

WALK THE TALK: THE WALKTHROUGH



**WALK
THE TALK**

Today's session



- Meet the team
- About The King's Trust
- Your impact
- Walk the Talk 2025
- Top fundraising tips
- Top training tips
- On the day
- Questions

The Committee



Andrew Jennings



Paul Martin



Sanjay Vadera



Mika Brennan (The King's Trust)



Mike Stagg



James Bennet



Beth Jones



Helen Brammar (The King's Trust)

The King's Trust

Since 1976, when His Majesty King Charles III founded The King's Trust (formerly The Prince's Trust), we have supported over 1 million young people to develop essential life skills, get ready for work and build a brighter future for themselves. We know that by helping young people today, the benefits will be felt for years to come – not just for those we support, but for their communities and the wider economy.



53%

of the young people we supported in 2024/25 were from the most deprived communities in the UK



3 in 4

of the young people we supported over the last five years moved into a positive outcome such as employment, education or training



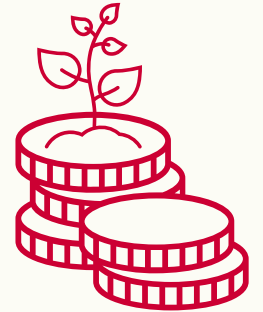
38,000+

young people supported in 2024/25



Over 70%

of young people we supported in 2024/25 who responded to our survey reported improvements in their confidence, communication, or ability to set and achieve goals



£1.4bn

in value returned to society in a 10-year period

Building a future that works for young people – our 2025-2030 strategy

Today, almost a million young people in the UK are out of work, education or training.

Our Vision

Ending youth unemployment.

Our Mission

Breaking down barriers. Opening doors. We support young people build the confidence and skills they need to find work.

Your impact



£100 could contribute towards the specialist equipment that opens up a lifelong career for 1 young person on the margins of society.



£2,000 could support an aspiring entrepreneur to explore launching a business through our Enterprise programme.



£100,000 could unlock careers, supporting 31 young people with the invaluable opportunity to gain new skills, hands-on experience and the confidence to access their dream job.

Walk the Talk 2025

- 50 Walkers
- £90,518 raised this year



Top fundraising tips

1. Make the ask personal
2. Offer to sponsor or support people in return
3. Emphasise the challenge you've taken on
4. Recognise there are lots of worthy causes but share what the King's Trust means to you
5. Social media is crowded with asks – email and WhatsApp work well

Top training tips

Before

- Training
- Hydration and nutrition
- Gear and clothing

During

- Pace yourself
- Stay hydrated
- Fuel efficiently

After

- Cool down
- Hydrate and refuel
- Rest and recover

ON THE DAY



Kwame

Ingrained Oil

Former student Kwame, aged 23 from Walsall, launched his alcohol-free body fragrance business Ingrained Oil in June 2022 with support from The Prince's Trust's Enterprise programme.



**Working For
Young People**