



Prince's Trust
USA

PRINCE'S TRUST USA ANNUAL REPORT

2020/21





WELCOME FROM JEREMY GREEN CHAIR OF PRINCE'S TRUST USA

The past year 2020/21 has been extraordinary. The global coronavirus pandemic has triggered a health and wellbeing emergency as well as an economic crisis.

This is having profound implications on the life chances of a whole generation of young people and will affect the most disadvantaged communities the most. Many young people are facing unemployment, missing out on vital education, and training opportunities or struggling with their mental health.

Young people need our help now more than ever to prepare for the future world of work. Thanks to the commitment of our supporters, Prince's Trust USA is responding to the crisis by enabling The Prince's Trust Group of charities to support thousands of young people through the pandemic.

The Prince's Trust Group is a global network of charities founded by His Royal Highness The Prince of Wales. We believe that every young person deserves the chance to succeed. Our mission is to transform lives and build sustainable communities worldwide, with a particular focus on supporting young people into education, employment, and enterprise.

The purpose of Prince's Trust USA is to raise funds in the United States, to support the charitable work of The Prince's Trust Group of charities across the world – including The Prince's Trust in the UK, Prince's Trust International, Prince's Trust Canada, Prince's Trust Australia and Prince's Trust Aotearoa New Zealand.

Together during 2020/21 we supported over 60,000 young people globally. We are now active in 18 countries including Australia, Barbados, Canada, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Pakistan, Rwanda, St Lucia, Trinidad & Tobago, the UK and USA.

We are determined to continue supporting young people through and beyond this crisis, by equipping them with the skills they need for the jobs of tomorrow. In the year ahead, Prince's Trust USA is committed to building on our network of support in the United States to give hope to thousands more young people. We hope you will join us.

Finally, our sincere thanks go to His Royal Highness The Prince of Wales for his inspiration and visionary leadership.

Jeremy Green

Chair, Prince's Trust USA





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EKALALE SUSAN

2021 GLOBAL AWARD WINNER

Ekalale Susan, 20, lives in Turkana County, Kenya's poorest region, with her parents and two sisters. Ekalale Susan's parents, themselves unable to read or write, have worked hard for years to keep their girls in school – despite often struggling to afford the fees.

