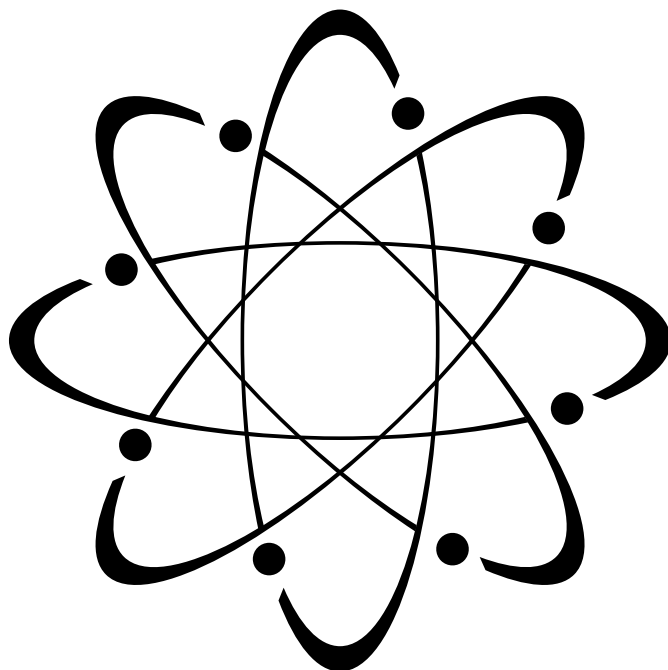


Women's Leadership Group

Women making a difference

Edition 3



start a chain reaction



Prince's Trust

Our Vision

“To concentrate the economic, financial and political power of women in the UK to help young disadvantaged women transform their lives through education and enterprise.”

Benefits of membership

→ **Personal development**

Be at the forefront of this ground-breaking initiative to transform the lives of young women

→ **Enhance your profile**

WLG committee members will be listed on our website which attracts 150,000 unique visitors per month; opportunities to collaborate with our other leadership groups and access our various networks

→ **Access to our unique events**

Members will have access to events in a range of extraordinary venues, such as royal palaces and the Houses of Parliament

→ **Give something back**

The group will have access to various projects and volunteering opportunities



**Gina Moffat of
Blooming Scents**

New beginnings

Eugenia (Gina) Moffatt has managed to defy staggering odds by setting up a successful business while serving a prison sentence. She had a young family and was worried about what life would be like when she was released. She was determined to turn her life around and find a way to support her children.

With the help of a loan from The Prince's Trust, Gina set up a floristry business providing flowers for both Holloway and Pentonville prisons. The company has gone from strength to strength and now has an ever-expanding customer base, including Dragon's Den star James Caan.

Before setting up her company Gina was struggling to find purpose in life, now she not only has a thriving business, but is giving something back to society. She employs other prisoners, teaching them new skills and giving them new hope for the future.



Prince's Trust WLG – let's make a difference

Imagine being offered the job of your dreams but having no-one to look after your child; being invited to a job interview, but unable to finance the bus fare; or having a family that believe your place is in the home, not out at work. Where would you turn?

The Prince's Trust exists to find solutions to the obstacles facing young people. Our success in helping young people into full-time employment, education or training is well-documented. However, only a small percentage of the young people we help are young women. In addition, research shows that the majority of Trust supporters are male.

In 2006 we set ourselves the challenge of redressing this balance on both of these fronts and thus the Women's Leadership Group (WLG) was born. The Group is made up of some of the UK's most successful and committed women who pool their financial, professional and networking resources to raise funds for The Prince's Trust. Two years on, the WLG has propelled itself to the forefront of The Trust's fundraising and programme initiatives and the percentage of young women helped has risen to 37%, a figure we aim to increase to parity.

So far, the staggering amount raised by our members has enabled The Trust to start developing and delivering innovative programmes to attract young women and to give them a second chance to reach their potential through education or enterprise.

The WLG has truly made a significant difference to young women who are the most isolated and trapped by their disadvantage. Through the WLG, women who have experienced success at the highest level are able to touch the lives of women who would otherwise feel doomed to fail.

