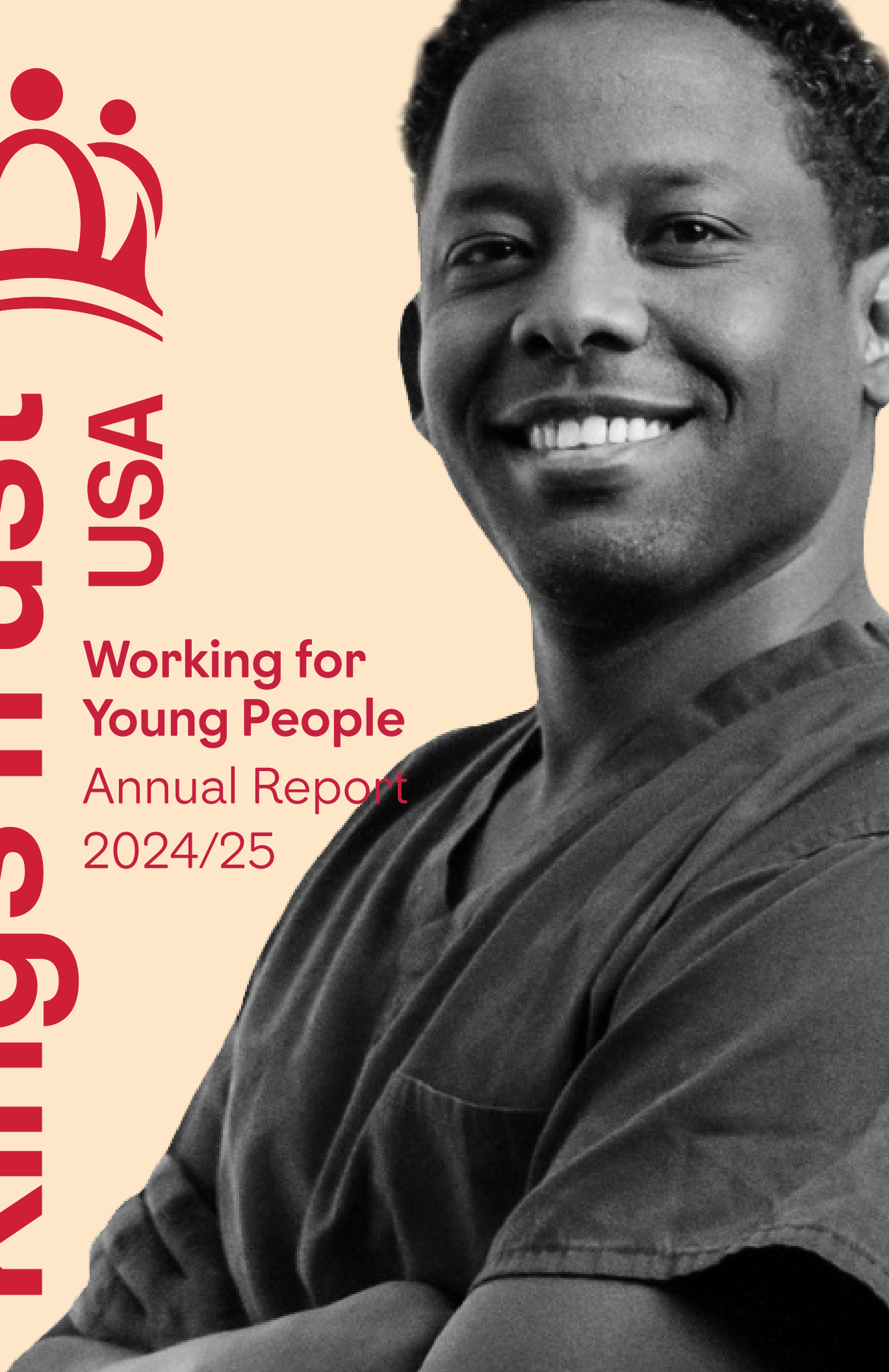




King's Trust USA

Working for
Young People
Annual Report
2024/25



Welcome from Jeremy Green CBE

I am delighted to present The King’s Trust USA 2024/25 annual report. 2025 is a momentous year for The King’s Trust Group, marking ten years since we launched our international programs. We are now active in more than 20 countries around the world, including the US.