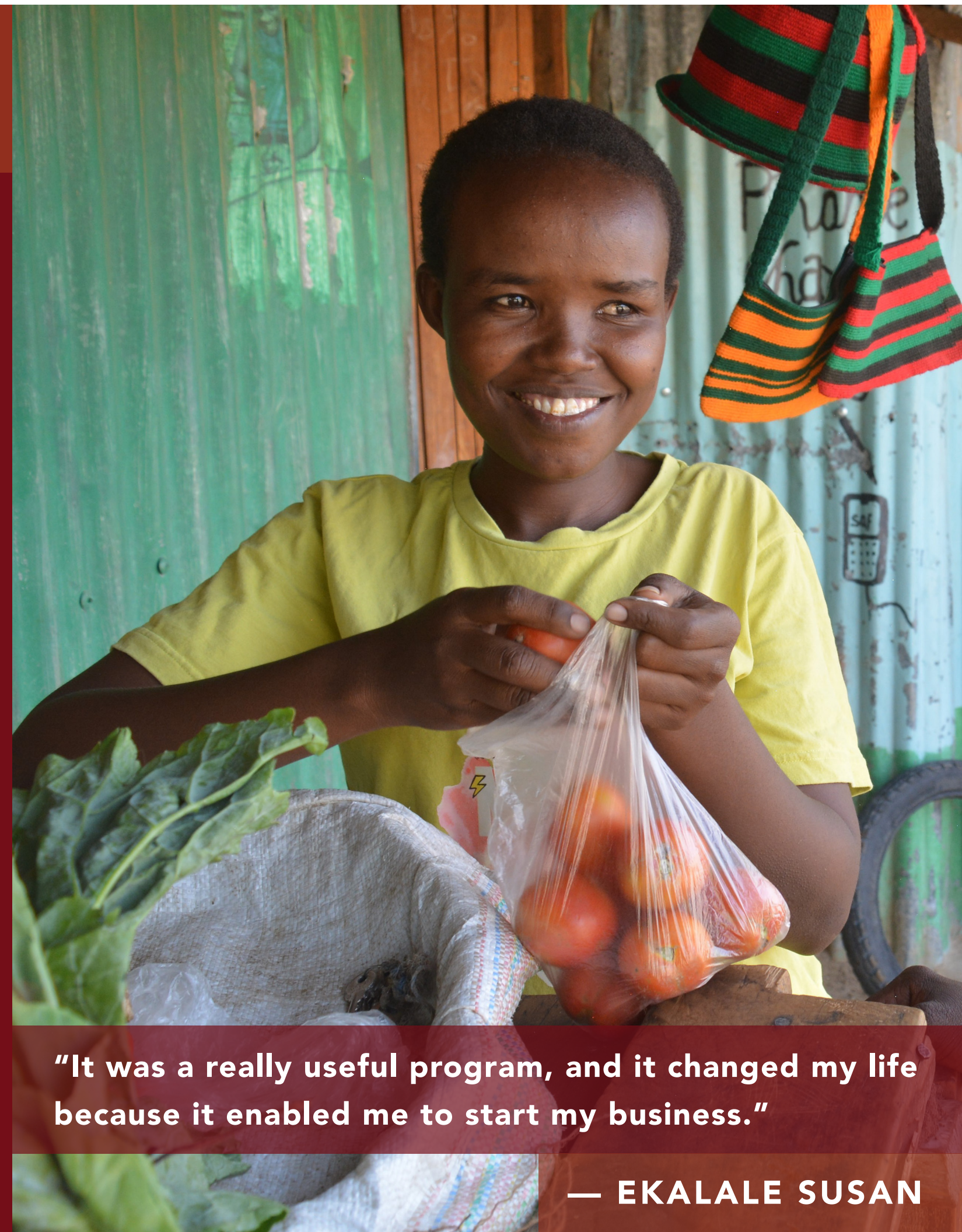
Ekalale Susan has always worked hard at school, seizing whatever opportunities have come her way. Two years ago, she joined an after-school leadership and entrepreneurship club, run by the Asante Africa Foundation. In 2020, Asante became the first organization in Kenya to trial Prince's Trust International's Enterprise Challenge program, which enables budding entrepreneurs to develop practical business skills through coaching, mentoring, and a virtual business simulation game.

Asante trialed the program with young people in their after-school clubs, and Ekalale Susan was among the first intake. Ekalale Susan says: "It was a really useful program, and it changed my life because it enabled me to start my business."

When Covid restrictions meant her parents' work dried up, Ekalale Susan stepped up to support her family. Her idea, inspired by the food business she had trialed in the Enterprise Challenge program, was to set up a food stall of her own. Ekalale Susan's mother invested 5,000 Kenyan shillings of her savings (about USD \$45) into her daughter's business. Many parents may have been tempted to hold onto their savings at a time of such hardship and uncertainty. But Ekalale Susan's mother believed in her daughter.

At the height of the pandemic, Ekalale Susan's business was bringing in more than double the amount her mother had been earning as a maid. The grocery stall became the family's main source of income and Ekalale Susan's mother became her full-time business partner.

As well as being higher, the family's income is now also much more reliable. "Now, every day that my mother opens our shop, not a day goes by without her earning," Ekalale Susan explains. With their school fees now secure, Ekalale Susan and her younger sister will be able to complete their education.



"It was a really useful program, and it changed my life because it enabled me to start my business."

— EKALALE SUSAN



OUR WORK DURING 2020/21

During 2020/21, Prince's Trust USA's strategy was focused on raising funds to support the charitable work of The Prince's Trust Group of charities across the world.

Prince's Trust USA secured total income of \$2.640m. Of this, PTUSA made a total of \$2.558m in program grants focused on The Prince's Trust in the UK and the work of Prince's Trust International in Greece. Since its establishment in 2019, Prince's Trust USA has secured total income of \$11.203m and transferred \$8.790m to The Prince's Trust and Prince's Trust International.

OUR MISSION

Prince's Trust USA supports the global work of the Prince's Trust. Together with our partners, our mission is to help young people transform their lives by developing the confidence and skills to live, learn and earn.

