



# Yes Futures Annual Report 2025



## September 2024 and March 2025 school partners



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# Foreword from the CEO and Chair

2025 was a year of significant transformation for Yes Futures. It was a year that tested our resilience, but ultimately proved the enduring strength of our mission.

It marked the beginning of new journeys for ourselves - Ali became CEO in early 2025 and Emily took the Chair role in late 2025. As we steward this organisation forward, we must first pay tribute to our predecessors, Sarah Sewell and Andrew Thraves. Their passion and vision laid strong foundations, and we are deeply grateful for the legacy they have entrusted to us.

Through operational rigour and prudent financial management, we are proud to report that Yes Futures has moved from a position of survival to one of stability. Thanks to a significant partnership with the Brent Cross Town Community Fund and the hard work of our team, we ended 2025 with a financial surplus, allowing us to begin rebuilding our reserves following the challenges of 2024.

Most importantly, our impact remains undeniable. In 2025, 96% of our students achieved measurable growth in their chosen skill areas. We deepened partnerships with the Connolly Foundation in Bedfordshire and welcomed new school partners like Wixams Academy, proving that our work is as vital as ever.

We enter 2026 as a leaner, more agile organisation. This evolution required difficult decisions, and we want to place on record our profound thanks to the team members who moved on during our restructuring. Their dedication helped secure our future.

**Now, we look to that future with three clear priorities:**

- 1 Product Expansion:** Having launched the Yes Futures Licensed Coach programme in late 2025, we are planning to design further new product streams to diversify our income and reach.
- 2 Operational Excellence:** We are investing in our internal efficiency, implementing a new CRM system to ensure our processes are as high-quality as our coaching.
- 3 Governance:** We are currently recruiting new Trustees to bring fresh perspectives and skills to our Board as we prepare for the next iteration of our strategy which will be developed in 2026.

We have weathered the worst of the storm and are now ready to grow. Thank you to all our coaches, partners and funders for your continued belief in Yes Futures.



**Ali Jaffer,**  
CEO



**Emily Ramji,**  
Chair



## About Yes Futures

### Positive futures begin with self-belief

Too many young people face persistent barriers that prevent them from thriving in school and in life. Across England, nearly half of disadvantaged children do not meet expected standards by the end of primary school, a figure that rises to over 70% by the end of secondary school. Without targeted support, these students are at high risk of disengagement, poor mental health, and reduced life chances.

Yes Futures exists to change this story. Established in 2013 by teachers, we are a multi-award-winning charity that empowers young people from underserved communities to believe in themselves and discover their potential. We focus on building four essential life skills- confidence, resilience, self-awareness, and communication- which are the foundations for academic success, future employability and thriving in life.

Our unique model combines structured one-to-one coaching with inspirational real-world experiences. Since our inception, we have made a proven difference to the lives of over 3,800 young people across more than 85 schools.

We provide targeted support to those who need it most, including students eligible for Free School Meals, those with special educational needs (SEND), and care-experienced young people. By strengthening their self-belief today, we equip them with the tools and agency to lead happy, healthy lives and shape their own positive futures.

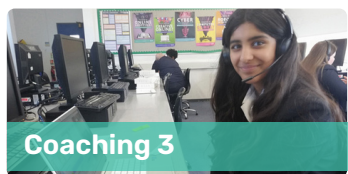
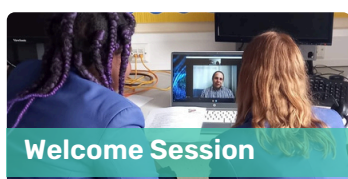


**Since our inception, we have made a proven difference to the lives of over 3,800 young people across more than 85 schools."**

# Our programmes

Yes Futures delivers a portfolio of high-impact personal development programmes tailored to different stages of a young person's educational journey. Our flagship **Rising Futures** programme (for students aged 11-16) combines one-to-one coaching with experiential learning days, such as 'Into the Wild' and 'World of Work'. We also boast an equivalent programme for Year 5-6 primary pupils, called 'Finding Futures'. These programmes are proven to help participants build confidence and aspiration through developing the essential life skills of confidence, resilience, communication, and self-awareness needed to succeed both in and out of the classroom.