Herta von Stiegel, J.D.

Chair

We are proud to share with you our achievements since the WLG launch in November 2006:

- **£2.3 million** raised in pledged income
- **49** intrepid women have scaled Mount Toubkal and traversed the Namib Desert, raising **£204,608** for The WLG
- **26** events have been held
- Many volunteering opportunities taken up by members
- A number of press articles, including an interview on BBC News and a full page article in The Financial Times
- **6** Prince's Trust projects have been developed and delivered as a direct result of WLG funds
- **79%** of the young people supported by The Prince's Trust in 2007/08 have gone on to employment, training or further education

About The Prince's Trust

What is The Prince's Trust?

The Trust is the UK's leading youth charity helping to change young lives. We offer practical support and guidance to help disadvantaged young people develop the skills and confidence they need to break down barriers and get their lives working.

Who does The Trust help?

There are over one million young people in the UK who aren't in education, employment or training. The Prince's Trust works with these young people who may have been left behind by the system and need additional support.

Most of them are:

- in or leaving care
- in trouble, or have been in trouble with the law (including ex-prisoners)
- educational underachievers (including truants and those excluded from school)
- or long-term unemployed

How many people has The Trust helped?

Since we were set up by HRH The Prince of Wales in 1976, The Prince's Trust has helped more than half a million young people change their lives.

This year, The Trust will help almost 40,000 young people through a variety of programme and activities in all parts of the UK.



“I moved from
foster care
to being an
apprentice at
a top salon.”

Mawit



Lena Björck, WLG member giving mentoring support to Trust supported entrepreneurs

You can make a difference

Why The Women's Leadership Group?

The Prince's Trust helps both disadvantaged young men and women from the ages of 14-30 years old, yet only 37% of these young people are female.

By bringing together successful and influential women, who contribute both their expertise and finances, the aim of The WLG is to achieve parity and allow more disadvantaged young women to access our programmes.

Why should I join?

Network with senior and influential women

Whilst some events are 'member only', there will be various events to which members can invite their own personal network. (See page 12)

As an independent charity working closely with government and business, The Prince's Trust is uniquely placed to facilitate discussion and debate on major issues affecting young people in the UK today.

Demonstrate your personal commitment to helping young women move forward

Be at the forefront of this innovative fundraising group and help young women transform their lives through education and enterprise. You will be named alongside some of the UK's most influential business women on The Prince's Trust website and on all WLG marketing materials.

Work at grass-roots level with disadvantaged young women

Both individual WLG members and employees of our corporate Patron supporters are given access to exclusive volunteering opportunities throughout the UK. Share your knowledge and skills with the young people we support by volunteering on one of our programmes.

What is the commitment required from me?

Time

We encourage members to experience first-hand the difference they are making to young lives. Over the last two years we have seen many members volunteer on our programmes, from taking part in CV and interview workshops to mentoring and 'Dragons' Den' panels. There is no prescriptive time commitment required. We work closely with our members to fit with individual or company aims and objectives.

Treasure

We ask our members to sign up for a three-year commitment, allowing us to plan ahead with confidence. Our members make an annual donation of £10,000. In addition we welcome Patrons (both individual and corporate) at the higher level of commitment of £100,000 spread over a four year period. This level of pledge brings with it a very comprehensive benefits package.

Talent

We as a group are committed to leveraging the strengths of our influential membership. Our mission is to support those young women in the UK who need our help the most. To achieve this we aim to grow the group to 100 members over the next two years and thereby ask our supporters to introduce their contacts to our work, in the hope that they too will want to change young lives.

What we can achieve with your help

Together we can make a difference to the lives of the most disadvantaged young women in the UK. Your investment would be well spent: 88p in every £1 will go to directly changing young lives.

