YOUR FUTURE, YOUR AMBITION

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YOUR FUTURE, YOUR AMBITION



ABOUTUS

Since 2012 the award-winning initiative Your Future, Your Ambition (YFYA) has worked to raise aspirations and encourage students from diverse backgrounds to engage with and consider careers in within STEAM industries: Science, Technology, Engineering, the Arts and Maths.



YFYA aims to educate, inspire and encourage young people and share that fantastic careers in STEAM based industries are open for all we are on the journey to inspiring 100K young people into STEAM careers. The format of our annual event follows the highly successful approach of activities, insightful engagements, exposure to top STEAM organisations and learning experiences provided by specialist organisations.

417 STEAM ACTIVITIES DELIVERED

Now in its 10th annual event YFYA provides younger age groups (7-16yrs) with exciting and inspiring STEAM based activities, whilst providing older Students (17+ yrs. to Graduates) with direct access to leading organisations who provide key workshops, mentoring guidance and insights into the skills top companies are looking for.

EDUCATE INSPIRE ENCOURAGE



A VIRTUAL EVENT FOR YOU

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As we move into a new academic year there has never been a more important time to offer discussions about career paths which will challenge and excite students on the path to direction, action, progression and fulfilment.

On Wednesday 24th November 2021, YFYA will host our highly anticipated, tenth annual event bringing together positive role models from industry leaders including: Adobe, GSK, Zendesk, Amazon, PG and many more directly to students and engaging in their learning.

The timetable for the day will include career-focused workshops designed to engage and explore possibilities and opportunities.

Registration is completely free of charge for all attendees! See below some of YFYA's supporting organisations.



10th ANNUAL EVENT TO DATE HELD WITH SUPPORT OF OVER 70 ORGANISATIONS

BUILDING FUTURE STEAM INNOVATORS

YFYA ACTIVITIES INCLUDE

- Science & Technology workshops
- Engineering and the environment
- 3D Printing, Electronics & Design
- Creative Cloud & Cybersecurity
- Forensic Evidence & Microbiology
- Virtual Reality Experiences

YFYA WORKSHOPS INCLUDE

- Industry mentoring Career guidance
- Personal Branding,
- CV Workshops
- Negotiating your first salary
- How to learn from failure
- Managing your ambitions

HOW WILL IT WORK FOR STUDENTS?

This is an online and interactive event, we want to ensure every young person has access to

role models, mentors, insights into the skills a career in STEAM requires and opportunities to put educational learning into practice.

Once registered Students will be sent a unique link prior to the event, and will be granted access to an exciting timetable of 30 minute engaging virtual workshops. The content of each workshop will be age appropriate and highly engaging!

WHAT PEOPLE SAY ABOUT YFYA

"YFYA is where education meets industry and opportunity!"

"Information was portrayed in an inspirational way and the opportunities are right on my doorstep!"

STUDENT FEEDBACK

"YFYA shows there are so many different paths in life you can choose"

"I learnt a lot about the different careers in STEAM at YFYA and Inow work in the industry!"

REGISTER TODAY

YFYA understands that there are many overlooked talented young people that do not have access to role models, industry advice and insights. We want to support young people and make sure that no one is left behind.

We would like to invite your students to join our digital STEAM careers event to help realise their potential and the opportunities before them.

Visit our <u>registration page</u> to secure spaces for your students. Places are limited and available on a first come fist service basis.



300+ YFYA ROLE MODELS , MENTORS AND VOLUNTEERS HAVE SUPPORTED YONNG PEOPLE.

HOW HAS YFYA HELPED YOUNG PEOPLE?

94%

ANSWERED YES TO APPLYING FOR A JOB IN STEAM POST EVENT



OUR JOURNEY & IMPACT TO DATE



Engineering in Action

- 370 students 7yrs to 23yrs
- Officially opened by Adrian Joseph OBE, Google
- 16 Organisations, 80 Volunteers, 20 STEM activities
- YFYA moved to new home Emirates Stadium



2012 2013

2014

Building Legacy in STEM

- 14 organisations came together to make a lasting change in access to STEM role models and careers
- Hosted at a structure overlooking the 2012
 Olympic Park: 350 students 7yrs to 23 yrs,
 40 Volunteers and 18 STEM activities
- Keynote by CEO of National Grid



Classroom to the Boardroom

- 675 students 7yrs to 23yrs
- Opened by Lord Hastings of Scarisbrick, KPMG
- 21 Organisations, 150 volunteers, 30 STEM activities

Making Amazing Happen

- 500 students 7yrs to 23yrs
- Opened by Lord Ouseley, Kick It Out
- 21 Organisations, 200 Volunteers, 40 STEM activities



