential. **The work that icanyoucantoo carries out, therefore, is a major contribution to the London communities they support.**

*Professor Andrew Massey, King's College London*

## HOW YOU CAN HELP

### There are two main ways we might work together

1



**It starts with your time:** let's explore together *how* you get involved and *where* best we can **utilise your experiences, expertise and passion** – as an individual or as a team / organisation – with a focus on benefitting our young people.

Examples of how we partner with other individuals / corporates:

- Having individuals **volunteering their time** to support icanyoucantoo activities. That might be:
  - i. Supporting our young people with a particular **mentoring and coaching activity**, such as reviewing a CV, conducting a telephone interview or assessing at a Mock Assessment Centre;
  - ii. Supporting our **initiative** – at Christmas or Easter – or both ☺;
  - iii. Co-creating an **insight day or work experience** – which means our young people benefit and your employees can utilise their CSR Days towards something genuinely wholesome and purposeful;
  - iv. Giving your time **supporting a fundraising activity** – such as a Big Half run or a London to Brighton bike ride.

2



**We welcome donations:** to support icanyoucantoo's operations, providing a much-needed lifeline to our young people and the vulnerable families, in our community.

We are open to discussion on either your budget or your resources, with two popular options below:

i

**One-off annual contribution** toward the **operational expenditure** of icanyoucantoo.

ii

**Donation of your choice (funds or resources)** that are used to support our **Hot Meals Initiatives** or to provide vital resources to the young people on our programme (such as **educational supplies** like textbooks or work-wear for interviews).

# THE PROGRAMME

## For Young People

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## PROGRAMME BACKGROUND

### Set up to tackle the barriers that young people face getting into further education and employment

#### WE KNOW THAT\*:

- Young people are not **receiving appropriate career support** at school due to funding cuts in 16-19 education, disproportionately **impacting disadvantaged students**;
- Those from better off backgrounds are **almost 80% more likely to land a top job** than their working-class peers;
- **c.10% of the UK population are privately educated** but they make up **+50% of Judges**, members of the **Cabinet** and **FTSE100 CEOs**.

#### WE TAKE ACTION TO:

- Give young people from non-privileged backgrounds **real, consistent role models** from a **range of professional careers**;
- Provide and coach **practical and pastoral skills** that they will need in future education and work opportunities;
- Create a **supportive network of partners and volunteers**, including the highest Executive-level professionals, to share real world examples of career journeys and experiences;
- Put these **young people at the heart of everything we do**, and every decision we make.



Students participating in a 3-day Immersive Experience opportunity at EY, Canary Wharf



\*Source: State of the Nation 2022: A fresh approach to social mobility ([publishing.service.gov.uk](https://publishing.service.gov.uk))

# UNDERSTANDING OUR STUDENTS

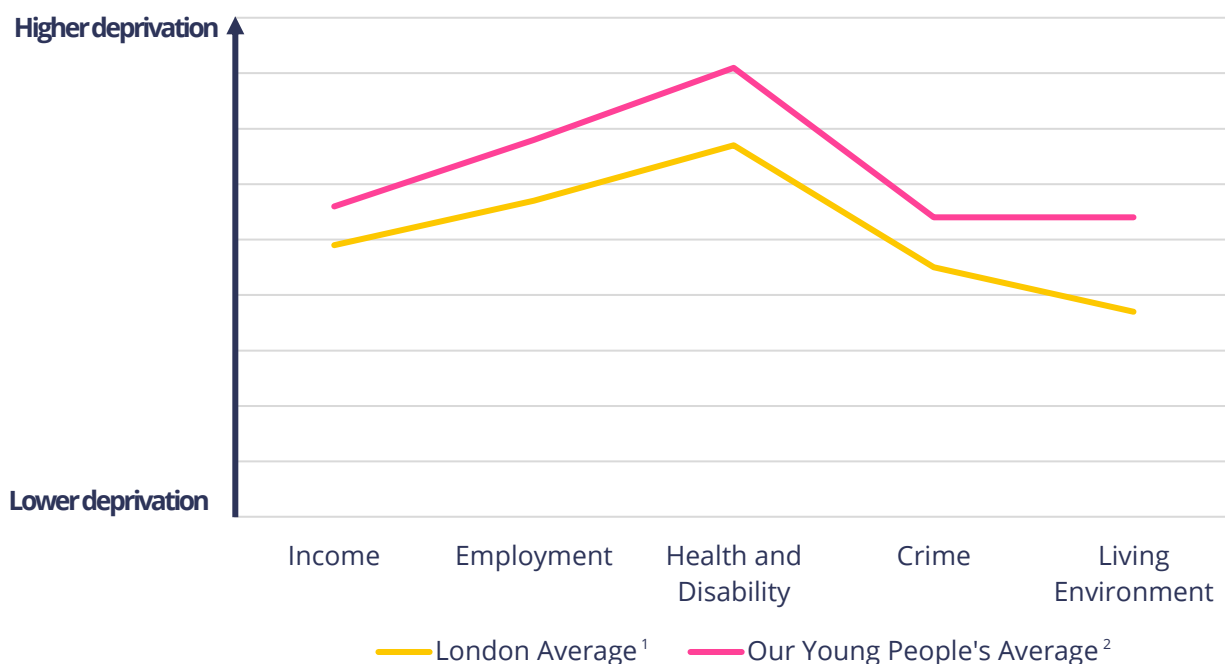
**The young people we serve face higher levels of deprivation, on average, than the rest of London**

