

PRINCE'S TRUST USA

ANNUAL REPORT

2021|2022





HM King Charles
to succeed. Today
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Prince's Trust USA
Trust Group of c
Prince's Trust Aus

Our mission is to
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Nigeria, Pakistan
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Finally, our sincer

Jeremy Green, C
Prince's Trust USA

WELCOME

FROM JEREMY GREEN, CHAIR OF PRINCE'S TRUST USA

Charles III, founded The Trust in 1976 with the vision that every young person should have the chance to shine. Today, forty-six years later, we are helping a generation which has experienced immense and unexpected setbacks following a global pandemic.

The world has become an increasingly uncertain place for young people. The global coronavirus pandemic has impacted the lives of a whole generation of young people, especially those in the most disadvantaged communities, and mental health has continued to be more prevalent among younger people. The Prince's Trust is responding to this challenge by helping thousands of young people each year into brighter futures through education, employment and enterprise.

The Prince's Trust USA raises funds in the United States to support the work of The Prince's Trust Group. The Prince's Trust USA's charities include the work of The Prince's Trust in the UK alongside Prince's Trust International, Prince's Trust Australia, Prince's Trust Aotearoa New Zealand and Prince's Trust Canada.

We help young people transform their lives by developing the confidence and skills to live, learn and lead.

In 2021/22 we supported over 82,000 young people. We are now active in 21 countries including Australia, Canada, Egypt, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Nigeria, Rwanda, St Lucia, Tanzania, Trinidad & Tobago, Uganda and the UK. In 2022 Prince's Trust USA launched a new landscape for youth programming in the United States, and we are looking forward to launching our new offices in Chicago and New York in 2023.

On behalf of Prince's Trust in the USA, I would like to thank the whole Prince's Trust community who give their time and resources to support the next generation. None of this would be possible without the continued support of our donors and volunteers.

My sincere thanks go to His Majesty King Charles III for his visionary leadership and inspiration.

Chair

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A BETTER
FUTURE FOR
YOUNG PEOPLE

PRINCE'S TRUST GROUP

THE YEAR

IN REVIEW

The Prince's Trust Group is a global network of charities founded by HM King Charles III, the former Prince of Wales. The Prince's Trust Group is active in 22 countries, within the Commonwealth and beyond, and includes the work of The Prince's Trust in the UK alongside Prince's Trust International, Prince's Trust Australia, Prince's Trust Aotearoa New Zealand, Prince's Trust Canada and Prince's Trust USA. Together, our mission is to transform lives and build sustainable communities worldwide, with a particular focus on empowering young people.

In a rapidly changing world, The Prince's Trust Group delivers Education, Employment and Enterprise projects that enable young people and communities to thrive. We are focused primarily on transforming lives by enabling children and young people between the ages 11 and 30 to complete their journey from education to employment. We provide programs to develop their confidence and life skills, help them access education and training and offer them support to move into employment and self-employment.

In April 2022 we were able to hold our inaugural Global Gala, which rallied longstanding patrons and new supporters of The Trust from around the world. The event raised over \$1.3million to support our global Enterprise programs. These funds were distributed across the six charities that make up The Prince's Trust Group.





Prince's Trust



GLOBAL AWARD WINNERS 2022

TEAM ECOROAD

ZAID, MAYA AND MOHAMMAD



For most people, speed bumps are a common and unremarkable road safety feature. Not for this team of teenage entrepreneurs in Jordan, who found an innovative way to use speed bumps to harness energy from cars.

Zaid, Maya and Mohammad were introduced to The Prince's Trust International when they participated in the Enterprise Challenge program in Jordan. The Enterprise Challenge program helps young people develop practical business skills through mentoring and a virtual business simulation game. The trio came up with an ingenious way to use speed bumps to generate electricity for their Enterprise Challenge project. Their product, EcoRoad, adapts existing speed bumps to absorb and transform kinetic energy from passing cars, which can then be stored in batteries.

The team were crowned winners of their national Enterprise challenge, which involved 2,300 participants from across Jordan, however their success did not stop there. The EcoRoad team were globally recognized with the Prince's Trust Group Sustainability Award for their project's environmental and community impact, use of resources and ease of replicability.

"Our business idea is about tackling the energy problem and environmental issues," explains EcoRoad team leader Zaid. "Jordan has lots and lots of road bumps, so we thought we may as well use them."

The team have now secured seed funding for their idea, and the EcoRoad prototype is under technical development with a local company.

"Winning this award means so much to us as a team. It will help us to inspire other young people to create change. I suggest that all young students invest their time in projects like these – it's important for our futures and for everyone around us as we look to build more sustainable lives."