This year has seen significant growth in our US programs, with our core partner, City Year. Our Enterprise Challenge program, which supports school students to develop entrepreneurship skills, expanded to two more cities, while our Get Hired program, which connects work-ready young people with employers, launched in New York. We also started providing development awards to help disadvantaged young people cover jobhunting costs.

As we mark a decade of international delivery, I’d like to thank everyone who has been part of the journey so far. Particular thanks go to our Royal Founding President, His Majesty King Charles III, whose vision almost 50 years ago – that every young person deserves the chance to succeed – still guides our work today.

One in five young people around the world is not in education, employment or training, with the rate for young women twice as high as for young men. Young people have so much potential, but all too often, their opportunities are restricted by their background or circumstances. Too many doors are closed to them.

Our programs equip young people to unlock and open those doors. This year, thanks to the generous support of our donors, The King’s Trust USA raised \$7.22 million. This helped The King’s Trust Group to support over 91,000 young people to gain the skills they need to access the jobs of tomorrow. I would like to thank all those who supported us this year and made this work possible.



Jeremy Green CBE
Chair, King’s Trust USA

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A Decade of International Impact

Over the last 10 years, our international programs have directly reached more than 133,000 young people.

Launched almost 50 years ago in the UK, The King's Trust Group has been supporting young people worldwide since 2015.

The King's Trust was founded in 1976 by His Majesty King Charles III, then HRH The Prince of Wales, to help tackle youth unemployment. For our first 40 years, we focused solely on supporting disadvantaged young people in the UK.

In 2015, we began working internationally through The King's Trust Group of charities. Today, we are active in 24 countries around the world, including the US. We changed our name from The Prince's Trust to The King's Trust in 2024, after our Royal Founding President was crowned HM King Charles III.

As we mark the 10th anniversary of our international programs, we are more committed than ever to His Majesty's founding vision that every young person deserves the chance to succeed.

Working for young people

The King's Trust USA raises funds in the United States to support the global work of The King's Trust Group. With a global network of local partners, our mission is to work for young people, by empowering them to build the skills for a brighter future.

Our education programs provide alternative approaches to learning, focusing on personal development and the core skills that young people will need for the world of work.

Our employment programs provide pathways into work, enabling young people to build skills, gain experience and access opportunities.

Our enterprise programs equip aspiring young entrepreneurs with the skills and knowledge they need to succeed, and become job creators themselves.

