

Programme to Purpose

Our Charity's Story So Far:

In 2010, we were founded as Speakers for Schools by ITV's Political Editor, Robert Peston, starting a journey which has inspired thousands of young people in state education nationwide. We have facilitated a wide range of exciting talks, from Bill Gates to Alex Scott, from CEOs to adventurers, from comedians to barristers, and everyone in between.

Through our partnerships and activities, we have supported almost 2 million students.

But research from the Institute for Fiscal Studies shows that UK social mobility is the worst it has been in 50 years, which means we need to go much further.

The Problem with Speakers for Schools:

Since 2010, we have been known as Speakers for Schools.

Named after our esteemed programme of inspirational talks from influential professionals.

Today, as we celebrate our fifteenth anniversary, we have grown to become the UK's leading social mobility charity and the largest provider of work experience placements in the country.

While talent is spread evenly nationwide, opportunity isn't. Where you are born and who you are born to are strong predictors of performance at school and future life chances.

Our commitment is clear: we want to increase our support for state schools and colleges to ensure that, by 2028, every young person has access to fully funded, high-quality work experience. In turn, this will enable us to realise our ambition and purpose: to provide fair futures for all young people, improve the rate of social mobility, and secure a balanced distribution of power, wealth, and opportunity in society.

But from our name, you'd never know it.

The Solution: From Programme to Purpose:

How could we better represent the breadth of what we do and our primary purpose?

How could we change our name and at the same time connect with our charity's history?

How could we strategically create continuity and cadence to keep our brand equity?

It's simple. And powerful.

Our new name follows the same convention of “this ‘for’ that,” while employing alliteration to create additional synergy and harnessing the power of words to craft a bold activist statement of purposeful intent.

Our name is our mission. Our mission is our name.

Speakers for Schools becomes Futures For All.



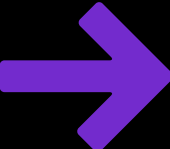
FUTURES
FOR ALL

Open for



opportunity

Play



FUTURES FOR ALL

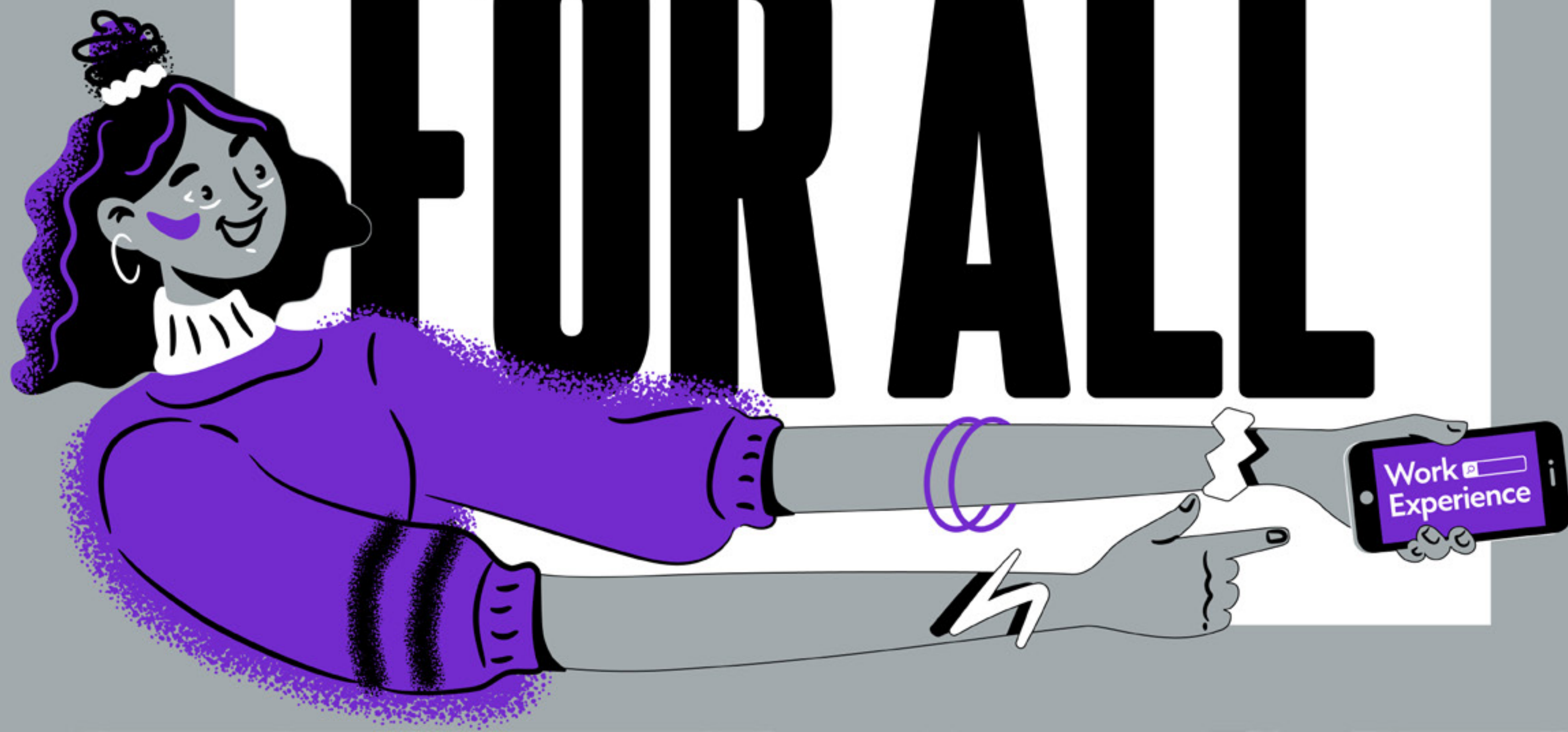


FUTURES FOR ALL



Opportunities

FUTURES FOR ALL



FUTURES FOR ALL



FUTURES FOR ALL



FUTURES

FOR ALL



Futures For All

Tate Britain Brand Launch

Our Next Chapter

09 **FUTURES
FOR ALL** 25

September 2025

March Launch:

Celebrating 15 years of Speakers for Schools and Announcing Our Next Chapter at Tate Britain

Our exciting new chapter is here! This week, at our 15th Anniversary Celebration inside the prestigious rooms of an iconic London gallery, we shared our bold vision for the future.

After reflecting on 15 years of incredible impact – with our Founder Robert Peston, our Chair of the Board of Trustees Andrew Law, our CEO Nick Brook, and our inspirational panellists – we couldn't wait to talk about the next step: Our future, and the future of all young people we serve.

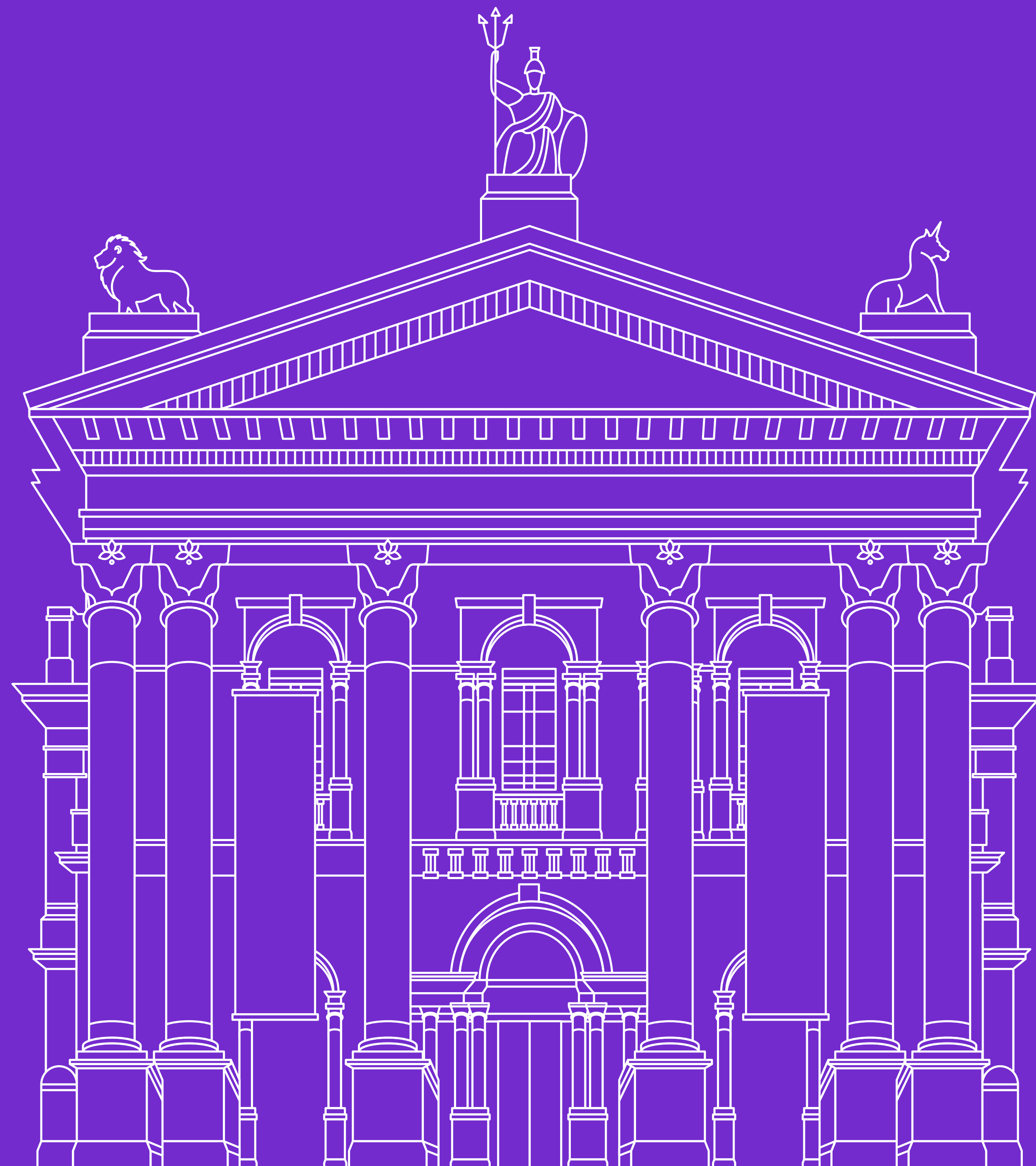
In September 2025, we will change our name to Futures For All, to better represent the breadth of what we do and our ambition to be the UK's leading social mobility charity – while maintaining our renowned Speakers for Schools programme of free inspirational talks. Our commitment is clear – we want to ramp up our support for state schools and colleges to ensure that, by 2028, every young person has access to fully funded, high-quality work experience.

Talent is everywhere across this country, but opportunity is not.

It's time to put that right.

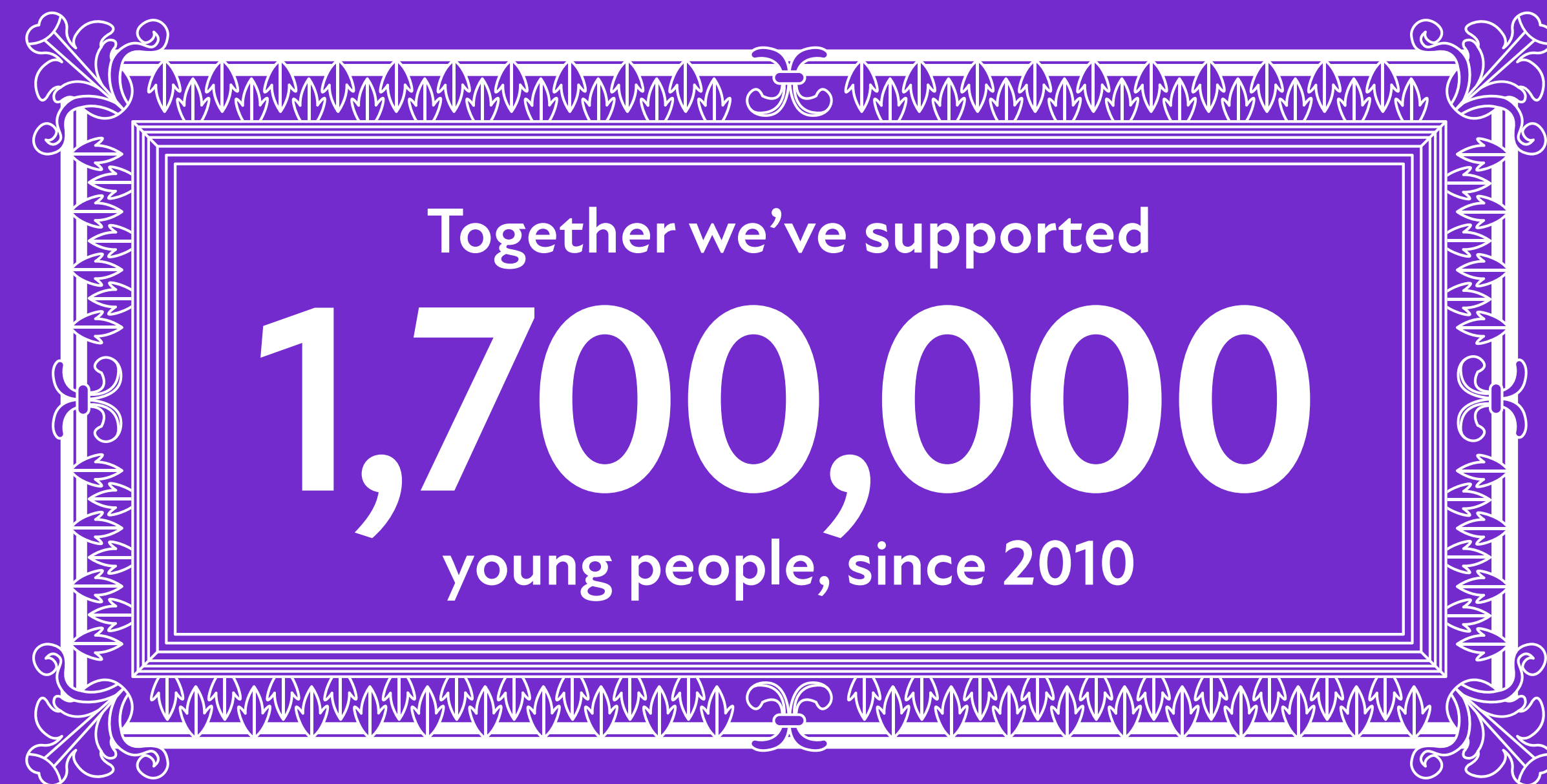
News Story







Welcome to our 15th Anniversary Celebration



Together we've supported
1,700,000
young people, since 2010





Watch



Programme
Exhibition

A photograph of a panel discussion on a stage. Four people are seated on black chairs. From left to right: a man with grey hair and glasses in a blue blazer and light blue shirt, holding a microphone and a glass of wine; a woman with long dark hair in a black dress and boots, smiling; a man with a beard and glasses in a blue blazer, holding a microphone; and a man with glasses in a blue blazer, white shirt, and patterned tie, holding papers. Two large studio lights on stands are positioned behind them, casting a warm glow. The background is dark with some architectural details.

FUTURES FOR ALL

FUTURES FOR ALL



Our Work Experience programme

With your support we can
provide multi-day placements
and introductory Insight Days
for all 14-19-year-olds.



FUTURES FOR ALL

Work Experience Programme



Speakers for Schools Programme



Could you help
us to transform
the UK's work
experience?



Ready to secure
Futures For All?
Let's talk work
experience.



FUTURES FOR ALL



Our Speakers for Schools programme

With your support we can
provide inspirational talks
and Industry Spotlights
for all 11-19-year-olds.

Futures For All

Brand Identity



A Bold Brand Identity Designed for Impact:

To make Futures For All a reality, our charity has a relentless focus on impact.

It only follows that our brand's visual and verbal identity should do the same.

Our bold, originally drawn and crafted logo type, with its condensed letter forms and letter spacing, is underlined not only to make an impact but to underline our important social purpose.

Our 'underline' device creates a unique asset that expands to contain programme photography and playfully morphs into characterful illustrations, resonating with young people: a super-long tandem takes students on their journey of discovery together; a girl's arm reaches far for her work experience finder; a winged pair of sneakers is flying onto the career ladder.

As you would expect from Futures For All, our brand's typography, aesthetic, and colour combinations are designed to meet AAA or AA 'Accessibility For All.' We strive to create digitally accessible and inclusive communications that are usable and understandable by a diverse range of people, including those with various disabilities and impairments.

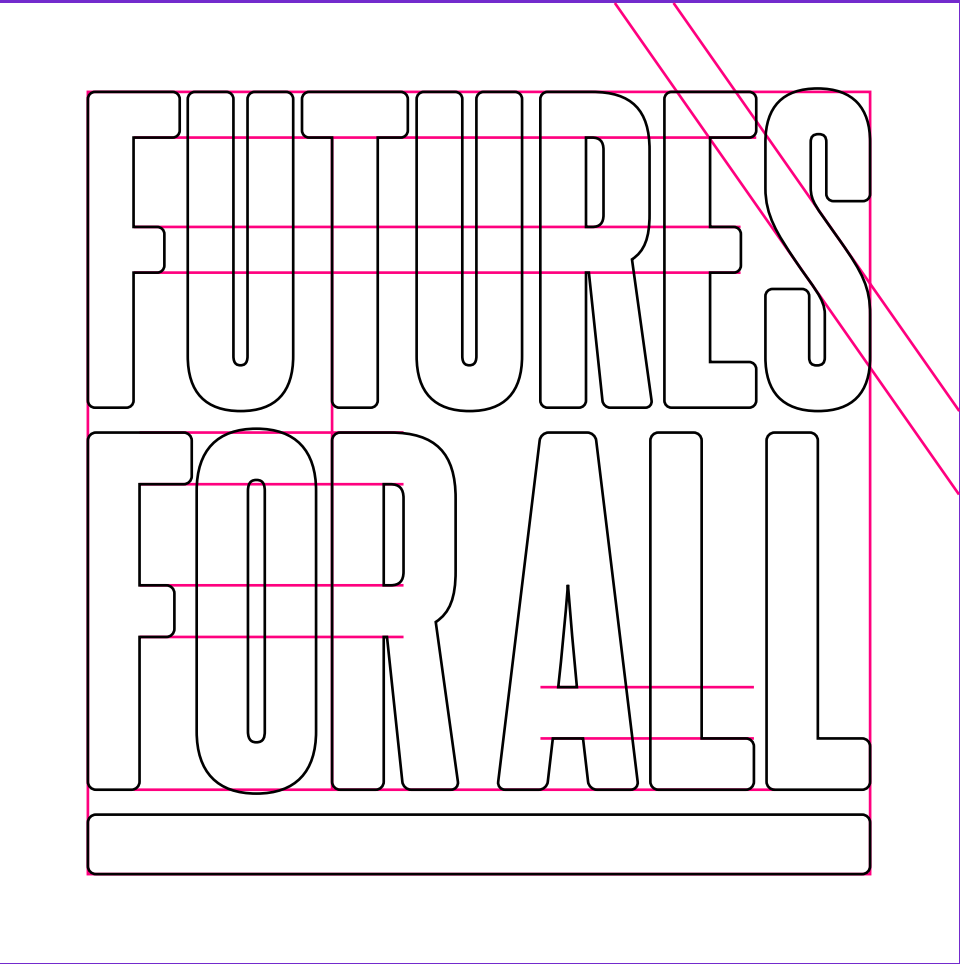
And our positioning? True to our name (of course):

We believe in fair and secure Futures For All.

Futures For All

Original Brand Identity

Our logo typography has been drawn and crafted as unique and original condensed letter forms:



The stacked, compact form of our word mark creates a bold and distinctive identity:



Our underline device creates a unique asset which contains photography and turns into characterful illustrations:





We are on a mission.

To drive the change urgently needed for every state-educated young person to gain access to work experience and get the opportunity of a fair future.