**Tackling social inequality is the core purpose of icanyoucantoo.** We have measured our students against some key indicators of both deprivation and diversity to ensure we are delivering on our mission.

## 1) Deprivation

We measured our '23/24 students against the Index of Multiple Deprivation (IMD), which is the **official measure of relative deprivation** for small areas in England, to see how they compare.

This clearly shows that **our average student faces higher levels of deprivation** than the rest of London:



## 2) Diversity

Also, our programme has been designed so that **other diversity criteria do not impact who is able to take part** in our programme:

**43% : 57%**  
(Male : Female)

Student ratio, our programme is **open to all genders equally**

**Our entry criteria is a '4' (the 'pass' mark) in English and Maths at GCSE**

This means our programme is **not just for the 'gifted and talented'**

Sources:

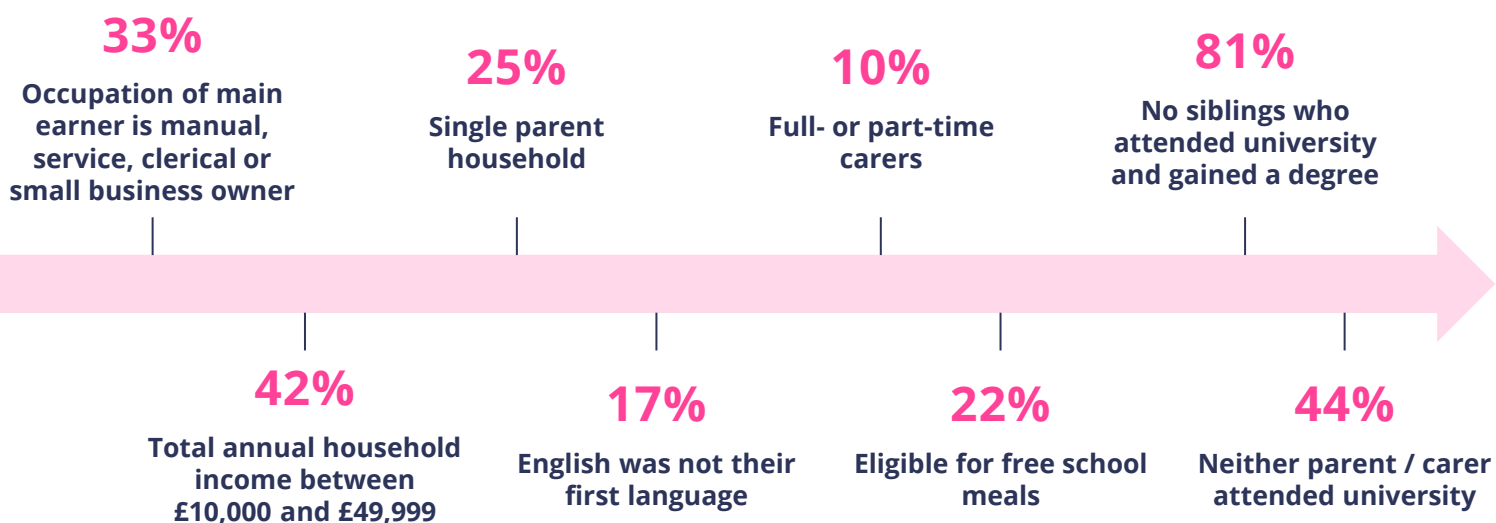
<sup>1</sup> <https://data.london.gov.uk/dataset/indices-of-deprivation>

<sup>2</sup> <https://imd-by-postcode.opendatacommunities.org/imd/2019>

## OUR STUDENTS (CONTINUED)

We gathered data from our '23/24 students to understand what our 'typical' student looks like

Further results are as follows:



We also asked our students about barriers which they felt held them back, to build a more informed picture:

“ I went to a school that offered **no mental health support** when I was struggling with grief and an eating disorder.