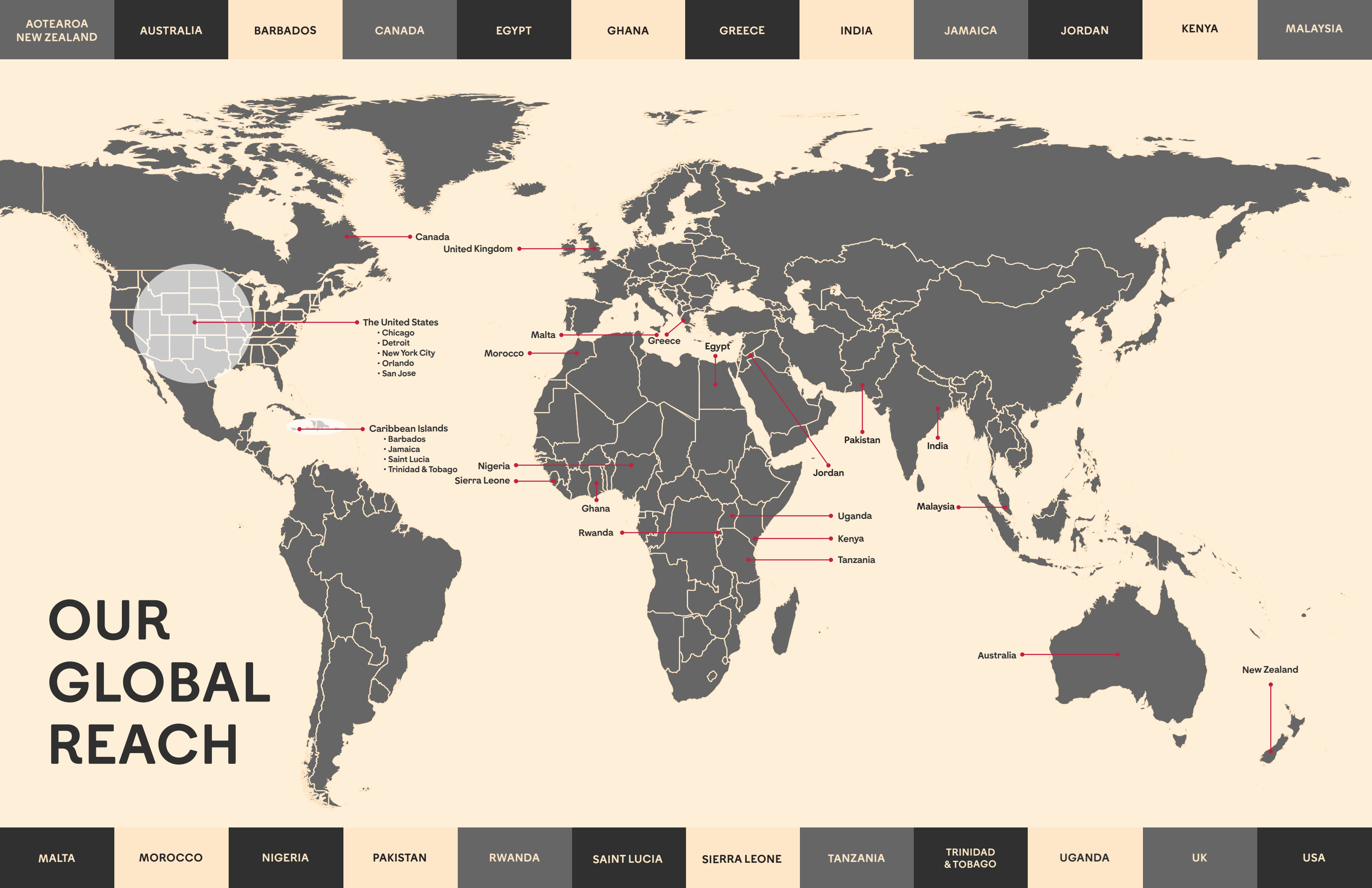


2024/25: Our Year in Numbers

\$7.22M RAISED **\$5.07M** IN GRANTS

In 2024/25 The King’s Trust Group reached almost **91,000** young people.





AOTEAROA
NEW ZEALAND

AUSTRALIA

BARBADOS

CANADA

EGYPT

GHANA

GREECE

INDIA

JAMAICA

JORDAN

KENYA

MALAYSIA

OUR GLOBAL REACH

MALTA

MOROCCO

NIGERIA

PAKISTAN

RWANDA

SAINT LUCIA

SIERRA LEONE

TANZANIA

TRINIDAD
& TOBAGO

UGANDA

UK

USA

2024 Global Gala

We started the year in style with The King's Trust Global Gala in New York City. This was our third annual gala, and the first event under our new name.

The glittering gala, co-chaired by our Global Ambassadors Lionel Richie and Edward Enninful OBE, saw stars from the worlds of fashion, business, entertainment and philanthropy come together to raise funds and awareness.

Highlights included a message from His Majesty, speeches from young people we have supported, and a special performance by Grammy Award winner John Legend.

Thanks to the incredible generosity of our gala guests, the event raised over \$2.5 million to support our vital work in the US and around the world.



Where Gala Funds Went

The 2024 Global Gala raised funds to support King’s Trust projects across the globe. These are just a snapshot of the programs delivered this year.



The US

Over 40 young people received development awards to cover immediate job entry costs such as transport, training, uniform or equipment.

Australia

Over 500 young people took part in Achieve and Get Into programs, including Get Into Maritime and Get Into Reef Conservation.

Barbados

150 young people completed Team, an intensive hands-on skills-building program for young people at risk.

