

# Youth **4** youth

## **2024 Annual Report**

Here, when young people need someone to talk to.



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## A year of transformation



Joshua Towers  
Group CEO and  
Chairperson

The year 2024 was a turning point for Youth4Youth. Starting the year as Teenage Helpline, we ended it ready to become Youth4Youth, a name that perfectly encapsulates our mission and ambition. This rebrand wasn't just a change in identity; it was a strategic step to prepare our charity for its next stage of growth, ensuring we can reach and support young people more effectively than ever before.

We couldn't do any of this without our volunteers, who in 2024 accounted for 100% of our teams. I am exceptionally proud of the dedication of our volunteers, who are the heart of our organisation. We estimate that our volunteers contributed over **27,000 hours** of their time this year, across all areas of our work – from directly mentoring young people to developing our charity behind the scenes. To honour their commitment and to secure our future, we restructured our leadership. We have introduced new executive leadership roles to provide professional oversight and strategic direction, allowing our volunteers and trustees to focus on what they do best: serving our community.

This focus has already delivered significant results. We directly supported over **220 additional young people** through our mentoring programme, nearly doubling our total impact to date. This remarkable growth highlights the urgent need for our services, especially for young people struggling with their mental health. Beyond our one-to-one support, our website's advice and guidance resources were accessed by **over 23,000 individuals**, a clear indicator that our efforts to raise awareness are making a real difference.

We expect this demand to continue to rise, which forms part of the future strategy for Youth4Youth which will be published in early 2025.

Looking ahead, we are focused on securing our long-term sustainability. I am pleased that the financial position of the charity remains strong. Our committed expenditures are covered, and we have reserve funds available to continue to grow the charity at a reasonable pace.

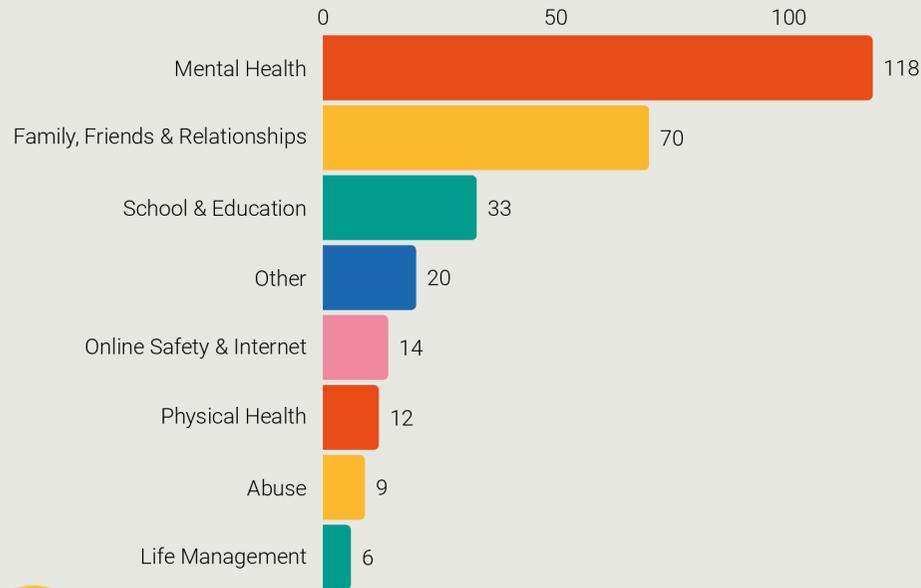
We continue to feel the pressure, like many other charities, around fundraising and generating sustainable income. As a result, we have introduced the position of Commercial Director. In order to secure the future of Youth4Youth, we are clear in our thinking that we need to be able to generate sustainable funds to operate with and reduce our reliance on funds raised through other means. The focus on commercial activities have not detracted from our focus on impact as a charity, but instead have motivated the charity to achieve more with the understanding that we will soon be able to fund additional work streams. Most importantly, the commercial activities will be completely independent to the charity. This means that time and energy will not be taken from our trustees, leadership team and other volunteers in thinking about raising money. Not only that, but the independence also means that our services will continue to be free to use for all young people.

