



*The Mentoring Resource Pool*

## **Annual Report and Financial Statements for the Year Ending August 2021**

Urban Synergy is a youth empowerment charity, on a mission to inspire, guide and ignite the ambitions of young people.

Our approach focuses on early support, to build confidence and show young people what's possible. That's why we connect them with aspirational - yet relatable - role models and mentors, as well as industry leading companies.

Understanding that every young person, their circumstance, and their dreams are unique, we tailor our school programmes, mentoring and work experience opportunities to help them reach their individual potential.

With the collaboration of our valued partners, we are building an equitable world where everyone, regardless of their background, is empowered to write their own future.



Urban Synergy | Registered office: 2 Lewisham Hill, Lewisham, London SE13 7EJ England Registered number: 07358294 | Registered in England and Wales. Registered Charity No. 1138802



## Message from the Founder & CEO

I am delighted to share Urban Synergy's Annual Report covering the period from September 2020 to August 2021. It will detail our achievements over the last year and information on our supporters, volunteers, donor activities and our future plans.

Over this year we at Urban Synergy have faced many challenges due to the global pandemic, but we have continued to push ourselves and with the help of our community, donors and sponsors, we have supported more than 6500 young people.

We have established three clear pillars for our programmes; we Inspire, Guide and Connect our young people to opportunities, helping them to reach their full potential.

We thank you for your donations which provide young people with the skills, knowledge and opportunities they need to be successful in their transition from education to the workplace.

We continue to deliver our comprehensive outcome focused mentoring programmes, which have all been modified and refined to work online in safe and meaningful ways.

Our programmes are only possible with the huge network of support we have built up, with each of our Mentors, Role Models Volunteers and Supporters providing essential time and guidance to the young people we meet.

This year we have grown hugely. We have stabilised our charity despite multiple government enforced lock downs, and even managed one in person school event. Our team has grown and we have established a payroll system, enabling our team and previous volunteers to join Urban Synergy formally.

We have gained new sponsorships and launched our Urban Synergy Corporate Advisory Board, which you will hear more about in this report, and most importantly we have supported:

- 6515 Young people through career s-seminars
- Mentored 122 students through our e-mentoring
- Delivered 186 work experience placements
- Totalling 3192 hours of work experience for young people (half of which was paid)

The overwhelming support we have received in the year following George Floyd's death, including accessing Racial Equity funding pots, has been impactful and helped us to significantly increase the reach and volume of young people we support.

Together we are building an equitable future for all young people.

**Leila Thomas, Founder & CEO**



## Message from the Chair of Trustees at Urban Synergy

This has been a significant year of growth for Urban Synergy with a serious increase in the number of young people we supported.

The Global Pandemic has continued to cause disruptions to us, but more importantly to the young people Urban Synergy supports, with another year of exam cancellations. We have built upon our transformation to online working and

now offer opportunities to raise the aspirations of young people with career e-Seminars and virtual work experiences, as well as e-Mentoring.

This virtual way of working has removed geographic barriers and is going some way towards providing work experiences as the traditional in-office opportunities diminished due to government restrictions.

Since 2015 McKinsey have been investigating the business case for diversity in the workplace and in May 2020 they published their third paper [Diversity Wins: How Inclusion Matters](#).

*They said “The business case for diversity, equity, and inclusion (DE&I) is stronger than ever. Taking a closer look at diversity winners reveals what can drive real progress,” but how does that equate to the young people we support?*

If we dig a little deeper we see that the most successful companies have common threads. Including, *“ensure the representation of diverse talent,” and “foster belonging through unequivocal support for multivariate diversity.”*

Both of these are key to the foundation of our mission. We continue to showcase successful diverse role models and give young people the skills and understanding they need to feel they belong in the working world. As we illuminate these pathways into careers, we show our young people the way.

To that, we thank our Corporate Advisory Board, Sponsors and Donors, not just for their generous donations, but for the opportunities they are offering our young people.

My hope is that, with their help, we can continue to help young people reach their full potential.

We know that together we can make a difference.

**Dr. Courtenay Griffiths Q.C. Chair of Trustees - Urban Synergy**

# Our Programmes

## Role Model Seminars

Due to the global pandemic we refrained from holding our traditional in person career role model seminars, but we did launch e-Seminars detailed below and even used a hybrid model, with some of the Urban Synergy team in person and the corporate volunteers online. When it is completely safe, we will resume interactive role model seminars at various schools and sixth form colleges.

## e-Seminars

At Urban Synergy, we focus on early support, to build confidence and help young people see what's possible for their future, so in September 2020 we launched the first e-Seminar and it was a great success.

Our school e-Seminars work to bridge the gap between the classroom and the workplace.

This programme is specially designed to inspire and empower young people. We introduce them to role models who have overcome similar barriers, that raise their aspirations, offer a path to follow, and pass on the confidence to write their own future.

In the last 12 months (Sept 2020- Aug 2021) we have reached 6515 students in 52 seminars. To run these and including work experience we have engaged 293 volunteers and they have completed 1056 volunteer hours.

## School Feedback:

*"Thank you again for the seminar today which the students enjoyed enormously. They got a huge amount out of it, and when talking to them over lunch, many said that they feel inspired to look at different career options now.*

*Our staff were very enthusiastic about it and thought it was great too. Please pass on my thanks to your CEO, the panellists, and everyone involved – you were great! Ms Bernie Boyle, Headteacher at Bishop Thomas Grant School.*