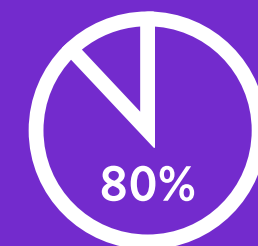
In the name of that change, Speakers for Schools are changing too – with a new name from September 2025.

Welcome to Futures For All.

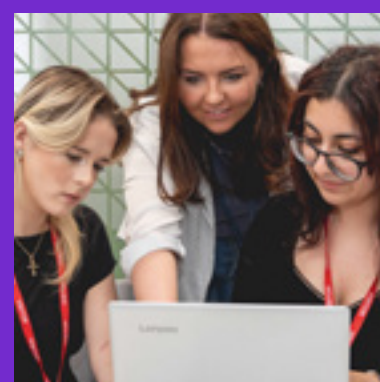
The UK's leading social mobility charity.



Story



80%
of students from state schools and colleges **felt confident** about their future career post placement.



Website domain: **futuresforall.org**

Email address format: **nick.brook@futuresforall.org**

Social handle(s): **@futuresforalluk**

**FUTURES
FOR ALL**



Work Experience Programme

We provide multi-day placements and introductory Insight Days with leading UK employers for 14-19-year-olds.

**FUTURES
FOR ALL**



Speakers for Schools Programme

We provide inspirational talks with high-profile, influential professionals and authors for 11-19-year-olds.



Where work
experience
makes all the
difference.

Our bold new brand identity
stands tall, as an impact
obsessive charity who are proud
to underline our social purpose.

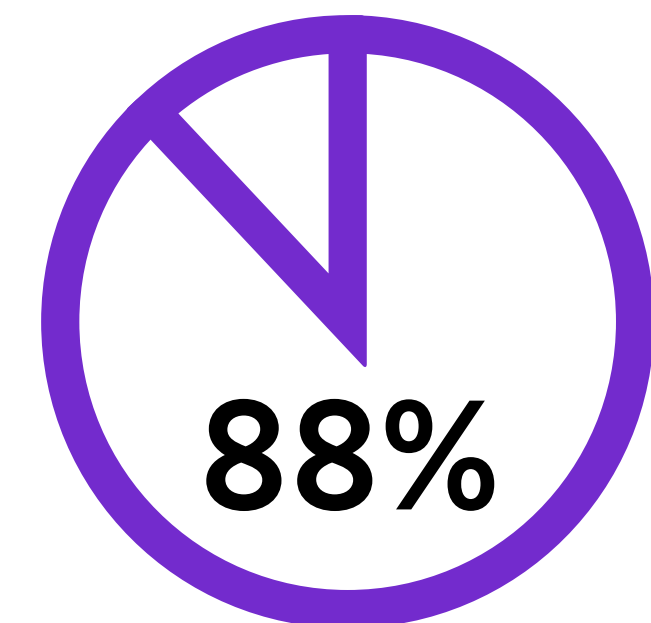
FUTURES FOR ALL

When work experience and
inspirational talks are freely
available for all state school and
college students – everyone's
future looks more secure.

I want to
help fellow
students in
Glasgow to
access work
experience.



When
impact
matters



of students from
state schools
and colleges **felt
confident** about
their future career
post placement.



Young
people
succeed





Career curious?







Youth Council



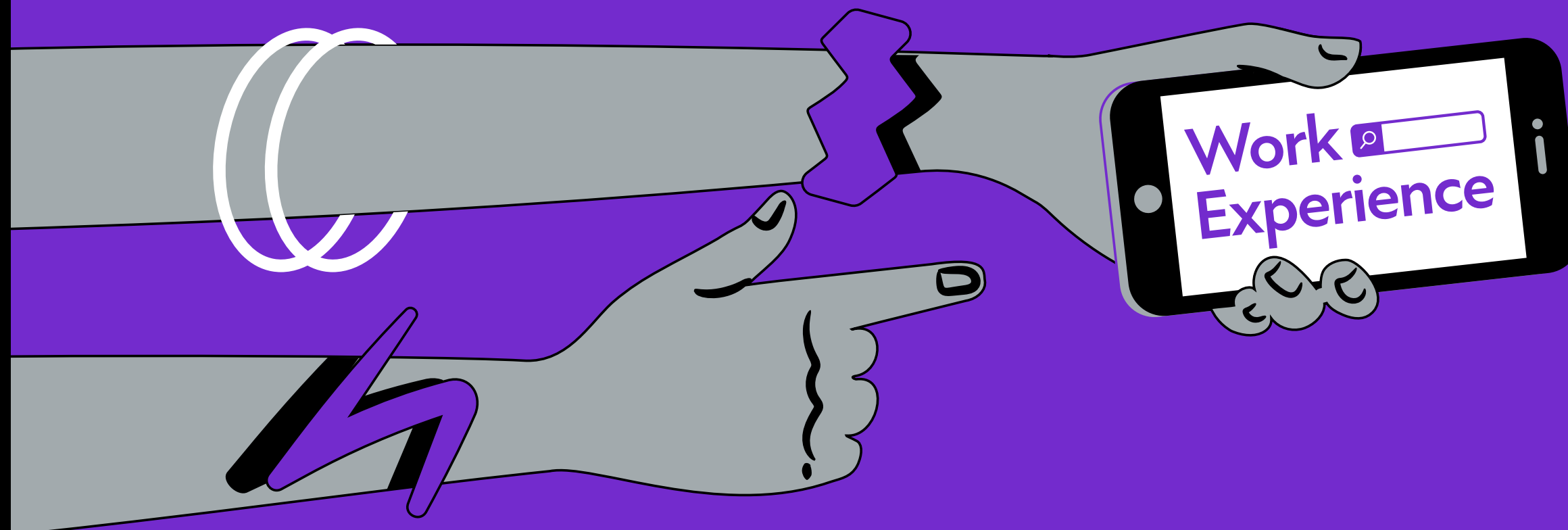
**FUTURES
FOR ALL**



Where
you'll find

Opportunities

**FUTURES
FOR ALL**



Ready to reach for your
Work Experience Finder?

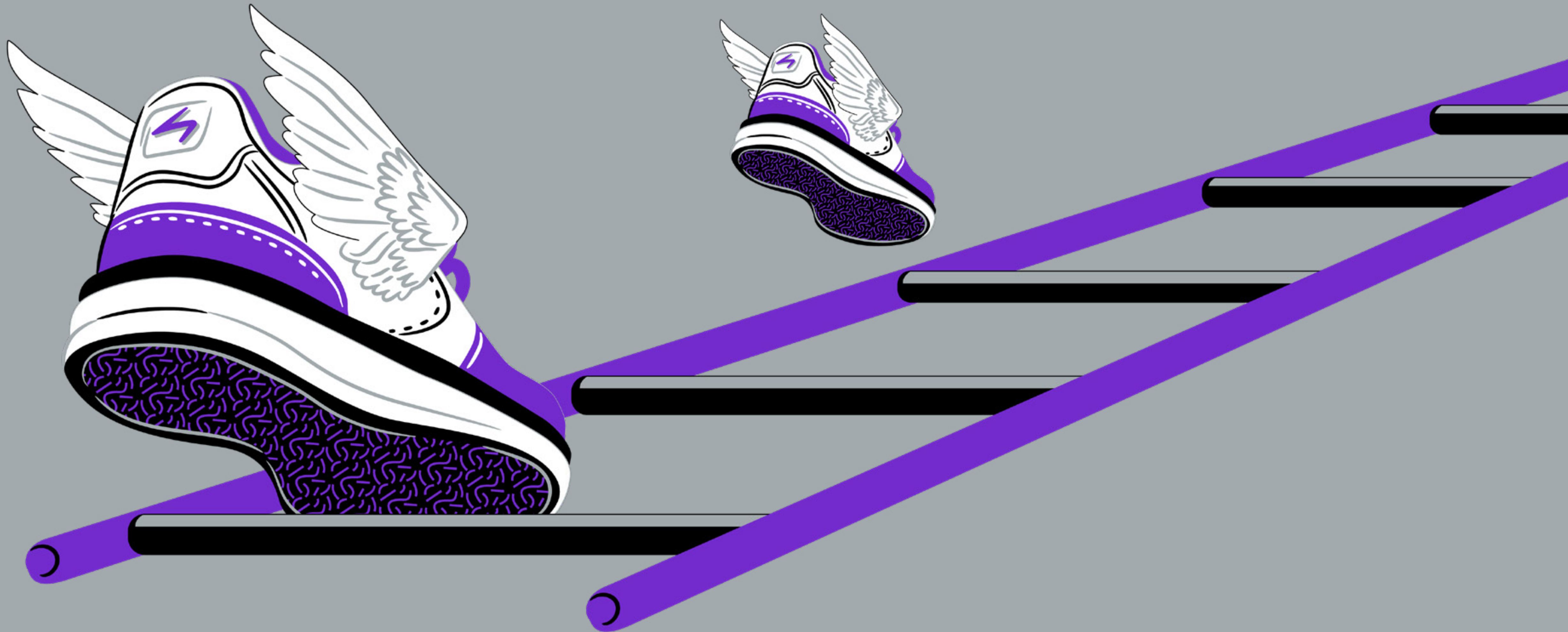


**FUTURES
FOR ALL**

Ready to get your career on the road?



Fly on the career ladder



FUTURES FOR ALL



As the UK’s leading social mobility charity, we believe in fair and secure Futures For All.

We are dedicated to levelling the playing field for all young people by providing high-quality **experiences of the world of work** and **inspirational talks** in schools.

Our programmes demystify careers, build self-belief and open doors to opportunities that were previously closed.

Ready to join us in our mission?

→ futuresforall.org

FUTURES FOR ALL

Speakers for Schools Programme



futuresforall.org

FUTURES FOR ALL

Speakers for Schools Programme



FUTURES FOR ALL

Young people from state schools and colleges UK-wide



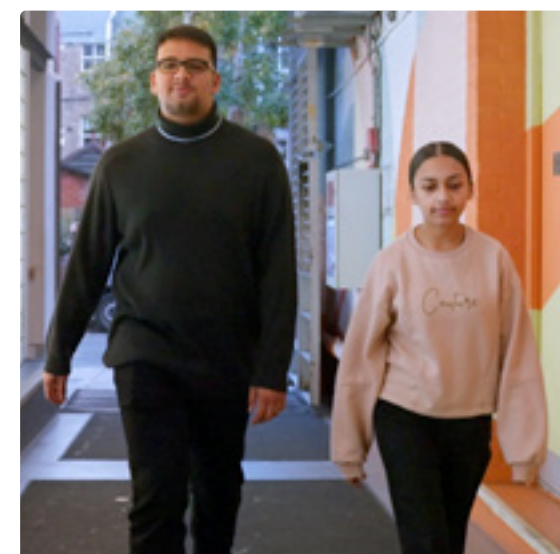
futuresforall.org



Ahmed,
Youth
Council
member

**FUTURES
FOR ALL**

**FUTURES
FOR ALL**



Find Work Experience

We provide multi-day opportunities and introductory Insight Days with leading UK employers for 14-19-year-olds.

**FUTURES
FOR ALL**

We believe that together
our Work Experience
and Speakers for Schools
programmes will nurture
bright Futures For All.

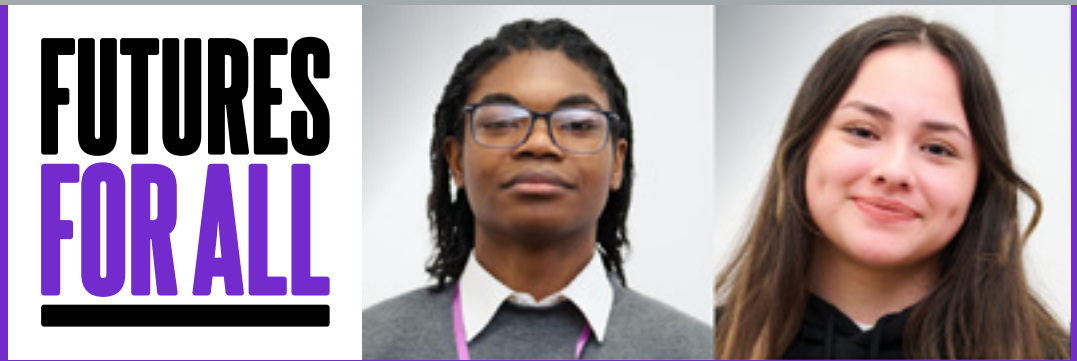
futuresforall.org

**FUTURES
FOR ALL**



Find Speakers for Schools

We provide inspirational talks with high-profile, influential professionals and authors for 11-19-year-olds.



Impact matters



88%
of young people eligible for Free School Meals (FSMs) said their placement helped them decide on their future career

futuresforall.org



Speakers for Schools Programme



Baroness Warsi.
Just one of the 1,500 Speakers for Schools like yours.

futuresforall.org



Work Experience and Speakers for Schools

As the UK's leading social mobility charity, we provide fair access to opportunities that ensure Futures For All.

Are you ready to find placements and talks for students from state schools and colleges like yours?

futuresforall.org



Speakers for Schools Programme

Ready to find inspirational talks?

Our network of high-profile and influential professionals – from the fields of business, politics, entertainment, sport and more – visit state schools and colleges to share insightful life stories. Their talks inspire confidence and help young people to imagine what they could be in the future... And succeed!

futuresforall.org

FUTURES FOR ALL

Impact
Report

2024
2025



A year of securing Futures For All
state-educated young people

→ futuresforall.org




FUTURES FOR ALL

Inspirational Book Clubs for Schools and Students

Whether you're an educator from a state school or college looking to motivate your **11-19-year-old students in-school** or a **14-19-year-old independent learner** ready for **after-school** inspiration, we have a way for you to benefit from our National Teen Book Club.

→ futuresforall.org

FUTURES FOR ALL



Your National Teen Book Club

We provide reading opportunities and career inspiration from authors and speakers through our online book clubs.



Work Experience and Speakers for Schools

Through our fully funded programmes, our charity secures fair Futures For All

We help all young people from state schools and colleges to access real-world experiences, inspirational speakers, and new opportunities. Together we can level the playing field, moving towards a fairer future with equality of opportunity. **Ready to join us in our mission?**

Start your journey



Work Experience and Speakers for Schools

Through our fully funded programmes, our charity secures fair Futures For All

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Start your journey

Young People
Discover work experience, career info and inspiration.
[Get opportunities](#)

Educators
Support your students to find life-changing opportunities.
[Explore programmes](#)

Employers
Offer work experience placements and find talent.
[Partner with us](#)

Speakers
Share your story to inspire talented young people.
[Explore speaker network](#)

Access our programmes

In-person and remote placements, and Insight Days with leading UK employers.
[Explore Work Experience](#)

A searchable discovery tool for finding placements and saving your favourites.
[Search Work Experience Finder](#)

Inspirational talks and career talks with high-profile, influential professionals.
[Discover Speakers for Schools](#)

Why choose Futures For All

01 Expertise

We have **dedicated industry experts** in education, work experience practices, safeguarding and policy.

02 Network

We have a **network of over 2,700 schools and colleges**, 100s of leading employers and over 1,500 speakers.

03 Not-for-profit

We are a **charity** who you can join to make a **transformation difference** to the lives of all young people.

Our Social Mobility Partners

Google

Bank of England

Spotify

TESCO

Our purpose and impact

Talent is everywhere across this country, but opportunity is not. As the UK's leading social mobility charity, it's our mission to **transform work experience and secure fair Futures For All** state-educated young people – levelling the playing field for 93% of the student population. Since 2010, we've supported almost **2 million** young talents.

[Donate to change young lives](#)

[Read our latest impact report](#)



Our impact in 2023 - 2024:

16,300
We supported **16,300** young people to access high quality work experience.

89%
89% of students felt confident in achieving their career ambitions post placement.

63,736
We supported **63,736** young people to attend in-person talks.

1 in 3
1 in 3 students said they were considering the same career as their speaker.

Success stories

My Work Experience Story
With Esme, Uisce and Yuvraj

Hear from Esme, Uisce and Yuvraj

Go behind the scenes to find out what happened when ad agency, **Lucy General** invited young talents into their studio to **experience the creative industry**.

[Find work experience](#)

"We've partnered with Futures For All to access inspiring talks and insightful work experience, a vital part of lifelong learning. By offering in-person, hybrid, and remote experiences we've removed the barriers that exist for many."