OUR VISION

Every young person should have the chance to succeed.

OUR VALUES

Our values are at the heart of everything we do.
We operate in a way which is:

- APPROACHABLE** We are open-minded and value diversity
- NON-JUDGEMENTAL** We focus on the potential not the past
- INSPIRING** We lead by example
- EMPOWERING** We enable positive change
- PASSIONATE** We are absolutely committed to supporting young people

PRINCE'S TRUST USA
PART OF THE PRINCE'S TRUST GROUP

Prince's Trust USA is part of The Prince's Trust Group of charities, which also includes The Prince's Trust in the UK, Canada, Australia, New Zealand and Prince's Trust International.

Prince's Trust USA was established in 2019 as a 501(c)(3) charitable entity in New York State (EIN number 82-5457122). The board of trustees is chaired by Jeremy Green and Victoria Gore is the Interim Chief Executive.

Together we supported over 60,000 young people across 16 countries during 2020/21 (April 1, 2020 to March 31, 2021)

OF THE
60,146
YOUNG PEOPLE
SUPPORTED BY
THE PRINCE'S
TRUST GROUP
DURING
2020/2021:



54% TOOK PART
IN OUR EDUCATION
PROGRAMS



12% TOOK PART
IN OUR ENTERPRISE
PROGRAMS

34% TOOK PART IN
OUR EMPLOYMENT
PROGRAMS



OUTSIDE OF THE UK,
2/3 OF THE YOUNG PEOPLE
WE SUPPORTED IDENTIFIED
AS FEMALE



75% REPORTED THEY HAD MOVED
INTO WORK, EDUCATION,
OR TRAINING AFTER COMPLETING
OUR PROGRAMS





NATIONAL HEALTH SERVICE PARTNERSHIP IN THE UK

The Prince's Trust has partnered with the National Health Service in Scotland to power a USD \$1.9 million, three-year employability partnership. This program was directly funded via PTUSA.

This past year, our partnership with the NHS has changed the lives of 3,297 young people through our core programs and new lockdown activities. Our focus was on much-needed wellbeing conversations, horizon-broadening activities, online learning and employability programs designed for jobs in surviving industries. Health and Social Care remains at the heart of this focus.

The NHS Scotland and Prince's Trust partnership was formed because of a shared belief that young people must acquire a greater stake in our society and economy by following sustainable career paths, especially by filling fields like healthcare that have a rapidly aging workforce and are desperate

THIS PAST
YEAR, OUR
PARTNERSHIP
WITH THE
NHS HAS
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THE LIVES OF
**3,297 YOUNG
PEOPLE**

for young talent. In fact, to meet the future workforce needs of NHS Scotland, one in seven school leavers would need to join the NHS.

This strategic partnership helps young people who would have not previously considered themselves eligible for work in the health and social care sector. This program gives them the experience and confidence they need to build a career in health and social care – including the guarantee of a formal interview on completion. The COVID-19 crisis has highlighted the necessity of this initiative, and many graduates of this program are currently working in the healthcare field during the pandemic.

The continued success of this program would not be possible without the generous investments from The Scottish Government and The David and Molly Pyott Foundation. David and Molly Pyott say:

"So many young people have the aptitude and willingness to succeed in a career in healthcare. We saw an opportunity to make a significant difference to the problem of youth unemployment while addressing the issues surrounding an ageing NHS workforce. We are proud to have worked closely with The Prince's Trust and NHS Scotland to help many more young Scots into rewarding and sustainable careers."



A portrait of Nikolaos, a young man with short dark hair, a nose ring, and a small earring. He is wearing a black jacket over a dark shirt and blue jeans with a black belt. He is standing outdoors with green foliage in the background. The image is partially covered by a dark red banner on the left side.

NIKOLAOS

OUR ENTERPRISE PROGRAM

After graduating from university in Athens, Nikolaos, 23, signed up to the Get Into program with our partner Knowl Social Enterprise.

Get Into, developed with Prince's Trust International, works with local employers to train young people for entry-level jobs in a particular sector. It covers a mixture of general employability skills and sector-specific knowhow. In Greece, this program receives substantial support from patrons within the United States.

