



Fundraising to create impact

A guide for our
incredible fundraisers

EY Foundation

Who is EY Foundation (EYF)?

Impact of EY Foundation – voices of our alumni

We work to give young people from low-income households the skills, experiences and support they need to get the jobs they really want, careers they deserve while connecting employers to talented young people across the UK.

Free School Meals are provided for those families with under **£16,190** annual household income

Our Ambition

We will enable all young people on Free School Meals to have an employment and earnings potential that is equitable to other young people in the UK.

We will do so in collaboration with employers and key partners, through employability skills programmes, scalable digital interventions, and by leveraging our convening power to influence systemic change.

“

Supporting young people denied the opportunity to succeed sits at the heart of who I am. It is seeing first-hand how the EY Foundation transforms the lives of young people growing up in poverty that drives us to achieve more.

But put bluntly, money is crucial to helping us reach more young people. I've taken part in several treks, including scaling the three highest peaks in Spain — Los Tres Picos for the Foundation. The sense of achievement in completing the challenge was immense, but the satisfaction of knowing every pound I raised — and every step I took — was supporting young people, was amazing.

So if you're thinking of supporting the Foundation — don't hesitate — just do it. You may forge new friendships, see new places, develop new skills, reach a personal goal and I am sure you'll have fun. But most importantly you will make a huge difference to young people across the UK.

Lynne Peabody, CEO, EY Foundation



The impact your fundraising makes

We are reliant on our incredible fundraisers to help EY Foundation continue to grow the number of young people we reach each year. Your support, whether taking part in an EY Foundation event, or running your own fundraiser can really make a difference.



£15

£50

£160

£15

could train a mentor to support a young person as they plan what to do after school.

£50

could fund an EYF team member to run an employability workshop.

£160

could fund travel and lunch bursaries to enable two young people to access an EY Foundation employability programme.

Over **2,200** employer engagement opportunities

Since **2014** we have supported

Over **24,000** young people from low-income backgrounds

100% of young people qualified for Free School Meals

over **23,000** volunteers

Supported over **200** young entrepreneurs

Ways to support us

Help the EY Foundation reach even more young people by taking part in one of our fundraising activities, becoming a donor, or even creating your own fundraiser.

As well as making a difference to young people's lives, fundraising can be fun, help build your skills and networks and is a great chance to take on a personal challenge.



Meet some of our incredible fundraisers

Meet Chris

Chris Wijayatunga, Audit Data Strategist based in Luton. Chris has supported EY Foundation by taking part in Mud Trial and fundraising for seven consecutive years.

“

Mud Trial 2025 marks the 7th time joining this muddy adventure with my awesome team from the Luton office! This event for me is all about helping young people launch their careers and improve their chances of landing that dream job or heading off to higher education.



Meet Jess: Ankor Wat trekker

Jess Holt, part of the Financial Services Tax team, based in Reading. Previously completed an EY Foundation Annapurna Base Camp Trek which gave her a taste for hiking.

“

I really loved the camaraderie! At the start, everyone is quite polite and then by day three, you're rubbing dirt off each others faces and helping each other paint on the mozzie bite cream. When you're feeling low, there is always someone to lift your spirits, and hiking is a beautiful way to see the country. I would wholeheartedly recommend you undertake an EYF adventure, it'll be something you look back on in years to come and also, it's unlikely to be your last.

Jess raised an incredible

£1,711!