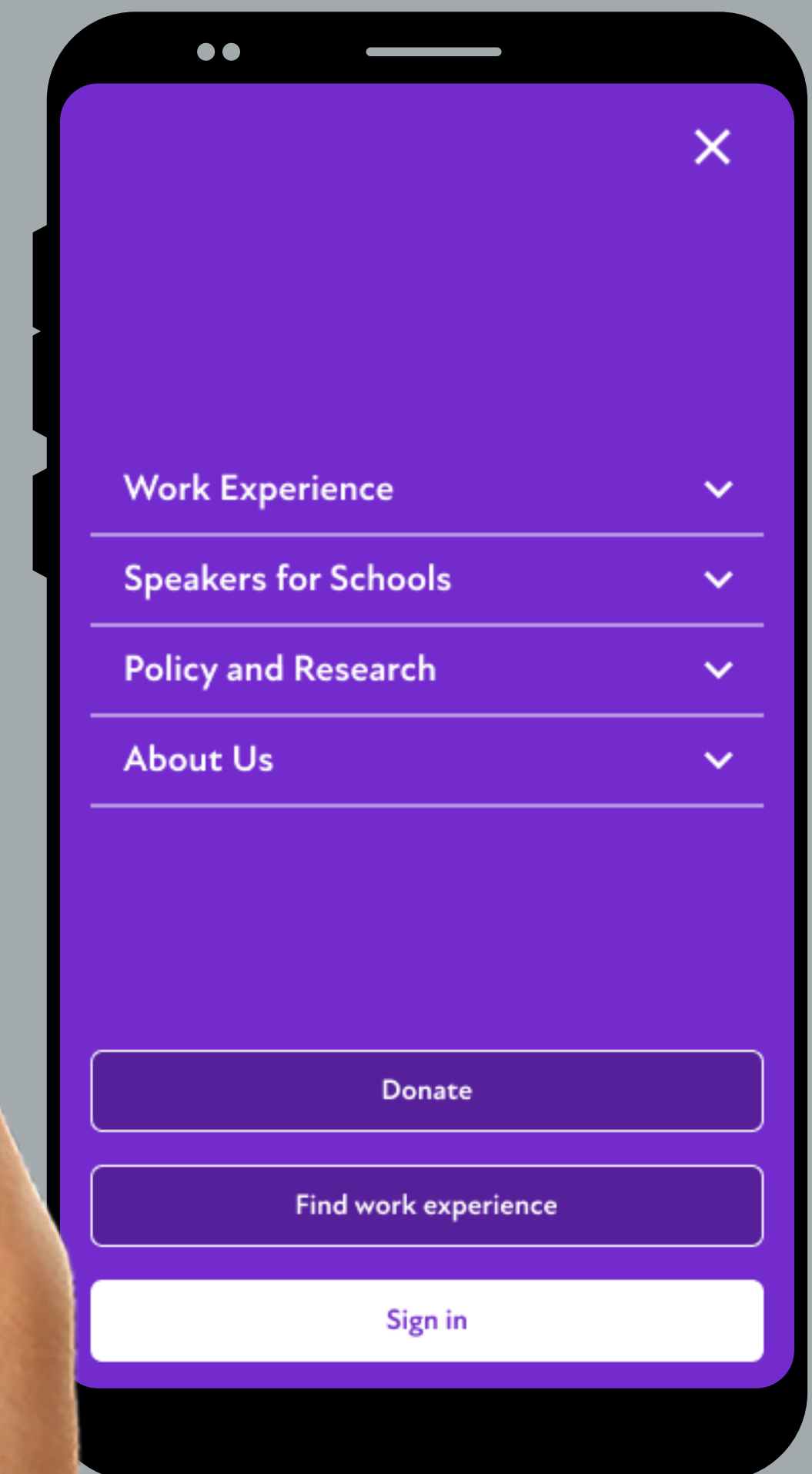
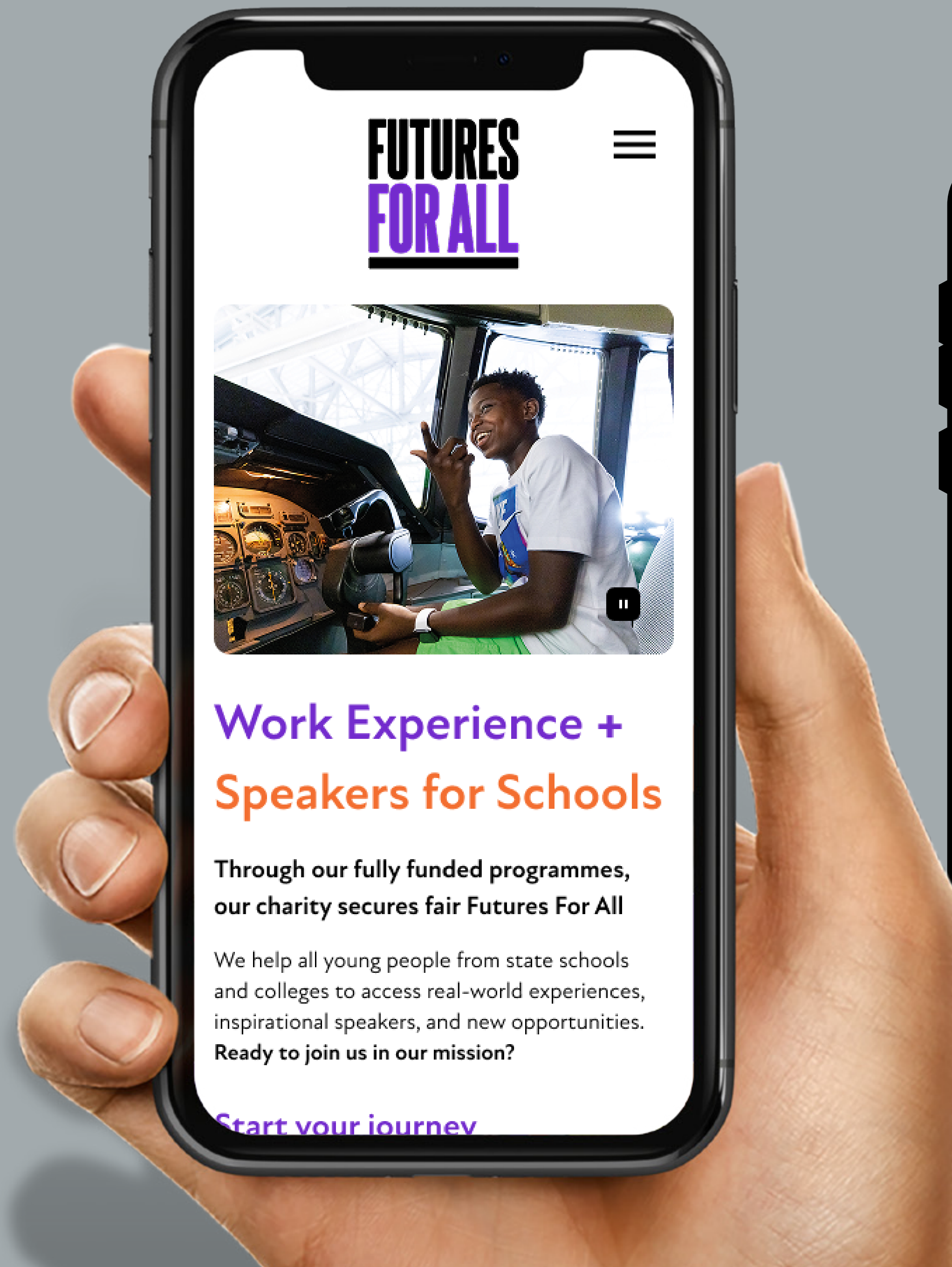
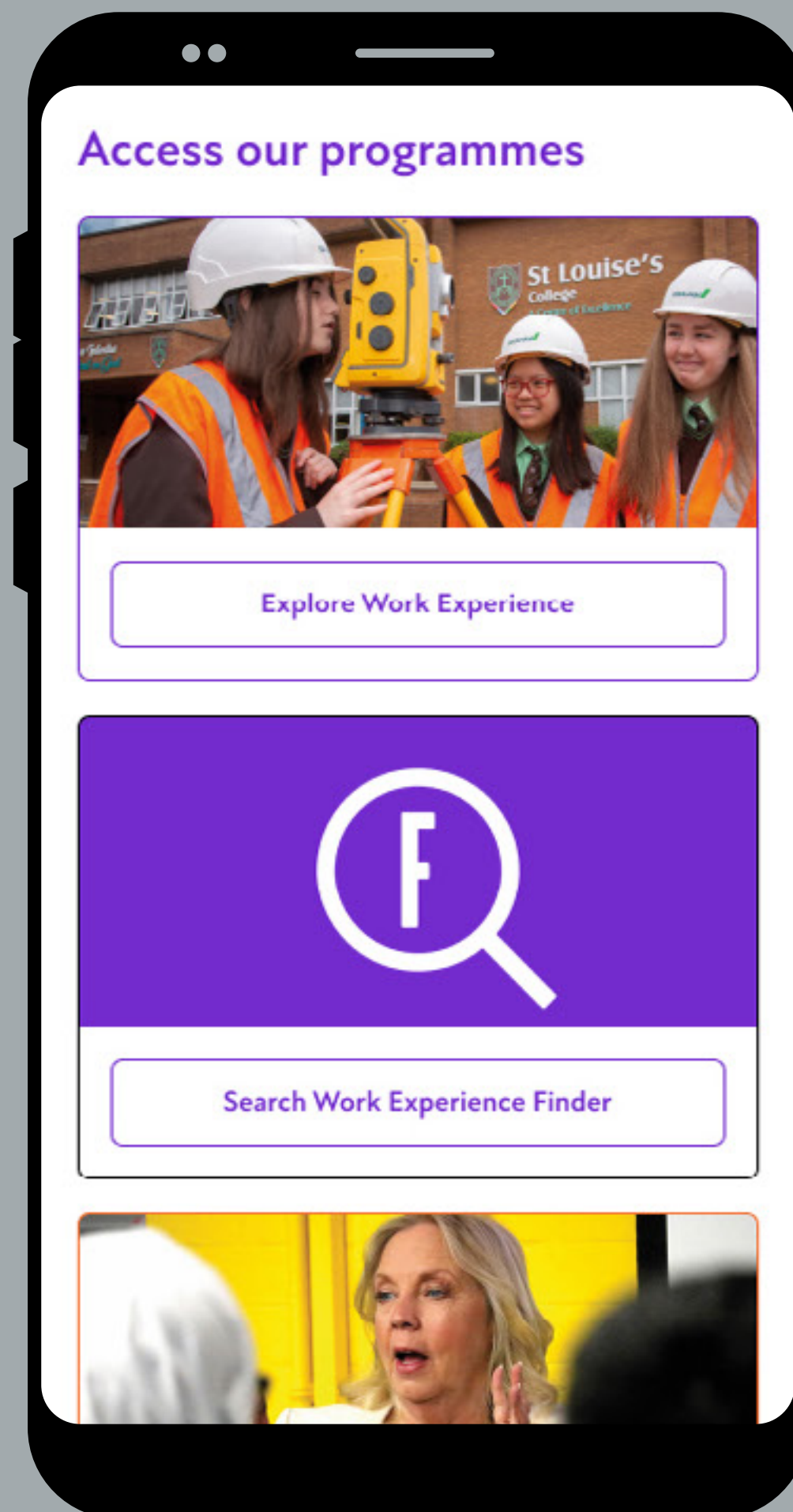
Alexander McIlvenny
Creative Director, Design City Studios

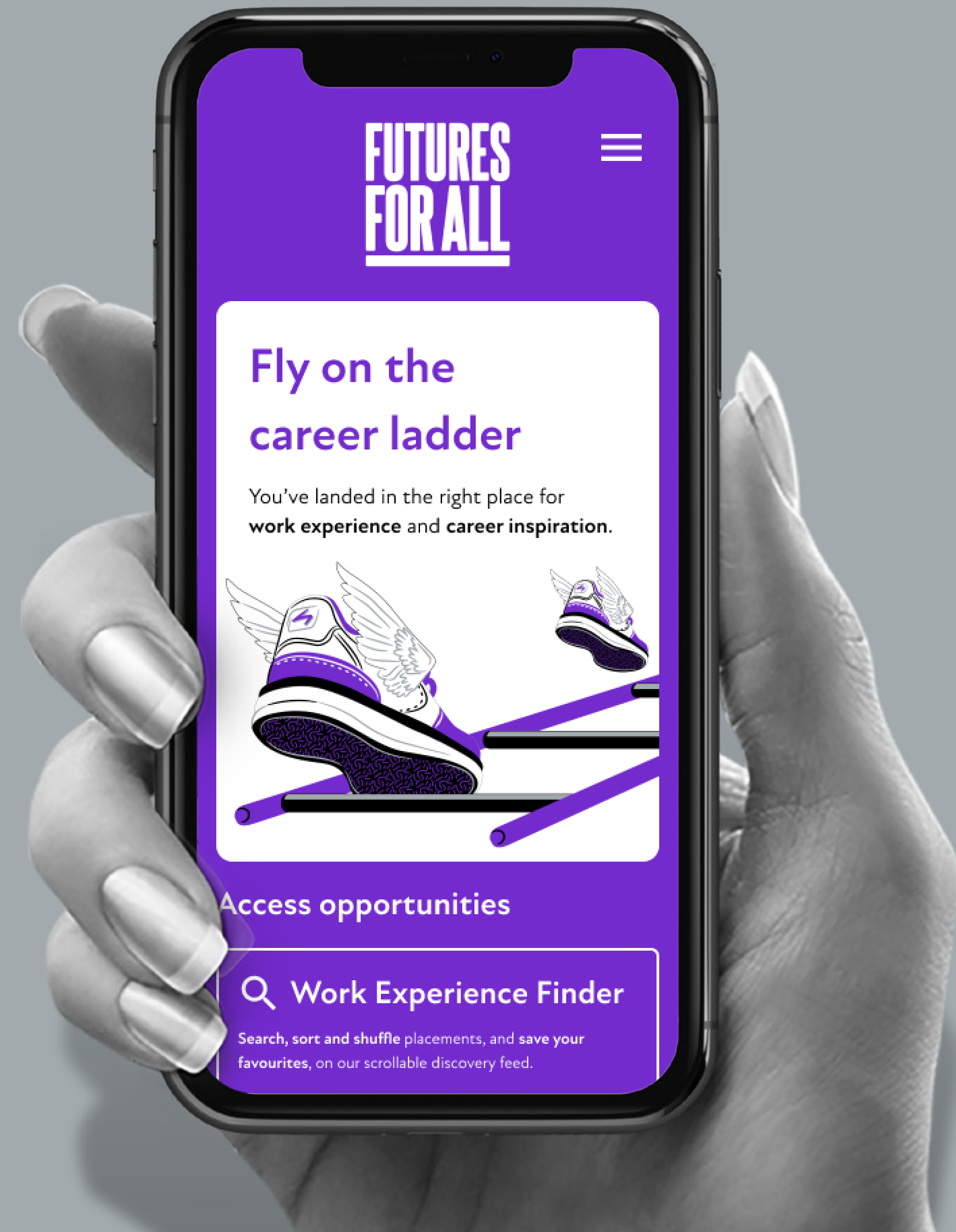
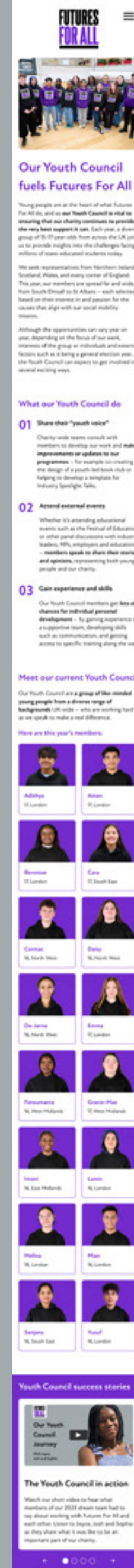
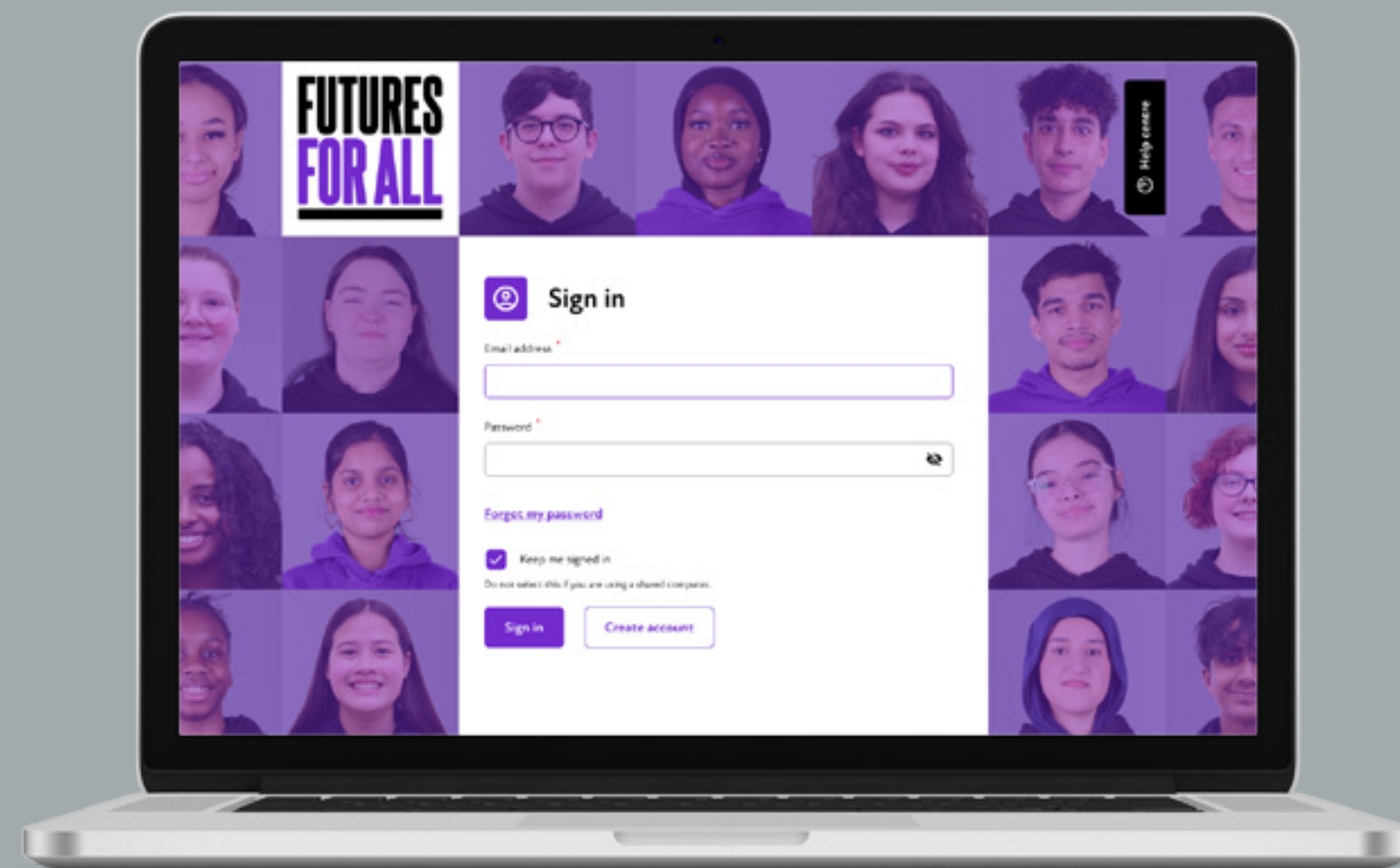
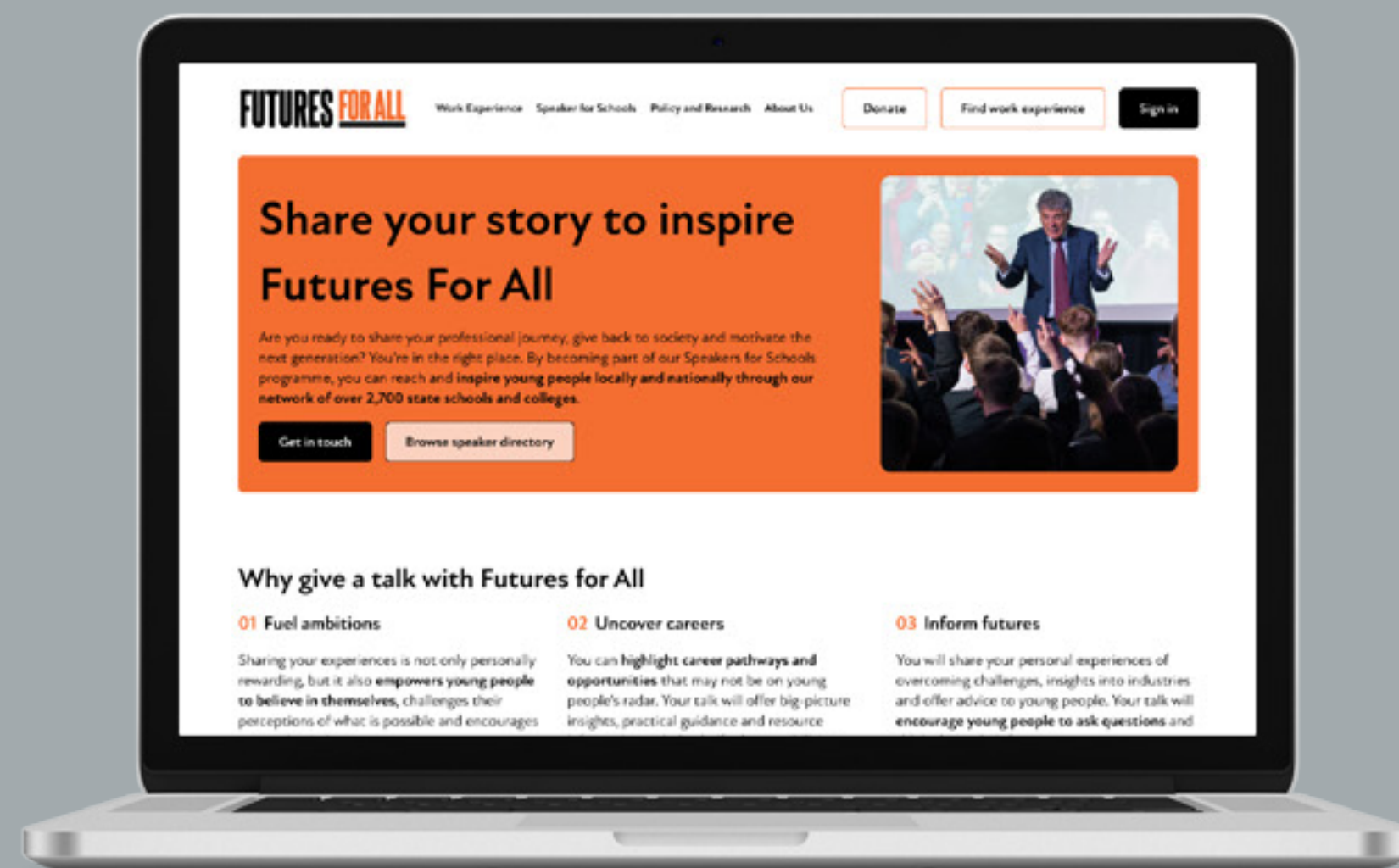
"We've worked together to design a year-long programme of aviation learning, 25,000 hours of inspiring talks, interactive activities, and mentoring, both virtually and in-person."