'I learned things I'd never thought of before. It changed my mindset and I realized how important these skills were for my professional development,' Nikolaos explains. 'I learned to set objectives and goals, control stress, how to communicate and prepare for a job interview.'

Nikolaos thrived on the program and was elated to be offered a job straightaway. But then the pandemic struck and lockdown meant that Nikolaos' job offer was withdrawn.

'All my plans were crushed,' he says. 'I felt a bit lost but fortunately Knowl didn't forget me... They didn't give up on helping me find a job.'

Knowl quickly adapted to the new employment landscape and, in partnership with Prince's Trust International, began offering short, bespoke training courses linked with employers that were prospering and recruiting – such as supermarkets, online customer services and call centers.

After taking part in one of these 'Ready 2 Work' programs, Nikolaos immediately started a job with customer service specialists Teleperformance. Although it was only a short-term contract, the role enabled him to build up valuable workplace experience.

After nine months with Teleperformance, Nikolaos was able to secure a permanent job in a health clinic. Given the challenging employment landscape in Greece, permanent roles are particularly sought after, and Nikolaos credits Knowl's training programs with being his passport into work.

"Knowl didn't forget me...They didn't give up on helping me find a job."

— NIKOLAOS



FINANCIAL
REVIEW
2020/21

Prince’s Trust USA had revenue for the year April 1, 2020 to March 31, 2021 of \$2.640m. Of this, PTUSA made a total of \$2.558m in program grants to The Prince’s Trust and Prince’s Trust International. PTUSA’s total expenditure (including operating costs of \$404k) was \$2.962m, resulting in a decrease in total net assets of \$322k. Of this, net assets without donor restrictions increased by \$113k driven by strong contribution and other income which exceeded operating expenses, while net assets with donor restrictions decreased by \$435k.

At March 31, 2021, total net assets were \$1,841m including \$1,480m which was restricted to support future delivery due to take place from 2021/22 onwards. Unrestricted net assets at March 31, 2021 were \$361k (2019/20 unrestricted net assets: \$248k).

PRINCE’S TRUST USA
STATEMENT OF FINANCIAL POSITION

2020/21	Without Donor Restrictions \$000’s	With Donor Restrictions \$000’s	Total \$000’s
Contribution Revenue	362	2,278	2,640
Net Assets Released from Restriction	2,713	(2,713)	0
Total Revenue	3,075	(435)	2,640
Expenses	(2,962)	0	(2,962)
Change in Net Assets	113	(435)	(322)
Net Assets: Beginning	248	1,915	2,163
Net Assets: Ending	361	1,480	1,841

2019/20	Without Donor Restrictions \$000’s	With Donor Restrictions \$000’s	Total \$000’s
Contribution Revenue	417	8,146	8,563
Net Assets Released from Restriction	6,231	(6,231)	0
Total Revenue	6,648	1,915	8,563
Expenses	(6,400)	0	(6,400)
Change in Net Assets	248	1,915	2,163
Net Assets: Beginning	0	0	0
Net Assets: Ending	248	1,915	2,163

GRANTS TO GLOBAL PARTNERS

Prince's Trust International Programs	\$970,000
Health and Social Care Program Delivery Across Scotland	\$570,000
Youth Center and Delivery Across the Solent (Southern England)	\$394,305
Arts Based Program Delivery Across the United Kingdom	\$322,482
Unlock Skills for Digital Careers Program in the UK	\$87,300
Enterprise Program in the North Region of UK	\$65,960
Prince's Trust International Program Delivery in Greece	\$30,555
Young People Relief Fund in the UK	\$14,550
Other	\$103,000

A stylized world map in a light grey tone serves as the background for the top section of the page. The map shows the outlines of continents and major landmasses.

THE PRINCE'S TRUST GROUP

SUPPORTING YOUNG PEOPLE GLOBALLY

The Prince's Trust Group of charities supports young people to develop their skills and confidence through a range of Education, Employment and Enterprise programs. Prince's Trust USA contributes to this, by raising funds in the USA to support our work globally.

EDUCATION

Our education programs help young people to fulfill their potential. They provide alternative approaches to traditional schooling and focus on personal development and transferable employability skills that boost confidence. These programs offer partnerships with schools, immersive online workshop courses, inter-school competitions, and mentorships. Our Education programs are delivered in Australia, Barbados, Jamaica, Jordan, Malta, Pakistan and the UK.