 **Joanne McQuillan** · 2nd  
Head of BTEC level 3 Business at Christ The King Sixth Form College  
21h · 🌐

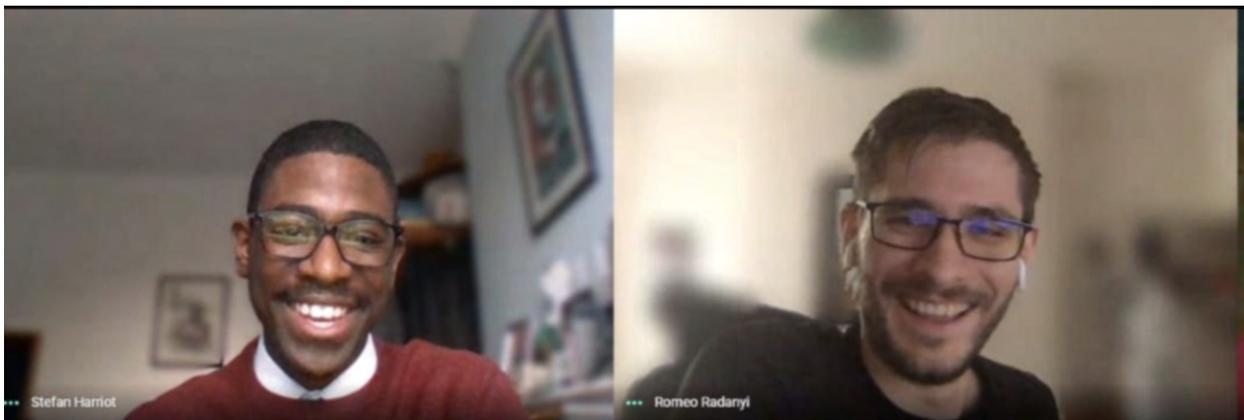
CTK Emmanuel Business students participating in a Careers event with Urban Synergy and Morgan Stanley. Discussing with students career options for the future and providing them tips to be the best they can be. [Christ The King Sixth Form College](#) [Morgan Stanley](#) [Urban Synergy Mentoring](#)



## 1-2-1 Mentoring

We have decided to focus on the e-Mentoring programme that we piloted and launched in 2020 as it was much more attainable with face to face restrictions imposed by the UK Government. It was also very impactful and more cost effective as it was a shorter programme to deliver and less resource intensive. We have therefore retired our 1-2-1 12 month Mentoring programme.

## e-Mentoring



We guide young people on their unique paths to the workplace via access to aspirational, yet relatable, mentors.

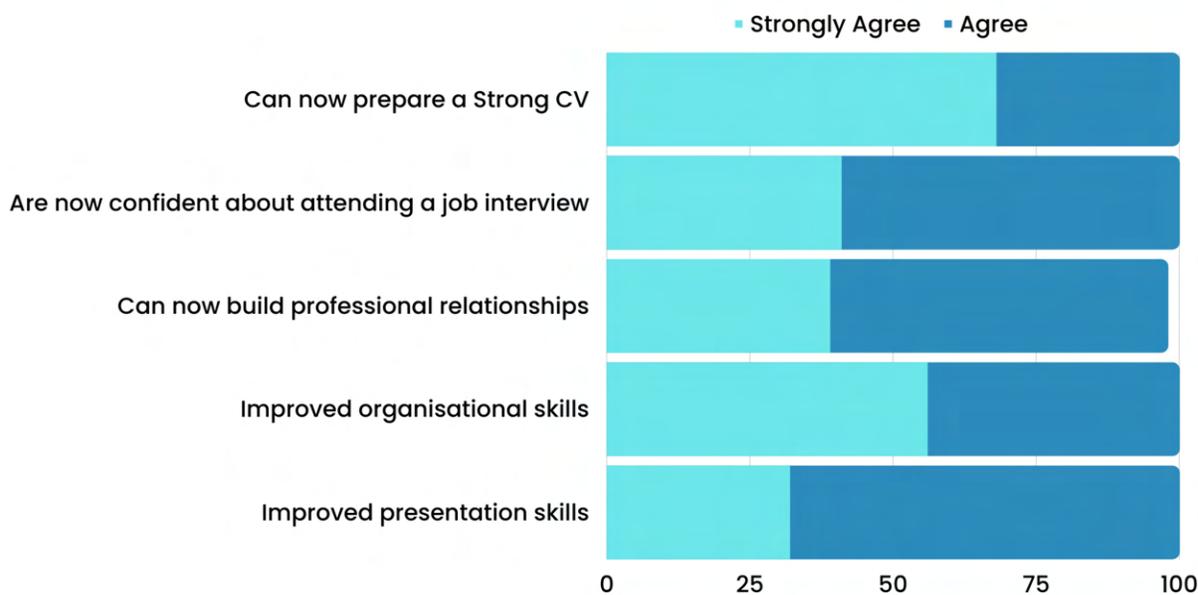
Our e-Mentoring provides engaging one-to-one sessions, with leaders offering valuable insight from their personal stories and how they carved out a path to success.

Based on the specific needs of their mentee, our mentors work with them to build their confidence in personal and professional skills, such as presenting, communication, organisation and interview practice, as well as delivering personalised CV's and giving careers guidance.

In the last **12 months (Sept 2020- Aug 2021)** we have had **295 new mentees apply for the e-mentoring programme, with 122 mentored.** The mentors have logged **657.36 volunteering hours** through their Safeguarding session Logs.

The e-Mentoring programme has enabled us to reach young people across 23 London boroughs and in many different schools and sixth form colleges.

Feedback from our mentees after completing the programme below showed their improved skills and confidence (%):



### **e-Mentee Student Feedback**

*“I had a great relationship with my mentor, it felt natural and he clearly understood what he was talking about. I learnt alot and I feel more confident pursuing my goals.”*

*“I enjoyed being able to have regular contact with someone who's already successfully done something similar to what I aspire to do too. Additionally, the CV and mock interview sessions were especially insightful and helpful.”*

*“Having a mentor helped me realise that I need to be more optimistic and never give up with my education in order to be successful.”*

*“The thing I enjoyed the most was when I got to do the mock interview. This is because it helped me to see how it would be in a real interview and I also received good feedback so I now know where to improve for any job interviews that I have in the future. It also gave me confidence so that now if I have an interview I won't be shy when I'm talking to the employer.”*

## Parent Feedback

*“Just a little message to say thank you for pairing John with my son Dwaine as his mentor, the two have so much in common and it was really nice to see them interact at our first meeting earlier this week. So refreshing to watch my Dwaine actually listening and conversing with an adult, he found it really helpful and is looking forward to meeting with John in a couple of weeks.” Carol*

*“At the time that my son was introduced to Urban Synergy he was experiencing low self esteem and confidence and was unconsciously searching for support and direction. He was struggling to hear this from us, his parents.*

*He was paired with a mentor who inspired him to focus, set goals and dreams and become aspirational in a way he previously hadn't envisioned beyond his social environment.*

*My son was put forward for a presentation with a large investment company and made the top 5. This accomplished the goal of confidence boosting and organisational skills. I was provided with regular updates on his progress with parents evenings via Zoom and emails.*

*The impact of using this service also helped improve home life, opening dialogue between us and allowing him to open up to receiving support from us, his parents.*

*Both my son and I had an amazing experience accessing Urban Synergy service and my son has gone on to complete his first year at university which I attribute to their support. Highly recommended service.” Doriel (Mentee Parent)*

## Mentor Feedback

*“You guys are doing an amazing thing! I have told my colleagues about it at work and once things settle down, I'd be sure to get my team involved. Thanks for a great experience!” Daniel*

*“I would like to make a point that I think this programme is fabulous. The ethos, approach and outcomes of the Urban Synergy programme are really solid and It gave me a lot of pleasure to be part of it and see Ava's success over time. I'd love to continue to be a mentor moving forward.” Jeramie*

*“Such a great programme! Thanks for making this happen and giving people the opportunity to help others through mentoring! I learned a lot in the process too!” Romeo*



## Why Mentors and Role Models Sign up?

During this year we have experienced the continued isolation and separation caused by the Covid 19 pandemic. Just like the students we support, we have been largely separated from our colleagues and normal routines.