Laura Macdonald
2024 Careers Manager, Virgin Atlantic

"In June 2021, I started the first day of my remote work experience with Futures For All. Fast forward to June 2023, and I took part in the same work experience programme, however, this time as an employee at PwC!"

Lisa
Baker





Fly on the career ladder

You've landed in the right place for **work experience** and **career inspiration**.



Access opportunities

Work Experience Finder

Search, sort and shuffle placements, and save your favourites, on our scrollable discovery feed.

Find work experience



Watch talks for inspiration on fuelling your career ambitions and work experience next steps.

Browse talks library

Reasons to register

01 Experience

Give careers a test drive by getting

Give careers a test drive by getting **free work experience** placements offered by **100s of leading employers** locally and nationally, UK-wide.

02 Personalisation

Get signed in to **tailor your search to you**, filter by your location, interests and industries, add favourites, and discover the latest placements first.

03 Payoff

Gain **£1,088 extra in your future yearly salary** for each type of 3-5-day work experience you complete – as proven by our research with YouGov.

Our big-name employers

Google



Bank of England

How to get work experience



Your step-by-step guide

Discover how easy it is to register, search out, apply for, and get involved with placements through us.

Register to get work experience

Career discovery

We understand it can be challenging to imagine your future or find information about various careers. What is the industry like? How many job options are available? What could your potential earnings be? Dive into our quick reads to discover more.



Creative & Media Arts

How do you turn art into a career?

[Read blog](#)



▶ YouTube



My work experience at Google



Listen to young people as they share their transformative work experiences, the talks that fuelled their ambitions, advice, and top careers education tips.

Top tips



Your top CV tips

Check out our five super-helpful CV tips

And remember, the best way to boost your CV is by adding plenty of **work experience**.

Success stories



My Work Experience Story

With Esme, Uisce and Yuvraj

Hear from Esme, Uisce and Yuvraj

Go behind the scenes to find out what happened when ad agency, Lucky Generals invited **young talents** into their studio to **experience the creative industry**.

Find work experience



Interested in accessing our programmes or looking for more information?

Interested in accessing our programmes or looking for more information?

Get in touch

Quick answers

Who are Futures For All and how can they help me?



My school isn't partnered with Futures For All, can I still register?



What if I require SEND support?



How will registering for Futures For All activities benefit my future?



Where can I find information to share with my parents?



What are my options after school?



What is careers education?



How do I decide which industry matches my skills and interests?



Contact us

+44 (0) 300 365 5888

info@futuresforall.org

Unit 109, 30 Great Guildford St, London SE1 0HS



Navigate

Young People

Educators

Employers

Speakers

Where can I find information to share with my parents?



What are my options after school?



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Educators

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Speakers

Funders

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Donations

Careers

Safeguarding

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Law Family Charitable Foundation

Robert Peston

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Contact Futures For All

Choose which best describes you

Fill in the form below, and we will get back to you.

- ☐ I am an 11-19-year-old student
- ☐ I work at a state school or college
- ☒ I work for a UK employer
- ☐ I am interested in becoming a funder
- ☐ I am a parent, carer or guardian
- ☐ Other
- ☐ I am interested in the Speakers for Schools programme

 Employer

Success stories



Hear from Dave, Kitty, Paul and Lameya

Watch and learn about the **impact of fresh perspectives** on ad agency, Lucky Generals

Quick links

- Donations
- Careers
- Safeguarding
- Privacy notice
- Cookie policy

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Robert Peston

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Our mission: Futures For All

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people in state education by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Through our partnerships and activities, **we have**



Policy piece
October 7 • 2 minute read

Our response to the Youth Voice Census 2024



Donate to change young lives



Make an online donation today

You can **make a one-off gift** or **set up a regular monthly donation** to help level the playing field and give disadvantaged young people access to life-changing work experience. Futures For All is a trading name of Speakers for Schools. A registered charity in England and Wales (no 1150411) and Scotland (SC046586). Also operating in Northern Ireland.

Ready to support social mobility?

Make a donation



Educators

Ready to inspire your students with life-changing talks?

Sign up to host speakers



Speakers for Schools Programme

We provide both **in-person** and **virtual inspirational talks** and **career talks** through our network of more than **1,500 speakers**.

Our big-name employers

Google



Get involved



Young People

Discover work experience, career info and inspiration.

Get opportunities



Educators

Support your students to find life-changing opportunities.

Explore work experience

Social Mobility Partners

A&L Goodbody

althaus

AND Digital

BBC

Browse + search talks library

People/Companies/industries

Filter

Sort

Clear all

Ready to be inspired and watch replays of previous live virtual broadcasts whenever you wish? As part of our Speakers for Schools programme, all recorded talks in our library are free and available on demand. Additionally, you can search and filter by speaker name, talk topic, and key stage suitability. If you're interested in future talks, please [view our upcoming broadcasts](#)



When Life Gives you Lemons – The Power of Failure – World Mental Health Week
with Sally Orange MBE, Former British Army Major, Multi-Record-Breaking Adventure Athlete, Passionate Mental Health Campaigner.



FUTURES FOR ALL

From History Books to Foreign Affairs: The Power of Languages in International Careers

with Arthur Snell, Writer, Podcast Host and former UK Diplomat.



Inspirational Talk

From History Books to Foreign Affairs: The Power of Languages in International Careers

with Arthur Snell, Writer, Podcast Host and former UK Diplomat

Wednesday 11th June

10:00am – 10:45am

Our impact in 2023 - 2024:

16,300

We supported 16,300 young people to access high-quality work experience.

89%

89% of students felt confident in achieving their career ambitions post placement.

63,736

We supported 63,736 young people to attend in-person talks.

1 in 3

1 in 3 students said they were considering the same career as their speaker.



Get IntoTech with our exciting programme

Futures For All has partnered with The Hg Foundation to deliver a programme of high-impact interventions for young people in state secondary schools and colleges to encourage them to consider a career in the UK technology sector. Together, we are excited to offer career-focused 1-hour inspirational talks, 3-5-hour introductory Insight Days and 3-day work experience with influential professionals and leading employers.

Find work experience

Discover upcoming talks

FUTURES FOR ALL



Assumed Knowledge

Download report



Things Worth Knowing

Download report



FUTURES FOR ALL

FUTURE MAKERS

Charity careers at Futures For All

Our people are at the very heart of securing Futures For All. We champion each and every one to be at their best. As a close-knit charity that is passionate about social mobility, we are dedicated to our shared mission of driving transformational change for young people.

01 Trusts & Foundations

Are you a Trust or Foundation aligned to educational and/or social causes? If you offer grants or financial awards that could help fund a project for young people in the UK, please get in touch to see how we can work together.



02 Philanthropy

Are you looking to make a donation that will benefit young people from disadvantaged backgrounds? If you would like to make a gift to support these young people to realise their potential, we would love to hear from you.



Back to latest news



Case study
October 7 • 2 minute read

The Inside Story on In-Person Work Experience in Rail and Sustainability

Environment & Infrastructure



Discover creative work experience



3 days in an exciting ad agency

In-person work experience

What does work experience at a creative agency look like? Go behind the scenes with Esme, Uisce and Yuvraj as they spend a few days at ad agency Lucky Generals, exploring careers in advertising, design, account management and TV production – all in one exciting placement!

Here's a sneak peek at what they got up to.

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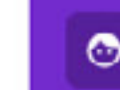


Help centre



Create account

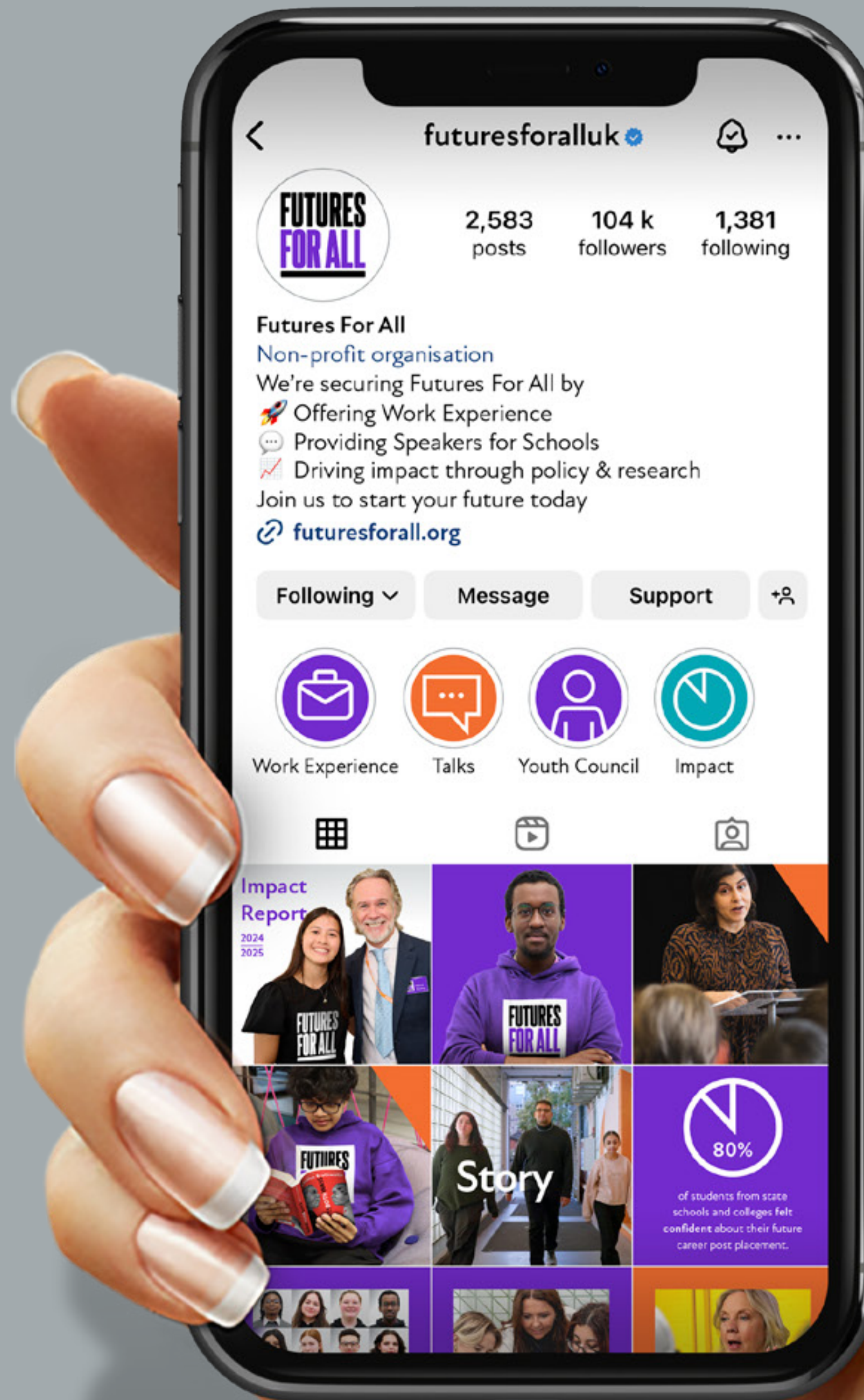
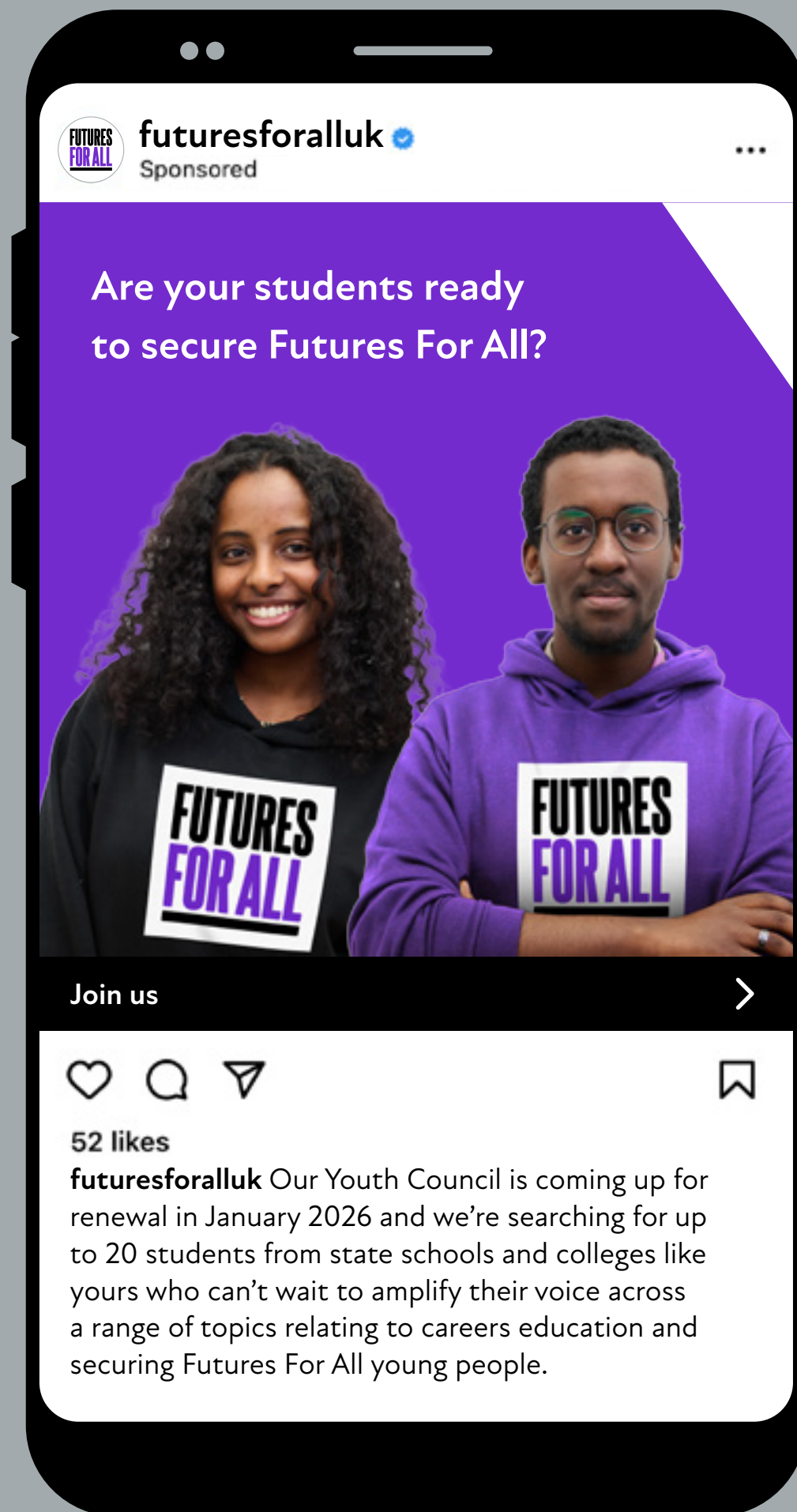
Choose which profile best describes you:

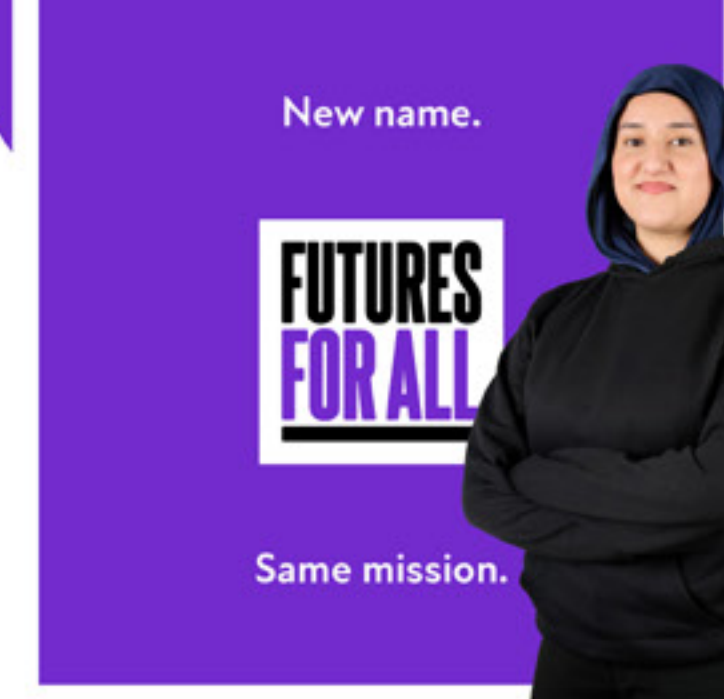


Young Person

I am looking to get work experience









FUTURES FOR ALL



Environment & Infrastructure work experience

FUTURES FOR ALL



FUTURES FOR ALL

In-person work experience

New name. Same mission.
Helping you fly on the career ladder.

FUTURES FOR ALL



FUTURES FOR ALL



FUTURES FOR ALL



Spotify

FUTURES FOR ALL

Speakers for Schools Programme

FUTURES FOR ALL



FUTURES FOR ALL



FUTURES FOR ALL

Career curious?

Find work experience

FUTURES FOR ALL



New name.

FUTURES FOR ALL

Same mission.

FUTURES FOR ALL



Tech, Science & Engineering work experience

FUTURES FOR ALL



FUTURES FOR ALL



Ready to start your careers journey?

Work Experience Finder

FUTURES FOR ALL



FUTURES FOR ALL



FUTURES FOR ALL



Ready to reach for your Work Experience Finder?

FUTURES FOR ALL



Law, Care & Community work experience

FUTURES FOR ALL



FUTURES FOR ALL



Ready to discover career possibilities?

Work Experience Finder

FUTURES FOR ALL



Sports, Travel & Hospitality work experience

FUTURES FOR ALL



The Hg Foundation
EVO Academy

FUTURES FOR ALL



Creative & Media Arts work experience

FUTURES FOR ALL



FUTURES FOR ALL



FUTURES FOR ALL

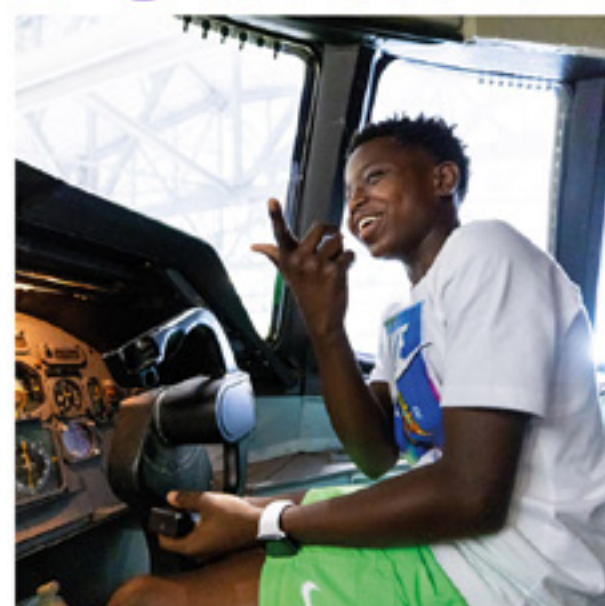


FUTURES FOR ALL



Business, Finance & Retail work experience

FUTURES FOR ALL



Get work experience

with leading UK employers
to fly on the career ladder

F Our seriously scrollable **Work Experience Finder** offers free access to in-person, remote, and hybrid 3-5-hour Insight Days and multi-day placements – sign in to search, sort, shuffle, and add favourites.

- ✓ Accessible from anywhere in the UK
- ✓ Boosts confidence and improves skills
- ✓ Includes 100s of big-name businesses



Plus, on our dedicated page for young people, you'll find inspiring videos from students like you and informative blogs about various career options.

And if that wasn't enough, our **Speakers for Schools Programme** puts live upcoming broadcasts and an online, on-demand library of talks at your fingertips.