“ There was a time in my life when I saw my parents really struggle. **We were a family of 5 and we lived in a small, one bedroom house.**

“ I do not earn much, so I am **unable to look after my health** to the extent that I would want to. **Grew up around alcohol abuse, single parent household, lack of family support** for my education.

“ **During Year 11, myself and my family were made homeless.** We spent the year moving in and out of temporary accommodation and hotel rooms every two weeks. **This was all going on throughout my GCSE year.**

“ Because I came from another country and I am a child to a single parent, it is **hard to find money for university and accommodation.**

“ Only my dad works so he **struggles to maintain the house all on his own with one income.**

“ **My parents have to work long hours** to help support my family, as well as my family back in India.

“ Sometimes I have felt worried about my **background or religion keeping me back from achieving things in the future.**

# HOW THE PROGRAMME WORKS

**Our young people are at the heart of everything we do**

The icanyoucantoo **mentoring and coaching programme** takes place over **regular sessions**, across a **single academic year**, for Year 12 students

## OBJECTIVES:

1

Provide access to a variety of **real role models and networking opportunities**

2

Provide **opportunities and access** to a variety of industries, professions, and work locations

3

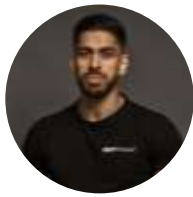
Provide **practical skills coaching** required for higher education and the workplace



## FUNDAMENTAL PRINCIPLES:

Consistency ⇒ **Relationships** ⇒ Safe Space ⇒ **Outcomes**

OBJECTIVE 1) REAL ROLE MODELS IN THE FORM OF **INSPIRATIONAL GUEST SPEAKERS**



**AAKASH VAGHELA**  
CEO  
RNT



**ALEX AYIN**  
Marketing Director  
WISER



**ANNE-MARIE BALFE**  
Partner  
EY



**DAMION BURROWS**  
Managing Director  
DMBA



**DAVID JONES**  
Presenter  
Sky Sports



**DIDI SCOTT**  
Head Of Risk  
HSBC



**DIMPLE PATEL**  
CEO  
NatureMetrics



**DR NISHMA PATEL**  
Dentist  
Frays Dental Centre



**HHJ KARIM EZZAT**  
Circuit Judge  
Judiciary of England and Wales



**JHAI DHILLON**  
Co-Founder  
Simmer



**JULIA HOGETT**  
CEO  
London Stock Exc.



**LORD MICHAEL HASTINGS**  
Chairman  
SOAS



**LOUISA ZIANE**  
Co-Founder | COO  
Toast Brewing



**MARYANNE AIYEOLA**  
Marketing Intern  
NBC Universal



**MICKEY PATEL**  
Partner  
August Equity



**NAVJOT SAWHNEY**  
Founder  
The Washing Machine Project



**NYAT ARON-YOHANNES**  
PPE  
Oxford Uni.



**RAIYYAN KHYAR**  
Degree Apprentice  
JP Morgan



**RUPA LAKHA**  
Partner  
CRS LLP



**RUPEN SHAH**  
NED\*  
UK Sport



**SALMAAN SAEED**  
Asst. Underwriter  
Markel Int.



**SIMMY DHILLON**  
Co-Founder  
Simmer



**TEY BANNERMAN**  
Partner  
McKinsey



**TOM DEAN**  
Olympian  
Team GB



**VISHAL AMIN**  
Founder | CEO  
Until

☆ Alumni

\* NED – Non-Executive Director

## OBJECTIVE 2) ACCESS

### To a variety of professions, professionals and corporate / educational establishments

The following organisations will provide **access to their establishments** for our 2024/25 sessions:



### EXAMPLES OF THE ESTABLISHMENTS OUR YOUNG PEOPLE ACCESSED IN 2023/24:



### ACCESS TO A VARIETY OF INDUSTRIES AND PROFESSIONS

Our young people will access, and **network with, professionals** from the following industries and professions:

Accounting, Finance and Professional Services | **Actuarial Science** | Architecture, Interior Design and Real Estate | **Banking and Financial Services** | Entrepreneurship | **Healthcare** | HR, People and Talent | **Law + Politics** | Marketing | **STEM** | Psychology

## OBJECTIVE 3) PRACTICAL SKILLS COACHING

Month	2024/25 Syllabus - Summarised Version		
Oct	INSPIRATIONAL OPEN	TEAM BUILDING + ICE-BREAKERS	
Nov.	DEBATE MATE		
	GROWTH MINDSET	THE APPLICATION PROCESS#	WORK EXPERIENCE#
Dec	PANEL DISCUSSION	WRITING A CV	
	PERSONAL BRAND + FIRST IMPRESSIONS	APPLICATIONS & THE HR PROCESS	
Jan	NUMERICAL REASONING	ROCK YOUR PROFILE	PERSONAL STATEMENTS#
Feb	LIVE CAREERS LIBRARY		
	PREPARING FOR INTERVIEWS	PANEL DISCUSSION	
Mar	TELEPHONE INTERVIEWS	UCAT#	
	THE FOUNDERS PANEL		
Apr	WRITING & DELIVERING A PRESENTATION	HOW TO HACK THE BRAIN	
	THE C-SUITE PANEL		
May	PRESENTATIONS	THE RIGHT MEDICAL SCHOOL FOR YOU#	
Jun	COFFEE + CAKE WITH THE TEAM	GUEST PANEL	
	ASSESSMENT CENTRES	FULL DAY PRACTICALS#	
Jul	FINALE   GRADUATION		

### SYLLABUS:

Expert Coaching ⇌ Practical Activities | Inspirational Guest Speakers | Networking

### 2024/25 SYLLABUS IN NUMBERS:

10

Host Organisations

25+

Coaches | Speakers

35+

Activities

250+

Professionals

1,500+

Volunteer Hours

Notes:

# - Healthcare specific

OBJECTIVE 3) PRACTICAL SKILLS COACHING DELIVERED BY EXPERT COACHES



**ALEX KOURIE**  
Director  
EY



**ASTON BROOKS-ASHITEY**  
Social Marketing Manager  
LinkedIn



**DIDI SCOTT**  
Head of Non-Financial Risk  
HSBC



**DOMINIC JOYCE**  
Founder | Maverick Otter  
LinkedIn Top Voice



**JESS NICHOLSON**  
Learning Designer  
TheSmartyTrain



**JOSEPH MASSEY**  
Engagement Manager  
SSI Strategy



**DR MARK GILLETT**  
Chief Medical Officer  
Premier League



**MONIQUE SHAW**  
Founder  
Re/Write



**NILESH B. DOSA MBE**  
Founder  
icanyoucantoo



**TIFFANY MANTEAW**  
Data Culture  
Lloyds Banking Group



**TOLU OKE**  
Head of Inclusion & Diversity  
Diageo



**DR THOMAS DANNHAUSER**  
CEO  
Smart Start Minds

## PROVIDING IMMERSIVE EXPERIENCES

### Increasing confidence and competence



Over and above the syllabus (p.19), we have worked with a diverse range of organisations to curate **immersive experiences** for our young people across multiple industries. These are elective opportunities for our young people which are designed to increase their **confidence, capabilities and competencies**.

Examples include:

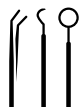
1

### Career-Specific Programmes

Which provide our young people with **access to practical work experience in their industry of choice**, so that they can gain first-hand understanding of their chosen field. These have included initiatives at:

APOLLO

CR  
CharlesRussell  
Speechlys

  
Dentistry



  
EY

FT  
FINANCIAL  
TIMES

 HSBC

ReedSmith

sky

2

### Events and Networking Opportunities

Whenever we gain access to a space, we always endeavour to bring our young people with us to **provide a safe opportunity for networking**. This year included a policy breakfast at the Houses of Parliament, a fundraising gala dinner, multiple corporate fundraising events and many panel speaker events hosted by our corporate partners.

3

### Paying It Forward

Our young people are all encouraged to **give back in different ways**. We provide opportunities to do this with us where we can such as volunteering for our Hot Meals Initiative (see p.31); taking part in fundraising events and – new for 2023/24 - giving blood.



**CLASS OF 2023/24**



## ALUMNI STORIES

### Role models who are realising their aspirations and paying it forward



**AYLA BEHARI**

Cohort: 2022/23

#### WHAT IS AYLA DOING NOW?

Ayla will be studying Chemical Engineering at Loughborough University. She is currently volunteering at her local church as a Eucharistic Minister.