Overall, 2024 was a year of strong, demonstrable performance and a strategic pivot towards a more sustainable and impactful future.

# Our Impact

In 2024 we doubled down on the impact that we were able to have on young people, enabled by the strong foundations that we have created as a charity. To date, our impact doubled meaning that we have now been able to support over 500 young people directly through our peer-mentoring program. Whilst each mentoring pairing can discuss a range of different issues, **53%** of cases were related to mental health, **31%** related to Family, Friends & Relationships and **15%** related to issues at school or in education. The remainder of our cases spanned across Online Safety, Physical Health, Abuse, Life Management and careers.

The nature of our peer-mentoring program allows us to be versatile in the range of issues that we are able to support young people with.



## Key Highlights



**23,500**

Individuals engaged with our website and resources



**221**

New young people engaged with our mentors directly through e-mail



**535**

Young people directly supported to date, since relaunching in 2020

## From Teenage Helpline to Youth4Youth



One of the most pivotal achievements for the charity in 2024 was the finalisation of the transition from being 'Teenage Helpline' to become 'Youth4Youth'. Through early 2025, the charity will be taking all necessary steps to embed the new brand into everything that it does.

### Why rebrand?

Teenage Helpline has existed as a brand for over 13 years, and the concept of what the charity delivers has not changed dramatically over that time. Since relaunching the charity (for the first time) in 2020, we have seen significant growth in the services that we offer and the way that we reach out to young people to let them know that we are here. One thing that has become evident to us, though, is that our charity has evolved as we have grown.

Our target demographic is young people up to the age of 25, and we do not exclusively provide quick-hit crisis management support. The real purpose of our existence is to build connections amongst young people through peer-led mentoring. With that realisation, it has become apparent that we have grown out of our brand, which now needs to evolve with us as a charity.

Youth4Youth speaks specifically to what we do as a charity. Our charity is youth-led and our core services are delivered by young people - all **4** the benefit of those young people who need our support. Whilst our name, look and feel is changing, what we do is not. We will continue to deliver high-quality and peer-led mentoring services to all young people who need us across the UK.

Paired with our new brand is a much clearer articulation of our purpose and what we are looking to achieve as a charity, as well as a very well defined and recognisable name that will land well with young people. We feel strongly that this refresh will build trust between us and young people and encourage more young people to reach out, especially those who don't feel they are able to speak to an adult or professional. But most important, this new look and feel will significantly improve and increase the impact that we are able to have on young people.

Whilst this Annual Report looks back at our time as Teenage Helpline, you will also find our new three-year strategy published on our website to see what else this new brand will bring to the charity. Our strategy is designed to take Youth4Youth to the next level - delivering services to over 200,000 young people across the UK.

## Our People

Our people are the most important asset that we have as a charity, it is inspiring to see how many individuals contribute so much to the charity in their spare time. Our meaningful volunteering opportunities span a variety of roles. From Peer Mentors, to Youth Services support staff, paralegals, software engineers, commercial analysts, administrators, social media content creators and HR professionals. On average, these individuals contribute approximately 4.5 hours per week to their role. Throughout 2024, we racked up an estimated 27,000 volunteering hours supporting the charity. Assuming that we paid all of our volunteers minimum wage, this contribution would have actually cost us a significant amount to maintain.

**£330,000**

It is important to recognise the sheer value of what our volunteers are able to offer to the charity. As an organisation that offers person-centred services, we are not able to automate our services with technology or AI. This means we cannot deliver anything that we have delivered without the support of our volunteers.

As Youth4Youth executes its refreshed three-year strategy, we will rely on our volunteers more than ever. We will be looking to increase our volunteering pool to 500 in the first two years, and then doubling this to 1,000 in the third year to enable us to have the right level of impact on the lives of young people across the UK.



**78% of our volunteers say that they feel they have opportunities to develop in their roles at Youth4Youth**

**27,000**

**Hours of volunteering were contributed to the charity in 2024 (est.)**



## A stronger foundation for our mentors



Cheryl Carr  
Youth Services  
Director

As the Director of Youth Services, I am immensely proud of the selfless dedication of our peer mentors. They are the true backbone of our organisation, providing a compassionate and trusted voice for young people across the country. Their commitment allows us to make a profound, positive impact every day, and I am consistently inspired by their hard work.