## Our Finding and Rising Futures programme



**World of Work:** Young people visit an inspirational workplace and network with professionals. This raises students' aspirations for their future, improves their knowledge of working life and develops key employability skills.



**Personalised Coaching:** Dedicated Yes Futures Coaches supported students, coaching them either individually or in small groups to develop confidence, resilience, communication and self-awareness, through a structured personal development framework.



**Into the Wild:** Our outdoor education experiences provide a more challenging environment for students to face their fears and build relationships with other students, becoming more confident in their own abilities.



**Self-Coaching:** A key aim of our programmes is to embed life-long personal development within each young person. The Self-Coaching workbook supports students to begin this journey, through taking responsibility for setting and reviewing their own goals. After five months of self-coaching, students attend a Forward to the Future session, which helps them reflect on the progress they've made and set new goals.



## Launching Futures



## Connecting Futures



## Yes Futures Licensed Coach

2025 saw us design three new service offerings, which we expect will build traction in 2026. First, **Launching Futures**, a post-16 version of our flagship coaching programme to support young people in further education and sixth form settings helping them to navigate industry placements and transitions into university and adulthood.

**Connecting Futures** is designed in partnership with community and youth-focused organisations to support those not currently in education, employment or training, to help young people find their purpose, set and achieve progression goals. This is an area of national policy focus, and we are confident our coaching model has a key role to play in supporting young people in this category.

We also launched the **Yes Futures Licensed Coach** programme in late 2025, the first of its kind national youth coaching training model. After completing the training in Spring 2026, our first group of coaches will be licensed to use the Yes Futures brand to support their own coaching practice. As the UK's leading organisation in youth coaching this will allow us to support the professionalisation of the sector, give parents more clarity when choosing a coach and allow local partners across the UK to deliver aspects of our proven coaching methodology within their own communities.



**2025 saw us design three new service offerings, which we expect will build traction in 2026."**





## Our impact

Our impact reporting looks at the individuals who have completed a Yes Futures programme during the 2025 calendar year. Specifically, this data covers the participants within our September 2024 and March 2025 cohorts.



# 96%

of young people improved in at least one Yes Futures Talent area.

**269 students** participated in our September 2024 and March 2025 programmes.

**82 of these students** (from three schools) participated in the Finding Futures (primary) programme.

**105 volunteer coaches** contributed over **3,959 hours** of their time to the programme (plus training). Included in this figure, **19 impact coaches** contributed over **1004 hours**.

**96% of all students** improved in at least one Talent area.

### The Yes Futures Talents are:



**Confidence**



**Resilience**



**Communication**



**Self-awareness**

They form the heart of our coaching programme and are the key outcomes we measure.

Our programmes deliver personalised, strengths-based coaching, meaning young people focus on the skills most relevant to their own goals and starting points.