Visit futuresforall.org
or scan to discover

FUTURES FOR ALL



Access our programmes to nurture Futures For All

Work Experience

Through our Work Experience Finder – where they'll sign in to search, sort, shuffle, and add favourites – your 14-19-year-old students can get **in-person**, **remote**, and **hybrid** 3-5-hour Insight Days and **multi-day** placements with **100s of leading UK employers**.

- ✓ Fully funded for state schools/colleges
- ✓ Supported by a dedicated education team
- ✓ Designed to expand careers education

Speakers for Schools

Your 11-19-year-old students can also explore fully funded **inspirational and career talks** with high-profile, influential professionals, **in-school** and **online**, and browse our impressive talks library.

- ✓ A network of over 1,500 speakers

Visit futuresforall.org
or scan to discover

FUTURES FOR ALL



Find work experience with leading UK employers for your talented students

Our programme offers 14-19-year-old students, from state schools and colleges like yours, fair access to **fully funded in-person**, **remote**, and **hybrid** 3-5-hour Insight Days and **multi-day** placements – from anywhere in the UK.

They will take part in tours, career talks, projects, activities, presentations, polls and expert Q&As.

- ✓ Designed to showcase and demystify careers
- ✓ Boosts skills, self-belief and employability
- ✓ Supported by a dedicated education team

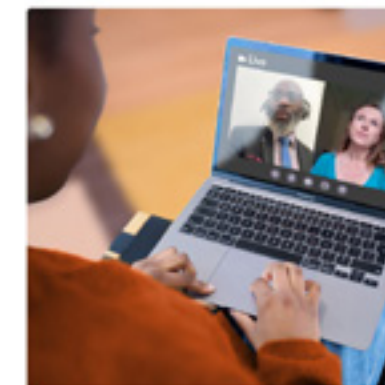


Work Experience Finder

Search, sort and explore placements, and browse by career types on our discovery feed. Plus, sign in to our easy-to-use portal to view by location, save favourites and **apply** for matched opportunities.

Visit futuresforall.org
or scan to discover

FUTURES FOR ALL



Find Speakers for Schools to inspire your students

Our programme offers 11-19-year-old students, from state schools and colleges like yours, fair access to 1-hour **in-person** and **virtual talks with high-profile professionals**, from anywhere in the UK.

- ✓ A network of over 1,500 speakers
- ✓ Shares aspirational life lessons and advice
- ✓ Builds self-belief and fuels ambitions

Inspirational Talks: Stories and journeys in fields such as business, politics, entertainment and sport, as well as themes like Black History Month/Pride.

Career Talks: Insights into industries, pathways and opportunities, with practical guidance on careers.

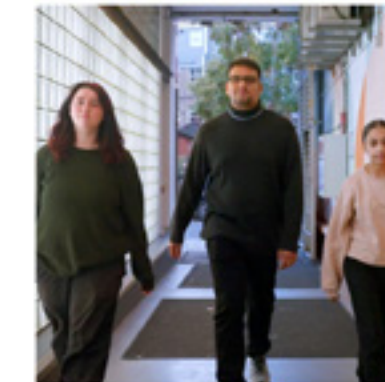
Broadcasts: An unmissable schedule of live, online talks and an impressive library of recorded sessions.

Sign up to host speakers

Get talks at your school or college, providing students with a unique opportunity to hear VIP speakers share the secrets of their success.

Visit futuresforall.org
or scan to discover

FUTURES FOR ALL



Offer work experience to make a social impact and attract young talent

As the UK's largest provider, we can support you to offer **in-person**, **remote** and **hybrid multi-day placements**, as well as career talks and Insight Days. Our Social Mobility Partners **gain priority access** to a network of over 2,200 state schools/colleges.

- ✓ Reach and target around 70,000 students
- ✓ Receive the complete guide to work experience
- ✓ Opt to access our portal to manage applications

Become a Social Mobility Partner

Alongside 100s of big-name employers, joining us gives you plenty of ways to get involved:

- 1 Promote your own placements and diversify your applicants by listing on our Work Experience Finder.
- 2 Manage work experience in partnership, supported by an account manager – with access to our portal.
- 3 Develop remote and in-person work experiences – with content, admin and hosting support.

Visit futuresforall.org
or scan to discover



Join us to shape work experience

In Autumn 2025

Ways we can help you:

- 1 Promote your own placements and diversify your applicants, at no cost – by listing on our Work Experience Finder.
- 2 Manage experiences in partnership, supported by an account manager – with access to our applications portal.
- 3 Develop your remote and in-person work experience programme – with content, admin and hosting support.

To get talent, get in touch: employers@futuresforall.org



Offer work experience to shape futures

In Autumn 2025

Ways we can help you:

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Offer placements to access our network of 2,700+ schools

Ways we can help you this Autumn:

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- 3 Develop your remote and in-person work experience programme – with content, admin and hosting support.

Contact: employers@futuresforall.org




Join us to reach 70,000 talents via work experience

Ways we can help you this Autumn:

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Join us to reach 2,700+ schools via work experience

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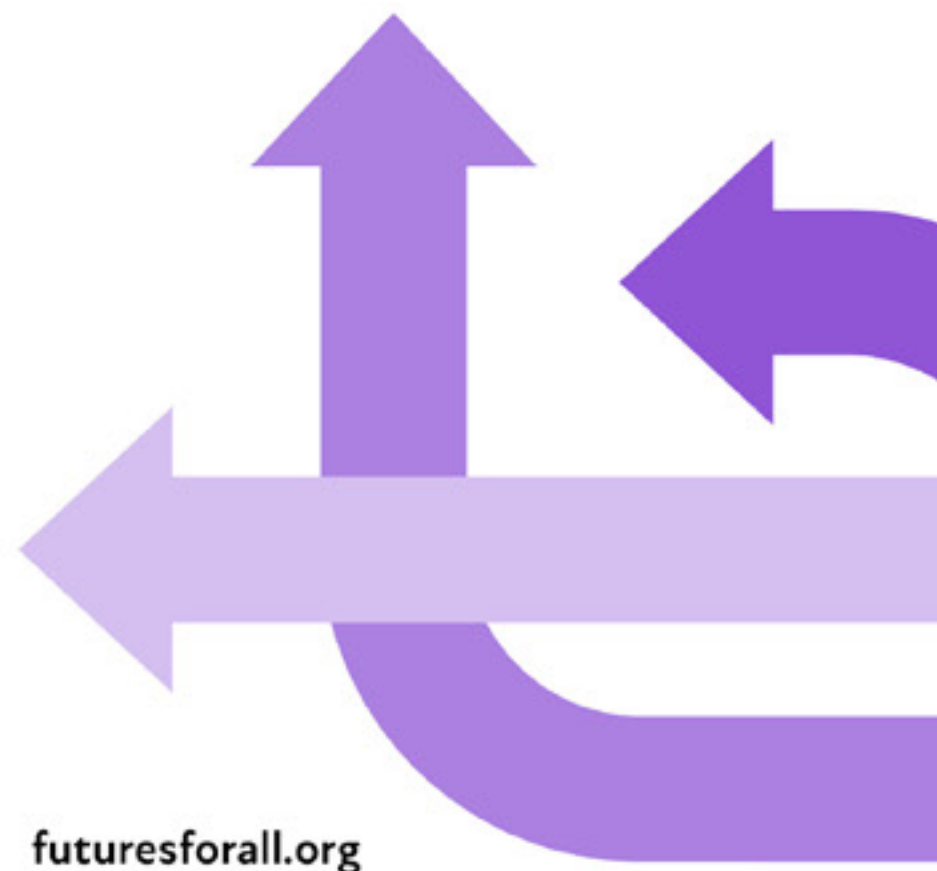
Contact: employers@futuresforall.org

FUTURES FOR ALL



Wex In A Box Guidebook

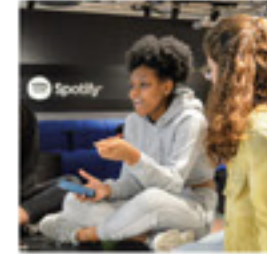
A comprehensive guide
to delivering high-quality
work experience placements



futuresforall.org

Photography: Vantage Media Productions & Ben Shakespeare

FUTURES FOR ALL



Work Experience Quality Guide

A framework for employers

futuresforall.org



High-Quality and High-Impact Work Experience For All

Insights from regional roundtables
and policy recommendations

Authors: Nina Chantambous and Elnaz Keshaf

September 2025

FUTURES FOR ALL

What Makes High-Quality Work Experience?

Introducing the definition and
indicators of impactful practice

Authors: Isobel White and Elnaz Keshaf

June 2025

New Policy Report



New Research Report





Our Charly

An intro to futuresforall.org

Futures For All is the UK's leading social mobility charity and the largest provider of work experience.

Since 2010, we have supported almost 2 million young people.

We understand how hard it can be to imagine your future, let alone access the opportunities you deserve. We believe every young person should have the chance to succeed based on their talent and potential, not their background, location, or family circumstances.

That's why we offer all students from state schools and colleges full, free access to our Work Experience and Speakers for Schools programmes.

Our Programmes

Work Experience Programme

We give young people like you the opportunity to access high-quality multi-day placements, as well as short career talks and introductory Insight Days, with 100s of leading employers.

- ✓ Free for state schools and colleges
- ✓ Available for 16-19-year-old students
- ✓ Accessible from anywhere in the UK

Our Programmes

Speakers for Schools Programme

You can also access free 1-hour in-school and online talks with high-profile influential professionals to help you imagine what you could be in the future.

- ✓ A network of over 1,300 speakers
- ✓ Available for 11-19-year-old students
- ✓ Builds self-belief and fuels ambitions

Our Partners

Check out some of the **big-name businesses** that have offered work experience with us:

Work Experience Options

How can you get involved?

We offer two types of opportunities you can apply for directly:

01 Insight Days

3-5-hour sessions that introduce businesses, industries, and careers, letting you hear from professionals, experts, and leaders to explore all the possibilities.

02 Multi-Day Work Experience

Placements that let you experience the world of work, build your skills, and participate in tours, career talks, projects, activities, presentations, polls, and expert Q&As.

Work Experience Options

How will you access opportunities?

There are 3 ways to get work experience with us, and each is linked to working life in the real world.

01 In-person Work Experience

Students don't have work experience taken place on-site at a location or multiple locations chosen by the employer. They need to travel to the workplace, which may affect your travel, time, costs, and working hours, so it's important to consider this before applying. In-person placements offer valuable opportunities to observe professionals, build skills, and potentially connect with local businesses right in your area.

02 Remote Work Experience

Remote (virtual) work experience takes place online and can be accessed from anywhere in the UK. Similar to work from home roles, it offers flexibility in location and sometimes working hours. While you won't need to travel, you're generally expected to be available between 9 am and 5 pm, with access to a reliable internet connection, suitable tech, Google Classroom and Google Meet. Remote placements let you explore careers with distant employers, collaborate with colleagues across locations, and build valuable digital skills.

03 Hybrid Work Experience

Hybrid work experience combines both in-person and remote elements. Often called flexible working, the balance between the two is set by the employer and outlined in the placement details. It offers the benefits of both formats and adds valuable versatility to your CV.

Case Study

My Work Experience Story

With Esme, Uisce and Yuvraj

See an in-person placement in action.

Case Study

Remote Work Experience

Watch how remote work experience works.

Finding Careers Info

Your Online Home

Through our dedicated youth website page, you can use our **Work Experience Finder** and explore career inspiration and information.

YouTube: Inspiring videos from young people and our Youth Council, sharing their experiences and advice.

Career Discovery: A blog series featuring 6 quick reads on various careers, including fact facts, salaries, and case studies.

Tip Tip: A helpful video with 5 essential tips on what to include and how to write your CV.

futuresforall.org/youngpeople

Finding Placements

Work Experience Finder

Our seriously scrollable online discovery feed lets you explore the latest opportunities. You can search, sort, shuffle and filter by career type or industry, and see what's new. Signing in to our user-friendly work experience portal gives you the ability to save favourites, get location-based matches, and apply with ease.

futuresforall.org/work-experience-finder

Doing Work Experience

Why get work experience?

- ✓ Discover industries, careers, and different job roles
- ✓ Build self-belief and skills that boost your employability
- ✓ Discover your passions, interests, and career goals
- ✓ Add valuable experiences to your CV or applications
- ✓ Uncover pathways, including those without academic routes

Then, you'll be better equipped for the workplace and ready to start your first career.

Doing Work Experience

Steps to securing work experience with Futures For All

Step 1:

Register, create an account and sign in.

Step 2:

Use the Work Experience Finder to explore opportunities.

Step 3:

Complete and submit your online application.

Next steps:

Your school or college will review and forward your application to the employer. The employer will then assess your application and decide whether to offer you the placement.

If successful, you will be notified via e-mail.

Video Guide

How-To Guide

For Young People

Watch our step-by-step guide to get started.

Attending Work Experience

Got a placement? Show up and make it count!

Attendance matters: Your placement is fully funded and free, so don't miss out! If you can't attend, cancel in advance so another student can benefit.

Plan ahead: Set aside time for your placement to get the most out of it and avoid last-minute issues.

Remote experience: For online or hybrid Insight Days and placements, you'll use Google Classroom and Google Meet. Sign-in details will be emailed 1-2 weeks before your start date (check your junk folder). If you haven't received them, email: workexperience@futuresforall.org

Check access early: Test your login before your placement starts to avoid missing key info at the beginning.

Work Experience Reviews

"I would never have found work experience with Bentley Motors without Futures For All, and I really enjoyed learning about the business. The car design challenge was so exciting."

Yin Li, Torquay

"Working with Spaceport Cornwall has further inspired me to pursue a career in aerospace engineering and allowed me to meet people who do jobs similar to those I want later in life."

Ben, Birmingham

"In June 2021, I started the first day of my remote work experience with FastTru... Fast forward to June 2023, and I took part in the same work experience programme, however, this time as an employee at FastTru."

Lara, Bedford

Ready to fly on the career ladder?

Get registered, sign in

Search work experience

Scan or click!

No pressure, just possibilities... futuresforall.org

Futures For All

Launch Communications

Emails:
Launch
day



Futures For All
To: Alexander Walsh >
Reply To: Futures For All

23/06/2025

3, 2, 1... Open for opportunity



Ready to fly on the career ladder? Jump on our new Work Experience Finder.

Hey [Name], there's open for opportunity!

Now that we've switched up our charity's name from Speakers for Schools to Futures For All, we've launched a fresh new website along with a revamped work experience finder. Ready to find awesome, relevant, and hybrid placements with hundreds of top name businesses? It's all about career inspiration. No pressure, just possibilities.

Search, sign in, get started.

Find work experience

The latest work experience Opportunities



Unearth a Sustainable Green Career with iStockphoto

A 3-day remote programme designed to equip you with essential sustainability knowledge and practical skills, so you explore careers in Agriculture & Environment. Ready to become a change-maker?

Learn more



Ready, Set, Code! Unlock your Tech Potential with Kameo

A 3-day remote, interactive placement that explores Artificial Intelligence, software engineering, coding, and cybersecurity with a global technology company. Ready to let your tech-creativity flow?

Learn more



Future Innovators Wanted: A Tech Journey with Sopra Steria

A 3-day remote opportunity that immerses you in AI and future technology careers with a global powerhouse of 51,000 experts across 30 countries. Ready to shape the world together?

Learn more



Work Experience Finder

Fast facts on the finder

1. Our Work Experience Finder is an online discovery feed for exploring and applying for our latest placements and external opportunities with leading UK employers.

2. You can search, filter, and sort to organise by opportunity type, duration, and location.

3. Browse by featured career types and industries, subjects, closing soon, and all open opportunities. Plus, access related career blogs, and inspirational and career talks with influential professionals.

4. Each opportunity provides a placement overview, highlighting the skills you'll gain, details about the employer, application instructions, and quick answers to common questions.

5. Signing in to our user-friendly work experience portal gives you the ability to save favourites, get location-based matches, and apply with ease.

Find work experience



Your new online home



Futures For All
To: Alexander Walsh >
Reply To: Futures For All

23/06/2025

Don't miss out... Open for opportunity



Futures For All is here – and open for opportunity!

Hello [Name]. Ready to kickstart careers for young people?

As we begin this academic year, we're excited to start our journey as **Futures For All** (formerly Speakers for Schools) – and to share our new website, featuring a refreshed **Work Experience Finder** and updated career resources for you and your students.

We're still providing in-person and virtual talks through our Speakers for Schools programme, but now as part of a wider mission: giving thousands more students across the country access to meaningful work experience that builds essential skills, boosts confidence, and opens doors to professional networks that can shape their future success.

We can't wait to work with you to make an even bigger impact, creating fairer Futures For All young people in state schools and colleges like yours.

Find work experience

Explore futuresforall.org

Our Story, Your Voice



“ Skills shortage and lack of experience are putting a brake on economic growth. ”



SAYS: FUTURES FOR ALL



Futures For All
To: Anastasia Gombile >
Reply To: Futures For All

23/06/2025

Don't miss out... Open for opportunity

DISCOVER!
creative careers month



Discover Creative Careers

We're excited to be part of Discover! Creative Careers Month 2025. In partnership with **OpenCity** and the **Department for Culture, Media and Sport** to help deliver a fully funded month-long event in November for schools/colleges like yours! Discovering careers in creative tech, film, animation, design, music, fashion, publishing, architecture, crafts, heritage, museums, galleries and more.

Ways to get involved

Your students are invited to join 7-hour sessions with creative professionals and employers. Our **Inspirational Talks** share real-life journeys, while our **Career Talks** explore industries, professions, and practical guidance to help students gain their future.

Please get in touch to be part of it: speakersforschools@futuresforall.org

Learn more



Ready, Set, Code! Unlock your Tech Potential with Kameo

A 3-day remote, interactive placement that explores Artificial Intelligence, software engineering, coding, and cybersecurity with a global technology company. Ready to let your tech-creativity flow?

Learn more

Useful resources for you

A great tool to let your students know what's on offer in an assembly.
Download presentation

The perfect way to promote opportunities in your school.
Download programme poster



Work Experience Finder

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5. Signing in to our user-friendly work experience portal gives students the ability to save favourites, get location-based matches, and apply with ease.

Find work experience



Fly on the career ladder

Through our dedicated youth website page, they can access:

Career Discovery: A blog series featuring expert advice on choosing career types - including fast facts, salaries, skills, and case studies.

YouthTalks: Our collection of inspiring videos from young people like them and our Youth Council, sharing their experiences and advice.

Top Tips: A helpful video guide with 5 essential top tips for how to include and how to write their CV.

Launch students page



Speakers for Schools Programme

Don't miss out on inspirational talks in-school and online with high-profile, influential professionals.

Catch upcoming broadcasts

Sign up to hear speakers

Go to futuresforall.org

For real-world experiences, inspirational speakers and new opportunities.

If you have any questions or need some help, please get in touch: schools@futuresforall.org





Futures For All
To: Anastasia Gombile >
Reply To: Futures For All

23/06/2025

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Offer work experience

Explore our impact

Our Story, Your Voice



“ Skills shortage and lack of experience are putting a brake on economic growth. ”



SAYS: FUTURES FOR ALL

Building on 15 years of impact, on 16th September, we officially launch Futures For All – a new name, but the same mission: to tackle the skills system that holds young people out of opportunities. Join us and help spread the word.

Please post on LinkedIn to champion Futures For All and support our mission.

To make it easy, we've prepared everything you need:

Access text and image

Want to learn more about our mission to close the opportunity gap, for good?

Read news story

Unmissable opportunities



Year 9: Your Future

Work Experience Project

Can you support our Year 9: Your Future Work Experience Project?

This opportunity involves offering Remote Work Experience to talented groups of Year 9s (Year 10s in Northern Ireland), who have the option to choose from a range of employers. Your organisation will host students within the placement to provide insights into the workplace, with workshops on employment skills, projects to discover real-world working life and the chance to give feedback on their work.