Payday #PennEY's

Donate through your monthly pay

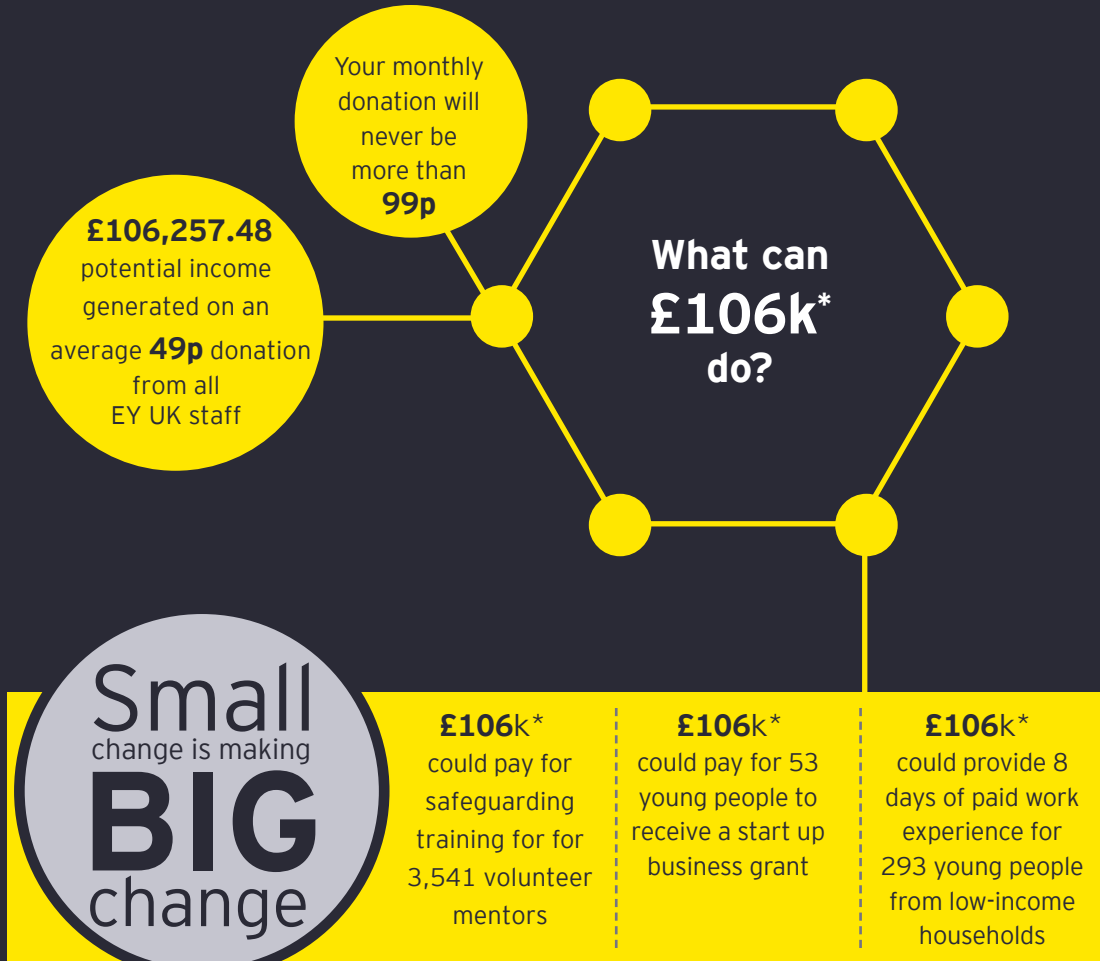


With a maximum possible donation each month of only 99p you won't even notice the difference – but by pooling our pennies together we could collectively raise a huge amount. If everyone in EY UK (both FS and UK&I) gave an average of 49p per month, this could result in a potential income of over £106,000 for the EY Foundation each year. That could help more young people from low-income backgrounds into quality work they want to do.

How your support helps young people

#PayDaysPennEY's

Fundraising to create impact



Small change is making **BIG** change

Sign me up!

- Head to 'MyReward' in Reward and Benefits on EYs intranet.
- Select 'MyImpact' and then PayDay PennEYs from the menu.