STEM of the Future

- 950+ students 7yrs to 23yrs
- Opened by Dr Heather Melville OBE, NatWest
- 22 Organisations, 240 Volunteers, 40 STEM activities



2018 POINTS OF LIGHT

2015

2016

2017



Creating Bright Futures

- 900 students 7yrs to 23yrs
- Opened by Jaz Rabadia MBE, Starbucks
- 21 Organisations, 140 Volunteers, 35 STEM activities

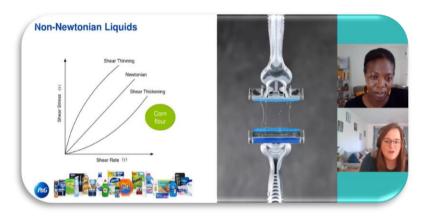


Technology of Tomorrow

- 1000 students 7yrs to 23yrs
- YFYA Recognised by UK Prime Minister, presented with the UK's 1026th Point of Light Award
- 24 Organisations, 350 Volunteers, 40 STEM activities
- Launch of YFYA Mentoring Capsule

Building STEAM Talent

- 1,000 students 7yrs to 23yrs
- Opened by Nero Ughwujabo, No.10 Special Advisor on Social Justice
- 31 Organisations, 300 Volunteers, 40 STEAM activities
- YFYA Insight day's launched at Amazon



2020

2019



Creating A Sustainable Tomorrow

- 1,144 students 7yrs to 23yrs attended
- Opened by Professor Hanif Kaira, Harvard University and Co-Founder of AKT II
- 23 STEAM Organisations, 65 Volunteers, conducting 72 STEAM activities
- Students attended representing over 14 Countries.
- YFYA's first virtual event



Industry Recognition 2021

- The Hamilton Commission Report "Accelerating Change : Improving Representation of Black People in UK Motorsport" published in July 2021 recognizes Your Future, Your Ambition as a leading event in STEAM education and engagement for the next generation of talent.
- <u>Download the full report here:</u> <u>The Hamilton Commission Report</u> <u>"Accelerating Change: Improving</u> <u>Representation of Black People in UK</u>



CASE STUDY

VA is an award-winning organisation if has been encouraging young people on diverse badgemains into science, hoxiogya engineering, arts and thematics (BTEAM careers for the last years and bridges the gap between uaston and industry. At its annual ends, companies from various sectors, Judieg bashing and forware to high-togineering provide a range of inpuiring general activities, correst worklow mixar and mentoring to high young opple from undersentending young opple from undersentending to attack young and the progression pathways an exert balactories.

ring fresh perspectives, as well as gain uable insights into young peoples' to ecareer expectations and aspirations. uation and freedback are also embedded arefully considered to ensure that ture events, the employers attending activities and workshops provided to the needs of the young people of prow.



RECOMMENDATIONS

The report has identified systemic barriers and developed practical recommendations that can be undertaken to improve the situation. As the Commission developed these recommendations, Commissioners noted that they

fell into the following three distinct groups:

SUPPORT AND EMPOWERMENT: We call on those in leadership position

ubjects, and to empower them to choos and succeed – in fulfilling careers.

ACCOUNTABILITY AND MEASUREM We call on those in leadership positions t step up, to acknowledge the unfairness t exists and to commit to change - the firs

INSPRATION AND ENGAGEMENT: We call on those in leadership positions to work harder to show Black children that STEM subjects, engineering and motorsport ARE for them, and to excite them about the opportunities that they offer.

While this report has focused predominantly on I progression of Black people into engineering and motorsport, we hope that it will act as a stimulus for wider action. If our recommendations are applied, not only do we hope to see more Black people in motorsport, we hope to see more Black people in engineering more generally, and more Black children studying and achieving in STEM subjects, leading to exciting and fulfilling careers in a wide variety of industries. We also hope that the recommendations, and the actions that they engender, will provide important learning for addressing the inclusivity challengers faced not only by Black people im motorsport, but also by people from a wider set of minority ethnic backgrounds and other undergreensented aroungs

backgrounds and other underrepresented groups in motorsport, engineering, education and employment more widely.

Lewis Hamilton has blazed a trail through motorsport. The young Black boy who was told he had no potential is now a Seven-Time World Champion, He set up The Hamilton Commission to help others have the opportunities to shine that all young people deserve. "We always had the dream of helping to enact change in this industry. We always had the passion, the focus."

> Thanks to the work of the Commission, we have the facts The time for change is now.



EDUCATING INSPIRING and ENCOURAGING THE NEXT GENERATION OF STEAM TALENT

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ENQUIRIES@YFYA.CO.UK



WATCH YFYA IN ACTION



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