

EY Foundation Media Kit

**last updated April 2025*

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 EY Foundation



The EY Foundation supports young people from low-income backgrounds to unlock their potential and succeed in the workplace. Our ambition is to enable all young people on Free School Meals to have the same employment and earnings potential as other young people in the UK.

Operating in regions across the country, we provide the knowledge, skills and experience needed to tackle the specific barriers young people face in each location. We extend the impact of our work by collaborating with employers, government, and other organisations and by harnessing new digital platforms.

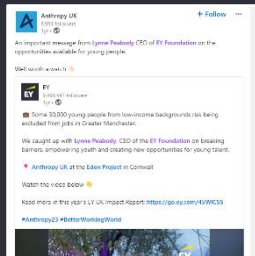
For headline statistics and data please access our most recent [Impact Report](#).

For all media requests, use of our logo, or access any further media assets, please contact communications@eyfoundation.ey.com.

Coverage of our work and campaigns

Click on photos to open links

Anthropy



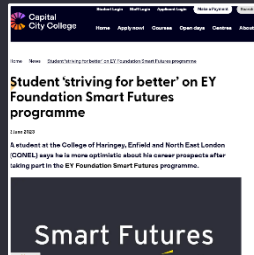
Access their skills campaign



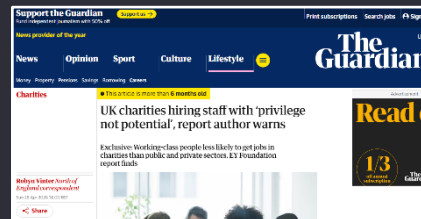
Inclusive Recruitment



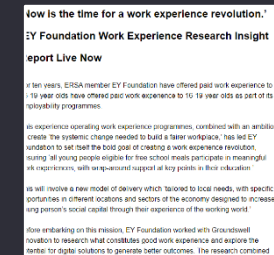
Pre-employment programmes



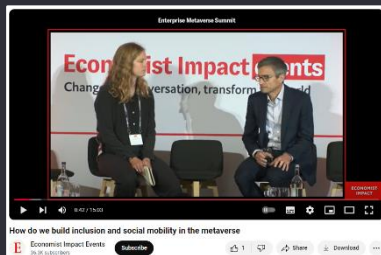
Diversity in the charity sector



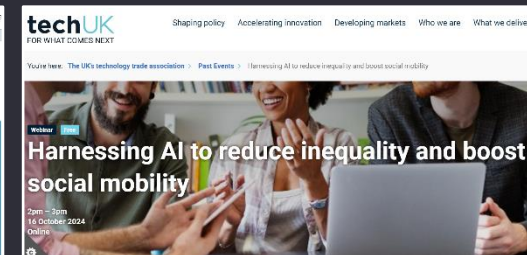
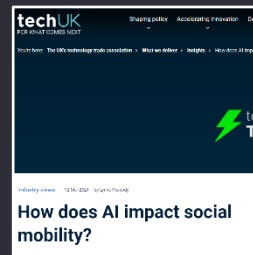
Work experience revolution



Economist Employers Panel



AI and Social Mobility



Speak to our leadership team



Lynne Peabody, EY Foundation CEO - [LinkedIn](#), [Instagram](#)

Speak to me about: social mobility; youth employment; EY Foundation news; charity leadership; the role of business in driving social change; cross-sector collaboration; and sustainability.

Find me on: A [panel for Digital Leaders Week](#), facilitating a conversation on harnessing AI to reduce inequality and boost social mobility; [The Open University's Elevate Equity interview](#) sharing insights gained through EY Foundation's work with employers to harness young talent; and at [Anthropy UK](#) discussing the importance of breaking down barriers to employment.



Jodie McNally, Chief Programmes Officer - [LinkedIn](#)

Speak to me about: Young people; youth advisory boards; impact; SEND; school avoidance; and mental health.

Find me on: [The Value Exchange podcast](#) speaking on how everyone can play a role in delivering social value and the [Her Career, Her Code podcast](#) on purpose; and a [Makematic interview](#) about the EY Foundation.



Liz Crossley, Chief Financial Officer - [LinkedIn](#)

Speak to me about: Excellence in Charity Finance functions; supporting a charity through a merger; and good charity Governance.



Kathryn Eastwood, Director of Income and Employer Partnerships - [LinkedIn](#)

Speak to me about: Employer partnerships and sector collaborations; employers and social mobility; creating positive social impact while driving business value; fundraising and income generation as a Corporate Foundation; perception of non-profits/third sector; and intersectionality and privilege.

Find me on: EY Foundation's Podcast, [Careers Unlocked](#) (from Ep 4), hosting social mobility and youth employment conversations; a [Women in Financial Services Conference with PIMFA](#) hosting a fireside chat on "intentionality vs opportunism in careers"; and speaking at the [University of Oxford as a guest lecturer](#) on the role that charities and non-profits can play in supporting business and political leaders to have a positive impact on society.