*Actual amount is £106,257.48

The impact of your support

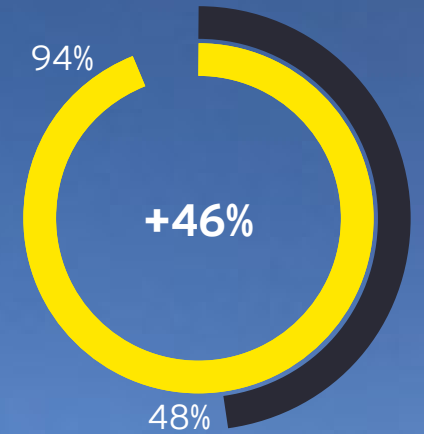
In 2025, fundraisers like you enabled the EY Foundation to support nearly 850 young people through our Smart Futures programme. This provides paid employability skills training, paid work experience and up to six months of mentoring for 16-17-year-olds eligible for Free School Meals. With your help we will support even more young people next year.

“

Before this programme, I was quite shy and reserved, lacking a lot of key skills that are required in a professional environment. However, due to this programme, I was able to do things that I would have never done e.g., doing a presentation. Overall, this programme has been crucial in shaping and developing me as an individual.

Maame, Smart Futures student

self-confidence



Following their Smart Futures programme 94% said their self-confidence was good or excellent

Key:



Become part of Team EY Foundation – active events

Whether you run for fun, aiming for a PB, taking on your first marathon, setting yourself a personal walking challenge or want to cycle to Paris, you could become part of our team of active event participants raising funds for the EY Foundation.



Event highlights:

Try and snag one of our **Annual Great North Run** or **London Marathon** spots.

Be part of our **annual Mud Trial** - get MuddEY on our 5 km obstacle course, a fancy dress filled challenge. Join with a team or be part of our team of hundreds of EY colleagues.

Contact us for more information at fundraising@eyfoundation.ey.com
Subject: Active events fundraising

Meet some of our incredible fundraisers



Meet **Nicola Henry**, a Senior Consultant based in our Belfast office. Nicola took on a year-long, epic running challenge to complete 12 races in 12 months, across 12 countries in support of the EY Foundation!

“From the start, I wanted this challenge to be about more than just personal achievement. I decided to raise funds for a charity that truly resonates with my own story. That’s why I reached out to the EYF. Growing up in a single-parent household and receiving Free School Meals myself, I know first-hand how much difference this kind of support can make for young people who might not otherwise have access to the skills and opportunities needed to build a professional career.

This journey has shown me that anyone, at any level, can make a real difference. It’s not just about the miles ran or the races completed, it’s about the impact we can have when we support each other and our communities.”



Meet **Roshni Vachhani** who is an EYF Charity Champion supporting the charity’s fundraising in her local office. Roshni is a Senior Consultant in Assurance, Technology Risk based in Glasgow.

“Being a Charity Champion has been incredibly enjoyable and rewarding. I’ve had the chance to collaborate with colleagues from different offices, and it’s been inspiring to witness the real difference our fundraising makes through the EYF’s volunteering programmes. The sense of community and shared purpose has truly been a highlight of my EY experience!”



Meet **Jason Simms**, who took on the Great North Run for EY Foundation. Jason is based in Consulting in EY Newcastle. Although he would consider himself a regular runner this was his first organised half marathon event!

“Running the Great North Run was such a good experience and was a great thing to tick off the bucket list! I was blown away at just how good the support was across the full distance of the event and it was even more fulfilling to be running/ supporting an organisation as great as the EY Foundation.”

Want to get your team involved in a fundraiser?



Lydia Simmons

is a Mercury Business Advisory at EY. Lydia runs a team sweepstake each year for the EY Foundation.

“

I thoroughly enjoy running the Grand National sweepstake each year as it's a fantastic way to bring our team together, complete with a hint of friendly competition! But beyond the fun and camaraderie, the most important aspect is raising money to support the EY Foundation, which benefits so many young people each year. Without the EY Foundation I feel a lot of school leavers would miss out on some really valuable opportunities which would help them in later life.

Contact us for our [Fundraisers volunteer guide](#) and to tell us about your fundraiser here.

EY's helping hand for your fundraising



Matched Funding

Raising money for EY Foundation through a fundraising event? EY will match your donations - making your efforts even more impactful.