Even more than before our volunteers sign up because doing good feels good! It also united us on a combined mission to help young people and gives us a sense of community.

Our established programme, with clear processes makes it easy for our Role Models and Mentors to work in their local communities and give back. As a result, we have had overwhelming support and feedback from our mentors with many coming back to mentor year after year. Many of our Role Models share what they are doing with Urban Synergy and introduce new role models from their networks, who tell us that they enjoy using their spare time for a greater good.

Through the Urban Synergy network, they have also found new connections, helping them to advance their own careers as well as make new friends. When we talk to our volunteers they tell us, they wish that Urban Synergy had been around to help them when they were young.

## Why do corporate partners support us?

During the pandemic a lot of in person volunteering opportunities were cancelled. By moving our programmes online, we were able to continue to take on volunteers and enable them to do good, which was really appealing to our corporate partners.

We also know that diverse teams deliver better performance and our partners tell us there are benefits to the staff, in developing their coaching and communications skills, as well as the team building opportunities it brings. They have seen improved staff morale and it helps them to reach their own sustainable development goals, which are often focused on good health, well-being and reduced inequality, as well as Diversity, Equity & Inclusion.

Urban Synergy provides easy ways of using volunteering days to work directly with their local communities to positively influence young people. Many of our partners give their staff 1 or 2 volunteering days each year.

## Work Experience

We know our young people thrive when they feel motivated, valued and challenged.

That's why we work with industry-leading partners to secure **meaningful work experience** opportunities that ignite their passions and act as a catalyst for their journey into the workplace.

This programme helps us to create diverse, work-ready talent, prepared for their next opportunity. We believe that through these efforts, in collaboration with our partners, we can build a workforce based on fair opportunity, that everyone can benefit from.

In the last **12 months (Sept 2020 - Aug 2021)** we have **186 work experience placements** ranging from a taster day, to 6 week internships. This **totaled 3412 hours** of work experience for our young people.

Of these opportunities, **1605 hours were paid work.**

To deliver the Work Experience we partnered with Boku, Citi, Dynamic Planner, Epoch Capital, London Stock Exchange Group, M&G Plc, Moody's Investor Services, Morgan Stanley, National Black Crown Prosecution Association, PwC, Refinitiv, RWS, Salesforce, Tideway, Tru Rating, UK Power Networks, UK Supreme Court.

We also delivered more Bright Horizons programmes, following our pilot last year and through feedback from stakeholders and young people, we renamed it our DREAM programme. Which stands for:

**D**ream  
**R**esponsibility  
**E**njoy opportunities  
**A**ppreciate  
**M**ake it happen

The Work Experience programmes delivered by Boku, Dynamic Planner, Epoch Capital, Tru Rating and UK Power Networks followed the DREAM format though some partners ran multiple placements and also full time during the school holidays.

#### **Mentee Work Experience feedback:**

*"I enjoyed it very much, I believe I have gained a vast amount of skills during it including learning how to use certain technology and presenting skills."* Glory

*"I enjoyed the work experience, because it helped me be more confident in working with people I don't know and taught me more about apprenticeships."* Temidayo

*"The work experience gave me a good insight on how it is to work in a fast paced environment, and building confidence and to work collaboratively with a creative team."* Syed

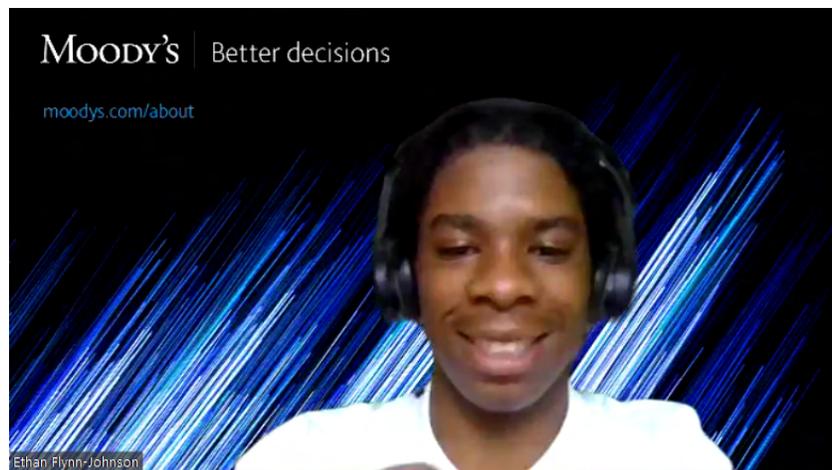
#### **M&G work experience**

In partnership with M&G plc, Urban Synergy delivered six one-week virtual internship opportunities, where mentees learned about all aspects of investment management. Mentees each completed 32 hours of work during the internship, totalling 192 hours of work experience. These vital insights gave the young people the information they needed to understand the industry, routes into asset management including apprenticeships and the variety of roles available in a large financial institution.



## Moody's Work Experience

Over the summer one of our Mentees, Ethan completed a 4-week paid Business Development, Support and Research Internship at Moody's, totalling 140 hours of work experience. He said *"One of the best parts about my Moody's internship was getting to make those one-to-one relationships with different people. Even now, 6 months later, I'm still in contact with some of the people from Moody's that I found inspiring. It's helped me see that even in large corporations, and even those in senior positions, everyone's still a person."*



## Tideway Work Experience

In July we worked with Tideway to deliver a week of work experience for ten students, finding out about the innovative work being done to preserve the River Thames. They worked both online and in person with visits to two different sites.