ENTREPRENUERSHIP

Our Enterprise programs help young entrepreneurs to explore if self-employment could be for them. The programs offer training, mentoring, and funding to help young people generate and test business ideas, write business plans, and ultimately start their own business. Our Enterprise programs are delivered in Barbados, Greece, Kenya, Jamaica and the UK.

EMPLOYMENT

Our Employment programs help young people learn, acquire, and practice the skills necessary to find and maintain jobs. They guide young people in securing entry-level roles with growth potential and offer career-focused training and mentorship. These programs help young people to grow their confidence to engage in further education, training, or employment. Our Employment programs are delivered in Barbados, Canada, India, Jordan, Malaysia, and the UK.

ENVIRONMENT

The environment and sustainability are becoming an increasing focus of our work around the world. Our Sustainability programs focus on preparing young people to secure employment in green businesses ranging from renewable energy to forestry; and to consider self-employment in sustainable industries. Our programs also raise awareness of sustainable land practices and champion traditional design and construction skills.

RUSHEDA

OUR EDUCATION PROGRAM

Our Achieve education program has been an eye-opening journey for Rusheda, from Kingston, Jamaica. She has discovered and developed new skills including sewing, gardening and budgeting and has been inspired to aim for a job that she had previously never heard of.

Rusheda says: “I want to be an accountant, and in particular a bookkeeper. It’s a new interest for me. I first started thinking about it a few days after we went to the money museum, because that’s where I first heard people talking about it.”

The Achieve program, run by Junior Achievement Jamaica in partnership with Prince’s Trust International, offers practical, topic-based learning for young people who are struggling to engage with mainstream academic lessons. Rusheda’s sessions ran three times a week.

Students work in small groups, and there’s a strong emphasis on building confidence as well as skills. Regular field trips help to broaden horizons and foster ambition, exposing students to a wide range of different activities and experiences. Rusheda’s adviser, Stacey-Ann, says:

“As part of a finance unit, the students visited the Bank of Jamaica money museum and learned about the importance of saving and budgeting.”

As well as learning how to manage money, Rusheda is now better equipped to earn it, after she learned how to sew. Rusheda now embroiders and sells cushions, which helps her to feel calm and brings in a little income. She was also inspired to do her own gardening activities at home, after a visit to the local botanic gardens just outside Kingston, where the students learned about propagating plants.

Rusheda has seen her own confidence and self-esteem grow during her time on the Achieve program. “It’s about pushing yourself towards something. I’ve grown now - yes, my confidence is here.”



“It’s about pushing yourself towards something. I’ve grown, my confidence is here.”

— RUSHEDA



Through the program, Jean Marie was able to improve his English, better understand his own skills and develop his business idea.



JEAN MARIE

OUR EMPLOYMENT PROGRAM

Innovation is at the heart of every entrepreneur's journey, none more so than Jean Marie, a young man from Rwanda. His experience on our Bridge Employment Program with Harambee Youth Employment Accelerator has given him a whole new outlook for his future.

Since 2008, single use plastic bags have been illegal in Rwanda, a world- leading move that has helped the country combat the growing problem of plastic pollution. The move has helped to reduce damaging waste and air pollution and created opportunities for young people such as Jean Marie.

Before joining the Bridge Program, Jean Marie was struggling to find a job during the global pandemic. He was living what he describes as "a very poor life" due to the lockdown in Rwanda and was finding it hard to provide for the basic needs of his family.

For Jean Marie, joining the Bridge Program was a transformative opportunity. Young people undertake a four-week intensive English language acceleration course, plus employability training, and modules on professionalism and problem solving.

Through the program, Jean Marie was able to improve his English, better understand his own skills and develop his business idea. In response to the ban on single-use plastic grocery bags, Jean Marie launched his own business making hand-woven, reusable bags.

His wife now helps him with the business, which he hopes will employ more local people within his community.



PRINCE'S TRUST USA FUTURE PLANS

During 2021/22, Prince's Trust USA plans to secure \$7.550m of income and to deploy \$5.300m to other charities within The Prince's Trust Group. We also plan to set aside a reserve fund of \$300k in 2021/22.