Canada

12 young people began their two-year journey through the 360 program, which provides training, coaching, mentorship and a year-long job placement with top employers.

The UK

Over 2,300 young people took part in health and social care training, preparing them for clinical and supporting roles in hospitals, care homes and health organizations.

Ghana

100 young people took part in our Get Into Hospitality program, which provides pathways into hotel work for young people with only basic schooling.

Jordan

Over 4,600 school students took part in our Enterprise Challenge program, with participants drawn equally from refugee and host communities.

Aotearoa New Zealand

Over 500 emerging or aspiring entrepreneurs joined workshops, events or mentoring, or received support from the He Kākano seed fund.

Education



Our education programs, run mainly in schools, reached over 62,000 young people across 15 countries.

Our research shows that many young people around the world leave school without the skills they need for the world of work. Our education programs focus on building the core skills young people will need to succeed at school and beyond, whether as employees or entrepreneurs.

83% of Enterprise Challenge students in the US completed the program, around 10% more than those in other after-school programs.

Enterprise Challenge, our largest international program, this year enabled almost 14,000 young people in the **US, UK, Jordan, Kenya, Nigeria, Pakistan, Tanzania and Uganda** to develop their entrepreneurship skills.

The **Achieve** program, which supports students at risk of underachieving, is our largest program overall, reaching over 44,000 young people in the UK this year, and more than 3,000 in other countries.

Spotlight Program: Enterprise Challenge, US

Offered as after-school activity in under-resourced schools, Enterprise Challenge gives students the chance to develop their entrepreneurship skills through coaching, mentoring and an online business simulation game.

Teams of teens then design and pitch their own business ideas in an inter-school competition, focusing on ideas with a positive social impact as well as profit-making potential. This approach sees students apply the business skills they've learned while also developing their teamwork, problem-solving, communication and presentation skills.

The program is delivered in the US through our partnership with City Year, supported by AmeriCorps members. Launched last year in New York, Chicago and Detroit, this year the program expanded to include Orlando and San José, reaching more than 460 students in total.

[CASE STUDY]



Crops 2 Customers, US: National Champions

Our Enterprise Challenge 2025 winners were Crops2Customers from Chicago, who impressed the judges with their community garden business venture.

The team's local neighborhood is a 'food desert', with limited access to fresh, unprocessed food. Almost half the local population are obese and almost a quarter have diabetes. Crops2Customers' prize-winning pitch focused on expanding access to healthy, nutritious food by growing produce such as lettuce and tomatoes in their school garden, and selling it locally at affordable prices.

The four budding entrepreneurs won \$2,000 to help them explore and progress their idea in real life, setting up three garden beds.

[CASE STUDY]

Alice, Kenya: Award-winning Entrepreneur

While still a school student, Alice launched her own beadmaking business, turning a traditional Kenyan craft into a lifeline to support her family.

Our Enterprise Challenge program, delivered through the Asante Africa Foundation, equipped Alice with the skills to launch and grow her business, using digital marketing techniques to reach customers far beyond her community. Since her father was tragically killed, Alice's business has supported her whole family.

Now an employer as well as an entrepreneur, Alice, 19, also trains other girls in beadmaking during the school holidays, so that they too have the means to forge a livelihood in a rural area with few formal job opportunities. In 2025, Alice won the prestigious Amal Clooney Women's Empowerment Award, and attended the winners' reception at Buckingham Palace.

"I believe when a young person—especially a girl—is empowered, the whole community is enlightened."



Employment

Our employment programs create pathways to work. This year, they reached over 20,000 young people in 14 countries.

Once they leave education, many young people struggle to take their first steps into the world of work, often lacking the skills or experience that employers demand – even for entry-level positions. Our employment programs combine training in core and sector-specific skills with job search guidance, work experience placements and recruitment connections.

This year in the US, we launched our **Get Hired** program with City Year, and began offering development awards – direct grants that help disadvantaged young people overcome financial barriers to starting work, such as travel tickets, interview clothes or training costs.