Match funding up to £500 per individual or £1,000 per team per year.

You will need to complete a form and provide evidence to EY CR to claim this. [Matched Funding Form for Fundraisers.](#)



Thrive Time CR Days

Use your days to build skills, network with colleagues and have an impact on young lives. As part of Thrive Time you have 2 CR days which can be used to volunteer as a fundraiser for the EY Foundation.

[Learn more about Thrive Time](#)



Spend Account

£500 burning a hole in your pocket?

You can use your EY Spend Account to pay or part pay for your place on an EY Foundation fundraiser. For example you can pay your registration fee for an active event, or part fund your International Challenge place.



Find out more and use your spend account at [MyReward – Spend Account](#)

How to fundraise safely and legally

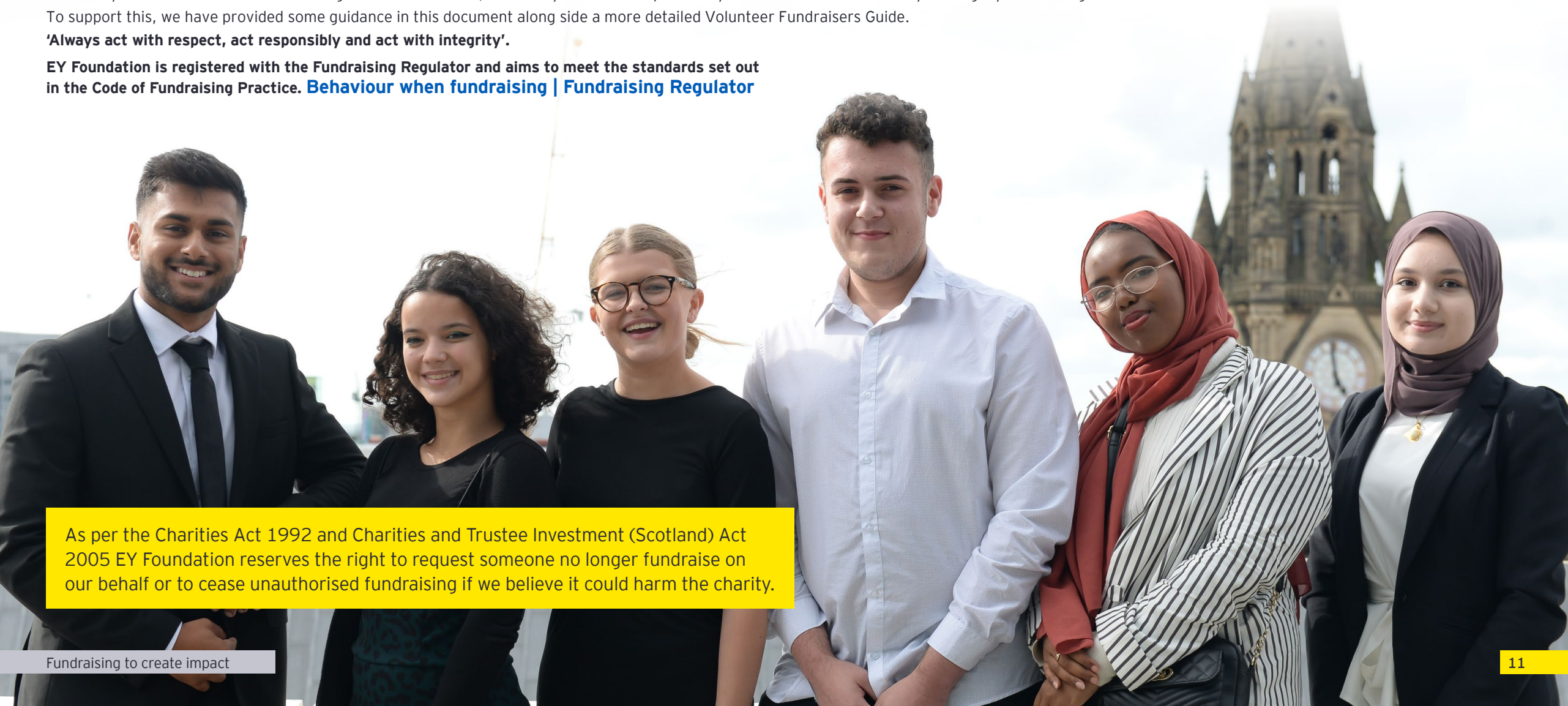


We want you to have fun when fundraising for the Foundation, however you have a responsibility as a fundraiser to act safely and legally while doing so.

To support this, we have provided some guidance in this document along side a more detailed Volunteer Fundraisers Guide.

'Always act with respect, act responsibly and act with integrity'.

EY Foundation is registered with the Fundraising Regulator and aims to meet the standards set out in the Code of Fundraising Practice. [Behaviour when fundraising](#) | [Fundraising Regulator](#)



As per the Charities Act 1992 and Charities and Trustee Investment (Scotland) Act 2005 EY Foundation reserves the right to request someone no longer fundraise on our behalf or to cease unauthorised fundraising if we believe it could harm the charity.

Tips for successful fundraising



Start fundraising early – The most successful fundraisers start six months out and set a fundraising target.

Personalise your donation asks – Start with your fundraising page – have a picture of you, make sure you edit the story, and make it personal and relevant to you where possible.

Set the tone – Get a couple of big donations on your fundraising page at the start – even one from you.

How else can I reach people? Plan a mini comms campaign - For example add a short message and a link to your fundraising page to your email signature. Plan to share updates on your training or event preparation on Strava or other social media channels. Share EY Foundation milestones on your Linked In along with why you are supporting the charity.

Share impact messaging to show how vital the charity's work is

More than 1 in 4 children in the UK are eligible for Free School Meals which significantly impacts their educational outcome and future opportunities.