Ewan Bennie - Director of Communications and Influence - [LinkedIn](#)

Speak to me about: Technology and social mobility; intrinsic motivation and social mobility; youth voice; diversity in the charity sector; and strategic communications.

Find me on: [The Economist's Metaverse Summit](#) speaking about how social mobility can be tackled in this fast-emerging virtual world.

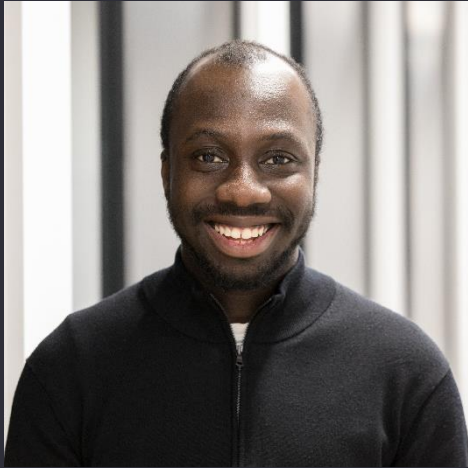
If you would like to contact a member of the [EY Foundation team](#) for an interview, quote, or comment please reach out to communications@eyfoundation.ey.com.

Speak to our Youth Advisory Board

Our Youth Advisory Board (YAB) is a group of 12 young people aged 16-25 from across England and Scotland who act as advisors to the EY Foundation.

YAB members sit on the board for two years and are responsible for bringing a young person's perspective into every area of the EY Foundation's work. Their insights and ideas help guide us in our aim to support more young people.

Each of our YAB members have been appointed into Representative roles which reflect their areas of interest. Please find their bios and related interests within this document. If you would like to engage a member of our YAB for an interview, quote, or comment please contact communications@eyfoundation.ey.com.



Elijah

Diversity, Equity, and Inclusion Rep

Why did you want to join EYF's YAB?

The YAB is a great way to start my giveback initiative and lay the groundwork for a career in youth development. EY Foundation care about the impact that young people have on this world, and I believe it is our collective mission to help shape our future leaders in the most efficient ways possible.

What do you hope to achieve by the end of your tenure?

I hope to gain a deeper understanding of youth upskilling programmes, the problems they face and see first-hand the positive impacts they have in society. I also aim to diversify my network and gain insight from those who have embarked on the journey of corporate development.



Fairy

Communications Rep

Why did you want to join EYF's YAB?

I understand the difficulties that young people from a disadvantaged background face on a daily basis, including the barriers into education and the workplace. Therefore, I have joined as I am particularly passionate about bringing out the 'youth voice' for young people by amplifying their opinions and voices to employers and organisations

so that these barriers can be broken down!

What do you hope to achieve by the end of your tenure?

I am passionate about empowering the thoughts and opinions of young people; this will require me to gain an in-depth understanding of what young people would like to see organisations bring to the workplace and beyond. Therefore, I would like to work with people to share ideas, advance and develop. Whilst doing so, I hope to support young people with their confidence so that they have a 'growth mindset' when entering the workplace.



Fomé

Fundraising Rep

Why did you want to join EYF's YAB?

I am deeply passionate about amplifying the youth voice, particularly for those from underrepresented and low socio-economic backgrounds. I want to have a direct impact on the lives of young people, especially those facing significant challenges. My experiences on various youth boards and my work with non-profit organisations

dedicated to supporting BAME individuals in local communities has provided me with valuable insights into the hurdles these young people face in their working, academic, and social lives.

What do you hope to achieve by the end of your tenure?

Being a member of the board will allow me to be at the forefront of shaping policies and actively participating in conversations related to diversity, equity, and inclusion. I am driven to contribute meaningfully to these dialogues and advocate for policies and initiatives that promote equal opportunities for all young individuals, regardless of their backgrounds.



Harry

Youth Voice Rep

Why did you want to join EYF's YAB?

I applied for EYF's YAB since I wanted to help break down barriers and misconceptions regarding diversity and inclusivity within the workplace. I found that EYF's commitment to using courage to overcome issues within the workplace resonated strongly with me, and I hope to empower other young people with that same message.

What do you hope to achieve by the end of your tenure?

I hope to help EYF further develop their youth voice and DEI strategy. I would like to develop my skills of advocacy and public speaking to potentially enact policy changes and see our work recognised on a national level. Chiefly, I want to ensure that anyone, regardless of their background, recognises their worth in a work environment and that they have the skills to thrive.



Henry

Influence and Impact Rep

Why did you want to join EYF's YAB?

Having had lots of experience working in advocacy and volunteering spaces, I wanted to bring my angle to the EY Foundation. I am interested in learning more about the issues young people face when entering and navigating through the workforce to achieve their career goals.

What do you hope to achieve by the end of your tenure?