She became an Ambassador after finishing the programme, where she hosted a panel and supported the Hot Meals Initiative.

#### IN MY OWN WORDS...

*"Being a student on the icanyoucantoo programme allowed me **to develop many skills, I gained a variety of knowledge and improved my confidence.** Each session helped me with my communication skills, presentation skills, and confidence through presenting.*

*Meeting professionals in the engineering industry gave me insights into the engineering field.*

*This academic year, being an ambassador allowed me to take on more responsibility and **develop my interpersonal skills.** I had the opportunity to host a panel and assist at Hot Meals prep day, which allowed me to give back to the community.*

*My experiences with icanyoucantoo over the past two years have **significantly boosted my confidence, enhanced me as an individual, and helped me to realise my potential.**"*



**LUKAS ROMANOVSKIS**

Cohort: 2022/23

#### WHAT IS LUKAS DOING NOW?

Lukas is an Underwriting Assistant at Carbon Underwriting.

After finishing the programme, Lukas joined as an Ambassador, supporting various components of the programme.

#### IN MY OWN WORDS...

*"icanyoucantoo really helped me **acquire the skills I need to thrive in the world of work,** such as clear communication, discipline and maturity.*

*I believe biggest thing I took away from icanyoucantoo, was the experience I got from mock interviews, which **really depict what happens in real job interviews.***

*The **whole team was really kind and supportive** all the way throughout the course of my journey and I wish the next cohorts make the best of their time at icanyoucantoo."*

## ALUMNI STORIES

### Role models who are realising their aspirations and paying it forward



**MILLIE LEWIS**

Cohort: 2022/23

#### WHAT IS MILLIE DOING NOW?

After completing the icanyoucantoo Programme, Millie has now obtained a Human Resources apprenticeship at Morgan Stanley.

Millie is incredibly excited to start her new chapter beyond education in September 2024.

#### IN MY OWN WORDS...

*"icanyoucantoo has allowed me to flourish. The icanyoucantoo programme has **enabled me to learn so many key skills that are vital for the corporate world**, which includes; public speaking, assessment centres, forming a good CV and perfecting interview skills. Without the help of icanyoucantoo, I would have not had the opportunity to practice or learn these skills, which have been **crucial in getting me to where I am today**.*

*The icanyoucantoo programme was incredible. The icanyoucantoo programme was **not easy while balancing it alongside three demanding A-levels**. However, it was the most wonderful and self-fulfilling experience. This is because Niles and the **team would motivate and push you to make sure that you were getting the most out of the programme and reaching your full potential**. I am so grateful for the support from the team, as it has driven me to strive to be the best version of myself."*



**HAARIS AHMED**

Cohort: 2022/23

#### WHAT IS HAARIS DOING NOW?

Haaris will be studying Medicine at the University of Leicester.

He became an Ambassador after finishing the programme, supporting new students as they developed.

#### IN MY OWN WORDS...

*"icanyoucantoo provided **opportunities that I would not have been able to attain anywhere else**. We were regularly offered different work experiences at top companies in order to learn more about different careers and see if that career was right for us.*

*I **became more comfortable networking** with others. At many of the sessions we were honoured to have top professionals and I was able to network with them and ask them different questions, something only found at icanyoucantoo.*

*The **icanyoucantoo team truly cares**. One thing I realise at icanyoucantoo is that you will be looked after, if you have any problems or concerns then the team will do their best to help you and care for you."*

# STUDENT CASE STUDIES

## Transforming young lives



I am now at university, going to be doing an internship this summer, and want to become an Actuary – a few years ago **my 'ambition' was working in my dad's shop on the local high street.**



3 years ago, I was **taking depression medication and had no idea what my future looked like** – I am now going to be starting a degree at a Russell Group university and don't recognise that girl from 3 years ago.



During my GCSE years, when I actually failed English, **I was selling drugs to help out financially at home** – fast forward 2 years and I am going to be starting an apprenticeship with a prestigious Bank in the city – and I passed GCSE English too.



I was the guy who thought all black people were either security guards or cleaners in the offices in the city – today, **I am one year away from qualifying as a chartered accountant** with one of the Big 4 Professional Services firms.



I was **permanently excluded from school** and did year 10-11 at a PRU (Pupil Referral Unit). I know how lucky I am to get a chance to be on the icanyoucantoo programme - working with top professionals and prestigious companies – young people like me, especially once they are at a PRU, usually get no more chances!