GROUP PROGRAM DELIVERY 2021|2022



TOGETHER WE SUPPORTED ALMOST
82,000 YOUNG PEOPLE
IN
21 COUNTRIES

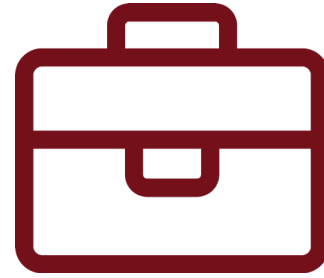
AUSTRALIA | BARBADOS | CANADA | EGYPT | GHANA | GREECE
INDIA | JAMAICA | JORDAN | KENYA | MALAYSIA | MALTA
NEW ZEALAND | NIGERIA | PAKISTAN | RWANDA | ST LUCIA
TANZANIA | TRINIDAD AND TOBAGO | UGANDA | UK



59%

**TOOK PART IN OUR
EDUCATION PROGRAMS**

INCLUDING 'ACHIEVE'
AND 'ENTERPRISE CHALLENGE'



31%

**TOOK PART IN OUR
EMPLOYMENT PROGRAMS**

INCLUDING 'GET INTO'
AND 'TEAM'



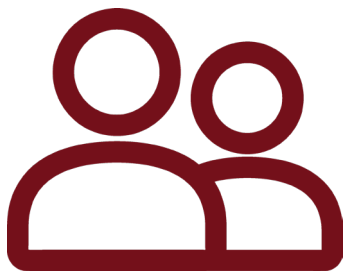
8%

**TOOK PART IN OUR
ENTERPRISE COURSE**



2%

**TOOK PART IN
A RANGE OF PILOT PROGRAMS**



54% AGED 11-17

46% AGED 18-30

52%

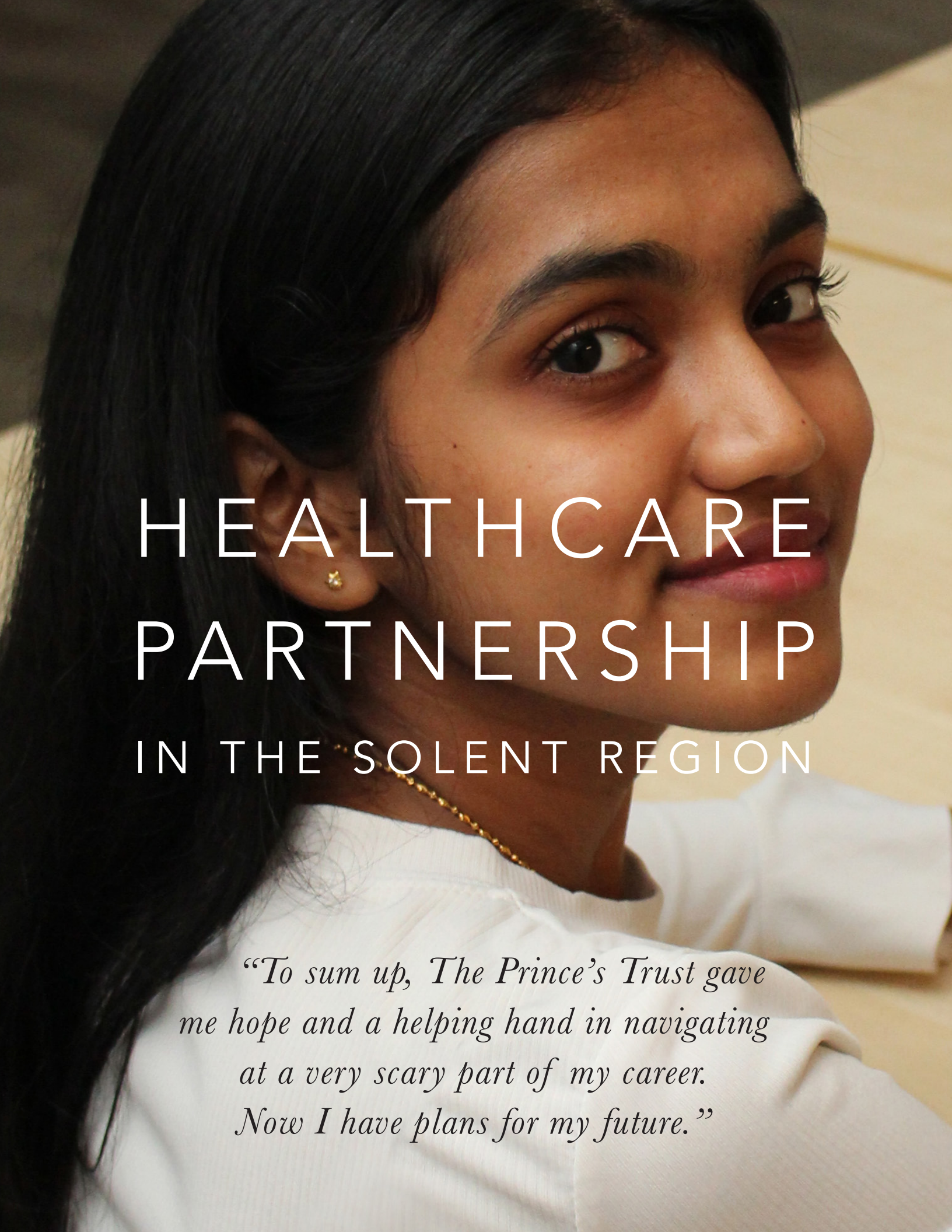
IDENTIFIED AS FEMALE

47%

IDENTIFIED AS MALE

1%

IDENTIFIED AS
NEITHER | BOTH | OTHER



HEALTHCARE PARTNERSHIP IN THE SOLENT REGION

“To sum up, The Prince’s Trust gave me hope and a helping hand in navigating at a very scary part of my career. Now I have plans for my future.”

REJWANA

PORTSMOUTH & SOUTHSEA

Rejwana is a Healthcare Assistant at The University Hospital Southampton.

I wanted to start my career in health and social care, but it was hard. I had some previous experience in public health through a private company working in nutrition but didn't know how to break into health and social care or how to go about it.

Before I got involved with The Prince's Trust, I had been looking for work for about 3 months. I was feeling unhappy, depressed, and frustrated. I just felt hopeless, like there were no jobs for me to apply for that were interesting to me, or ones I felt I could get into.

Initially, I heard about The Prince's Trust from posters around college and then again in the job center. Before the program started, I felt excited. I thought it would be a nice way to meet people. It was convenient that it was online.

I felt so much more hopeful while on the program. I got a better grasp on how to successfully do an interview and had more info about applying for roles in the NHS that I would not get from anywhere else.

I feel far more optimistic about the future. If I hadn't got support from The Trust, I would have given up my ambition to work with NHS and I would have started from a lower scale job. To sum up, The Prince's Trust gave me hope and a helping hand in navigating at a very scary part of my career. Now I have plans for my future.