Reaching over 6,000 young people in four countries, **Team** was our largest employment program this year. Featuring outdoor activities, work experience and community projects, Team is an intensive personal development program with a focus on learning by doing. Reaching over 5,000 young people, our next largest program, **Get Into**, is an employer-led training program preparing young people for entry-level jobs in specific sectors, from healthcare to hospitality.

Spotlight Program: Get Hired, US

This year, twenty-five young people took part in our first ever Get Hired program in the US, in New York City. Get Hired connects work-ready young jobseekers with employers that have immediate entry-level vacancies, and prepares candidates for interview success.

The program targeted Americorp Members who had served with City Year, helping deliver our Enterprise Challenge program. The empowerment day, which saw participants build and practice their interview skills, was followed by a recruitment day, where young people took part in live interviews with six employers. 21 out of the 25 participants were in work or training within three months. Building on this success, we began preparations to also launch the program in Detroit and Chicago.

**80% of young people
from our international
employment or enterprise
programs were in
work or training
within three
months.**



[CASE STUDY]

Susana, US: Confidence and Connection

Susana, 25, works as a youth development coordinator with a New York nonprofit organization, supporting school students with college readiness. She got the role – her first salaried job – after taking part in our Get Hired program

After honing her resume and interview skills on day one, Susana signed up for interviews with several employers on day two, and one promptly called her back. Susana didn’t pursue the opportunity immediately due to study commitments, but followed up a few months later and successfully interviewed for her current job.

One year later, Susana returned to Get Hired, this time representing her employer, and a second young candidate joined her organization. Having experienced the program twice from two different perspectives, Susana highlights the value of the connection opportunities it offers both jobseekers and employers.



“The King’s Trust event connected me with the company I now work for. It bridged that relationship.”

[CASE STUDY]



“I found the course absolutely life-changing.”

David, UK: Building a Future

David’s mother has a long-term illness and David, 20, is her main caregiver. Before taking part in our Get Into Construction program in Wales, he had struggled to find stable employment that he could balance with his care responsibilities.

Through the program, David gained practical skills, from carpentry to steel-working, and industry-recognized qualifications. During his work placements on live construction sites, he quickly impressed his employers with his reliability and dedication, leading to several job offers.

David now works early shifts onsite before coming home to care for his mother and pursue his university study. In 2025, David won our L’Oreal Paris Rising Star Award.

Enterprise

Our enterprise and entrepreneurship programs reached over 7,000 young people in nine countries.

Self-employment and entrepreneurship are crucial pathways for young people to consider, particularly in contexts where formal jobs are in short supply. But, especially in their early days, young entrepreneurs need support to develop business skills and navigate the business world, so that they have the best chance of success.

Our enterprise and entrepreneurship programs equip young people to become job creators, supporting aspiring entrepreneurs to turn good ideas into good businesses. Some courses are based on our standard **Enterprise** program, with its combination of introductory training and ongoing expert mentoring, while others are bespoke programs co-designed with local partners. Some programs also provide start-up grants.

After taking part in our international Enterprise programs:

Spotlight Program: Project Lehar, India

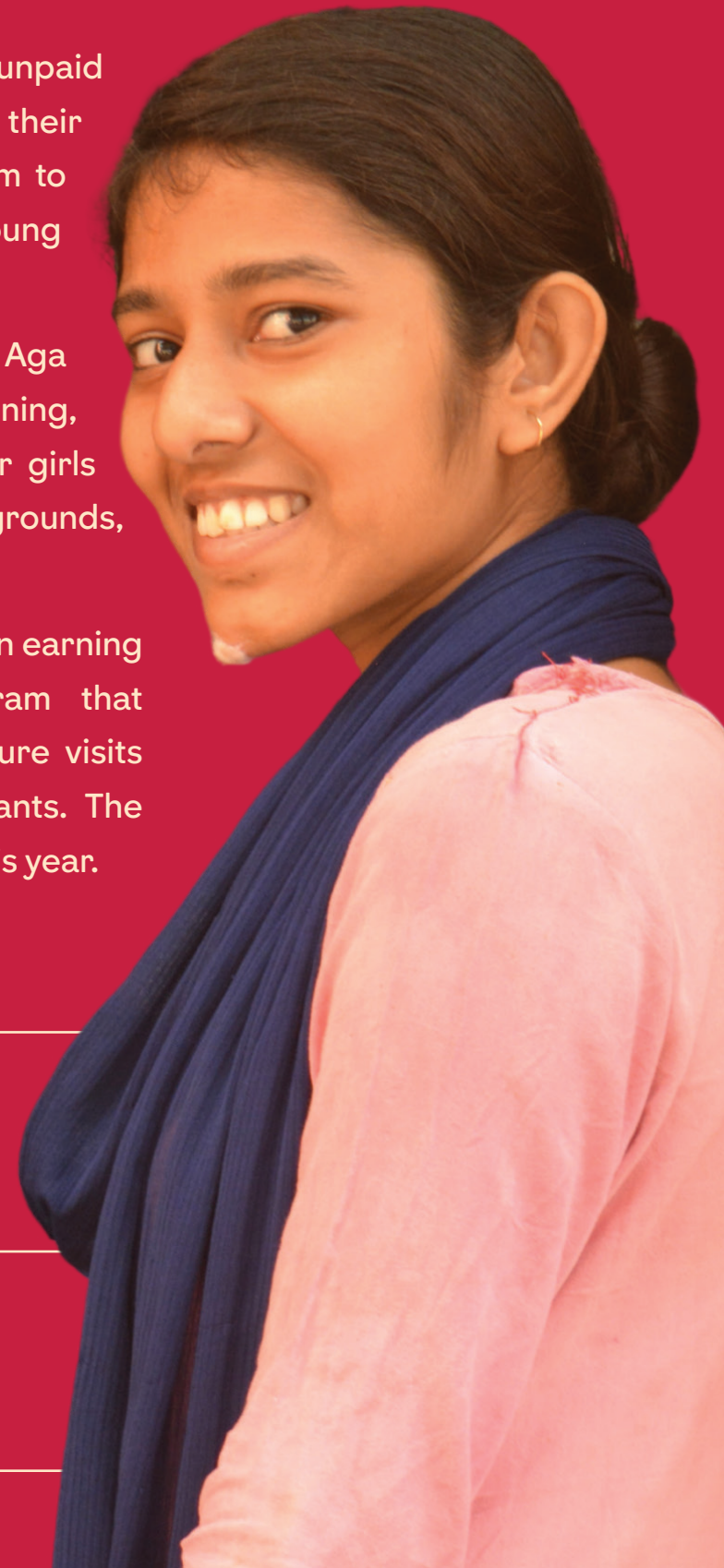
Globally, women do three times as much unpaid care and domestic work as men. This limits their time and mobility, making it harder for them to find formal jobs. So our programs equip young women to find different paths to prosperity.

Project Lehar, run by our partner the Aga Khan Foundation, offers vocational training, entrepreneurship and life skills courses for girls and young women from low-income backgrounds, many of whom had to leave school early.

The project introduces self-employment as an earning option, with an entrepreneurship program that includes business and finance skills, exposure visits to local businesses and small start-up grants. The program reached over 800 young women this year.

97% understand the skills
needed to run a business

81% are inspired to start
their own business one day



[CASE STUDY]

Rachna, India: Picturing Potential

Like many girls in her area, Rachna had to leave school early, with limited skills for earning. Then our partner Project Lehar introduced her to the traditional local craft of wheat stalk painting, and to the basic business and finance skills that would enable her to monetize it.

Now an established artist, Rachna, 23, has her own shop, selling 200 paintings last year. She also runs daily training courses teaching other girls the craft, so that they too can earn an independent income. Rachna's earnings as a double entrepreneur have enabled her to finish school and go to university.

“With the income I earn from my paintings, I’ve been able to resume my education and even contribute to my family’s expenses.”



[CASE STUDY]

“Joining The Trust was the next step my business needed to make as we journey towards commercialization.”



Elisa, New Zealand: Planting Plans

Elisa launched her pioneering eco-business while still at school in Aotearoa New Zealand. Enivo Pots aims to cut plastic use in the gardening industry, using waste from commercial forestry to create biodegradable plant pots.