In 2024 and early 2025, our focus was on strengthening the support system for these incredible volunteers. We have developed and launched a new, streamlined onboarding process, ensuring that every new mentor is fully equipped with the skills and knowledge they need to succeed. We've also introduced enhanced training sessions that focus on key areas of youth support, from mental health awareness to building cross-cultural relationships.

Looking ahead, we are thrilled to prepare for the launch of our new chat system in 2025. This is a crucial step in our evolution, as it will open up a new, more immediate way for young people to reach out. To meet this exciting challenge, we are actively recruiting a new wave of peer mentors. We are confident that with our improved training and a growing team, we can continue to provide high-quality support and expand our reach to more young people who need it.



## Our people - What do our volunteers say?

I have been volunteering at Youth4Youth since November 2020. I started as a mentor. What attracted me to joining the charity was that I really liked the idea of a service where young people were able to share their worries with a young mentor, sometimes of similar age to them, who would understand what they were going through. Looking at my past as a teenager, I wish there was a service like this, as I'm sure it would have made a huge difference to me. We live in a world where people (not only young people) seem to be surrounded by a lot of other people, and that if they ever had a problem they would have plenty of people to turn to. But the reality is that many friendships are not as good as we think, only to find out when we really need them. And while parents and other family members really care about them, the age difference can make it hard for them to understand their experience or to know what to do or say to help them.

I've also been in a situation where I supported a young person to build the courage to tell their parents about how they were feeling, which resulted in them being able to start therapy. I think mentors can help young people in many ways that we don't always expect.

In 2023 I moved to safeguarding. Being a safeguarding advisor still allows me to continue to make a difference to the young people contacting Youth4Youth, even if it's in a more indirect way. The challenges young people who contact us face can be overwhelming for them and, to an extent, for the mentors supporting them, especially when they think the young person may be at risk. Providing guidance and reassurance to mentors helps them feel more confident in supporting the young person navigate these challenges and keep them safe.

It's very rewarding to see the care they put into supporting our young people and how skilled they are in building trusting relationships with them.

My life has changed a lot since I started, and it will probably continue to change, but I don't see a time when I will leave Youth4Youth.





# Reaching more young people and building connections



Debbi Allen  
**Communications  
and Fundraising  
Director**

2024 was a landmark year for Youth4Youth as we prepared to redefine our brand and amplify our message. The communication teams focus throughout the year and into 2025 was on re-energising our social channels and expanding our reach to new audiences.

We have a clear vision to engage on platforms that are both safe and popular with young people, including exploring channels like YouTube to share our message. Our goal is to meet young people where they are and initiate conversations long before they reach a point of crisis.

Beyond digital engagement, we have been dedicated to strengthening our fundraising efforts. This work is about much more than just raising money; it's about building meaningful relationships with individuals and companies who share our passion for empowering young people.

We are actively working on grant applications and exploring new, innovative ways to tell our story and secure the funding we need to grow. The London Marathon spot, for instance, is a perfect example of how we are creating exciting, high-profile opportunities for our supporters to get involved and make a tangible impact.

My role is to ensure that our message of hope and support is heard far and wide, and that we have the resources to continue our vital work for years to come.

An infographic with a white background and colorful abstract shapes (circles and lines) in blue, yellow, and pink. The text is centered and reads: **£18b**  
Contributed by the UK's  
voluntary sector to the  
economy per year.  
At the bottom right, the Youth4Youth logo is displayed in orange and blue.

# Youth4Youth's approach to Safeguarding



Cheryl Carr  
Youth Services  
Director

Safeguarding children and vulnerable young adults is our number one priority at Youth4Youth. Everything that we do is centred around keeping young people safe and boosting their health and wellbeing.