AN UPSKILL STRUGGLE:

OUR RESEARCH ON THE FUTURE OF WORK

In 2022, Prince's Trust Group in partnership with HSBC released the second report in a series on the future of work, **"An Upskill Struggle: Supporting a generation of untapped potential"**. The report surveyed 10,000 young people across 12 of the countries where The Prince's Trust operates to understand the attitudes of 18-35 year-olds towards the future of work in the context of the recovery from Covid-19. The research found that 1:3 young people globally felt their education does not provide them with enough skills for working life.

Young people feel they are not developing the skills they need to compete in the labor market. They call for governments and education establishments to do more to help them acquire the skills required by employers— in particular those most desirable for employability, digital roles and green jobs. They also ask employers to increase the opportunities for them to gain work experience through training schemes and to create more suitable entry-level jobs.

Putting more resources into ensuring young people have the skills they need is one of the best investments that a country can make. The more skills workers have, the more employable and productive they become; and the more productive the workforce becomes, the faster national income grows. This generates the resources for more investment in the development of skills, and so a virtuous circle is created.

At The Prince's Trust Group, our work seeks to prepare young people to succeed in their careers. We will continue to support young people around the world to build key skills that will allow them to succeed in the world of work.

THE MESSAGE FROM YOUNG PEOPLE IS

“We are eager to take advantage of opportunities in the labor market, so please help us to develop the skills that employers want.”



TOGETHER, WE CAN HELP YOUNG PEOPLE MAKE A BETTER START IN THE WORLD OF WORK, SO THAT THEY CAN FULFILL THEIR OWN AMBITIONS AND MAXIMIZE THEIR PRODUCTIVITY IN THE FUTURE ECONOMY.



We surveyed 10,187 young people around the world aged 18 to 35 years old across Australia, Canada, Ghana, India, New Zealand, Nigeria, Pakistan, Rwanda, the United Kingdom and the United States.