Our He Kākano Seed Fund provided a grant for Elisa, 18, to develop and test her prototypes, and she is now set to supply 10,000 pots for testing at 10 local nurseries.

He Kākano, which means ‘seed’ in Māori, has also helped Elisa develop her enterprise skills, from product development to pitching and pricing. These have been invaluable as she has driven her idea forward.

2024/25 Financial Review

King’s Trust USA had revenue for the fiscal year April 1, 2024 to March 31, 2025 of \$7.22 million. Of this, we made a total of \$5.07 million in program grants to other King’s Trust Group charities. Our total expenditure (including operating costs) was \$8.71 million, resulting in a decrease in total net assets of \$1.5 million. Of this, net assets without donor restrictions decreased by \$.44 million.

At March 31, 2025 total net assets were \$5.42 million, including \$5.24 million which was restricted to support future delivery due to take place from 2025/26 onwards. Unrestricted net assets at March 31, 2025 were \$.18 million.



WITHOUT DONOR
RESTRICTIONS
(\$000's)

WITH DONOR
RESTRICTIONS
(\$000's)

TOTAL (\$000's)

CONTRIBUTION REVENUE	338.01	4,003.51	4,341.52
SPECIAL EVENT INCOME (GALA, MARATHON, ETC)	906.00	-	906.00
OTHER INCOME	1,910.27	60.67	1,970.94
NET ASSETS RELEASED FROM RESTRICTIONS	5,119.01	(5,119.01)	-
TOTAL REVENUE	8,273.29	(1,054.83)	7,218.46
EXPENSES	8,713.91	-	8,713.91
CHANGE IN NET ASSETS	(440.62)	(1,054.83)	(1,495.45)
NET ASSETS: BEGINNING	616.26	6,296.59	6,912.86
NET ASSETS: ENDING	175.64	5,241.76	5,417.40
GRANTS TO GLOBAL PARTNERS			
THE KING'S TRUST GROUP CHARITY	GRANT (\$000's)		
THE KING'S TRUST, UK	4,233.75		
With restrictions to:			
Health and Social Care program (Scotland)			
Get Into Healthcare (minority youth)			
Get Into Hospitality (disadvantaged youth in London)			
Youth center and delivery (Solent, southern England)			
Unlock Skills for Digital Careers			
THE KING'S TRUST INTERNATIONAL	709.62		
With restrictions to:			
Program delivery in Greece			
THE KING'S TRUST CANADA	0.97		
THE KING'S TRUST GROUP	97.00		
THE KING'S TRUST AOTEAROA NEW ZEALAND	25.00		
THE KING'S TRUST AUSTRALIA	-		
TOTAL	5,066.34		

Celebrating Success

Our first King's Trust Awards celebrated program participants who have achieved outstanding things. We are proud and honored to have played a part in their journey.

This year's award winners joined HM King Charles III for a reception at Buckingham Palace. Alice and David, who feature in this report, were among them.



[CASE STUDY]

Joshua, Nigeria: From Waste to Wealth

Joshua is a circular economy entrepreneur whose online scrap marketplace recycled three tons of waste in its first six months alone.

Joshua’s business, BuyScrap, launched in Nigeria’s capital Lagos in 2024, offering scrap collection and recycling services.

Our Enterprise Challenge program, delivered through our partner NerdzFactory, provided Joshua, 29, with the tips and tools he needed to turn his idea into a business within weeks of completing the program, and to rapidly scale up. He is already an employer, providing jobs for others as well as himself.

“The program’s knowledge and skills enabled me to establish my startup within a month.”



Thank you

On behalf of over 91,000 young people like Joshua, we would like to offer our heartfelt thanks to all the organizations, foundations and individuals who supported us this year, and made this work possible, with particular thanks to our global, platinum, gold, silver and patron level donors.

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King Charles III Charitable Fund
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* We are deeply grateful for the philanthropy and leadership of the late Prince Karim Aga Khan, whose gift since 2019 has been truly transformational in enabling The King’s Trust Group to support tens of thousands of young people globally. We extend a warm welcome to His Highness Prince Rahim Aga Khan V, who continues as our Global Founding Patron.



Find out more about King's Trust USA

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