This amazing opportunity learning about the Engineering industry delivered:

- Deeper understanding of the Super Sewer project and its impact on London
- Improved knowledge of Sustainability and Engineering

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- Interactive assignments and tasks
- Networking with senior leaders and teams across the business and understanding their roles
- A project and final presentation
- Improved understanding of apprenticeship programmes and how to apply



Mentees presenting their engineering presentation to Tideway during their work experience with Tideway via Urban Synergy.

## Salesforce Work Experience

With Salesforce we delivered an inspiring week of work experience for 23 students in April. 40 Keen volunteers gave up a total of 275 Hours to deliver this interactive online work experience programme. Each student completed 35 hours of work experience.

They gained insight into Business, Sales and Technology during the work experience opportunity, and had to work in small groups to use technology to solve a real world challenge.

100% of the young people said they gained the following skills: Networking, Working Remotely, Personal Responsibility, Building Relationships with Professionals. They all said they wouldn't have had access to an opportunity like this without Urban Synergy.

For many it opened up their eyes to a career in technology which they would now like to pursue.



One of the teams of young people during their final presentation.



Some of the Salesforce team, Urban Synergy team and young people.

## Boku Work Experience

Boku offered a DREAM programme focused around Operations. The student gained exposure to the software and mobile payments industries meeting with leaders across Boku functions including; Commercial, Operations, Finance, Product, Marketing, Technology, Legal and IT & Security. They also took part in these initiatives:

- Business development – sales & commercial planning and working with digital merchants
- Operations – project management and customer support for identity and payment software services

- Technology – software development of identity and payment platforms
- IT & Security – planning and developing secure information technology (IT) systems for Boku's growth

## **PwC work experience**

In August, 13 mentees in year 12, successfully gained places on PwC's New World New Skills programme through Urban Synergy. This was a paid week of work experience, which was hybrid, some online and also a site visit to an office. Their goal was to gain insights in technology and how it is used in business, linking to PwC's mission of everyone being able to live, learn, work and participate in the digital world. The students valued the insights they had and learned essential business and communication skills.



## **UK Power Networks Work Experience**

Six students supported during a one-week work experience programme, creating 71 hours of volunteering. Mentees gained insight into areas across the business, including electrical design, end user computing and telecoms, marketing and communications, and employee engagement. They also developed the CV writing, interview and presentation skills with UK Power Networks employees.



## Dynamic Planner Work Experience

Ryan completed our DREAM programme with Dynamic Planner, the UK's leading risk-based financial planning system:

*"Meeting the senior leadership was inspiring, especially hearing from the CEO and how he built the company. During the internship, not only did I meet a great team of people, I saw that the company's mission was very clear: to support clients and make portfolio management easier for them. Everyone I met was focused on that goal. It was a privilege to be trusted to help wherever I could."*

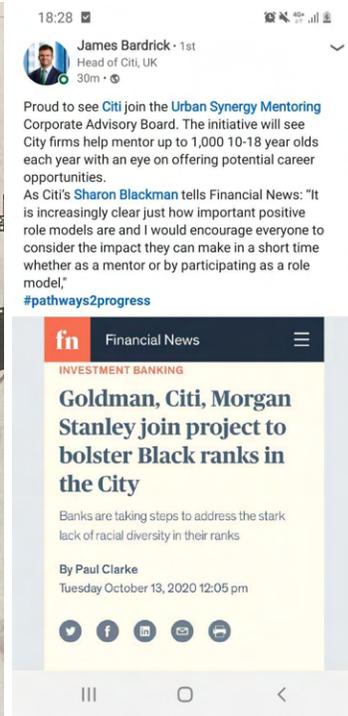
Here's what Elly Gallagher, Head of People & Values at Dynamic Planner had to say:

*"We chose to work in partnership with Urban Synergy, recognising that we could make a real difference to the students by providing interesting work opportunities that are not always easily accessible."*

*"Our team members who supported the DREAM programme, which Ryan was part of, got to develop their own mentoring skills and impart valuable knowledge gained through their own working lives. Ryan fitted in really well as part of our finance team; we were really impressed by his contributions, professionalism and ideas, some of which have been implemented and are of benefit to the company."*

# Highlights of the year

## Urban Synergy Corporate Advisory Board Launch



In October 2020 we launched our Urban Synergy Corporate Advisory Board to enable Urban Synergy to grow successfully by bringing new expertise and experience as well as supporting sustainable fundraising, idea generation and corporate participation. Corporate Sponsors will also provide expertise, mentors and funding.

The Advisory Board has no formal responsibility in terms of performance, finance or operation of the charity, but will serve as advisors to the Trustee Board and Management of Urban Synergy, based on their extensive operational experience and key networks. They will be material supporters to Urban Synergy both financially and through mentorship and career openings for mentees.

As well as providing sustainable funding to the charity, the Corporate Advisory Board will share their expertise, including PR & marketing, technology systems, fundraising, and HR. They will develop career learning and pathways for the young people served by Urban Synergy into employment through corporate insight days, job shadowing, internships, apprenticeships and other work experience.

- Corporate Advisory Board members include: Goldman Sachs, UK Power Networks, Dynamic Planner, EC1 Partners, DMGT and Refinitiv.

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- Corporate sponsors include: Citi, Morgan Stanley, Capgemini, The International business of Federated Hermes, Moody's, Newable, PwC and RWS.

Chair of the Urban Synergy Corporate Advisory Board, Refinitiv CEO, **David Craig**, said: *“We owe it to all children, to level the playing field and create opportunities for everyone to thrive according to their abilities. The financial community will benefit enormously from more diversity; and I’m delighted at the range and depth of individuals joining this Board. I know we will make a difference.”*

Basil Scarsella, chief executive of UK Power Networks, a company which has joined the Urban Synergy Corporate Advisory Board, said: *“Our support for Urban Synergy is another example of our determination to ensure UK Power Networks is a truly inclusive and diverse workplace. We are already working hard to achieve this, but we can always do more. All companies have a responsibility to ensure equal opportunities for all and my genuine belief is that a vibrant workforce, from diverse backgrounds, ensures a whole range of fresh ideas and perspectives emerge to reflect the community we serve.”*

## **Haberdashers Ready 4 Work Conference**

In January, 120 students from Haberdashers Aske’s Knights Academy attended our Ready 4 Work e-Seminar with volunteers from Goldman Sachs, Refinitiv, EC1 Partners, PwC, Citi and Adobe.

Year 12 students, preparing for their next steps, had the opportunity to connect with and question a diverse panel of professionals, as well as receiving career advice and guidance to support their transition from further education onto their professional path.