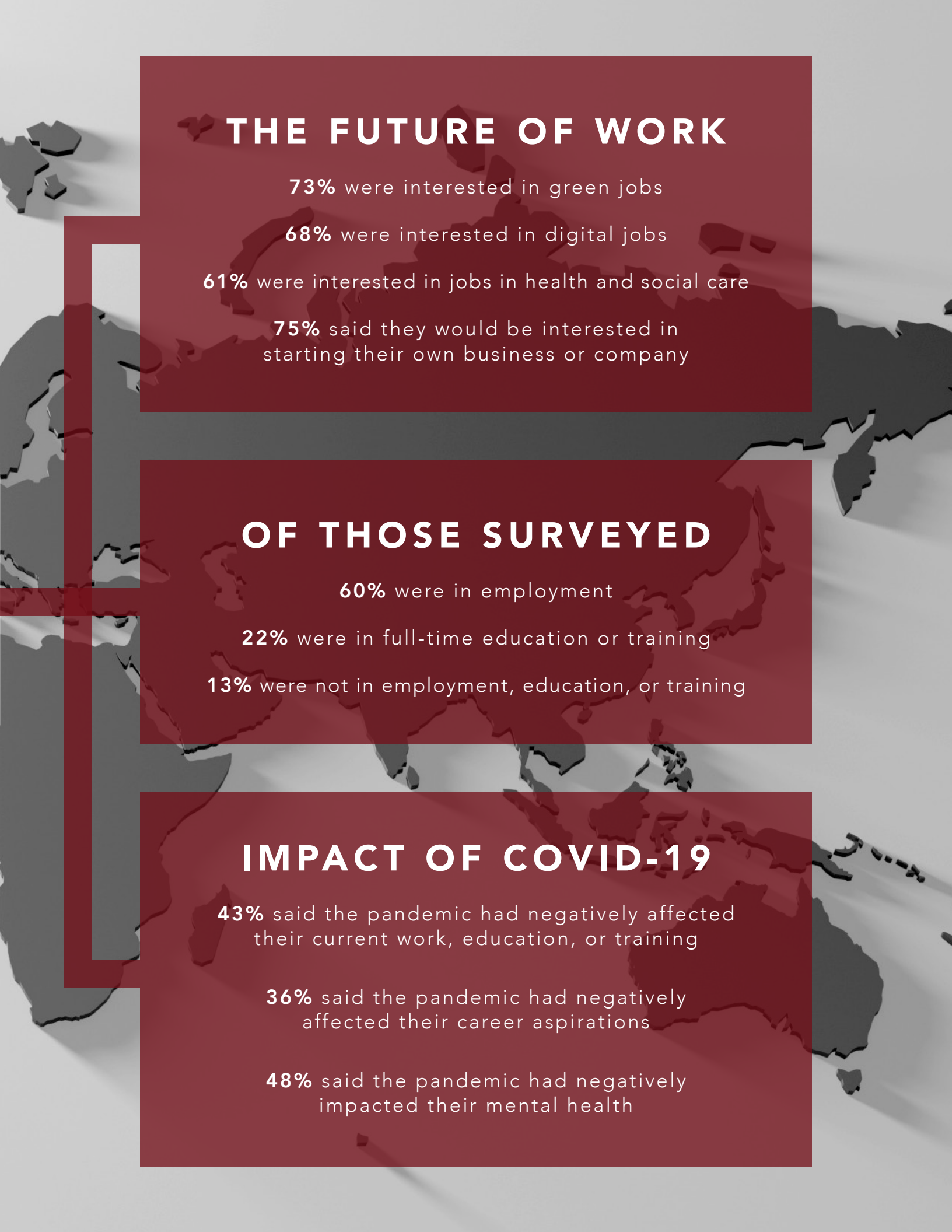
KEY STATISTICS

RESEARCH METHODS



“A lot of young people feel demoralized by the lack of action decision-makers and leaders have been taking on climate change. So it does seem like a really interesting area to get into try to make some tangible impact.”