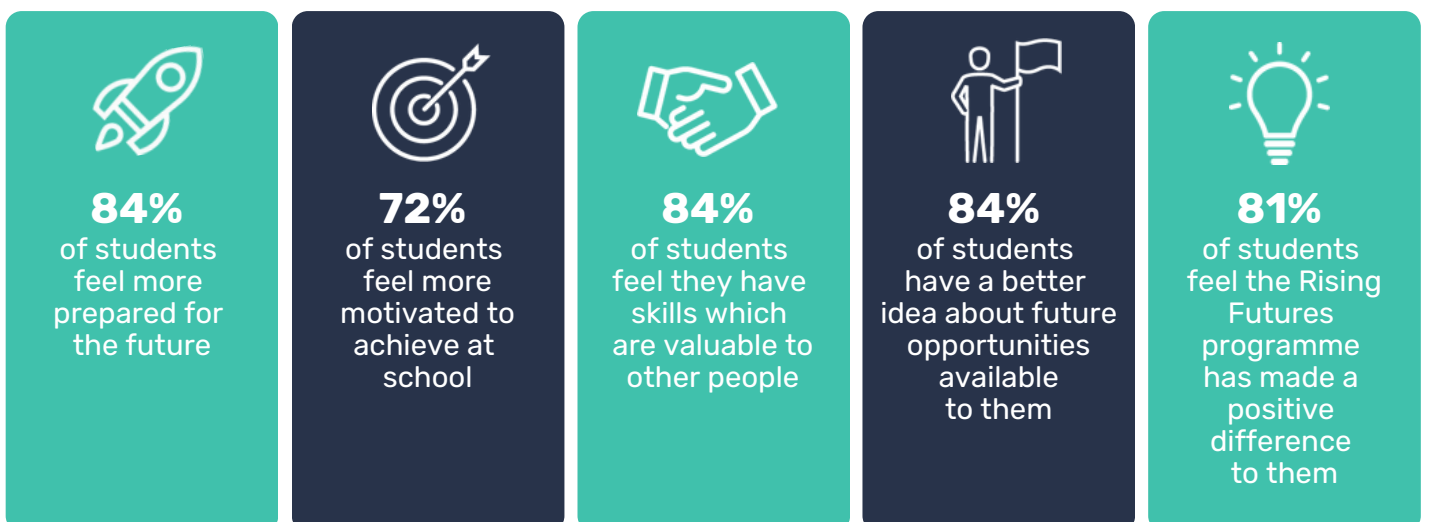
# Overall programme efficacy

**96% of students made measurable progress in at least one Talent (Skill) area**

Not all students worked on every skill area. Students chose one or two main skills to ensure relevant, high-impact learning. These figures reflect where progress occurred across the group and demonstrate the breadth of impact achieved through this personalised approach. Across the cohort, progress was seen in:



**As reported in their end of programme questionnaire:**



# Partner spotlight:

## Empowering the next generation with Reed Smith

Yes Futures is proud to celebrate our longstanding partnership with Reed Smith, a partner whose expertise, people and commitment play a vital role in supporting disadvantaged young people across the UK.

### Growing together to support young people

In 2024–25, Yes Futures’ partnership with Reed Smith has continued to flourish. Together, we reached children from disadvantaged areas of London and Essex who were at risk of becoming NEET (not in employment, education or training), offering them personalised coaching, support, and hands-on experiences that opened their eyes to new opportunities.

### The impact of our partnership

With Reed Smith’s support, Yes Futures worked directly with 103 young people across East London and Essex, including some of the most disadvantaged areas such as Harlow and Thurrock, where nearly 40% of pupils in partner schools receive free school meals. Young people took part in a year-long programme of personalised coaching and two key experiential days: *Into the Wild*, building confidence and teamwork through outdoor challenges, and *World of Work*, exploring professional workplaces and developing employability skills.

### A partnership built on shared values

At the heart of our work with Reed Smith is a shared belief that every young person deserves the chance to succeed and unlock their potential. The partnership goes beyond funding: Reed Smith’s teams contribute their expertise, strengthen our systems, and expand our volunteer base in East London, helping us deliver sustainable, lasting impact.



### How Reed Smith teams get involved

- **World of Work days** – Team members give students immersive experiences of professional life, inspiring ambitious career pathways.
- **Volunteer coaching** – Professionals trained as coaches develop key communication, leadership, and empathy skills, supporting students’ goal-setting and reflection.
- **Pro-bono support** – The team helps strengthen Yes Futures’ foundations, making the organisation more resilient and able to grow its impact.

## The difference we've made



Of the **103 students** receiving Reed Smith's direct support in 2024–25, **92% improved their essential skills.**



Progress was seen in:



**Confidence**  
56%



**Resilience**  
68%



**Communication**  
57%



**Self-awareness**  
63%

When asked about the programme's longer-term benefits:



**87%**

feel more prepared  
for the future



**87%**

have a better  
understanding of the  
opportunities available  
to them



**87%**

have a better  
understanding report  
skills that are valuable  
to others

Coaches consistently noted remarkable progress, particularly in confidence and resilience. Many initially shy students became articulate, self-assured individuals, stepping out of their comfort zones and forming positive relationships.

### Inspiring futures through collaboration

The partnership with Reed Smith illustrates how shared vision, practical support, and committed people combine to change young lives. It's a model that shows what's possible when organisations come together – and offers a template for others who want to make a meaningful impact.