Students were split into online classrooms with role model panellists, working in a range of sectors including Banking and Capital Markets, Financial Crime, Law and Sport, sharing their personal professional pathways and decoding the world of work.

Students were given ‘top tips’ by the host and panellists working in recruitment and talent. One Knights student told us, *“I learned how to give a good first impression on future employers and that not knowing what you want to do in the future at this stage is perfectly fine.”*

*Jamie Cole, Haberdashers head of yr 12 : “I know students would have greatly benefited from the experience Urban Synergy has provided for them, allowing them to aspire to be what and who they want to be. They have been assisted in making decisions regarding their short and long term futures. Receiving first hand insight and tips from credible, relatable young professionals as well as experienced more senior individuals is so beneficial to my students.”*

## London Thunder Seminars

Urban Synergy partnered with community Basketball club London Thunder to deliver a series of online Role Model Seminars called 'Careers in..', featuring role models from different jobs/industries including; healthcare, business & finance, sport, technology during lockdown.

We also worked with the basketball club Manager Steve Bucknall to encourage his players to join our e-Mentoring scheme as it delivered valuable transferable skills for players looking for scholarships and further education.

We also delivered a special Black History Month seminar with Paul Obina and one of our Mentees Nathanael Newyear talking about the black history timeline.

## UK Supreme Court Virtual Tour

In February we partnered with the UK Supreme Court to deliver a virtual tour of the court and how the cases there work. They illustrated the creation and work of the UK Supreme Court. With an interactive tour, discussing some of their more accessible cases, covering such topics as freedom of the press versus personal privacy or the limits of religious freedom or the stop and search laws. Their aim is stimulating young people's interest and perhaps inspiring them to look at the law as a career. They had two Judicial Assistants, who were qualified lawyers, working for a period in this junior position, to give them insight into the work of Queens Councillors, with a view of becoming one, later in their careers.

The young people really enjoyed getting to talk to the Judicial Assistants who made extra time to answer all their questions. The young people said, *"the event was very informative and it gave me a good perspective of job roles within the law sector and history of law."*

*"The event was very informative and it gave me a good perspective of job roles within the law sector and history of law."*



Court 1 at the UK Supreme Court

## Motability Operations Scholarship

We partnered with Motability Operations Ltd to launch their University Scholarship Programme for Black, Asian and Ethnic Minority students to provide financial help and work experience during their University education.

This opportunity included:

- Funding of up to £9,250 per academic year, for a maximum of four years.
- Paid summer placements at the Motability Operations London office.
- Mentoring from both Motability Operations and Urban Synergy.
- The chance to apply for a permanent job when they graduate.

Nadia Begum, one mentee who obtained the scholarship has said: *"The scholarship has enabled me to go to university to study my desired course without having the financial burden of tuition fees that comes with higher education. The scholarship has also helped me to pursue my career goals, as I will gain valuable work experience during the yearly summer internships at Motability Operations."*

## St Ursula's Ready for Work Seminar Partnered With Citi



In July, Urban Synergy hosted a hybrid Ready 4 Work seminar with 28 volunteers from Citi, supporting 130 students at St Ursula's School. The students got to develop their interview skills through mock interviews, learn how to write a good CV with Citi HR and Apprentices, and talk with a diverse panel of professionals sharing career pathways, inspirational stories followed by Q&A with students asking questions via chat. Top tips to the top, to prepare the students for their next steps.

Our goal for the day was: Helping to raise the aspirations of students by sharing real and tangible information about career journey's and prospective jobs.

Student feedback: *“I learnt how to give a good first impression on future employers and that not knowing what you want to do in the future at this stage is perfectly fine.”*

## Head Teacher Conference

In March we were guests at two head teachers conferences. The first was with Lewisham Council and their focus was Embedding Race Equality in Lewisham schools and raising the attainment of black caribbean pupils. The second was with the Arch Diocese of Brentwood with a focus on Racial Equity. On both we presented our programmes and how we were helping young people and schools to bridge the gap from the school gates to the workplace.

These conferences gave us an invaluable opportunity to hear from the Head Teachers and School Governors about the challenges they are facing and the issues affecting the young people they teach.

We have since worked with many schools to run e-Seminars and share e-Mentoring with the Secondary schools and sixth form colleges and continue to strengthen our relationships with the schools.

## PwC Virtual Park Event

In May we partnered with PwC to run a virtual careers fair in their Virtual Park, an interactive software solution that allows visitors to create an avatar, move around a virtual conference centre and network with PwC professionals. The young people enjoyed the interactive aspect and gained vital employability skills. Using avatars made it easier for young people who are shy and the event had lots of different sessions to keep things interesting. The PwC volunteers had a great diversity of different roles and seniority levels as well as gender and ethnicity.



## Science Magic

Science Magic worked with Urban Synergy on a pro-bono basis to assess our brand, mission and any unique selling points. They helped to position us better, with our brand messaging,

communications and PR offering. We now have a brand positioning and messaging deck that can be used for communications across our digital platforms, and at in person events.

To complete this they completed interviews and research with all our stakeholders, including schools, young people, the USCAB, Role Models and Mentors, as well as the Urban Synergy Team.

They helped us express our USP as a 'Youth Empowerment Charity' and helped us to understand how we are perceived and received by all our different stakeholders.

This has helped to refine our website, and our messaging.

## **Careers Week - Oasis Academy Arena**

Seven colleagues attended an e-Seminar that was part of a careers focus week at Oasis Academy Arena providing a wide cross section of roles, seniority levels, culture, backgrounds and advice.

### **Feedback Kat Maguire - Maths Teacher & Career Lead at Oasis Academy Arena:**

*"We cannot thank the Urban Synergy team enough. Building quality relationships with real employers is a very difficult task for schools but Urban Synergy made these seamless and extremely professional events.*

*The calibre of the speakers was more than we could have hoped for. We were lucky enough to hear from a range of individuals in senior positions. It was also very powerful for our students to get to hear from panels consisting of such diverse backgrounds, races and genders.*

*We were really impressed with the panel's openness and honesty in discussing their personal career challenges and highlights. I know that this has impacted on students who might have a tendency to see setbacks as a barrier to success rather than something that simply sets them on a different path.*

*We are very excited to continue working with Urban Synergy as we know their involvement in our careers programme is going to bring immeasurable benefits to all of our students."*

## Black History Month Campaign

At Urban Synergy we feel accessible, positive role models are so important to show young people career pathways and how to access them.