Don't miss out on the chance to spark students' interest in your industry and organisation, and make an early impact on young talent.

To get involved, please get in touch: speakersforschools@futuresforall.org

Useful resources for you



Work Experience Finder

Fast facts on the finder

1. Our Work Experience Finder is a web-based app which enables employers to list placements in partnership with us and their own external opportunities, for students to explore and apply.

2. Students can search, filter, and sort to organise by opportunity type, duration, and location.

3. Browse by featured career types and industries, subjects, closing soon, and all open opportunities. Plus, access related career blogs, and inspirational and career talks with influential professionals.

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Futures For All
To: Anastasia Gombile >
Reply To: Futures For All

23/06/2025

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Hello [Name]. Ready to inspire even more young people?

As we begin the new academic year, we're excited to reintroduce ourselves as **Futures For All** (formerly Speakers for Schools) – and to share our new website, which includes updated resources and a refreshed **Work Experience Finder** to help support young people even more effectively.

Through our **Speakers for Schools** programme, we're proud to continue offering inspirational talks from professionals like you. Your stories spark ambition, broaden horizons, and help young people see what's possible. This year, we'd love to work with you to deliver even more talks – and to explore whether your organisation might also be able to offer work experience opportunities to further support students' growth and career confidence.

Together, we can make a lasting impact and help create fairer Futures For All.

Please get in touch to let us know a good time to organise future talks: speakersforschools@futuresforall.org

Offer work experience

Explore speakers page

Our Story, Your Voice



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Read news story

Planning your future talk



Let's put a month in the diary and we'll be in touch.

Thank you so much for being part of our speaker network and supporting our mission to inspire students in state schools and colleges. We are now adding speakers to let us know when we should next be in touch about future talks.

Please email speakersforschools@futuresforall.org with your chosen month(s), and we'll get back in touch at a date that suits you.

We look forward to working with you on your next school talk.

Useful resources for you

An overview of how we work and what to expect as a speaker.
Download taking part guide

How to build a student-friendly link with tips on what makes an impact.
Download in-person guide

A guide to planning and delivering impactful talks to specific students.
Download SEN/ADN talks guide

How to frame your talk and make the most of the session format.
Download virtual guide



Work Experience Finder

Could your organisation offer placements to Nickerdall Futures For All?

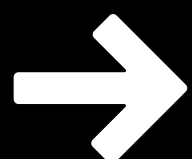
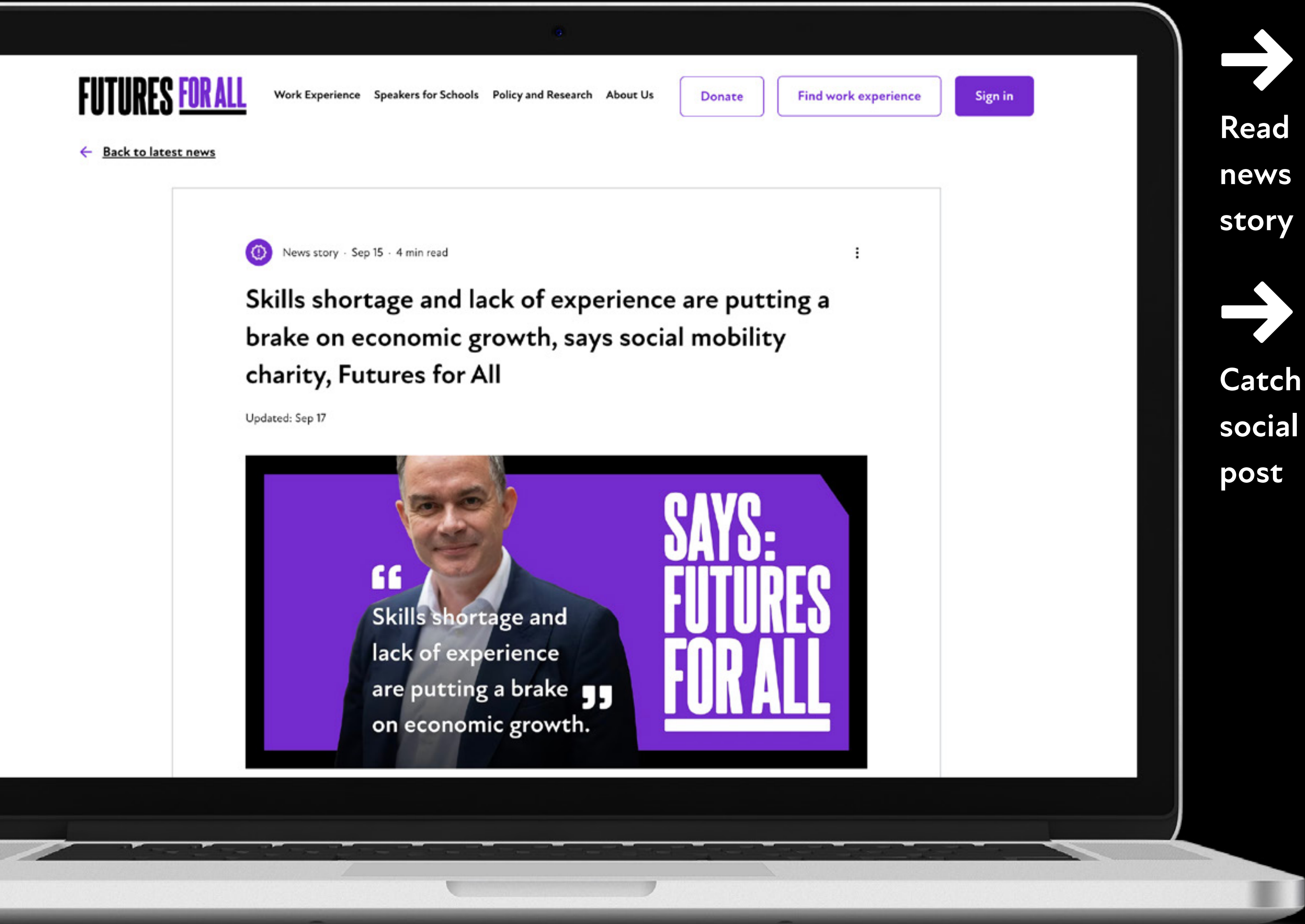
Our new **Work Experience Finder** is a user-friendly, web-based tool that helps students discover and apply for meaningful opportunities – from placements in partnership to external programmes funded by employers. Students can search by industry, location, duration, and more, while also accessing related blogs, talks, and resources to support their career journey.

Each listing includes an overview of the experience, key skills gained, information about the employer, and clear application guidance – making it easy for young people to take the next step. Employers benefit too, with a streamlined portal for managing processes and supporting students from application to completion.

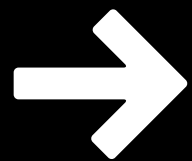
With 98% of students still leaving school without work experience, we're looking for more organisations to join us in changing that. By listing placements through the Finder, you can help open doors and provide real-world insight where it's needed most.

Offer work experience

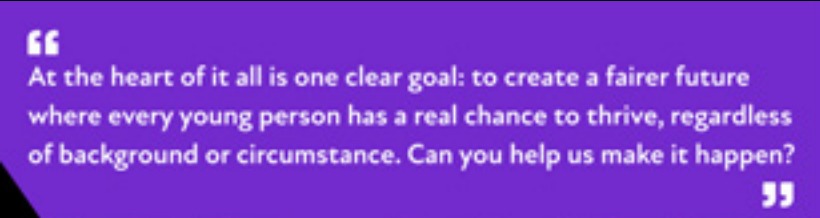
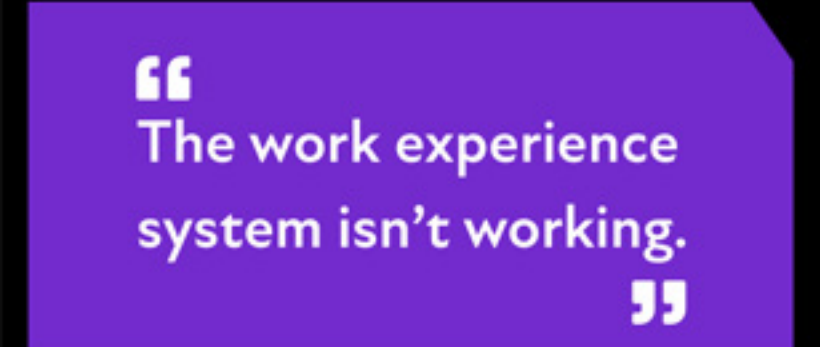
Press and social stories: Says Futures For All campaign



Read news story



Catch social post



Welcome to

**FUTURES
FOR ALL**

22.09.2025







Futures For All

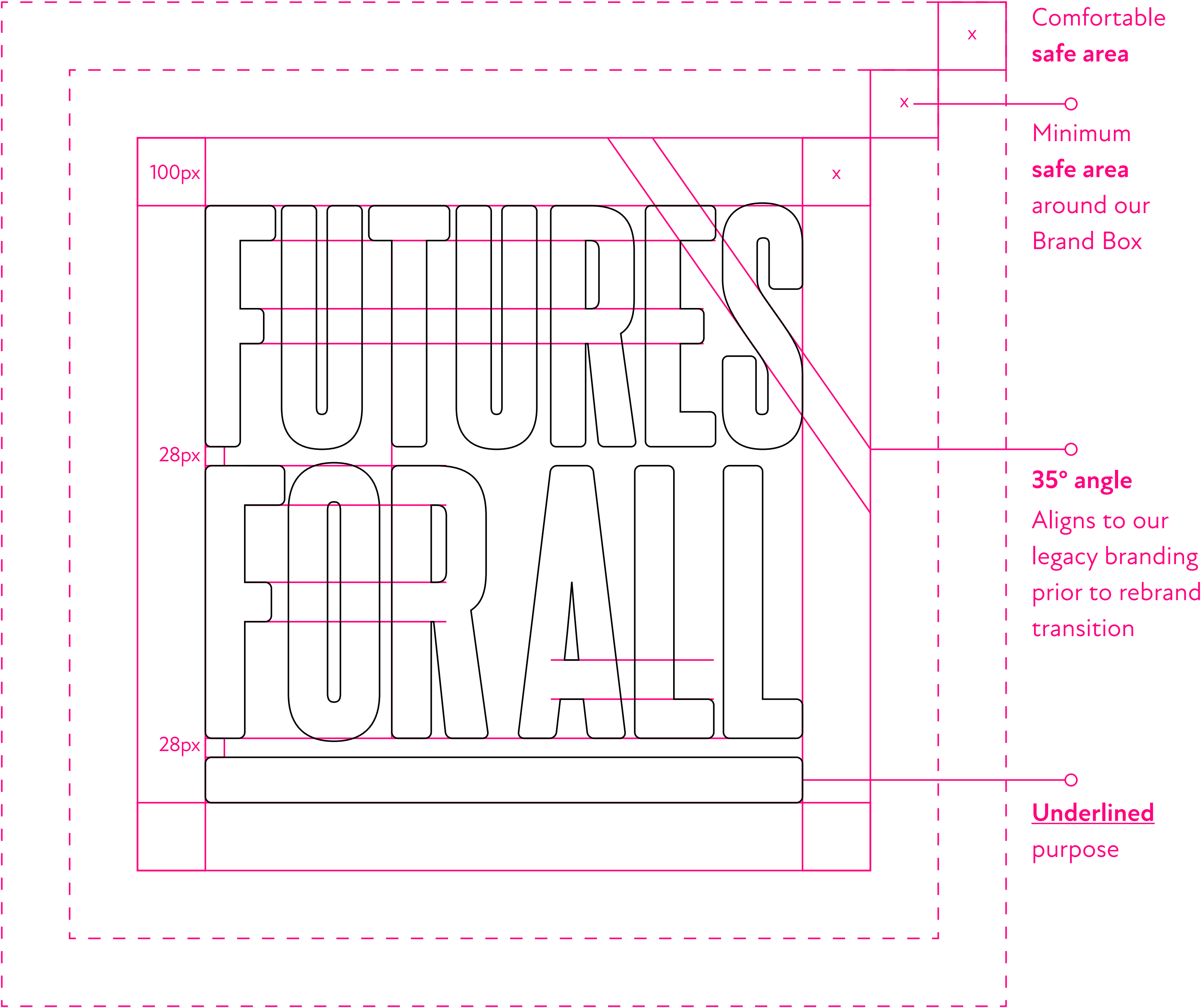
Brand Guidelines

Brand Logo Design

1080 x 1080px Brand Tab

Our name and identity is impact led – stating our social mobility purpose in an ultra bold condensed typeface, and underlined to reinforce our belief in fair and secure **Futures For All**.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.



Brand Logo

Primary

1080 x 1080px square format

Exclusion zone: Our logo is held safely within our Brand Tab. When used on a background of the same colour as this device – please adhere to double the safe area as specified and noted below:



Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Black **Purple** White

01 (Lead)



All primary logo colours are **AAA Accessible For All**

02



04



03



05



Brand Logo

Primary

Social Ping

Our bold identity works perfectly at small sizes, with bespoke versions created to work within the roundel shapes of social avatars.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Black **Purple** White

01 (Lead)

02

03



Branding adjusted to fit within a roundel shape



Brand Logo
Primary

Underline Container

Our underline graphic can be extended to create a content box – for graphics, messages and photography as demonstrated:

Please note: This application is for limited use and as judged by our in-house Creative Team.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

FUTURES FOR ALL

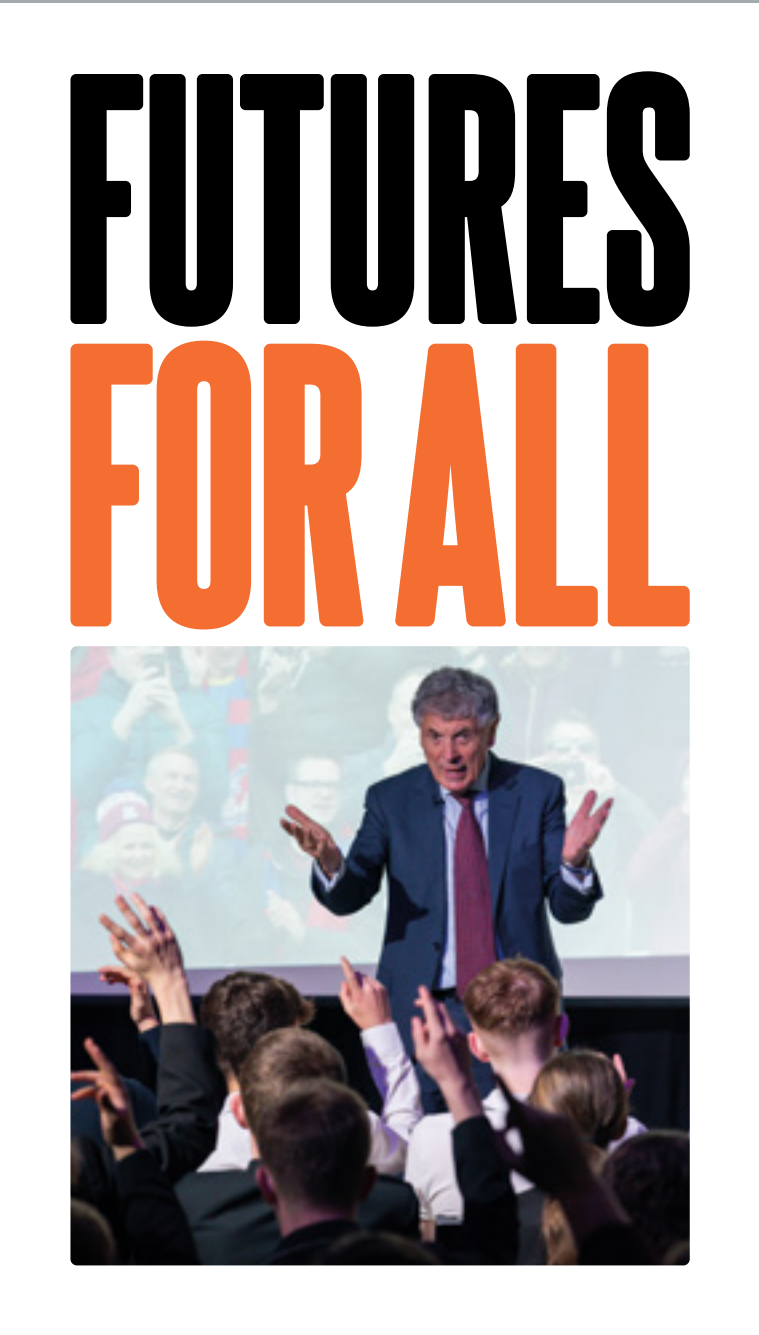
Young people from
state schools and
colleges UK-wide



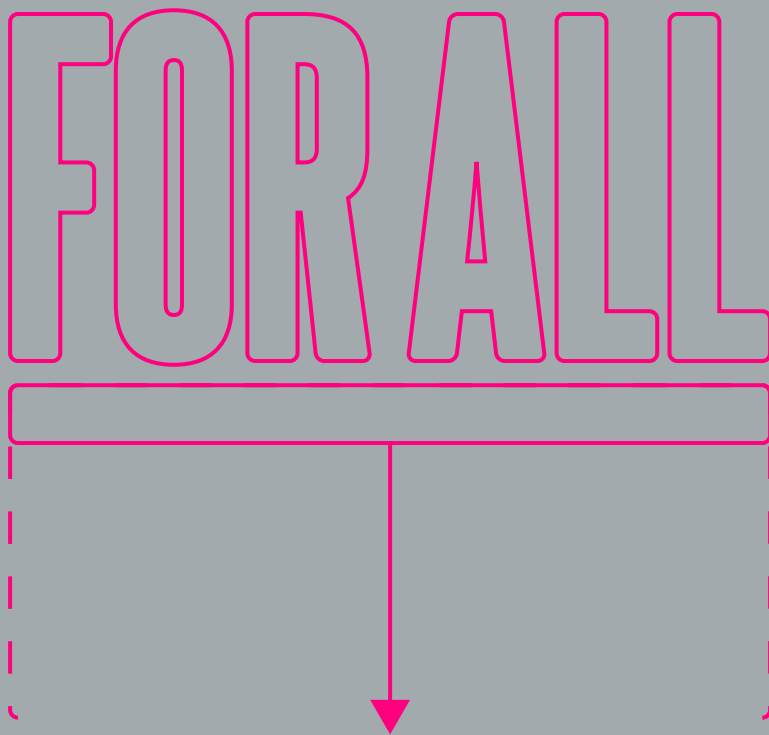
Example 01



Example 02



Content box for graphics,
messages and photography



Brand Logo

Programme Container

Our Futures For All logo can be combined with our programme names to bring a strong emphasis on the services we offer.

(Atten **Bold**/Regular, -35 tracking)

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

FUTURES
FOR ALL
Work
Experience
Programme

FUTURES
FOR ALL Work
Experience
Programme

FUTURES
FOR ALL
Work
Experience
Programme

FUTURES
FOR ALL
Speakers
for Schools
Programme

FUTURES
FOR ALL Speakers
for Schools
Programme

FUTURES
FOR ALL
Speakers
for Schools
Programme

Brand Logo Secondary

1080 x 1080px square format

Please note: Our secondary logos should only be used where colour differentiation is essential.

For example: Our **Speakers for Schools** programme is differentiated by the use of **orange**.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Grey



Teal



Orange
(Talks)



Brand Logo

Banner

1770 x 555px landscape format

Please note: To only be used where the executional format means that our square Brand Tab is unsuitable.

Please note: Our secondary logos should only be used where colour differentiation is essential.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.

Primary



Secondary



Brand Logo

Underline Illustrations

Illustrated set of logos for use when communicating directly with our young people.

Please note: Branding to be used as supplied – our logos should only be reproduced from our master artwork files and must NEVER be altered, re-drawn, re-coloured, modified or manipulated in any way.



