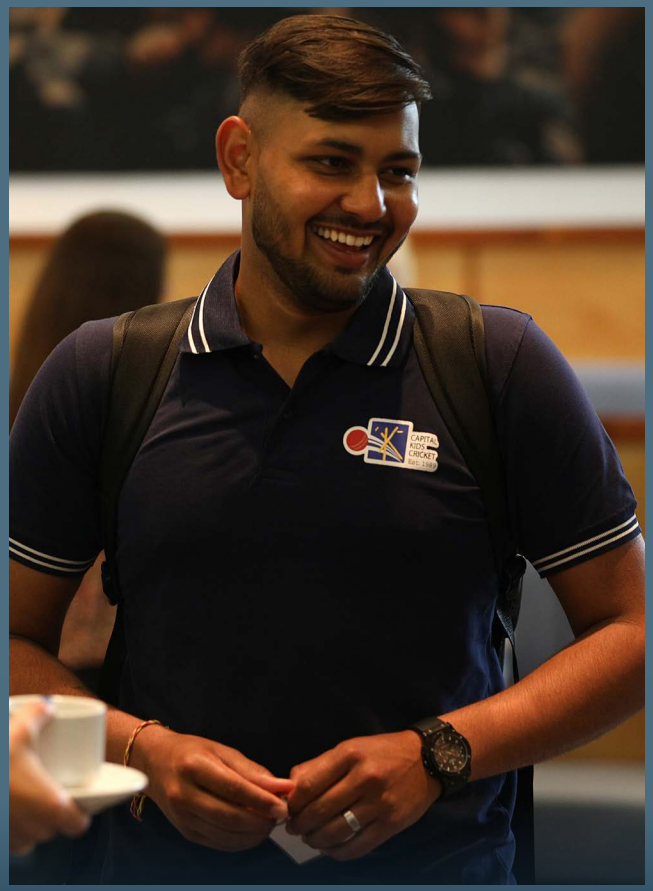
Creating lasting and transformative social change

YEAR 2 IMPACT REPORT (2023-2024)

East End
COMMUNITY FOUNDATION
Life Chances Campaign



Transformative Change through Collective Investment

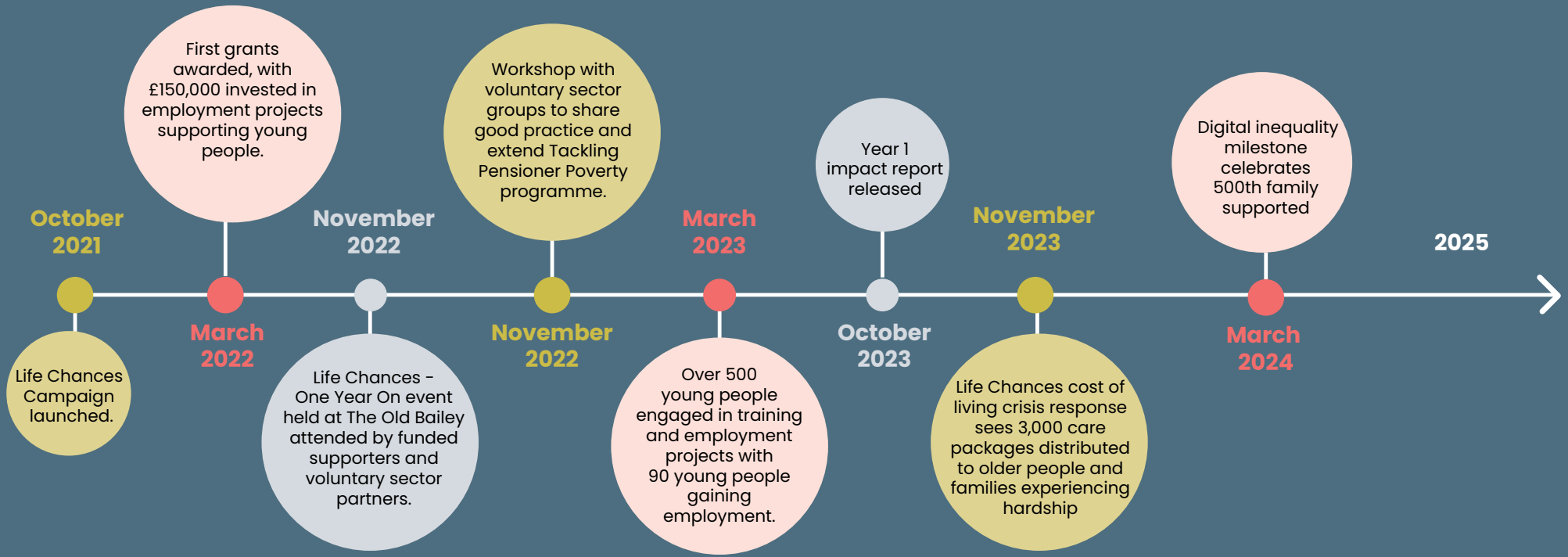
Life Chances Strategic Partners 2023 - 2024