I am thankful everyday for the opportunity as it has shaped my life immensely. icanyoucantoo provided me with an insight into the careers that existed and **inspired me to believe that they were very much attainable** for me as well.





Tom Dean MBE



Young people engrossed



At SKY



Returning Alumni - Paying It Forward...



Lots of questions...



Inspirational Guest Speakers



ican you can too

# HUMANITARIAN SUPPORT

## For Vulnerable Families

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## HUMANITARIAN SUPPORT BACKGROUND

### Providing food and essential supplies to vulnerable families in London (across Havering and Thurrock)

#### WE KNOW THAT

Young people and their families **struggle to afford basic household necessities** and are **disproportionately affected** by the ongoing cost of living crisis in the UK.

School holidays put **additional pressure on low-income households** due to the increased costs of food, energy, entertainment, and school supplies.

**Financial hardship is constant** in low socio-economic family units.

#### WE TAKE ACTION TO

- Provide **freshly cooked meals and other household essentials during school holidays**;
- Partner with local supermarkets and suppliers to ensure the **food, essential supplies, and hygiene products we deliver are fresh and high quality**;
- Source and provide educational equipment such as **laptops, textbooks, and calculators** throughout the year;
- Maintain a presence on email and social media **where families can turn to for support**;
- **Redistribute any surplus to local food banks, hospices, and hospitals** to ensure there is **no waste**;
- Invite corporate **volunteers to help 'on the ground'**, so that they can see first-hand the pressures families are under.

#### WHO WE SUPPORT

**2,000+** individuals from:

7 Schools | Children's Hospice | Community Cafe | Women's Refuge



# WHAT WE DO

## Hearing from the families we have supported



This has been an amazing initiative which has made a **huge difference to parents and carers** who may otherwise have struggled to provide healthy, nutritious food for their loved ones during this challenging year.



A lot of us women here find it hard to ask for help and **icanyoucantoo understands that it is difficult for us**. To be honest a lot of us have struggled throughout the school holidays as all the children are off and it means cooking an extra meal and snacks each day, with icanyoucantoo's help that **struggle was lifted from our shoulders**.



**...To support the most vulnerable families...**icanyoucantoo was able to purchase groceries for the families. They were also able to secure donations of hot food which was distributed to the students and ensured they were **still able to have a nutritious home cooked meal**.



My children honestly were so overwhelmed...they were screaming in excitement, **I will never forget their reaction as they have never owned a laptop before it was as if Christmas had come early for them**.



icanyoucantoo has constantly shown [*our women's refuge*] **a kindness that is rare to the residents**, a kindness that I believe we as Domestic Violence survivors needed to see. We have honestly been speechless so many times.

27 DEC 2022 AT 09:28

Ah thank you so much 😊 it was a magical day! The kids love their fleece blankets and my eldest hasn't taken her slippers off 😊. They enjoyed their fizzy drinks too for a nice treat ❤️ I hope yours was magical xxx

Hello, just a note to say thank you to you and your team for topping up our electricity today when you dropped off the groceries 🙏 We've not had any hot water this week and it means I can now wash the dishes and the kids can have a warm bath...thanks so much for your generosity.

I would like to say a heart felt thankyou to you and all your team. You have provided myself and My family, meals, gifts, snacks and essentials throughout the Christmas holiday.... I had enough supplies to even help out a elderly naighbour. I will be eternally grateful to you for how you have selflessly helped us. I Hope in the new year to get back to full fitness and back to my teaching position and offer my help as a gesture of support and gratitude. Many thanks again to all. Respect and Blessings to all xx

20:37

Hello lovely, we've just opened the boxes you dropped off and we're absolutely flabbergasted! Thank you so much! You've literally made our week! Thank you so so so much ❤️ xxxxx

Aw no problem at all! Thank you for your lovely message. Hope it helps a bit ❤️ xxxx

Ah it really does! Honestly I've not even managed to get any presents for the kids so this has excited them so much knowing they have all this wonderful food and bathroom bits ❤️. I'm honestly overwhelmed at your generosity xxxxx

## ORGANISATIONS WE WORK WITH



*Le Moulin*



# RIISING TO THE CHALLENGE

## Creating certainty to protect our future

To date, our **humanitarian efforts have relied on kind, one-off donations** and fundraisers from our supporters and network to make it all happen.