There are almost one million NEET young people in the UK (not in education, employment or training), with those from low-income backgrounds twice as likely as their better-off peers to be NEET.

We are fundraising to scale up EY Foundation's support for young people from low-income backgrounds across the UK.

EY Foundation is an independent charity committed to removing barriers to employment for young people from low-income backgrounds.

EY Foundation works across England and Scotland to offer young people employability skills training, paid work experience and mentoring.

Planning your own fundraising event checklist

- **When** – check your audience are free and that you planned in enough time to recruit people and get permissions.
- **Where** – where are you doing your event? Is it easy and accessible to get to? What are the costs involved?
- **How many people will come along/take part** – is this realistic? Does it work for your venue?
- **Fundraising** – how much will you raise/ask people to donate?
- **How will you collect money?** You may need to ask us to borrow a payment device or you may want us to create a fundraising page.
- **Permission** – from venue you want to fundraise at, licences etc.
- **H&S** – how will you keep people safe? Contact H&S at your venue/EY.
- **Comms** – Plan a comms campaign and create content to recruit participants and encourage donations- thinking carefully about which channels you can use. Use EY Foundation key messaging for your fundraising.



Find more helpful information in our Fundraising Volunteer's Guide.

Get in touch



Thank you so much for fundraising to support EY Foundation. The work of our charity depends on supporters like you.

Email: communications@eyfoundation.ey.com to sign up to EY Foundation newsletter.

Have a look at our [fundraising page](#) for the latest events and activities.

Get in contact at fundraising@eyfoundation.ey.com

If you have a concern or a complaint about fundraising – please follow the EY Foundation Complaints policy: [Policies | EY – Global](#).

About the EY Foundation

The EY Foundation is a UK registered charity that works directly with young people and employers to create or support pathways to education, employment or enterprise. EY Foundation operates and is incorporated independently of EY and is governed by a separate trustee board.

The EY Foundation is a charitable company registered in England and Wales and Scotland with registered charity number 1157154 and SC045076. It is also a member firm of Ernst & Young Global Limited.

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