The welfare of all children and young people is of paramount importance in all aspects of the work we do and all decisions we make here at Youth4Youth. A core belief is that children and young people should never experience abuse or exploitation of any kind and we have a key responsibility to promote the welfare of all young people, to keep them safe and operate in a way that protects them. We uphold the welfare and safety of all children and young people we work with by listening to them, valuing and respecting them and working in partnership with young people and other agencies to promote their safety.

Here at Youth4Youth, we believe that all children regardless of age, disability, gender reassignment, race, religion, or sexual orientation have an equal right to protection from all types of harm.

To fulfil this commit, all staff and volunteers are sufficiently safeguarding trained, supervised, and continually developed. Our staff training is split across 4 different levels, dependent of the level of involvement of the member of staff. Level 1 is for all members of the organisation and level 4 is for those who may have overall responsibility in a situation where there is a safeguarding incident. We adopt child protection and safeguarding best practice throughout our policies and procedures and code of conduct. As a transparent organisation, you can request a copy of our safeguarding policies and procedures by e-mailing: [safeguarding@y4y.org.uk](mailto:safeguarding@y4y.org.uk).



Youth4Youth maintains robust Safeguarding Policies and Procedures that are designed to protect all young people from harm.



All charity volunteers and staff who have access to information about young people or work directly with them are required to complete an Enhanced DBS Check prior to joining the charity.



Our robust policies and procedures are upheld via our strong team of Safeguarding Advisors and our DSO who ensure that the charity remains compliant.



Where required, Youth4Youth will partner with external organisations and agencies to ensure that any young person in an unsafe situation is protected.



All staff, regardless of their role, undertake basic safeguarding training. Those working with young people are required to undertake more advanced training based on their role.

# Youth4Youth's Finances

It has been a more challenging year for the finances of Youth4Youth. Whilst our donation based income increased, our grant based income decreased and overall we raised less in 2024 than we did in 2023.

Our key financial successes throughout 2024 lie more in the planning activities that have been carried out to strengthen the financial future of the charity:

- Y4Y Trading Ltd, a Commercial Trading Subsidiary will be launched in 2025. The purpose of this subsidiary will be to run commercial activities which, in turn, will return funds to the charity to operate.
- We have enhanced our thinking around fundraising, and will launch more individual giving campaigns throughout 2025 to boost donation based income for the charity.
- We have introduced a Corporate Giving Program which will enable companies of all sizes to contribute to Youth4Youth and help us to achieve our mission. This program will be rolled out in 2025.



Tom Dillon  
Trustee & Treasurer

	Unrestricted Funds	Restricted Funds	2024 Total Funds	2023 Total Funds
	£	£	£	£
<b>INCOMING RESOURCES</b>				
Incoming resources from generated funds	-	-	-	-
Donations, Grants and Legacies	19,469	-	19,469	33,540
Investment Income	7	-	7	-
<b>Total Incoming resources</b>	<b>19,476</b>		<b>19,476</b>	<b>33,540</b>
<b>RESOURCES EXPENDED</b>				
Charitable activities	7,665	20,745	28,400	11,838
Governance costs	3,442	-	3,442	3,515
<b>Total resources expended</b>	<b>11,097</b>	<b>20,745</b>	<b>31,842</b>	<b>15,353</b>
<b>NET INCOMING RESOURCES BEFORE TRANSFERS</b>				
Gross transfers between funds	-	-	-	-
<b>Net Incoming/(outgoing) resources</b>	<b>8,379</b>	<b>-20,745</b>	<b>-12,366</b>	<b>18,187</b>
<b>RECONCILIATION OF FUNDS</b>				
Total funds brought forward	10,124	21,005	31,129	12,942
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>18,503</b>	<b>260</b>	<b>18,763</b>	<b>31,129</b>

# Closing remarks from our CEO



Joshua Towers  
Group CEO and  
Chairperson

As we close this chapter as Teenage Helpline and look to our future as Youth4Youth, I want to express my deepest gratitude. To our incredible volunteers, mentors, and the new members of our leadership team: thank you. Your selfless dedication is the fuel that drives our mission. To our donors and partners: your generosity makes our work possible, and we are profoundly grateful for your trust and support.