As a direct result of funds raised by the WLG, The Prince's Trust has been able to develop and initiate new programmes. We have outlined some examples below:

Women into construction: The Get into Construction for women course offers young women the opportunity to learn a range of practical construction skills, such as painting and decorating, carpentry and plastering. Participants also study for a CSCS Card, which enables them to work on a building site. All of the course participants go on to receive six months further support from The Prince's Trust to build upon their new skills and confidence, helping them to gain jobs or further training within the construction industry.

Working One to One with Young Offenders: The idea for this project came directly from young people who had experienced custody. The project enables former offenders to support young offenders through their transition from custody to the community.

A team of 'Supporters' visit prisons on a monthly basis and deliver a motivational talk to a group of young offenders. Supporters share their life experience to inspire young offenders that they too can turn their life around and live successfully. Their secondary role is to help the young offender access appropriate services for their resettlement needs e.g. benefits, accommodation or health.


Get into Business: This project seeks to encourage young people who are interested in setting up a small business. The three week programme develops the young people's enterprise and business skills. After the course participants can either go on to do The Prince's Trust Business Programme or receive one to one support to access further training or employment.

ShaRed Road Project: This community and engagement programme works in partnership with police, schools and city councils to bring together young people aged 14-25 from refugee/asylum and local established communities living in deprived areas. Through participation in activities such as drama, music and sport, the project develops individual talents, confidence and self-esteem while encouraging religious understanding and tolerance. This course has successfully been piloted in Scotland and is now being rolled out to Wales as a direct result of funding from the WLG.

Young Ambassadors: Over the next three years (starting in January 2008) The Prince's Trust aims to give over 500 young people who have been on Prince's Trust programmes the opportunity to volunteer for The Trust.

Young people will be involved in researching new ideas for programmes, leading consultations to gather views of more young people, speaking out to policy makers and making decisions on where we give grants to young people with ideas for youth led projects.

SEED Women into Enterprise Programme in Burnley is an innovative and creative course designed to equip women with the skills and confidence to set up their own businesses. SEED specialises in promoting its women-only approach to business, concentrating on supporting women to trust their own abilities and values to enable a business to grow naturally. It's about personal growth as well as an economic tool; creating value, developing relationships and being financially empowered. Female entrepreneurs are encouraged to form a Seed Network through sharing ideas and forming relationships in their community to support sustainable and ethical businesses.



**WLG members meet
HRH The Prince of
Wales, President of
The Prince's Trust**

Events

Our relationships with senior, high-level women have provided us with a range of unique event opportunities. Our events have included receptions at the House of Commons and House of Lords, panelled debates hosted by the Harvard Business School, and fundraising challenges taking place in the Atlas mountains of Morocco and in the Namib desert.

We are indebted to Eleanor Laing MP; Shadow Minister for Justice and the Attorney General, The Rt Hon the Baroness Scotland QC for their kind support and who are grateful for the involvement of such senior figures as Cherie Booth QC and Maria Eagle MP, Parliamentary Under Secretary of State, for their participation as guest speakers.

Our annual celebratory Gala Dinner is the highlight of the WLG calendar and indeed of The Trust as a whole, such has been their fundraising success.





Kirsty Lynch

Kirsty fell in with the wrong crowd when she was at college. She started taking drugs and this led to a life of crime to feed her habit. Eventually she ended up in prison, serving a three year prison sentence.

Prison was a scary experience but she joined a drug treatment programme which opened her eyes to what was wrong with her. She started to laugh, eat, wash and do the normal things again. When she was released she didn't know what to do. She wasn't ready for work and although she continued with treatment after her release, it wasn't long before she was going downhill again. Then her mum told her about Team and she signed up straightaway.

"I loved the Team programme it was brilliant. I enjoyed it so much that I didn't want to leave at the end. The Team Leader suggested that I assist him on the next Team. The programme changed my life, it gave me confidence and people didn't think of me as a criminal, they treated me like a person. If I hadn't have got involved with The Trust I don't know where my life would've gone. I would be sitting at home without anything to take my mind off things and no structure or motivation."

Kirsty is now employed by The Trust to work on the Young Ambassador programme and recently won an award at the South West Celebrate Success event.