With that in mind in October we showcased interviews with Role Model Hero's during UK Black History Month (BHM). By showing the diversity of roles and role models to the next generation, we can help them to write their own futures.

We must make significant changes to raise the aspirations of the young people in our communities. We believe in order for that change to happen we must work together to help each other, to lift our young people and make their futures brighter. For this purpose we also included our active allies who are taking action, in our Black History month showcase with our role models. Nelson Mandela wisely said "It is in your hands, to make a better world for all who live in it."



## LinkedIn Pro Bono

In June we ran a sponsored LinkedIn campaign to raise the profile of Urban Synergy and reach new potential supporters. LinkedIn gave us a pro bono \$50,000 spend to use on sponsored messaging, advertising and posts. This generated 1,647,174 impressions during the campaign and led to new sponsors and supporters as well as expanding our brand awareness.

## Award Wins

This year saw Leila Thomas win and be shortlisted for many awards, most notably:

- Leila Thomas received the National Black Crown Prosecution Association (NBCPA) 'Profile in Courage Award' 2021
- Leila Thomas featured on the EMpower 100 Ethnic Minority Executives List.
- Leila Thomas featured in the EMpower Top 10 UK Black Role Models list, presented by Google. Leila was delighted to be listed alongside **Sengova Kailondo**, a past mentee who gained valuable work experience in Law, through Urban Synergy when he was 15.



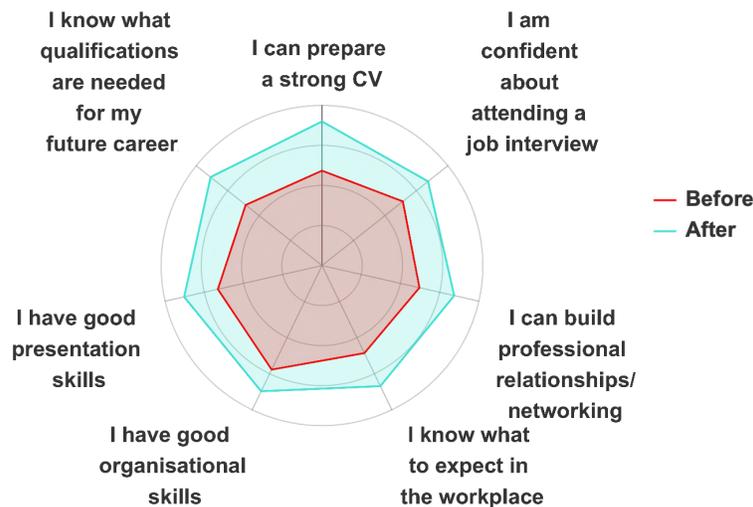
## Outcomes for our Alumni

Urban Synergy is an outcome focused charity. We continually monitor the outcome of mentees who embark on our programmes and document successes through case studies to show the impact that the charity has made to that young person's life

This year we have mentored and supported thousands of young people, offering many work experience placements, below are a few highlights below:

- Jaden Auguste-Lowe completed paid work experience with UK Power Networks via Urban Synergy and also performed at our Celebration Event at the London Stock Exchange Group building in Canary Wharf.
- Kareem Mercier was introduced to a NASA Engineer via his mentor and also completed paid work experience with PwC at their office in London Bridge, also work experience with Tideway engineering who are building the super sewer.
- Morgan McKay Simpson completed paid work experience with TruRating, they also offered him a paid summer placement.
- Kofi Duah aspiring lawyer was mentored by a Barrister, Q.C. and Kofi also completed work experience with technology giant Salesforce and presented with a team of other students to the Salesforce Executive Team. Their team won an Amazon TV Stick Lite each for their group presentation.
- Ryan Odita completed paid work experience at FinTech company Dynamic Planner.

## Impact - Mentees Graduated 1/9/2020 - 31/8/2021: Before and after self evaluation average responses



# Sept 2020 - Aug 2021 Financial Summary

## URBAN SYNERGY

Statement of Financial Activities (including Income and Expenditure Account)

For the year ended 31 August 2021

	Notes	Unrestricted Funds £	2020 £
<b>Income and endowments from:</b>			
Donations and legacies	2	533,526	109,770
Other trading activities	3	1,114	10,000
Other income	4	1,054	1,289
<b>Total</b>		<b>535,694</b>	<b>121,059</b>
<b>Expenditure on:</b>			
Charitable activities	5/6	(260,716)	(75,291)
<b>Total</b>		<b>(260,716)</b>	<b>(75,291)</b>
<b>Net income</b>		<b>274,978</b>	<b>45,768</b>
<b>Reconciliation of funds</b>			
Total funds brought forward		50,033	4,265
<b>Total funds carried forward</b>		<b>325,011</b>	<b>50,033</b>

## Statement of Financial Position

As at 31 August 2021

	Notes	2021 £	2020 £
<b>Fixed assets</b>			
Intangible assets	11	940	-
		<b>940</b>	-
<b>Current assets</b>			
Debtors	12	4,635	
Cash at bank and in hand		460,865	98,345
		<b>465,500</b>	<b>98,345</b>
<b>Creditors: amounts falling due within one year</b>	13	(141,429)	(48,312)
<b>Net current assets</b>		<b>324,071</b>	<b>50,033</b>
<b>Total assets less current liabilities</b>		<b>325,011</b>	<b>50,033</b>
<b>Net assets</b>		<b>325,011</b>	<b>50,033</b>
<b>The funds of the charity</b>	14		
Unrestricted income funds		325,011	50,033
<b>Total funds</b>		<b>325,011</b>	<b>50,033</b>

## Urban Synergy's Future

2020 to 2021 has been a year of transformation and growth. We have still had challenges, and lockdowns to navigate, but we have stabilised, increased our reach, funding and the number of young people supported significantly.

Urban Synergy continues to be successful and intends to expand its model, working in partnership with more corporate companies, gaining more role models, reaching more young people and delivering more positive outcomes.

Within the next three years we plan to:

- Increase our income to grow our charity
- Continue to expand our resources and team
- Expand our online Programmes:
  - e-Seminars London wide
  - e-Mentoring London wide
- Continue to offer our mentee activities to include additional online workshops
- Improve volunteer management and communications
- Improve our partnership management and reporting
- Streamline our information management system
- Grow our Corporate Advisory Board
- Expand our programmes to other schools in other cities in the UK with similar socio economic challenges
- Create a Fundraising and PR Team – promote the raising of funds and awareness of our success and ongoing funding purposes

## Urban Synergy Board of Trustees

### Leila Thomas – CEO

Dr. Patrick Clarke O.B.E, Charmaine Charles, Trevor Cole, Donovan Davidson, Dr. Courtenay Griffiths QC, Emma Miller, Paul Lawrence, Eddie Nestor, Garry Green and Dr. Keith Davidson.