—Focus group participant, Australia



THE FUTURE OF WORK

73% were interested in green jobs

68% were interested in digital jobs

61% were interested in jobs in health and social care

75% said they would be interested in starting their own business or company

OF THOSE SURVEYED

60% were in employment

22% were in full-time education or training

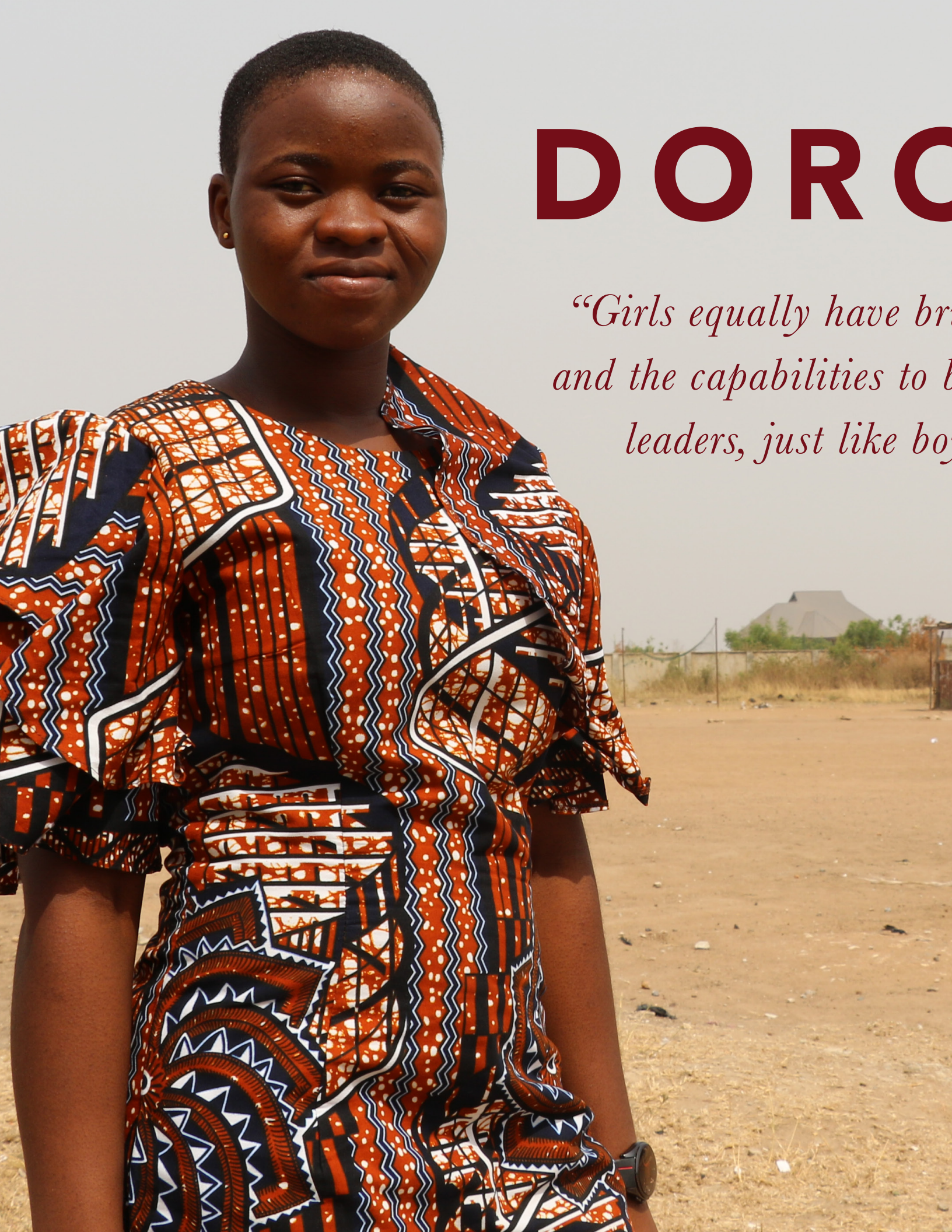
13% were not in employment, education, or training

IMPACT OF COVID-19

43% said the pandemic had negatively affected their current work, education, or training

36% said the pandemic had negatively affected their career aspirations

48% said the pandemic had negatively impacted their mental health



DORO

*“Girls equally have brains
and the capabilities to be
leaders, just like boys.”*

DORCAS GHANA

*...bright futures
...become great
...they do.’’*

Dorcas (15) is a prefect at her school in Accra, Ghana, chosen as a leader by her classmates. But before she took part in the Achieve Skills for School program, delivered by our partner Junior Achievement Ghana, Dorcas would never have dreamed of putting herself forward for a leadership role.

Too timid to speak in public or to join in with group activities, Dorcas used to sit quietly on the sidelines. If she was asked to speak or sing in front of others, in school or in her church, she would be struck down by stage-fright, and then by shame. But now she’s found her voice – and she’s using it to lead.

‘I wasn’t someone who liked to talk that much and I wasn’t that confident,’ Dorcas explains, ‘Now I can stand in a crowd and then speak... I am very surprised at myself that I have changed so much.’

TASMYN NE

Tasmyn wasn't raised with Māoritanga (Māori cultural practices and beliefs) and says she's faced many challenges in starting a business "in this space".

The young entrepreneur (and new mom) creates and sells Māori designed pēpi (baby) products through her start-up Awhi (embrace, hug, cherish, cuddle) Company.

The 29-year-old says, "Awhi encompasses everything I am about; values, focusing on te reo Māori (Māori language), developing products for pēpi and normalising te reo from birth."

Tasmyn believes many Māori wāhine (women) starting an indigenous business who weren't raised with Māoritanga initially lack confidence in their cultural space and look for 'endorsement' from others.