We're thrilled to share the Life Chances Year 2 Impact Report, highlighting the remarkable progress we've made working together to address acute social needs in London's East End. Since the Campaign's income generation efforts began in late 2021, the positive effects of this multi-sector collaboration have continued to build momentum. EECF has coordinated this multi-sector effort, handling the grant-making process, upskilling voluntary groups, and keeping donors informed of our collective impact. Our celebration events and roundtable discussions have fostered collaboration and community, and EECF's own investments have enabled key initiatives like the Winter Appeal and YES project, to support vital community needs.

The charitable organisations selected began delivery in May 2022, swiftly supporting local residents. In Year 2, £877,589 was invested into grassroots charities embedded in our communities, helping them provide vital support to residents experiencing hardship. Through this support, young people have gained confidence, resilience, and employable skills, improving their health, wellbeing, and employment prospects. Additionally, our work has reduced digital inequality by connecting low-income families and older residents, helping to close the digital divide in some of the East End's most vulnerable areas.

By increasing household income for hundreds of older people through previously unclaimed benefits, our efforts have offered essential financial support to improve the quality of life for many pensioners. As the cost-of-living crisis continues to affect our communities, the impact of this partnership is more crucial than ever. Together, we are making a real difference, and together, we can do even more.

Looking Ahead – Continuing the Life Chances Journey



Year Two Results

The East End experiences the highest levels of child poverty in London.

Over

40%

of children live in poverty (nationally 28%).

INVESTMENT

£266,790
invested in pensioner poverty relief.

£444,737
invested in youth employment programmes/wellbeing.

£51,594
supporting digital inclusion initiatives.

£114,468
programme management.

Every £1 invested into Tackling Pensioner Poverty yielded £4 in additional benefits for older people.

Based on Investment of £444,737, the cost of supporting a young person into employment equated to £3,319.

Our collective approach has reduced the cost of ending digital inequality from £1,000 to £700 per family.

YOUNG PEOPLE

1 in 5 young people aged 8 – 25 report having poor mental health.

100% reported feeling more informed about the world of work. **95%** 'strongly agreed' that the workshops were engaging.

Newham and Tower Hamlets have the highest levels of youth unemployment in London and are in the highest 20% nationally.

2,697

young people participated in well-being activities with a focus on physical and mental wellbeing.

134 young people secured sustainable employment.

257 young people gained vocational qualifications.

38 young people attended employment workshop to develop their soft skills.

OLDER PEOPLE

Over **40%** of older people live in income deprived households

605 older people living in poverty increased their household income.

£448,600 in previously unclaimed government benefits secured.

DIGITAL INCLUSION

Over **100,000** families in the East End lack access to the internet.

184

supported through the Connecting Communities programme, improving their digital literacy and access.

13 grassroots charitable organisations were upskilled to ensure they are better placed to help their users with benefits checks.