But, with demand ever-increasing, food prices rising, and our burning desire to support as many people as possible driving us...**we needed to create more certainty** around our resources. Namely, money.

So, Team **icanyoucantoo** rolled up their sleeves and took on personal challenges by hitting the road in September 2023.

We **entered 2 teams** into our first ever Running and Riding events to fund our Academic Year '23/24 Hot Meals initiatives.

**£24K+ raised**

Enough to fund '23/34 initiatives and more!



# STORYTELLING FOR SOCIAL IMPACT

## For Society

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# STORYTELLING FOR SOCIAL IMPACT (I)

## Sharing what we know, and do, to inspire others to act

### WE KNOW THAT

- Society is at a crucial inflexion point where there is **heightened political awareness** and an **accelerated desire for change**;
- People **want equality and have a platform from which to do something**, but **don't always know where to start**;
- **Organisations are responding** to their social conscience by diversifying their workforces and levelling the playing field for all, but they have an **inherent lack of understanding of how to effect lasting cultural change**.

### WE TAKE ACTION TO

- **Affect change on both sides**, by educating not only the young people or the corporate organisations, but **bringing them both together to have meaningful conversations** and learn from each other;
- **Deliver presentations to start-ups through to FTSE-100 organisations**, to share the story of our work, experiences, and knowledge on specific topics such as Social Equality, Social Mobility and Race and Ethnicity;
- **Empower those we speak to with knowledge that can help them develop their own initiatives** such as inclusive work experiences, apprenticeships, and mentoring programmes;
- **Offer volunteering opportunities to professionals** that want to support, from **apprentices through to senior-level executives**.

### EXAMPLES OF WHO WE'VE PRESENTED TO:



APOLLO

BARCLAYS

ESTÉE LAUDER



finnCap



Julius Bär



TESCO

TOM FORD



icanyoucantoo

# STORYTELLING FOR SOCIAL IMPACT (II)

## Impacting individuals, corporates and the ecosystem

### WHAT WE HAVE DONE

Through storytelling, we have connected with individuals and corporates to help them understand the social inequality challenges that exist, and **ways they can help and support to make a genuine difference**. We have an ability to reach influential people and organisations, to further drive purposeful change.

### WHAT WE CONTINUE TO DO

#### 1. AFFECT THE INDIVIDUAL

- Our network of professionals are ***in the room***. They build relationships with our young people, they volunteer their time to support our humanitarian efforts and they participate in fundraising activities;
- This puts them **at the heart of the programme and embedded into our communities**. This then allows them to be conscious of social inequality in a very real and meaningful way.

#### 2. AFFECT THE CORPORATES

- We share our stories and experiences with corporates to **help them develop Corporate Social Responsibility (CSR) programmes internally** – which create engaging opportunities for their employees to give back.

#### 3. AFFECT THE ECOSYSTEM – CORPORATES, CHARITIES + COMMUNITIES

- We have **brought different organisations together** to better utilise their CSR days and focused their time and resources to support The Felix Project (a food distribution charity), and providing interview practice to entire school year groups;
- Across 2024/25 we plan to do more of this, **continuing to bring individuals and corporates together** to support our local community and broader society.





## WHAT PEOPLE SAY ABOUT US Corporate Professionals



The icanyoucantoo programme is a truly incredible programme. The investment into the **scope and breadth of the programme is second to none**, ensuring that each aspect of the syllabus offers the greatest value to its candidates.

*Rupa Lakha, Partner – Charles Russell Speechlys*



It's been a real privilege to work with the fantastic team at icanyoucantoo and to hopefully inspire and actually be inspired by the amazing young people that benefit from the programme. Whenever I get involved it **feels personal, different and like I'm actually helping to make a difference.**

*Peter Barriscale, UK MD – HSBC Private Bank*



I've been extremely fortunate to be involved with icanyoucantoo. I have had many conversations about icanyoucantoo with friends, family and clients. **It fills me with great pride to speak about such a powerful organisation.**

*Kasey Alexander, Founder – The Suit Group*



It's not difficult to be carried along by the **mission, purpose, energy and passion** of icanyoucantoo...

*Jacque Hughes, Director – Specialist Government Adviser*



icanyoucantoo provides their participants with **real, practical training and connection opportunities** that otherwise wouldn't be available to them, but unfortunately without which they'd be held back in a privilege driven working world.

*Dimple Patel, CEO - Trouva*



I have observed the icanyoucantoo team, programme and impact grow from strength to strength over the past few years. **I would encourage other firms to get involved and work with this excellent team**, who are truly changing the lives of so many young people, whilst bringing more talented diverse candidates to organisations in the City.