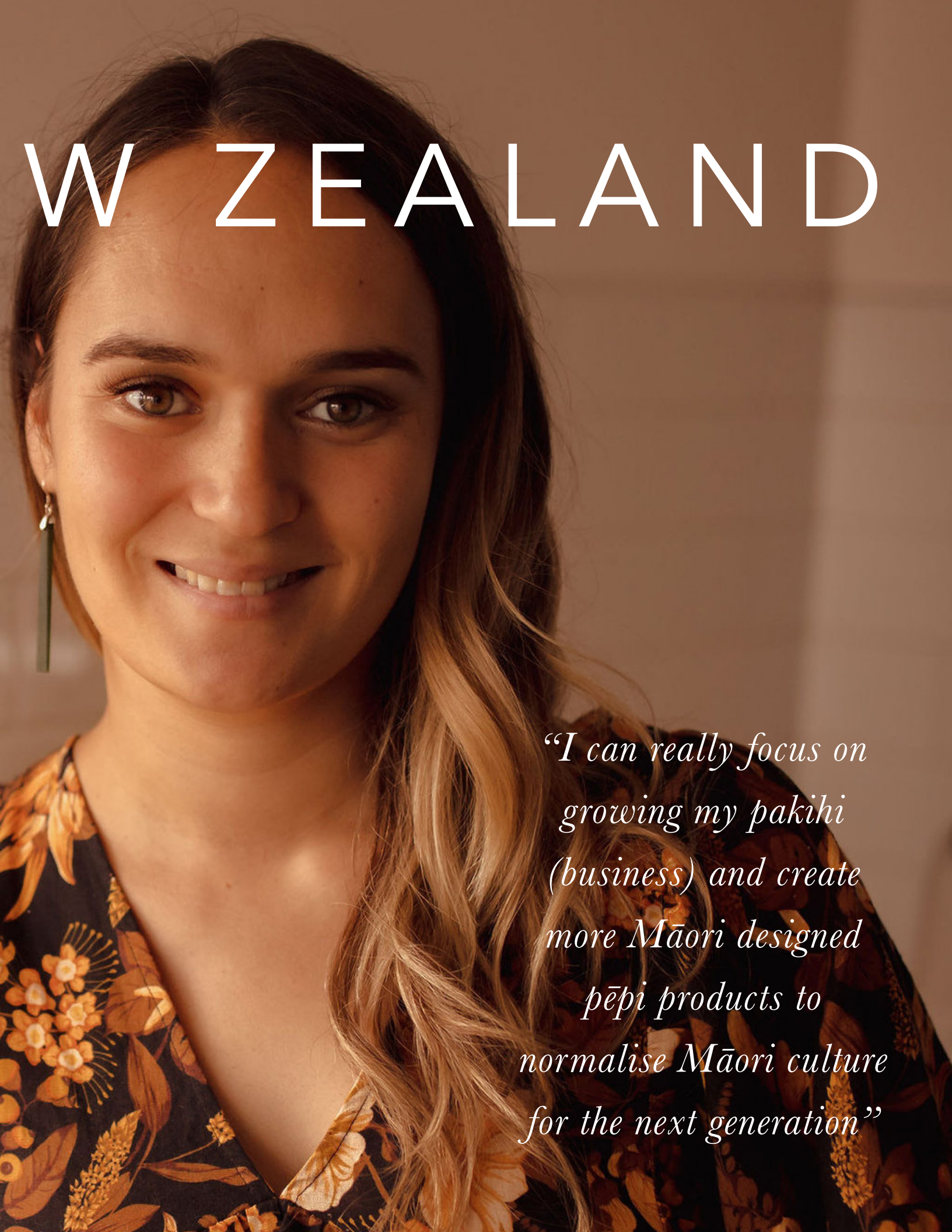
She says she has now learned to "trust myself and realise I have nothing to lose," and completing The Prince's Trust Enterprise workshop helped.

"I can really focus on growing my pakihi (business) and create more Māori designed pēpi products to normalise Māori culture for the next generation."

Awhi Company was one of the first to receive \$20,000 from Prince's Trust Aotearoa New Zealand's He Kākano Seed Fund.

"The pūtea (money) has enabled us to invest in new products and get expert support to really grow our pakihi" Tasmyn adds.

Tasmyn is now so busy with Awhi Company, becoming fluent in te reo and raising her pēpi, that she's had to quit her 'day job'.



W ZEALAND

“I can really focus on growing my pakihi (business) and create more Māori designed pēpi products to normalise Māori culture for the next generation”

FINANCIAL REV



IEW 2021|2022

Prince's Trust USA had revenue for the fiscal year April 1, 2021 to March 31, 2022 of \$8.039 million. Of this, PTUSA made a total of \$4.541 million in program grants to The Prince's Trust and Prince's Trust International. PTUSA's total expenditure (including operating costs of \$592,000) was \$5.133 million, resulting in an increase in total net assets of \$2.906 million. Of this, net assets with donor restrictions increased by \$2.939 million driven by strong contributions and other income, while net assets without donor restrictions decreased by \$33,000.

At March 31, 2022, total net assets were \$4.748 million including \$4.419 million which was restricted to support future delivery due to take place from 2022/23 onwards. Unrestricted net assets at March 31, 2022 were \$329,000 (2020/21 unrestricted net assets: \$361,000).