Real Stories of Transformation

YOUTH EMPLOYMENT & WELL-BEING

In direct response to feedback from local youth employment focused charities, EECF devised the Youth Employment Support project (YES) utilising the skills and expertise of both our funding and delivery partners to develop employment-related capabilities in young people seeking employment.

By actively bringing young people into the workplace through a series of visits and workshops, the participants develop new networks, gain insights into career paths, the working environment and begin to develop the capabilities they need to secure and sustain employment. The one-day workshops cover a multitude of subjects all delivered by our funding partners for the young people accessing the services of the youth employment initiatives we fund. For many young people, YES offers them their first step into an office environment, demystifies the world of work and introduces them to roles and sectors they previously knew nothing about.

"Participating in the YES project was a good experience, where I discovered the power of my potential and the endless possibilities that await when passion meets purpose."
Young participant

"I noticed their perceptions around networking appeared to change as they learnt how receptive people can be to having a conversation about their job and the industry they work in."
Federated Hermes

TACKLING DIGITAL EXCLUSION

Rumi Akhtar, the mother of Abdul Ryan, shares her joy as her son benefits from the Connecting Communities initiative.

"It feels great to finally be able to help Abdul with his schoolwork on his brand-new device. The training I received on how to use a laptop has made a huge difference for our family," says Rumi.

For families like hers, the programme provides more than just access to technology. It offers relief from the daily struggle to make ends meet by providing one year of free high-speed internet, reducing financial pressures and allowing Abdul to focus on his education.

"I used to worry about whether Abdul had the tools he needed to excel in school. But now, with fast internet and the latest device, I feel confident that he has everything he needs to succeed."

Through Connecting Communities, addressing digital inequality means children like Abdul are better equipped to thrive in their studies, unlocking new educational opportunities and aspirations for them and their families.

PENSIONER POVERTY & ISOLATION

Our Tackling Pensioner Poverty programme is focused on increasing the personal income of older people as a means of alleviating poverty.

After learning that over £50m in Pensioner Credits goes unclaimed every year we were committed to designing a programme where our investment could be used as leverage to access this untapped resource.

By identifying, consulting with and training key local charitable organisations to support older people with benefits checks, Year 2 of the Life Chances campaign secured £448,600 in previously unsecured additional benefits.

JB, a 75-year-old homeowner was facing financial difficulties despite a lifetime of employment. With support from Neighbours in Poplar (NIP), JB discovered she was eligible for additional benefits. NIP assisted her in making an application, resulting in a weekly Pension Credit award of £93.30, a backdated payment of £1,375.36, and a £348.27 refund through the Council Tax Reduction Scheme. These funds have eased her financial burden, highlighting the impact of accessible support and commitment to helping older people achieve financial stability.

Looking Ahead – Continuing the Life Chances Journey

As we reflect on the significant progress made, it's important to acknowledge the ongoing challenges that persist in the East End. Many families and individuals continue to face significant barriers, and sustained support and investment are critical to ensuring brighter futures for all. The journey towards improving life chances is far from over, and the continued commitment from donors and partners remains essential in addressing the complex and evolving needs of this community on our doorstep. Together, we have made a meaningful impact on those most in need of support and we can continue to create lasting change and help build a more equitable and prosperous future for all.

We are now mid way through Year 3 and we are already beginning to see an increase in positive outcomes above target. From 2025 onwards the Life Chances Campaign will continue to focus on youth unemployment, digital inequality and pensioner poverty and isolation. The Campaign will also focus on investing in initiatives that effectively address the increasing levels of poor mental health amongst young people. Based on local data and feedback from the voluntary sector within our geographical remit, we are currently devising a delivery and evaluation framework to support this objective.

East End
COMMUNITY FOUNDATION

Life Chances Campaign

Jack Dash House,
2 Lawn House Close, London E14 9YQ
Tel: 020 7345 4444 Email: info@eastendcf.org
www.eastendcf.org
Company No: 8104415 Charity No: 1147789

EastEnd_CF

East End Community Foundation