What the papers say:

“Ladies who power breakfast: Women from the city are to raise funds for The Prince’s Trust. These will be used to give women from troubled backgrounds help in starting up ventures, and rebuilding their lives.”

Financial Times

“City bosses’ sisterly act: A group of top female executives has pledged half a million pounds to help deprived young women set themselves up in business through The Prince’s Trust.”

Financial Mail on Sunday

“I want to make a difference and I believe that’s what The Prince’s Trust is about. It helps people to help themselves and offers them the tools to do it with.”

Jane Atkinson, business mentor and advisor to the WLG speaking to *Woman & Home*

“If a young person is struggling and they get extra support it is very rewarding to see them become more confident and articulate after they have received our help.”

Lady Jersey in the *Jersey Evening Post*

Members list:

WLG Chairman

Herta von Stiegel – Executive
Chairman, Ariya Capital Group Ltd

Committee

Yvonne Ike (Vice Chair) – Senior
Country Officer (Nigeria) J P Morgan

Terri Duhon – Managing Partner
B & B Structured Finance

Lea Blinoff – Managing Director
Wealth Management & Investment
HSBC Private Bank

Susan Dean - Chief Financial Officer,
Global Corporate & Investment Bank/
EMEA Citigroup

Debby Harris – Chief Operating Officer,
Nylon Capital LLP

Jane Atkinson - Public Relations
Consultant, Atkinson-Hardwick PR

Alyson Clark – Senior Counsel,
Global Sales, GE Energy

Helena Morrissey – Chief Executive
Officer, Newton Investment Management

Anne Jenkin – Founder, Women2Win

Effie Datson – 100 Women in
Hedgefunds

WLG Patrons

The Wopila Foundation

Represented by Herta von Stiegel

The Bank of New York Mellon

Represented by Helena Morrissey

JP Morgan

Represented by Yvonne Ike

Cunard Line

Represented by Carol Marlow

100 Women in Hedgefunds

Represented by Effie Datson

The Hawkins Family

Represented by Lisa Hawkins

Sigrid Rausing Trust

Represented by Sigrid Rausing

Capgemini

Represented by Jean Ward

Valerie O'Connell

Members

Lisa Hawkins

Geraldine Porter

Valerie O'Connell

Judy Piatkus – Founder, Piatkus
Publishing

Joanne Sawicki – Managing Director
Authentic Presenters

Sigrid Rausing - The Sigrid Rausing
Trust

Carol Marlow – President and
Managing Director, Cunard Line

Jean Ward – Senior VP, Capgemini

Lena Björck – Managing Director, Inn or
Out Catering

Eleanor Angel – Angels, Costumiers

Tamara Box - Partner - Head of
International Structured Finance, Berwin
Leighton Paisner LLP

Nina Johnson – Bennett
– Managing Director – Management
Search Executive Ltd

Jeni Lofthouse – Nylon Capital LLP

Mrs Lemos – Palemos Yachting


Dorothee Fuhrmann

Sonya Leydecker – Partner,
Herbert Smith

Sara Halbard – formerly of ICG
Intermediate Capital Group

Jill May - Managing Director, UBS



A large, smooth sand dune dominates the frame, sloping from the bottom left towards the top right. The sand is a warm, golden-brown color. At the very top of the dune, five small figures of people are visible, standing against the clear, bright blue sky. The overall scene conveys a sense of vastness and achievement.

“I feel empowered
and ready to deal
with the next
challenge in my life.
Thank you!’

Tracy Edwards MBE,
Yachtswoman and WLG
challenge participant

“I am really pleased about what the WLG has achieved since its launch in 2006. The WLG has brought together some of the most successful women in the UK, helping The Prince's Trust continue to inspire and support many young women through innovative new schemes and programmes.”

Martina Milburn

CEO, The Prince's Trust



Prince's Trust

**Women's
Leadership Group**
Making a difference

For more information on the WLG or to join the group, contact Poppy Smith on 020 7543 1225, email poppy.smith@princes-trust.org.uk or go to princes-trust.org.uk/women