## Trustee Changes

**Paul Lawrence**, our friend and Urban Synergy Trustee, sadly passed away in December 2020. Paul was hugely influential in training mentors and to all young people he met. His guidance as a Trustee is sorely missed and his passing was felt all across the charity, especially the young Ambassadors and also the local community. His legacy lives on at Urban Synergy and we plan to launch the Paul Lawrence Star Mentee Award. Our thoughts, love and support remain with his family.

**Emma Miller**, Head of Investment Banking & Capital Markets - Data & Analytics - London Stock Exchange Group (LSEG) has joined us as a trustee and brings a wealth of account management, financial and strategy experience.

## Urban Synergy Team

Leila Thomas, Dianne Johnson, Nigel Williams, Trevor Cole, Kate Williams, Jacqueline Alcindor, Donovan Davidson and Charmaine Charles, Deborah Barrington, Vanessa Morrile, Jane Watts & Richelle Case



Urban Synergy leadership team

## THANK YOU

**Finally, we'd like to extend a huge thank you to you, our Donors, Sponsors, Strategic Partners, Volunteers, Role Models and Mentors. We could not have helped so many young people without each and every one of you.**

Charity number: 1138802

Company number: 07358294

(England and Wales)

URBAN SYNERGY

Report of the Trustees and Unaudited Financial Statements

For the year ended 31 August 2021

URBAN SYNERGY  
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For the year ended 31 August 2021

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Detailed Statement of Financial Activities	10 to 11

**URBAN SYNERGY**  
**Report of the Trustees**  
**For the year ended 31 August 2021**

The Trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the financial statements for the charitable company for the year ended 31 August 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) (effective 1 January 2019).

The trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

**See Trustees Annual Report on Appendix One**

**REFERENCE AND ADMINISTRATIVE INFORMATION**

<b>Name of Charity</b>	URBAN SYNERGY
<b>Charity registration number</b>	1138802
<b>Company registration number</b>	07358294
<b>Principal address</b>	2 Lewisham Hill London SE13 7EJ

**Trustees**

The trustees and officers serving during the year and since the year end were as follows:

Keith Davidson  
Trevor Cole  
Patrick Clarke  
Courtenay Griffiths  
Leila Thomas  
Donovan Davidson  
Charmaine Charles  
Eddie Nestor  
Garry Green  
Emma Miller  
(Appointed: 03 September 2020)

**Independent examiner**

Emmanuel Mensah FMAAT  
Ground Floor West Office 10  
Nicholas House, River Front  
Enfield  
EN1 3TF

Approved by the Board of Trustees and signed on its behalf by



13/5/22

.....  
Donovan Davidson – Trustee

**URBAN SYNERGY**  
**Independent Examiners Report to the Trustees**  
**For the year ended 31 August 2021**

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 August 2021.

**Responsibilities and basis of report**

As the charity Trustees, who are also directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiners statement**

Since the Charitable company's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination by virtue of my membership of , which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



---

Emmanuel Mensah FMAAT  
Ground Floor West Office 10  
Nicholas House, River Front  
Enfield  
EN1 3TF

Date: 13 May 2022

**URBAN SYNERGY**  
**Statement of Financial Activities (including Income and Expenditure Account)**  
**For the year ended 31 August 2021**

	Notes	Unrestricted funds £	2020 £
<b>Income and endowments from:</b>			
Donations and legacies	2	533,526	109,770
Other trading activities	3	1,114	10,000
Other income	4	1,054	1,289
<b>Total</b>		<b>535,694</b>	<b>121,059</b>
<b>Expenditure on:</b>			
Charitable activities	5/6	(260,716)	(75,291)
<b>Total</b>		<b>(260,716)</b>	<b>(75,291)</b>
<b>Net income</b>		<b>274,978</b>	<b>45,768</b>
<b>Reconciliation of funds</b>			
Total funds brought forward		50,033	4,265
<b>Total funds carried forward</b>		<b>325,011</b>	<b>50,033</b>

**URBAN SYNERGY**  
**Statement of Financial Position**  
**As at 31 August 2021**

	Notes	2021 £	2020 £
<b>Fixed assets</b>			
Intangible assets	11	940	-
		<b>940</b>	<b>-</b>
<b>Current assets</b>			
Debtors	12	4,635	-
Cash at bank and in hand		460,865	98,345
		<b>465,500</b>	<b>98,345</b>
<b>Creditors: amounts falling due within one year</b>	13	(141,429)	(48,312)
<b>Net current assets</b>		<b>324,071</b>	<b>50,033</b>
<b>Total assets less current liabilities</b>		<b>325,011</b>	<b>50,033</b>
<b>Net assets</b>		<b>325,011</b>	<b>50,033</b>
<b>The funds of the charity</b>			
Unrestricted income funds	14	325,011	50,033
<b>Total funds</b>		<b>325,011</b>	<b>50,033</b>

For the year ended 31 August 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the Board and signed on its behalf by:



.....  
Donovan Davidson  
Trustee

Date: 13/5/22

URBAN SYNERGY  
Notes to the Financial Statements  
For the year ended 31 August 2021

**1. Accounting Policies**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention, except for investments which are included at market value and the revaluation of certain fixed assets and in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

URBAN SYNERGY meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

**2. Income from donations and legacies**

	2021	2020
	£	£
<b>Unrestricted funds</b>		
Donations received	56,320	71,770
Grants received	477,206	38,000
	<b>533,526</b>	<b>109,770</b>

**3. Income earned from other activities**

	2021	2020
	£	£
<b>Unrestricted funds</b>		
Fund raising events	1,114	10,000
	<b>1,114</b>	<b>10,000</b>

**4. Other income**

	2021	2020
	£	£
<b>Unrestricted funds</b>		
Other Income	66	-
Other Income (Creditors Write-back)	988	1,289
	<b>1,054</b>	<b>1,289</b>

**URBAN SYNERGY**  
Notes to the Financial Statements Continued  
For the year ended 31 August 2021

**5. Costs of charitable activities by fund type**

	2021	2020
	£	£
<b>Unrestricted funds</b>		
Youth Mentoring, Seminars & Workshops	190,113	2,425
Support costs	70,603	72,866
	<b>260,716</b>	<b>75,291</b>