This annual report is a testament to what we can achieve together. Every hour volunteered and every pound donated directly contributes to a young person feeling heard, understood, and supported.

Looking ahead, our hope is simple yet ambitious: to reach and empower even more young people. With our strengthened team and renewed focus, we are more committed than ever to building a future where every young person has a safe space to turn to and the support they need to thrive. Thank you for being a part of this journey.

In early 2025, we will be launching our new three year strategy for the charity. As we transform into Youth4Youth, our hopes are bold. We will be looking to secure significant funding, launch new technology, partner with others, diversify income with new commercial activities - all with the aim of reaching more young people who need us.

Joshua Towers  
Group CEO and Chairperson

## Our 2025 Key milestones

# £120k

Will be raised through fundraising, sponsorships, and commercial activities



A live chat feature will be added to our service catalogue to enable more young people to reach out

# 2

New social channels will be added to our strategy, including TikTok and Instagram reels to generate greater awareness

# 2+

Members of full-time staff will be recruited to enhance the pace at which the Charity can grow

# ~30k

Young people impacted through each of our different service provisions, including self help



A robust partnerships strategy will be developed, exploring who we can partner with to increase impact

## Our Board of Trustees & Leadership Team



**Joshua Towers**  
Chief Executive Officer  
& Chairperson



**Rebecca Hunt**  
Trustee



**Simon Abley**  
Trustee



**Simon Heath**  
Trustee



**Amory Gonzalez**  
Trustee



**Amy Bishoprick**  
Trustee



**Thomas Dillon**  
Trustee



**Maria Reji**  
Youth Advisory Committee  
Chair & Trustee



**Barney Harrison**  
Commercial Director  
& Trustee



**Ben Hardiman**  
IT Director  
& Trustee



**Cheryl Carr**  
Youth Services  
Director



**Debbi Allen**  
Fundraising & Communications  
Director

## Our Youth Advisory Committee

Our Youth Advisory Committee is an elected group of young people aged between 14 and 25, formed every 2 years. The Chair of the Youth Advisory Committee sits on the Board of Directors and Trustees to ensure that young people have a voice and a vote in all decisions made about the charity.

The committee meet regularly to discuss topics of interest and to discuss any recommendations that they wish to make to the Board.

# Our mission, aims and values

Our mission, aims and values define who we are as a charity. They make up the why. This core belief is driven from our vision as a charity that no young person is left struggling on their own without somebody to talk to about anything that may be troubling them.

## Mission

Our mission is to make sure that all young people have a safe space to reach out for support from their peers about anything that may be troubling them, especially those that struggle to speak with adults or professionals

## Aims

- ◆ We aim to provide high-quality, peer led support services that are accessible to all those aged 25 and under
- ◆ We aim to develop and harness the power within young people to allow them to thrive in life.
- ◆ We aim to allow all young people, regardless of their background, to have opportunities to grow, ensuring that nobody is left behind
- ◆ We aim to remain focussed on delivering the best support services possible to young people that continue to be led by young people

## Our values

### Empathetic

- ◆ We listen to and understand the views of others
- ◆ We show care for others in everything that we do
- ◆ We seek to understand where others are coming from
- ◆ We are genuine and authentic in all of our interactions

### Innovative

- ◆ We strive to be the best organisation that we can be
- ◆ We challenge our own norms and encourage new ideas
- ◆ We learn from our own experiences to evolve as needed
- ◆ We listen to the needs of those we support and adapt our services to meet those needs

### Inclusive

- ◆ We build a strong, diverse and representative team
- ◆ We ensure that everybody feels safe and comfortable to express themselves as they desire
- ◆ We leverage everybody's differences to ensure we are competitive and successful

### Collaborative

- ◆ We work together, avoiding silos, to promote strong working relationships across the charity
- ◆ We partner with others to promote greater wellbeing for young people
- ◆ We listen to, and learn from, others to grow and support more young people

# Youth 4 youth

A registered Charitable Company in England and Wales, Charity Number: 1194937; Company Number: 09170949. Registered office: Kemp House, City Road, London, EC1V 2NX

## Find us on social media



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