Whilst PTUSA has been active since inception, the formal launch event – originally scheduled for April 2020 – was postponed due to Covid-19 restrictions. We are planning to host The Prince's Trust Gala in New York City in April 2022, to raise funds for The Prince's Trust Group of charities.

From 2021/22, PTUSA intends to establish a grant application process and will invite potential partners to bid for funds to support young people in the United States. In order to be eligible, successful partners will need to meet our mission: “to help young people transform their lives by developing the confidence and skills to live, learn and earn”.

OUR STRATEGIC GOALS FOR 2021/22

GOAL 1

Continue to achieve financial and operational sustainability while maximizing the benefits and opportunities of being a part of The Prince's Trust Group.

GOAL 2

Deepen our engagement with patrons, stakeholders and the Prince's Trust Group of charities.

GOAL 3

Engage a new audience of US-based patrons supporting PTUSA, to support even more young people over the longer term.



THE
PRINCE'S
TRUST USA
TEAM

INTERIM CEO VICTORIA GORE

OPERATIONS AND DEVELOPMENT MANAGER JAMES MACDONALD

PRINCE'S TRUST USA BOARD OF DIRECTORS

JEREMY GREEN – Chair Jeremy Green is the Founder and Portfolio Manager of Redmile Group, LLC, an investment firm that focuses on the healthcare sector. Prior to founding Redmile, Jeremy was co-founder and director of research at Steeple Capital and an analyst at Andor Capital. Prior to moving to the US in 2004, Jeremy was a managing director at Citigroup and head of the European Healthcare Research Team covering medical technology, biotech, and health care services.

SAM KELLIE-SMITH – Treasurer Sam Kellie-Smith is the Global Head of Fixed Income and Commodities at Morgan Stanley. He is a member of the Firm's Operating and Management Committees and the Firm Risk Committee. Sam joined Morgan Stanley in 1997. He served as Global Head of Trading in the Institutional Equity Division from 2009 to 2015, Head of Asian Trading for the Equity Division in Hong Kong from 2005-2008 and as the Head of Derivative Trading in London from 2000 to 2004. Sam was promoted to Managing Director in 2003.

KATE JAMES – Secretary Kate James worked for three decades in communications and branding most recently as Chief Corporate Affairs & Global Marketing Officer for Pearson where she led their efforts to build a global education brand and an innovation driven culture. Prior to joining Pearson, Kate was Chief Communications Officer for the Bill & Melinda Gates Foundation.

ROMERO BRITTO Romero Britto is an international artist known for his vibrant work, which has been exhibited in galleries and museums in over 100 countries, including the Carrousel du Louvre and Museo Soumaya. He has created public art installations for the O2 Dome in Berlin, New York's John F. Kennedy Airport, Cirque Du Soleil at Super Bowl XLI, and has been credited with the largest monumental sculpture in London's Hyde Park history. He has also collaborated with international brands such as Audi, Bentley, Coca-Cola, Walt Disney, Evian, Hasbro, Hublot and Universal Pictures. Britto has donated time, art and resources to more than 250 charitable organizations. He holds a seat on several boards including The Best Buddies International and St. Jude's Children's Research Hospital.

PATRON CONTRIBUTIONS

BENEFACTOR

The David and Molly Pyott Foundation
The Deborah Loeb Brice Foundation
Kate James and Hans Bishop
The Metropoulos Family

GOLD PATRON

Romero Britto
Kathryn and Jeremy Green

SILVER PATRON

Guffey Family Foundation
Alex Schultz
Sam and Cecilia Kellie-Smith

PATRON

The Koudounis Family Fund
The Britton Family Foundation
Tracey and Jonathan Turner
James Sommerville
Morgan Stanley
ServiceNow
The Watches of Switzerland Group

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“The Prince’s Trust’s mission is more relevant now than ever, particularly as the pandemic has made the need to help young people prepare for the world of work even more urgent. Every young person deserves a chance to succeed and, with the right support, they can fulfil their potential and go on to achieve tremendous things.”

-HRH The Prince of Wales, October 2021





Prince's Trust
USA