Brand Logo
Underline Illustrations

01 – Getting This Journey Started



02 – Bringing Work Experience In Reach



03 – Waving The Flag For Opportunity



04 – Flying Up The Careers Ladder



05 – Speaking To Spark Inspiration



06 – ‘Sharing’ A Love Of Reading



Brand Colours Specifications

Our bold, digital-first colour palette:

Please note:

Our primary colours are
back, white and purple.

Teal and grey can be used as
supporting colours and to aid
segmentation where required.

Orange is intended to be used
to differentiate our Speakers
For Schools programme.

Black

#000000

R: 0 G: 0 B: 0

C:0 M:0 Y:0 K:100

Pantone: Black

Purple

#732BCD

R: 115 G: 43 B: 205

C:76 M:90 Y:0 K:0

Pantone: 266

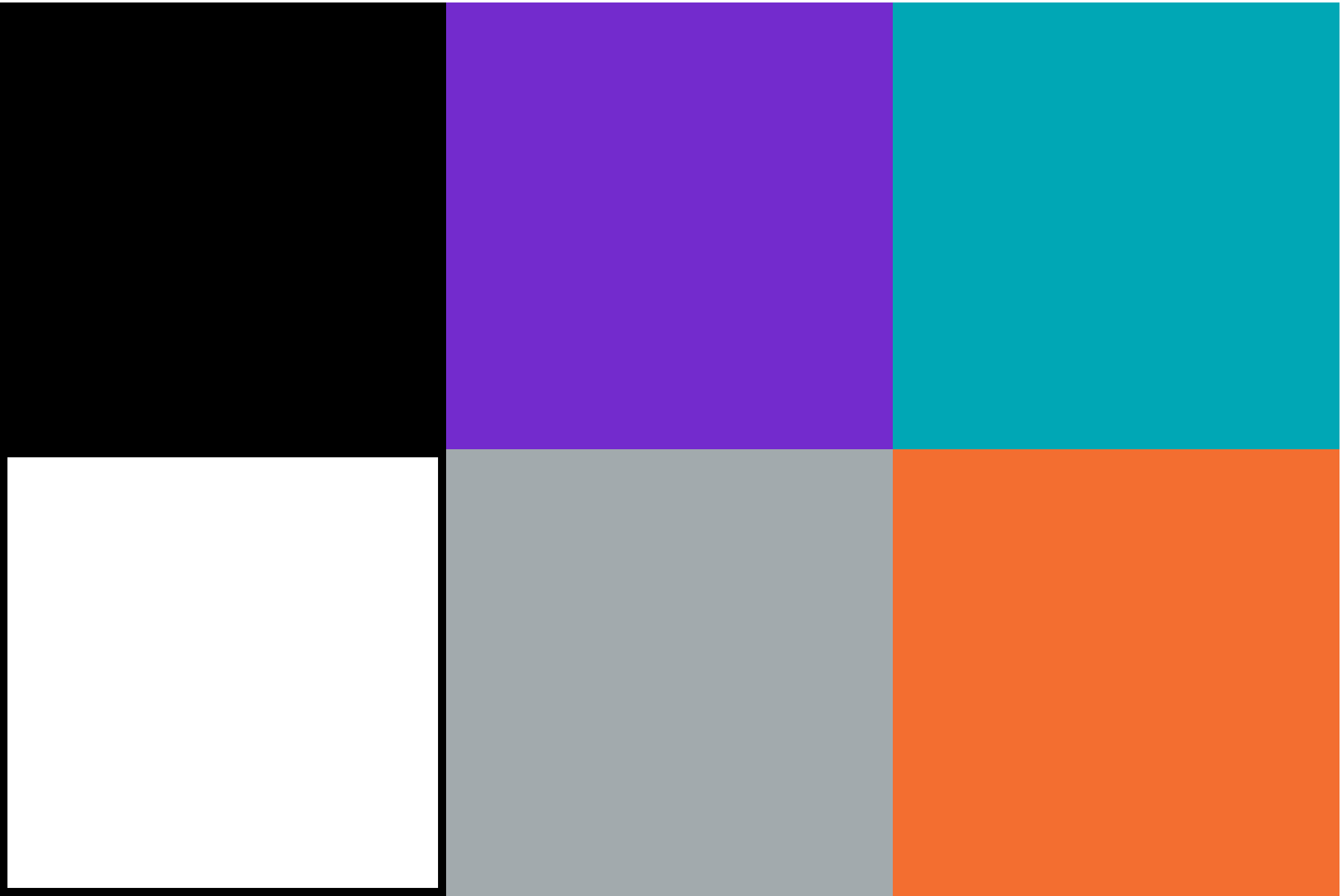
Teal

#00A7B5

R: 0 G: 167 B: 181

C:77 M:12 Y:29 K:0

Pantone: 2234



White

#FFFFFF

R: 255 G: 255 B: 255

C:0 M:0 Y:0 K:0

Pantone: White

Grey

#A2AAAD

R: 162 G: 170 B: 173

C:21 M:11 Y:9 K:23

Pantone: 429

Orange

#F36E30

R: 243 G: 110 B: 48

C:0 M:74 Y:100 K:0

Pantone: 7579

Primary Palette



Brand Colours

Digital Accessibility

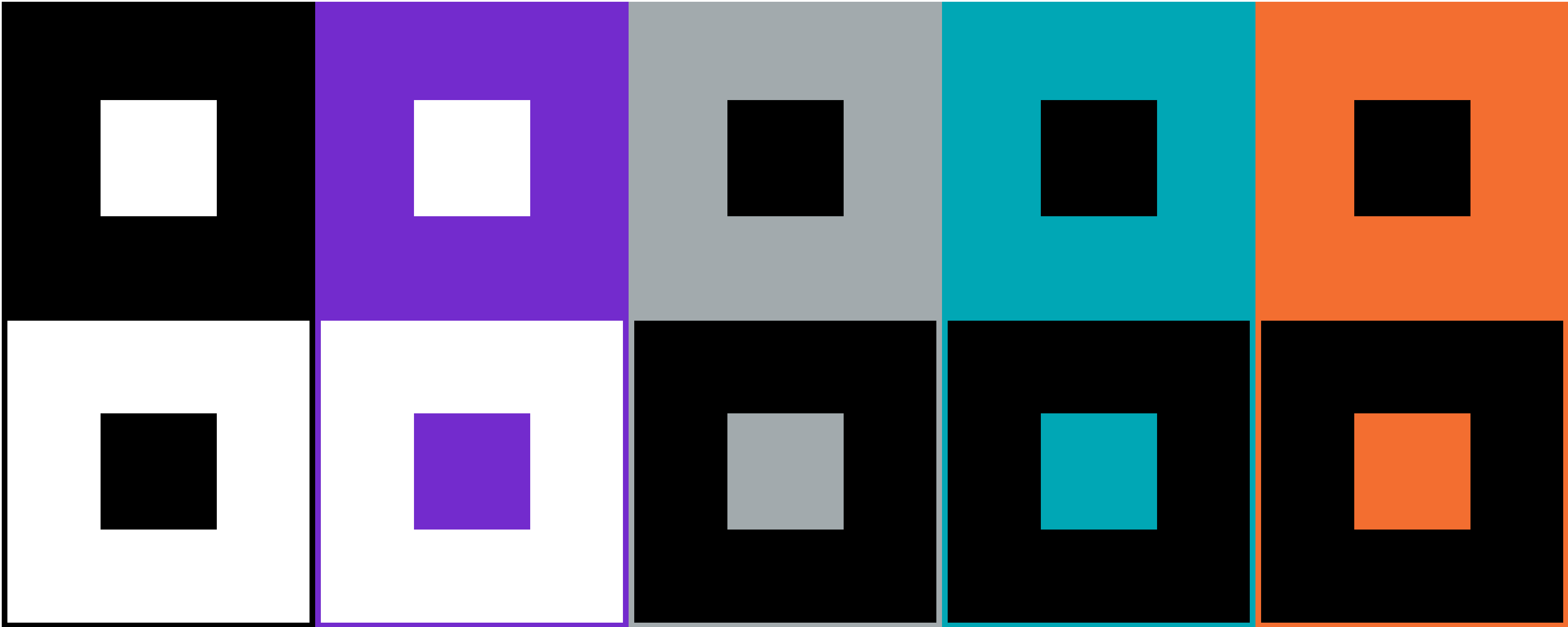
For digital executions, please only use the colour combinations as shown in this guideline – as these achieve:

AAA Accessibility For All

Please note: For large format, printed brand logo applications we can achieve both white and black on each colour.

WCAG:
Web Content Accessibility Guidelines
– are a set of internationally recognized recommendations for making the web more accessible to everyone.

White on Black #FFFFFF on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass	White on Purple #FFFFFF on #732BCD Text: WCAG AAA Pass UI components: WCAG AA Pass	Black on Grey #000000 on #A2AAAD Text: WCAG AAA Pass UI components: WCAG AA Pass	Black on Teal #000000 on #00A7B5 Text: WCAG AAA Pass UI components: WCAG AA Pass	Black on Orange #000000 on #F36E30 Text: WCAG AAA Pass UI components: WCAG AA Pass
---	--	--	--	--

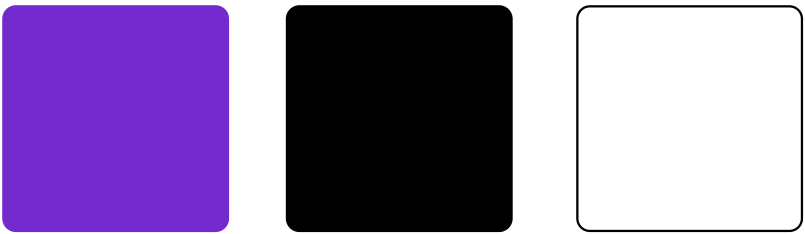


Black on White #000000 on #FFFFFF Text: WCAG AAA Pass UI components: WCAG AA Pass	Purple on White #732BCD on #FFFFFF Text: WCAG AAA Pass UI components: WCAG AA Pass	Grey on Black #A2AAAD on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass	Teal on Black #00A7B5 on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass	Orange on Black #F36E30 on #000000 Text: WCAG AAA Pass UI components: WCAG AA Pass
---	--	--	--	--

Brand Colours

Colour Ramps

For digital executions, please only use colours from our defined ramp. 400 on the scale = normal / default. Please note: Black, white and purple are to be used as our primary palette across our digital estate. Each colour within the ramp is accompanied by a specified accessibility guide – detailing whether white or black text will achieve AAA accessibility. Please follow this in all instances.



Primary

Purple

<div><div>● 17.89 AAA AAA</div><div>○ 1.17</div></div>	100 #f1eafa rgb(241, 234, 250)
<div><div>● 16.41 AAA AAA</div><div>○ 1.28</div></div>	200 #eadff8 rgb(234, 223, 248)
<div><div>● 12.34 AAA AAA</div><div>○ 1.70</div></div>	300 #d4bdf0 rgb(212, 189, 240)
<div><div>● 2.96</div><div>○ 7.10 AAA AA</div></div>	400 #732bcd rgb(115, 43, 205)
<div><div>● 2.58</div><div>○ 8.14 AAA AAA</div></div>	500 #6827b9 rgb(104, 39, 185)
<div><div>● 2.22</div><div>○ 9.46 AAA AAA</div></div>	600 #5c22a4 rgb(92, 34, 164)
<div><div>● 2.07</div><div>○ 10.15 AAA AAA</div></div>	700 #56209a rgb(86, 32, 154)
<div><div>● 1.69</div><div>○ 12.45 AAA AAA</div></div>	800 #451a7b rgb(69, 26, 123)
<div><div>● 1.39</div><div>○ 15.07 AAA AAA</div></div>	900 #34135c rgb(52, 19, 92)
<div><div>● 1.25</div><div>○ 16.77 AAA AAA</div></div>	1000 #280f48 rgb(40, 15, 72)

Black

<div><div>● 16.83 AAA AAA</div><div>○ 1.25</div></div>	100 #e6e6e6 rgb(230, 230, 230)
<div><div>● 14.88 AAA AAA</div><div>○ 1.41</div></div>	200 #d9d9d9 rgb(217, 217, 217)
<div><div>● 9.68 AAA AAA</div><div>○ 2.17</div></div>	300 #b0b0b0 rgb(176, 176, 176)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	400 #000000 rgb(0, 0, 0)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	500 #000000 rgb(0, 0, 0)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	600 #000000 rgb(0, 0, 0)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	700 #000000 rgb(0, 0, 0)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	800 #000000 rgb(0, 0, 0)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	900 #000000 rgb(0, 0, 0)
<div><div>● 1.00</div><div>○ 21.00 AAA AAA</div></div>	1000 #000000 rgb(0, 0, 0)

Secondary

Grey

<div><div>● 19.57 AAA AAA</div><div>○ 1.07</div></div>	100 #f6f7f7 rgb(246, 247, 247)
<div><div>● 18.74 AAA AAA</div><div>○ 1.12</div></div>	200 #f1f2f3 rgb(241, 242, 243)
<div><div>● 16.58 AAA AAA</div><div>○ 1.27</div></div>	300 #e2e5e6 rgb(226, 229, 230)
<div><div>● 8.89 AAA AAA</div><div>○ 2.36</div></div>	400 #a2aaad rgb(162, 170, 173)
<div><div>● 7.26 AAA AAA</div><div>○ 2.89</div></div>	500 #92999c rgb(146, 153, 156)
<div><div>● 5.84 AAA AA</div><div>○ 3.60 AA</div></div>	600 #82888a rgb(130, 136, 138)
<div><div>● 5.24 AAA AA</div><div>○ 4.01 AA</div></div>	700 #7a8082 rgb(122, 128, 130)
<div><div>● 3.61 AA</div><div>○ 5.82 AAA AA</div></div>	800 #616668 rgb(97, 102, 104)
<div><div>● 2.43</div><div>○ 8.65 AAA AAA</div></div>	900 #494c4e rgb(73, 76, 78)
<div><div>● 1.87</div><div>○ 11.25 AAA AAA</div></div>	1000 #393b3d rgb(57, 59, 61)

Tertiary

Teal

<div><div>● 18.90 AAA AAA</div><div>○ 1.11</div></div>	100 #e6f6f8 rgb(230, 246, 248)
<div><div>● 17.96 AAA AAA</div><div>○ 1.17</div></div>	200 #d9f2f4 rgb(217, 242, 244)
<div><div>● 15.11 AAA AAA</div><div>○ 1.39</div></div>	300 #b0e4e8 rgb(176, 228, 232)
<div><div>● 7.19 AAA AAA</div><div>○ 2.92</div></div>	400 #00a7b5 rgb(0, 167, 181)
<div><div>● 5.89 AAA AA</div><div>○ 3.56 AA</div></div>	500 #0096a3 rgb(0, 150, 163)
<div><div>● 4.82 AAA AA</div><div>○ 4.36 AA</div></div>	600 #008691 rgb(0, 134, 145)
<div><div>● 4.29 AA</div><div>○ 4.90 AAA AA</div></div>	700 #007d88 rgb(0, 125, 136)
<div><div>● 3.04</div><div>○ 6.90 AAA AA</div></div>	800 #00646d rgb(0, 100, 109)
<div><div>● 2.13</div><div>○ 9.88 AAA AAA</div></div>	900 #004b51 rgb(0, 75, 81)
<div><div>● 1.68</div><div>○ 12.52 AAA AAA</div></div>	1000 #003a3f rgb(0, 58, 63)

Speakers for Schools Programme

Orange

<div><div>● 18.98 AAA AAA</div><div>○ 1.11</div></div>	100 #fef1ea rgb(254, 241, 234)
<div><div>● 17.91 AAA AAA</div><div>○ 1.17</div></div>	200 #fde9e0 rgb(253, 233, 224)
<div><div>● 15.07 AAA AAA</div><div>○ 1.39</div></div>	300 #fbd2bf rgb(251, 210, 191)
<div><div>● 7.08 AAA AA</div><div>○ 2.96</div></div>	400 #f36e30 rgb(243, 110, 48)
<div><div>● 5.83 AAA AA</div><div>○ 3.60 AA</div></div>	500 #db632b rgb(219, 99, 43)
<div><div>● 4.72 AAA AA</div><div>○ 4.45 AA</div></div>	600 #c25826 rgb(194, 88, 38)
<div><div>● 4.25 AA</div><div>○ 4.94 AAA AA</div></div>	700 #b65324 rgb(182, 83, 36)
<div><div>● 3.02</div><div>○ 6.96 AAA AA</div></div>	800 #92421d rgb(146, 66, 29)
<div><div>● 2.10</div><div>○ 9.99 AAA AAA</div></div>	900 #6d3116 rgb(109, 49, 22)
<div><div>● 1.68</div><div>○ 12.47 AAA AAA</div></div>	1000 #552711 rgb(85, 39, 17)

Normal / Default:
400

Brand Colours

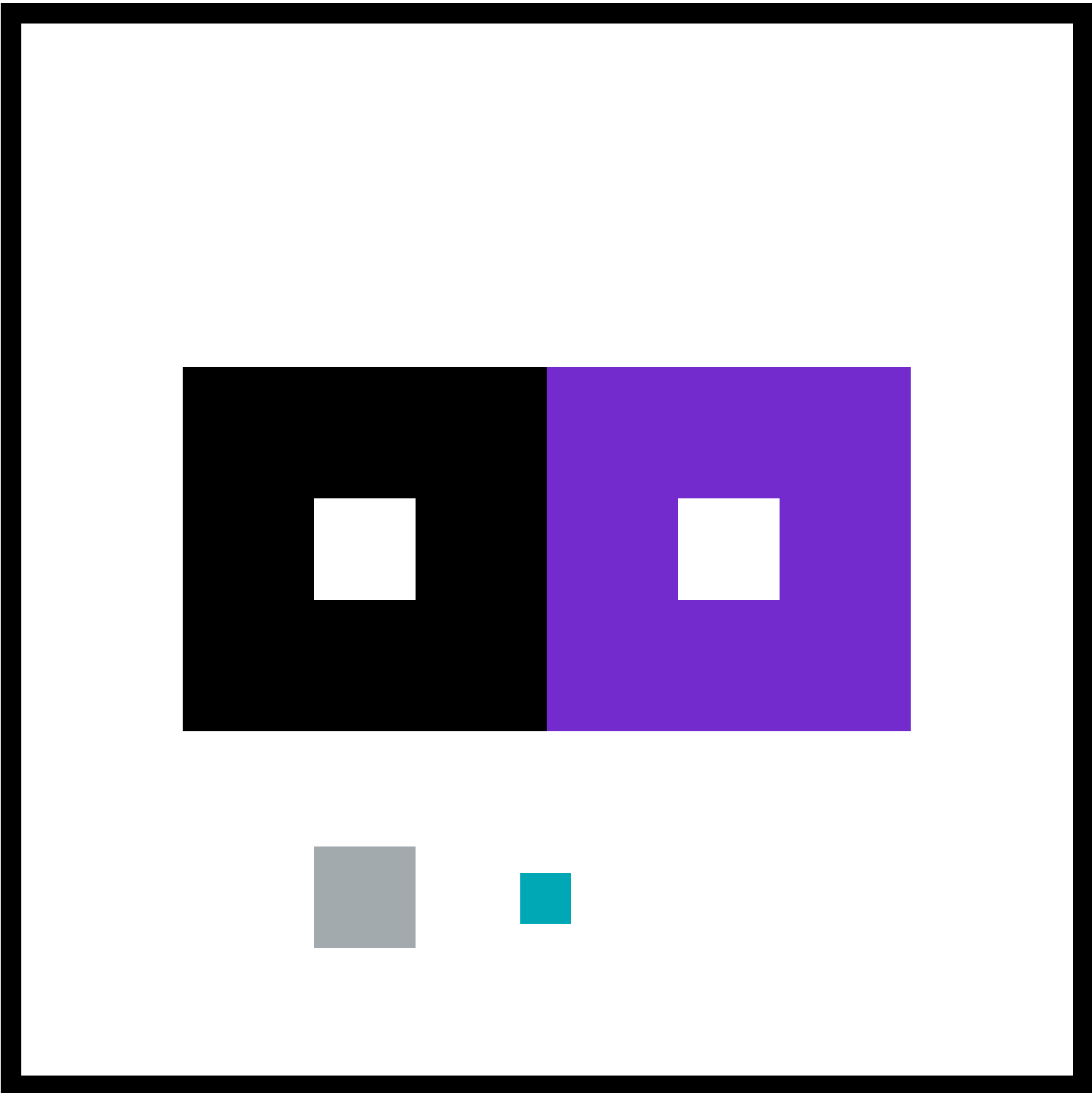
Default Guide

Our primary colours are back, white and purple.