**6. Costs of charitable activities by activity type**

	Activities undertaken directly	Grant funding of activities	Support costs	2021	2020
	£	£	£	£	£
<b>Support costs</b>					
Youth Mentoring, Seminars & Workshops	184,940	5,173	70,603	260,716	75,291

**7. Analysis of support costs**

	2021	2020
	£	£
<b>Youth Mentoring, Seminars &amp; Workshops</b>		
Management	49,976	-
IT	4,471	-
Support Costs - Resources	7,103	63,874
Support cost - Operations	-	6,891
Governance costs	9,053	2,101
	<b>70,603</b>	<b>72,866</b>

**8. Net income/(expenditure) for the year**

This is stated after charging/(crediting):

	2021	2020
	£	£
Independent examiner's fees	5,352	948

URBAN SYNERGY  
Notes to the Financial Statements Continued  
For the year ended 31 August 2021

**9. Staff costs and emoluments**

Total staff costs for the year ended 31 August 2021 were:

	2021	2020
	£	£
Salaries and wages	81,532	-
Social security costs	7,779	-
	<b>89,311</b>	<b>-</b>

	2021	2020
Support Workers	5	0
	<b>5</b>	<b>0</b>

**10. Comparative for the Statement of Financial Activities**

The comparative year values on the Statement of Financial Activities are for unrestricted funds.

**11. Intangible fixed assets**

	Intangible asset 3
	£
<b>Cost or valuation</b>	
At 01 September 2020	940
At 31 August 2021	<b>940</b>
<b>Net book values</b>	
At 31 August 2021	<b>940</b>
At 31 August 2020	<b>940</b>

**12. Debtors**

	2021	2020
	£	£
<b>Amounts due within one year:</b>		
Prepayments	4,635	-
	<b>4,635</b>	<b>-</b>

URBAN SYNERGY  
Notes to the Financial Statements Continued  
For the year ended 31 August 2021

13. Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	11,255	-
Other creditors	5,947	9,180
Accruals and deferred income	124,227	39,132
	141,429	48,312

14. Movement in funds

**Unrestricted Funds**

	Balance at 01/09/2020	Incoming resources	Outgoing resources	Balance at 31/08/2021
	£	£	£	£
<i>General</i>				
General	50,033	535,694	(260,716)	325,011
	50,033	535,694	(260,716)	325,011

**Unrestricted Funds - Previous year**

	Balance at 01/09/2019	Incoming resources	Outgoing resources	Balance at 31/08/2020
	£	£	£	£
<i>General</i>				
General	4,265	121,059	(75,291)	50,033
	4,265	121,059	(75,291)	50,033

**Purpose of unrestricted Funds**

General

These are funds not restricted in nature and can be applied as the Board sees fit but within the scope of the charities objects and intended purposes.

15. Analysis of net assets between funds

	Intangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
<b>Unrestricted funds</b>			
<i>General</i>			
General	940	324,071	325,011
	940	324,071	325,011

URBAN SYNERGY  
Notes to the Financial Statements Continued  
For the year ended 31 August 2021

Previous year

	Intangible fixed assets	Net current assets / (liabilities)	Net Assets
	£	£	£
<b>Unrestricted funds</b>			
<i>General</i>			
General	-	50,033	50,033
	-	50,033	50,033

**URBAN SYNERGY**  
**Detailed Statement of Financial Activities**  
**For the year ended 31 August 2021**

	2021	2020
	£	£
<b>INCOME AND ENDOWMENT</b>		
<b>Donations and legacies</b>		
Donations	36,930	71,770
Special Donations	10,092	-
Gift Aid Income	9,298	-
Reuters Ltd UK Donation	-	10,000
CAB Contributions	168,667	-
Corporate Sponsorships	153,596	-
E-Mentoring Income	80,919	-
E-Seminars	35,840	-
Mayors Office	-	10,000
Capgemini	-	10,000
UK PN	-	5,000
Catch 22	-	3,000
Refinitiv	38,184	-
	<b>533,526</b>	<b>109,770</b>
<b>Other trading activities</b>		
Fund raising events	1,114	10,000
	<b>1,114</b>	<b>10,000</b>
<b>Other income</b>		
Other Income	66	-
Other Income (Creditors Write-back)	988	1,289
	<b>1,054</b>	<b>1,289</b>
<b>Total incoming resources</b>	<b>535,694</b>	<b>121,059</b>
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Direct Charitable Costs	-	(2,425)
Staff costs - wages & salaries	(39,335)	-
Contract Staff Costs	(97,873)	-
E-Mentoring	(14,320)	-
E-Seminars	(16,321)	-
UKPN Mentee Salaries	(7,449)	-
Mentee Expenses	(5,327)	-
Mentee CRB Checks	(4,315)	-
Grants/Donations/Scholarships	(5,173)	-
	<b>(190,113)</b>	<b>(2,425)</b>
<b>SUPPORT COSTS</b>		
<b>Management</b>		
Staff costs - wages & salaries	(42,197)	-
Staff costs - social security costs	(7,779)	-
	<b>(49,976)</b>	<b>-</b>
<b>IT / Internet Costs</b>		
IT Costs	(4,471)	-
	<b>(4,471)</b>	<b>-</b>

**URBAN SYNERGY**  
**Detailed Statement of Financial Activities Continued**  
**For the year ended 31 August 2021**

<b>Support Costs - Resources</b>		
Support Costs - Resources	(7,103)	(63,874)
	<b>(7,103)</b>	<b>(63,874)</b>
<b>Support cost - Operations</b>		
Support cost - Operations	-	(6,891)
	-	<b>(6,891)</b>
<b>Governance costs</b>		
Independent Examiners fees	(5,352)	(948)
Other office costs	(3,701)	(1,153)
	<b>(9,053)</b>	<b>(2,101)</b>
<b>Total resources expended</b>	<b>(260,716)</b>	<b>(75,291)</b>
<b>Net Income</b>	<b>274,978</b>	<b>45,768</b>

**URBAN SYNERGY**  
**Independent Examiners Report to the Trustees**  
**For the year ended 31 August 2021**

I report to the trustees on my examination of the accounts of the charitable company for the year ended 31 August 2021.

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---

Emmanuel Mensah FMAAT  
Ground Floor West Office 10  
Nicholas House, River Front  
Enfield  
EN1 3TF

Date: 13 May 2022