PRINCE'S TRUST USA

STATEMENT OF FINANCIAL POSITION

2020 2021	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

2021 2022	Without Donor Restrictions \$000's	With Donor Restrictions \$000's	Total \$000's
Contribution Revenue	430	7,609	8,039
Net Assets Released from Restriction	4,670	(2,713)	0
Total Revenue	5,100	(435)	2,640
Expenses	(5,133)	0	(5,133)
Change in Net Assets	(33)	2,939	29,06
Net Assets: Beginning	361	1,480	1,841
Net Assets: Ending	329	4,419	4,748



GRANTS TO GLOBAL PARTNERS

Prince's Trust International Programs	1,339,400
Health and Social Care Program Delivery Across Scotland	1,000,000
Youth Center and Delivery Across the Solent (Southern England)	572,300
Arts Based Program Delivery Across the United Kingdom	500,000
Unlock Skills for Digital Careers Program in the UK	396,575
Enterprise Program in the North Region of UK	323,137
Prince's Trust International Program Delivery in Greece	330,537
Young People Relief Fund in the UK	48,500
Other	30,555

CLASS O



F COVID



*“You have graduated from
the toughest school there is
... where isolation was your
classroom and resilience was
your homework.”*



Growing up is not getting any easier - and in many ways it is getting harder. Living through a pandemic has been devastating for young people – crippling their self-confidence and robbing them of their futures. It has impacted their education, social lives and options for work, with those already facing disadvantage being left even further behind.

For the first time in more than 100 years, the current generation are in a worse financial position than the generation before them. Generational income growth has stalled and the changing nature of work, economic uncertainty and the impact of the Covid-19 public health crisis are all leading many young people to feel anxious and, on occasion, even hopeless about their futures.

This is supported by new research that finds that 2.8 million young people in the UK, and millions more around the globe, don't think their job prospects will ever recover from the pandemic. A situation that is only set to worsen by the cost-of-living crisis.

This generation of young people has sacrificed so much, now it's our turn to help them get back on their feet and find meaningful employment at a time when they need it the most.



LA'JAY

UK

La'Jay, 28, found The Prince's Trust when seeking employment. He was trying to find a job and was on the verge of losing his house. In May 2019, La'Jay signed up for the Future Leaders program which focuses on personal development, building confidence and essential employability skills. He then went to Get Hired, also run by The Trust, which brings together employers and young people without the need for a CV. La'Jay continued to attend Get Hired events until he got a job at a café in Southwark and worked with a Prince's Trust Executive in London to go into prisons to talk about his story and how The Trust helped him.

"I just wanted to do something constructive, and I found the program very motivating and uplifting. It made me realise that I still had something to offer. Working with the Trust helped me to remember my self-worth which gave me back my self-confidence."

In February 2020, La'Jay interviewed for a youth work apprenticeship with a local authority and was offered the position in March, just before the pandemic hit. He wasn't sure whether his new job offer still stood, it felt like his dream of a full-time position was just out of reach. However, his apprenticeship began in July 2020 and 18 months later, La'Jay passed his apprenticeship with distinction. When he applied for a full-time permanent role as a Youth Worker, he got the job!

"All in all, I think living through the pandemic has taught me so much and made me more resilient and confident. I hope that in the near future, I can continue to have a positive impact on children and young people and create more time to establish myself in my career and focus on doing things for myself."

"I'm still involved with The Prince's Trust and I would recommend anyone who is thinking of seeking support from the Trust to go for it!"



“All in all, I think living through the pandemic has taught me so much and made me more resilient and confident.”



“The Get Into program has been instrumental in shaping my skills for effective performance at work.”