### Student story: **Fatima**

Fatima joined Yes Futures from Passmores Academy in Essex. Through the programme, she became a confident, reflective communicator and demonstrated strong leadership, particularly during World of Work day at Reed Smith. She is now exploring careers in criminal psychology and medical sciences, with a clear, motivated vision for her future.

# Thank you to our partners

We would like to extend a huge thank you to all our donors, corporate partners, World of Work Day hosts and our community of schools.

Without their ongoing support, time and commitment we would not be able to deliver such exceptional impact to the young people in our Finding Futures and Rising Futures programmes.



## Donors and partners



## World of Work partners



# Thank you to our coaches

We would like to thank our incredible community of volunteer Yes Futures Coaches for their ongoing support and commitment to the programme.



Our volunteer coaches collectively completed **793 hours of training** and contributed over **3,166 voluntary hours** to the programme.



Our impact coaches completed over **171 hours of training** and contributed over **1004 hours to the programme.**



**86 One-to-One Coaches** and **19 Impact Coaches** supported our September 24 and March 25 programmes.



**94% of Coaches**, who responded to our end of programme survey, said they saw a positive change in the students as they progressed through the programme.





**Some coaches shared:**

**“The ‘best part’ of participating in the programme for them was...”:**

“

“I loved the energy and diversity of the course. The trips were incredible. It was a spectacular journey, one in which I learnt a lot about the education/charity sector and empowering youngsters.”

“The team was fabulous and so dedicated. It was a joy to be part of this team. Thank you for this opportunity to give and create something special.”

“I have loved meeting the wonderful young students. Witnessing their excitement when they come into the room and them remembering how the activities made them feel.”

“Working with the students, seeing them mature and move forwards a bit.”

“The passion of everyone in Yes Futures, including the other coaches. You can tell everyone really cares.”

“It was great to see the students engage and learn things about themselves.”

“Feeling that I am having a positive impact.”

“It has been a pleasure to watch the young people grow.”

”

# Financial review

During 2025 Yes Futures continued to feel the effects of budget squeezes in schools, which led to many schools cutting back on external programmes such as ours. This resulted in our earned income and overall turnover reducing. However in spite of this we did successfully recruit some new school partners during the year. We were able to maintain donated income at a similar level to recent years. We also started to diversify our income by launching some new products and services which build self-belief in young people.



During the year we implemented a restructure to reduce our cost base and make the organisation more agile. This included shrinking to a smaller core team of delivery staff which resulted in several redundancies. We were successfully able to bring costs down in line with reduced income, and made a surplus during the year to start rebuilding our reserves.

During this time of change we have been very grateful for support from donors and grant funders which has enabled us to be proactive about developing our reach and our services in an uncertain environment. We were pleased to receive grants from several new grant funders during 2025, and ongoing support from our corporate partners.

We were also able to negotiate early settlement of our 2021 loan received under the government's Coronavirus Business Interruption Scheme, including conversion of part of the remaining balance from loan to grant, for which we are grateful. During this year of financial restructure the Trustees have taken steps to monitor the financial position very closely.

# Financial position

## 31 December 2025

At 31 December 2025 we had £24,138 of unrestricted funds and £11,519 of restricted funds (which are ring-fenced for delivery of our programmes).

### Reserves policy

Yes Futures aims to be a financially sustainable organisation which is able to grow its work and reach increasing numbers of young people. We hold reserves for several purposes: to deliver commitments to current beneficiaries; to be resilient in case of unexpected financial downturn; to invest in growing our reach to more young people; and to invest in quality improvement of our programme and organisation.

During 2024 we had used some unrestricted reserves to help the organisation survive an unexpected financial downturn, and during 2025 we were glad to be able to start rebuilding reserves. We plan to gradually rebuild our unrestricted reserves each year to reach the equivalent of between 3 and 6 months' costs. The trustees are conscious of the importance of maintaining sufficient reserves, alongside the need to invest to grow our social impact.





**Empowering** every  
young person to believe  
in **themselves**

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