*Mitesh Sheth, CIO – Newton Asset Management*

# **AWARDS, PUBLICITY AND MEDIA**

# AWARDS, PUBLICITY, AND MEDIA



Selected as one of Redington's  
charities of the year 2020



News > UK

## Schools are failing youngsters by not teaching basic workplace etiquette, says youth mentor

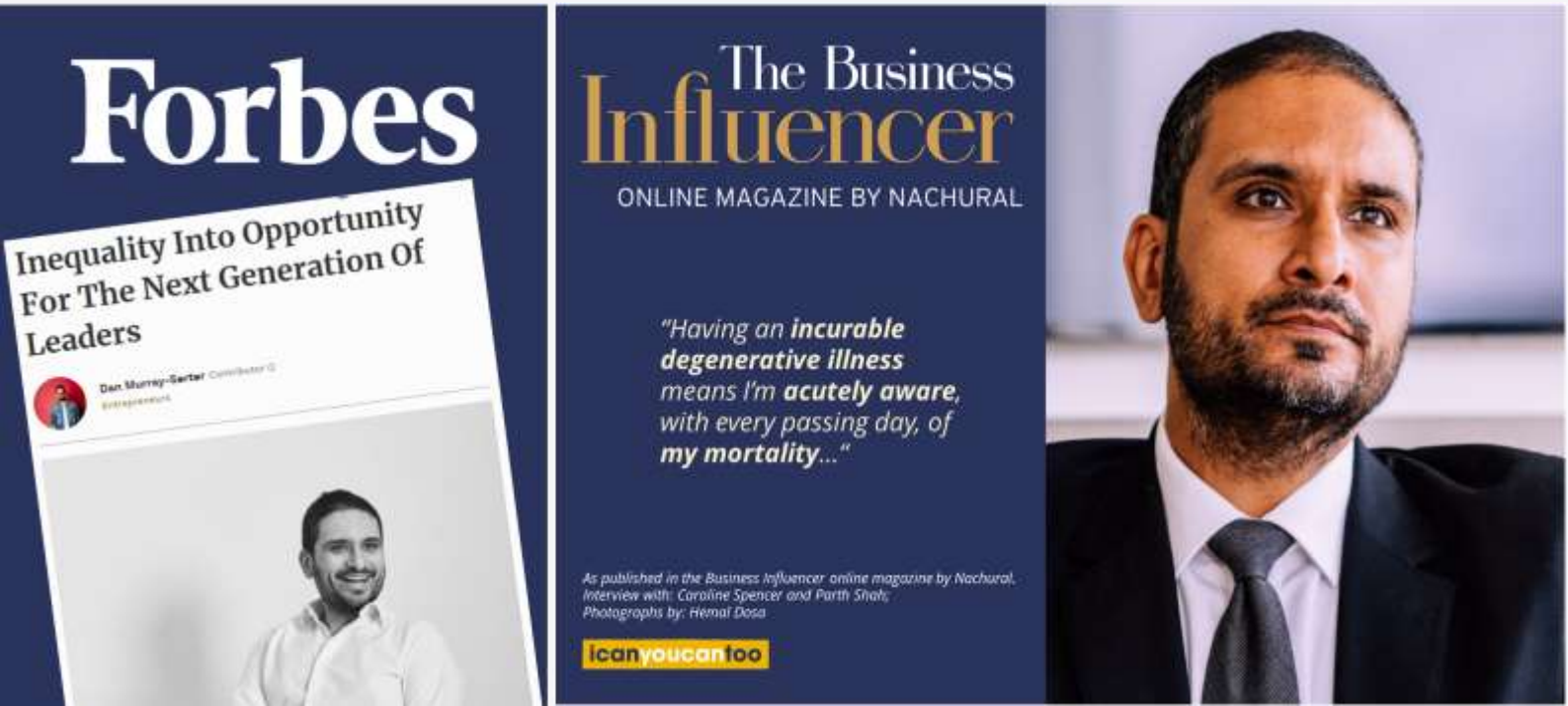
ANTHONY FRANCE | Monday 29 April 2019 13:05



Featured on Greatest Hits and Magic national radio, as part of their 'Essential Voices' series following key workers during COVID-19



# AWARDS, PUBLICITY, AND MEDIA



## Cambridge University | Centre For Social Innovation: Student Interviews



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