I want to work towards improving the perception of young people with disabilities by increasing their representation in the workplace. As a Deaflympian (DLY), I have had to overcome many barriers and persevered to achieve my goals. This mindset will enable me to be a great representative for EYF, showcasing to the young people we work with that their goals can be achievable.



Huma

Income and Employer Partnerships Rep

Why did you want to join EYF's YAB?

I am excited to join the YAB and serve as an advocate for ethnic minorities. I have a keen interest in the field of AI and am committed to leveraging my position to amplify voices, especially those of girls, and actively engage the community in this transformative industry. My dedication to diversity and inclusion aligns seamlessly with EYF's mission, and I am eager to contribute to its impactful initiatives.

What do you hope to achieve by the end of your tenure?

During my tenure, I would like to work closely with EYF on their Digital strategy, especially around the emerging technologies like Artificial Intelligence. I look forward to working with young people, especially young women, and showing them the benefits of these tools. I aspire to contribute significantly to an informed, diverse community, dismantling barriers and empowering individuals to embrace the myriad of opportunities out there!



Life

Income and Employer Partnerships Rep

Why did you want to join EYF's YAB?

I would like to be a part of the EYF Youth Advisory Board to work with like-minded young individuals in expanding the Foundation's reach, raising awareness of the programmes, and empowering young people from low-income backgrounds.

What do you hope to achieve by the end of your tenure?

I would like to have deepened my understanding of the issues young people face when leaving formal education. There is always something new to learn and being on the YAB will allow me to acquire more knowledge of ways we can better equip young people both in education and outside of education; for example, through schemes the Foundation runs, such as paid work experience, employability skills training and career guidance.



John

Digital Rep

Why did you want to join EYF's YAB?

Since becoming an ambassador for EYF my experience has broadened significantly and along with it, my passion and commitment to social mobility for young people like myself. Amongst other reasons, that is why I joined EYF's YAB, and hopefully by the end of my tenure, I have contributed towards a tangible, positive impact on young

people in the UK.

What do you hope to achieve by the end of your tenure?

By the end of my tenure my ambition is to progress in my personal development whilst also doing an outstanding job at fulfilling my role. I was heavily inspired by the previous YAB cohort and how much they had grown throughout their tenure and will be following in their footsteps, setting an exemplary example to future YAB cohorts.



Michelle

Fundraising Rep

Why did you want to join EYF's YAB?

I am excited to further develop some of my skills, like leadership, decision-making and self-confidence, while serving on the YAB. I am passionate about empowerment, leadership, and community service. With a particular interest in Mental Health advocacy, I am excited to work on projects to help give back to local communities. It excites me to utilise my advocacy skills alongside like-minded individuals aiming for positive change.

What do you hope to achieve by the end of your tenure?

By the end of my tenure, I would like to have improved my strategic thinking, and how to create impactful change. I believe the YAB will teach me how to set long term goals and how to achieve them. I also hope to learn advocacy skills gaining experience on how to advocate for specific issue or cause.



Natalie

YAB Chair

Our YAB Chair has ultimate responsibility of our YAB and works across several areas within the Foundation.

Why did you want to join EYF's YAB?

I wanted to join the YAB as I had previously volunteered on EYF programmes and was keen to get involved further. I am passionate about social mobility and ensuring all young people have equal opportunities to thrive, regardless of their socio-economic background. I'm keen to ensure that young people don't believe that 'opportunities at top firms aren't for the likes of me', as I once did, and know how to use any 'adversity' they've overcome to work in their favour.

What do you hope to achieve by the end of your tenure?

I am keen to build an awareness of EYF across the country, especially in 'deprived' areas. Coming from Blackpool, there wasn't much information out there to support the professional development of people from low-income backgrounds. I am keen to support EYF as they work towards their ambition and create long lasting positive change for the young people we support. I want to support my fellow YAB members, ensuring that we learn from each other and have equal opportunities and voice, regardless of socio-economic background.



Zarrah

Influence and Impact Rep

Why did you want to join EYF's YAB?

I wanted to join the YAB because I found a huge lack of tailored employability resources for young carers alongside young people who deal with mental health challenges. These conclusions have been drawn from my own lived experience as a carer.

What do you hope to achieve by the end of your tenure?

I joined to YAB to bring awareness of the barrier these marginalised groups face and how a lot more needs to be done to support young people in these positions.

Key Stats

- EY Foundation exists due to the inequalities in employment opportunities and outcomes facing the UK's two million 4-18-year-olds eligible for free school meals (FSM). That's 1 in 5 young people.
- Young people from a low-income background are three times more likely to be unemployed by the age of 27.
- Since 2014, we've supported over 24,000 young people, fulfilled over 23,000 volunteer opportunities, and created over 2,200 employer engagement opportunities.
- Our 2023/24 Impact Report: [EY Foundation Impact Report 2023/2024 | EY - Global](#)

Find us on social media here...