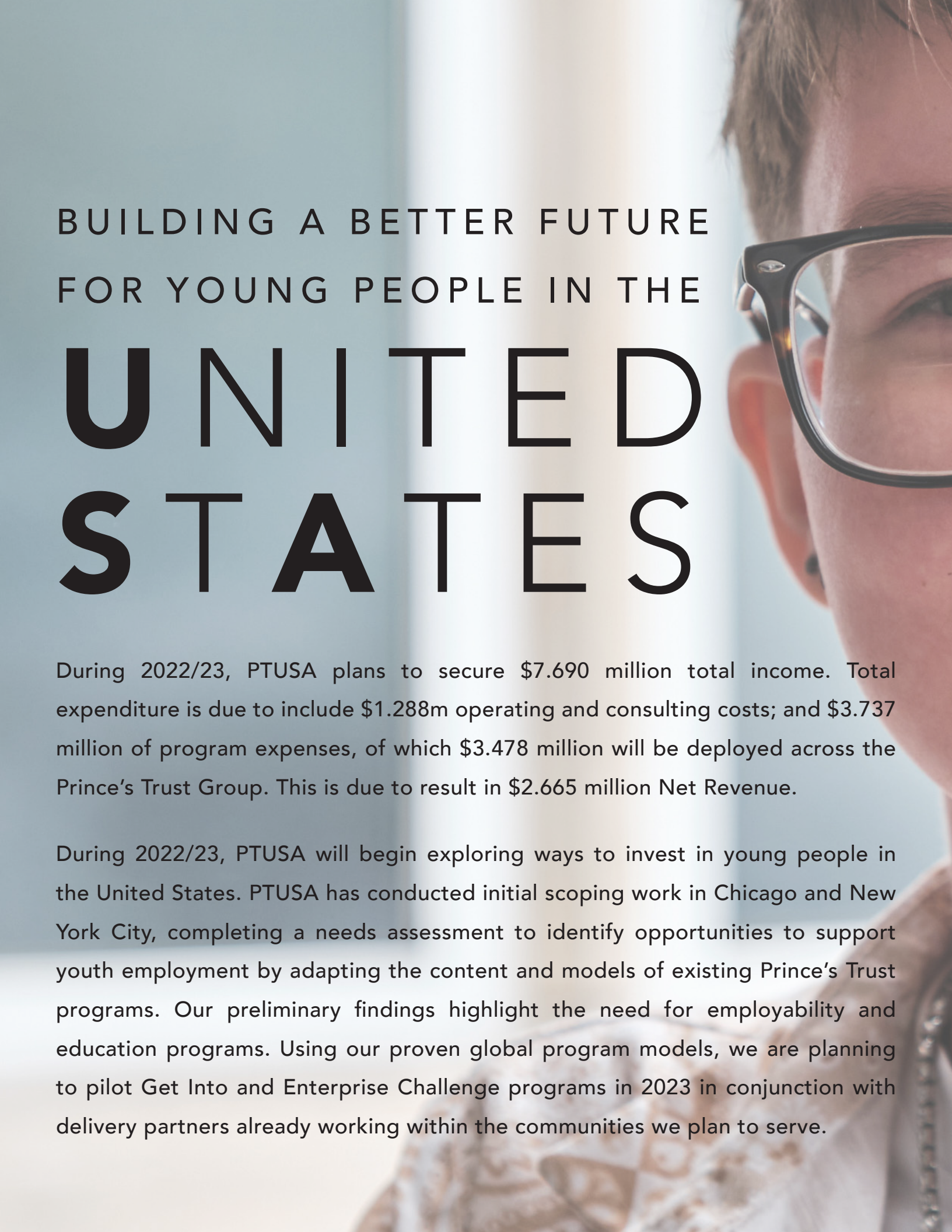
GULFSHA

INDIA

Gulfsha enrolled in the Prince's Trust International and Magic Bus India Foundation 'Get Into' program in September 2021. By January 2022 she secured a job with a consultancy firm, providing estimates for construction projects.

Securing this job and fulfilling her aspirations has been challenging for her. Gulfsha comes from a low-income, conservative community in India, where opportunities for girls and young women are limited, with many not allowed to pursue higher education or formal employment. Before taking part in Get Into, Gulfsha had no experience of online working or remote meetings but through the program she honed her employability skills including digital literacy. Now she works from home, liaising with domestic and international clients every day while earning a monthly salary that is four times her family's income, which is making a huge difference to the quality of life of her parents and six siblings.

"My job requires me to have strong communication, listening and presentation skills. The Get Into program has been instrumental in shaping my skills for effective performance at work. It enabled me to become an independent woman and has been life changing."



BUILDING A BETTER FUTURE FOR YOUNG PEOPLE IN THE UNITED STATES

During 2022/23, PTUSA plans to secure \$7.690 million total income. Total expenditure is due to include \$1.288m operating and consulting costs; and \$3.737 million of program expenses, of which \$3.478 million will be deployed across the Prince's Trust Group. This is due to result in \$2.665 million Net Revenue.

During 2022/23, PTUSA will begin exploring ways to invest in young people in the United States. PTUSA has conducted initial scoping work in Chicago and New York City, completing a needs assessment to identify opportunities to support youth employment by adapting the content and models of existing Prince's Trust programs. Our preliminary findings highlight the need for employability and education programs. Using our proven global program models, we are planning to pilot Get Into and Enterprise Challenge programs in 2023 in conjunction with delivery partners already working within the communities we plan to serve.



PRINCE'S TRUST USA

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VICTORIA GORE

DIRECTOR OF PHILANTHROPY

ALISON ZAYAS

MANAGER OF PHILANTHROPY & EVENTS

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Thank
you!

Than
you



Thank

Thank
you!

“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.”

-HM King Charles III, the former Prince of Wales, October 2021



Prince's Trust

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Prince's Trust
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