Orange is intended to be used to differentiate our Speakers For Schools programme.

Futures For All

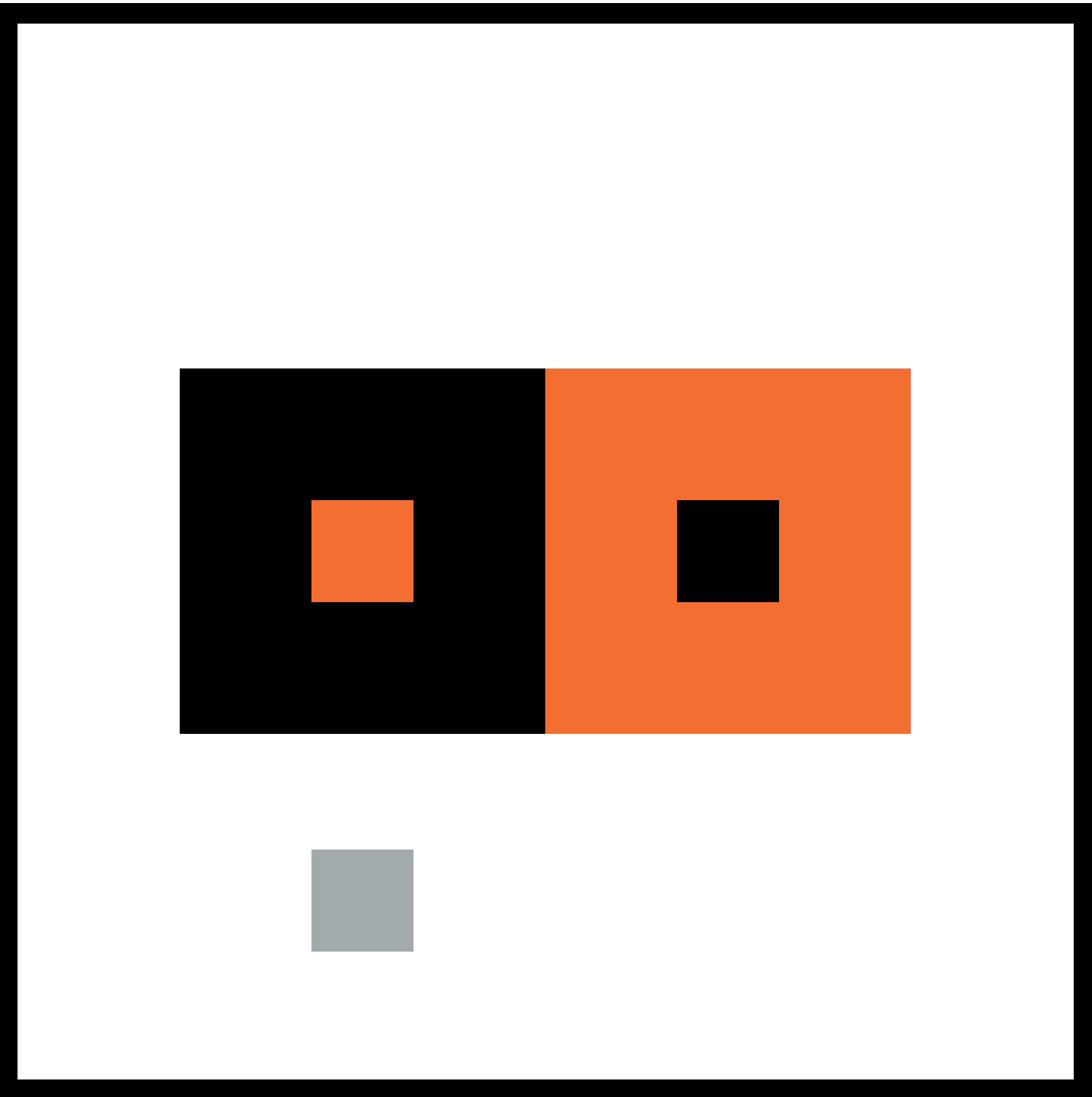
90% of our digital estate should use our primary colours, with a white backdrop to our pages:



For youth focussed areas, using a purple background is a great way to make our content more appealing for young people. Our secondary and tertiary colours can also be used sparingly throughout the journey.

Speakers for Schools Programme

Our programme of inspirational talks should use orange within the primary colour set:



Please note: Orange should not be used for text on a white background, as this doesn't achieve AAA accessibility.

Brand Typefaces

Primary

Through our typeface treatments we're striving for **Accessibility For All** by enhancing legibility and readability.

Typeface Choice

Research shows that our humanist typeface, **Atten New**, is generally more legible at smaller sizes than a grotesque typeface. It has unique letter shapes to avoid exact mirroring which helps with their identification, and its numbers are distinguishable from similar letter shapes:

dbpq 1l

Typography Style

Adequate letter, line and paragraph spacing allows everyone (including those with even mild vision impairments) to identify the individual characters, words, and sentences.

As the UK's leading
social mobility charity,
we believe in fair and
secure Futures For All.

We are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Our programmes demystify careers, build self-belief and open doors to opportunities that were previously closed.

Ready to join us in our mission?

Headline copy:
Atten New Bold
and ***Bold Italic***

Sentence and/or Title Case

Letter spacing (tracking)
0 as standard for font

Line spacing (leading)
+40% of font size (x1.4)

Body copy:
Atten New Regular and
Italic, and ***Bold and Italic***

Sentence and/or Title Case

Letter spacing (tracking)
0 as standard for font

Line spacing (leading)
+40% of font size (x1.4)

Brand Typefaces

Primary

Our Impact Style allows our brand to shout a message when the need is greatest. This style of copy **should be used sparingly** and **only at larger font sizes** to aid accessibility.

Impact matters



88%

of young people eligible for
Free School Meals (FSMs) said
their placement helped them
decide on their future career

Impact copy:

Atten New Bold
and ***Bold Italic***

Used for no more than
5 words, at large font sizes

Sentence and/or Title Case

Letter spacing (tracking)
-35 to increase impact

Line spacing (leading)
Equal to font size

Brand Typefaces

Secondary

Arial

For email campaigns, presentations and Google slides/documents our secondary typeface of Arial should be used. This enables compatibility across all types of computers and email clients – where Arial is installed as standard and is commonplace.

Collective impact

**In this presentation
we will explore how
together we can secure
Futures For All students.**

Our work is underpinned by a **relentless focus on impact**, demonstrated by the measurable benefits reported from our programmes. By undertaking and commissioning research, benchmarking, quality assurance, external reviews and consulting our in-house Youth Council – we strive for continuous improvement in all that we do and to **influence policy makers** at a local and national level.

Standard copy:
Arial Bold, ***Bold Italic***,
Regular and *Italic*

Sentence and/or Title Case

Letter spacing (tracking)
Normal, as standard for font

Line spacing (leading)
Multiple at 1.4

Impact copy:
Arial Bold & *Bold Italic*

Used for no more than
5 words, at large font sizes

Sentence and/or Title Case

Letter spacing (tracking)
Tight, to increase impact

Line spacing (leading)
Single

Brand Photography Styles

Overall our image style is vibrant, bold, clean and authentic. We strive for a richness of colour, contrast of tone, clear focal point and softer background within our photography.

There are four ways in which we use our photography:

01 – Isolated



02 – Multiplied



03 – Framed



04 – Full Bleed



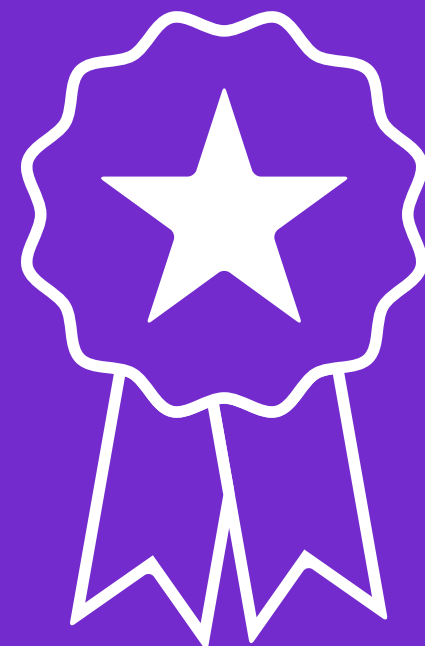
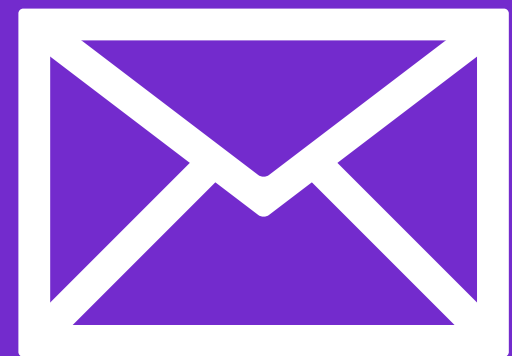
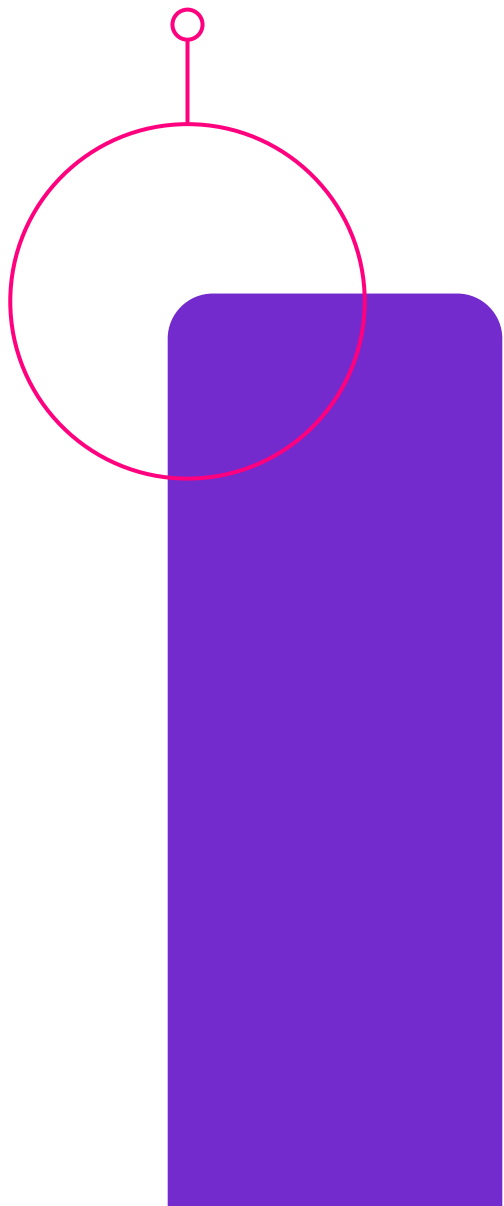
Brand Iconography

Symbols and Charts

Our icon style is bold, clean and simple to ensure they are easily readable and instantly recognisable.

Please note: follow these examples for further creation of iconography.

Rounded details for synergy with our underline logo graphic



Brand Positioning

Overall Messaging

Our name is our mission.

Our mission is our name.

They are one and the same.

Our positioning, as a newly established brand albeit with a long and successful history, is centred confidentially and clearly on our name – to achieve recognition, affinity and a strong unified message.

We believe in fair and secure Futures For All.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Are you ready to join us in our mission to shift socioeconomic outlooks and move towards a fairer future with equality of opportunity? Get started at **futuresforall.org**

Brand Boilerplate

Non Specific Audience

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.



We believe in fair and secure Futures For All.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Our high-quality placements with prominent employers, inspirational talks and informative career talks with influential professionals demystify careers, build self-belief and **open doors to opportunities** that were previously closed. Through our partnerships, we have supported almost 2 million students, **helping to shift socioeconomic outlooks** and move towards a fairer future with equality of opportunity and a more diverse workforce.

Our work is underpinned by a **relentless focus on impact**, demonstrated by the measurable benefits reported from our programmes. By undertaking and commissioning research, benchmarking, quality assurance, external reviews and consulting our in-house Youth Council – we strive for continuous improvement in all that we do and to **influence policy makers** at a local and national level.

Are you ready to join us in our mission?

Get started at **futuresforall.org**

Brand Boilerplate Programmes

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.



Our programmes exist to ensure Futures For All.

Work Experience programme

We offer 3-5-day **in-person and remote placements** and 3-5-hour introductory Insight Days **with 100s of prominent employers** – to demystify careers, build skills and self-belief, get young people work ready, and open doors to opportunities that were previously closed.

Our high-quality and **fully funded** work experience programme is **accessible to every 14-19-year-old from state schools and colleges** anywhere across the country, and is designed to meet Gatsby Benchmarks 5 and 6, and use the Skills Builder Universal Framework.

Speakers for Schools programme

We offer both **in-person and online inspirational and career talks** to share life lessons, advice, and insights into a speaker's own career journey and their sector – which demystifies careers, builds self-belief, and **helps 11-19-year-old state-educated students to imagine what they could be in the future** and succeed.

Our **fully funded** inspirational talks feature a vast **network of over 1,500 speakers** – bringing together high-profile and influential professionals from the fields of business, politics, entertainment, sport and more.

Brand Boilerplate Employers

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.

Offer work experience to kickstart Futures For All.

We believe that **employers have an essential role to play in improving access to high-quality work experience** to help young people from state schools and colleges build self-belief, get a better understanding of the labour market and become work ready.

As the largest provider of in-person and remote placements in the UK with a **network of over 2,700 educational institutions**, working with our charity as a **Social Mobility Partner** ensures that more students from less privileged backgrounds experience the valuable benefits – as **proven by our impact data** – and that **your business accesses the broadest pool of young talent**, maximises its social impact and plays a vital role in diversifying and future-proofing the workforce nationwide.

We can promote and signpost your own work experience programme through our website, provide supported use of our **state-of-the-art application portal to manage end-to-end recruitment onto placements**, or host and support the facilitation of your opportunities.

Are you ready to offer work experience?

Get started at **futuresforall.org**



Brand Boilerplate

Partners and Funders

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.



Partner with us to nurture Futures For All.

We believe a secure and successful future should be determined by ability, not where you were born, went to school or the occupation of your parents, carers or guardians. That **talent is everywhere** right across this country, but **opportunity is not**.

As the **UK's leading social mobility charity**, we need the support of partners like you to provide fully funded access to our **Work Experience** and **Speakers for Schools** programmes – which level the playing field for all young people from state schools and colleges.

Alternative work experience focussed headline:

Support work experience to nurture Futures For All.

As the largest provider of in-person and remote placements in the UK with a **network of over 2,700 educational institutions**, working with our charity as a **Social Mobility Partner** ensures that more students from less privileged backgrounds open doors to opportunities with prominent employers – to demystify careers, build self-belief and get work ready.

In return those businesses gain access to the broadest pool of young talent, maximise their social impact and help to future-proof the workforce nationwide.

Are you ready to join us?

Get started at **futuresforall.org**

Brand Boilerplate Educators

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.



Nurture bright Futures For All your students.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all 11-19-year-olds from state schools and colleges like yours by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Being the largest provider of in-person and remote placements means your students can **get high-quality work experience with 100s of prominent employers** – as well as inspirational talks and informative career talks with influential professionals – from anywhere across the country to demystify careers, build self-belief and **open doors to opportunities** that were previously closed.

Plus, our dedicated education team will support you with expert placement planning and **safeguarding advice**.

Right now, over half of state-educated students finish their education with no work experience. We believe that all young people from all social backgrounds deserve equality of opportunity and that when they get it, as is evident from our reported measurable benefits, we successfully **nurture their career** and shift socioeconomic outlooks.

Are you ready to secure opportunities for your students? Get started at **futuresforall.org**

Brand Boilerplate

Young People

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.



Find bright Futures For All students like you.

We know it's not easy to imagine what you could be in the future and harder still to get the chances you deserve. **We believe every young person should have the opportunity to succeed** and get on in your professional life based on your talents and abilities – not where you live, where you go to school, or the occupation of your parents, carers or guardians.

Our UK-wide charity exists to provide 11-19-year-olds from state schools and colleges like yours with fair and free access to our **Work Experience** and **Speakers for Schools** programmes.

You'll find amazing **in-person and remote placements with 100s of prominent employers**, as well as inspirational talks and informative career talks with high-achieving professionals, **from anywhere across the country...** Setting you up to get an understanding of careers, gain skills, build self-belief, get work ready and bring your ambitions to life.

Are you ready to grasp exciting opportunities?
Get started at **futuresforall.org**

Brand Boilerplate

Parents, Carers & Guardians

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.



Help find bright Futures For All children.

We know it's not easy for children like those in your care to imagine what they could be in the future and harder still to get the chances they deserve. **We believe every young person should have the opportunity to succeed** and get on in their professional life based on their talents and abilities – not where they live, where they go to school, or your occupation.

As the **UK's leading social mobility charity**, we exist to provide 11-19-year-olds from state schools and colleges with fair and free access to our **Work Experience** and **Speakers for Schools** programmes.

With your encouragement, they will find amazing **in-person and remote placements with 100s of prominent employers** – as well as inspirational talks and informative career talks with high-achieving professionals – **from anywhere across the country...** Setting them up to get an understanding of careers, gain skills, build self-belief, get work ready and bring their ambitions to life.

Are you ready to help them grasp exciting opportunities? Get started at **futuresforall.org**

Brand Boilerplate

Policy Makers

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Support social mobility to ensure Futures For All.

We believe a secure and successful future should be determined by ability, not where you were born, went to school or the occupation of your parents, carers or guardians. That **talent is everywhere** right across this country, but **opportunity is not**.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Work Experience** and **Speakers for Schools** programmes.

Everything we do is **informed by the evidence of our research** and underpinned by a **relentless focus on impact**, demonstrated by the measurable benefits reported from our programmes. Through benchmarking, quality assurance, external reviews and consulting our in-house Youth Council – we strive to **nurture and offer the very best support to students from all social backgrounds**.

But to achieve our mission and see transformational change at a community and system level – we need supporters from every corner of the country, as well as from Westminster, advocating for social mobility and the right to work experience for all.

Are you ready to support social mobility?

Get started at **futuresforall.org**



Brand Boilerplate Speakers

Boilerplate: Written text (copy) that can be reused without significant changes to the original.

Please note: Our boiler plates have been written for their consistency of use by our charity teams and coherence in our messaging.

Share your story to inspire Futures For All.

As the **UK's leading social mobility charity**, we are dedicated to levelling the playing field for all young people from state schools and colleges by providing fully funded access to our **Speakers for Schools** programme – with **inspirational talks from high-profile and influential professionals** like you.

We offer both **in-person and online inspirational and career talks** to share life lessons, advice, and insights into a speaker's own career journey and their sector – which demystifies careers, builds self-belief, and helps students to imagine what they could be in the future and succeed.

Our talks act as a natural pathway to our **high-quality Work Experience** programme, with many of our speakers **opening doors to placement opportunities** that were previously closed. Our **relentless focus on impact** is evident by the measurable benefits reported from all our programmes, of which you would be a vital part.

Are you ready to join our network of over 1,500 speakers? Get started at **futuresforall.org**



Get set to be

FUTURE
MAKERS
