



Jack Petchey Foundation STRATEGIC AIMS 2025-2027

Introduction

After 25 years, the Jack Petchey Foundation is stronger than ever!

Sir Jack Petchey CBE set up the Foundation in 1999 to inspire, motivate and celebrate young people. Since then, over 1.3 million young people across London and Essex have directly benefitted from our programmes.

Although Sir Jack sadly passed away in 2024 aged 98 years young, he worked hard to ensure the Foundation would continue in perpetuity as his legacy. It is the privilege of all at the Foundation to be able to continue to deliver his vision by making a difference to as many young people as possible.

In order to ensure that we have the greatest possible impact in an ever-changing world, every three years we set out our strategic priorities based on our belief, vision and mission. These priorities outline how we will achieve Sir Jack's goals.

This report outlines the Foundation's strategic aims for 2025–2027. It sets out our goals and clarifies how we will work to do all that we can to support young people across London and Essex to realise their potential.

Gemma Juma

Gemma Juma
Chief Executive Officer
Jack Petchey Foundation



Read JPF's most
recent Impact Report

The JPF Story So Far

Over

£180 million

invested in young people since 1999

Over

2.6 million

people have attended an Achievement Award event

Over

250,000

Jack Petchey Achievement Award winners

172

interns have kick-started their careers in the youth and charity sector

343

inspiring young leaders have graduated from our Achiever Network

Over

300,000

young people have been trained in public speaking through Jack Petchey's Speak Out Challenge

Over

5,500

Individual Grants for Volunteering have been awarded to enable young people to give back to others

Strategic Aims 2025–2027

1



Increase impact

Objective: We will invest more in what we know works and has a significant positive impact on young people.

2



Maximise reach

Objective: We will reach more young people who do not currently benefit from our programmes, prioritising outreach to areas and groups with the greatest need.

3



Streamline processes

Objective: We will work in an agile way, continuously adapting to improve our efficiency, improve grantee experience and use JPF resources as effectively as possible in order to benefit more young people.

4

Remain relevant for young people and the youth sector



Objective: Young people and organisations will engage with JPF programmes and opportunities and we will use data, research and youth voice to inform our work.

5

Harness the potential of our network



Objective: We will amplify youth voices, connect the youth sector and use our data to influence decision-makers and contribute positively to society.



Read more about our three-year strategy.

JPF's new strategy is centred on our belief, vision and mission, which set out how we will realise Sir Jack Petchey CBE's ambitions for young people. We want every young person aged 11-25 in London and Essex to be able to realise their potential, develop key skills and their confidence, and find their voice. Here are a few examples of those who have done just that through our programmes...

Our Belief

Society benefits when young people are valued and given opportunities to develop and realise their potential.

Achievement Award Winner

Zahhiya

Zahhiya won her Achievement Award through the SPLASH Youth Programme. Though initially shy and reserved, she grew in confidence, forming strong connections within the club and the broader community, and was appointed as club ambassador, a role in which she showed outstanding leadership and empathy.

Zahhiya put her Achievement Award Grant towards a community garden. With the support of local volunteers and the group, Zahhiya cleared the garden outside the centre to encourage young people to develop environmental awareness and responsibility, and instil a sense of achievement, teamwork, and pride in the young people.



A leader for SPLASH said: "Zahhiya's leadership of the project demonstrated the profound impact of empowering young people to make a difference in their community. This grant will not only help bring her ideas to life but also inspire others to take on similar projects, fostering a ripple effect of positive change."



Our Vision

A future where every young person is celebrated and realises their potential.

Intern

Dellali

In 2019, Dellali took part in the inaugural Jack Petchey Internship Programme, where he joined the BIGKID Foundation as a Youth Club Coordinator. After he graduated from university with a degree in Biomedical Science, he knew that he wanted to be a mentor figure for young people within the charity sector. At the end of the internship, Dellali secured a permanent role with BIGKID as a Program Manager. He has since been a line-manager and mentor for other interns on the programme.

Speaking about how the Jack Petchey Internship Programme helps young people reach their potential, Dellali said: *"As a young person, sometimes you have the drive and the talent and the skillset, but you're not being given the opportunity to show who you are and that you can do the roles you want. The internship programme is great at providing that opportunity to young people. Even if you can't do everything in the role instantly, you are given the opportunity to grow and learn on the programme. It doesn't expect you to be fantastic instantly; that is what the training, workshops and bursary are for, to help you develop as a professional. It gives young people the head start that they need in life."*



Our Mission

To provide opportunities for young people across London and Essex to build their skills, their confidence and their voice, so they can fulfil their potential and have a positive impact on society.

Youth Consultation Panel

Ruby-Tuesday

Ruby-Tuesday took part in Jack Petchey's Speak Out Challenge, the public speaking competition we run in partnership with Speakers Trust, when in Year 10. In her speech she campaigned for better brain tumour research after personal experience, which included raising over £7,000 for charities such as Great Ormond Street through fundraisers and shaving her hair off.

She won her regional event and appeared at the Grand Final, which gave her the chance to join the Jack Petchey Achiever Network, a 12-month personal development programme. Upon graduating from the programme, Ruby-Tuesday said, *"I have experienced meeting a range of different people I previously wouldn't have called my friends. This programme restored my faith and confidence in myself as a person and as a friend to others."*

She went on to join JPF's Youth Consultation Panel, a group of young people that ensure youth voice is at the heart of the Foundation's decision-making processes. Here, Ruby-Tuesday is using the skills, voice and confidence she gained on her JPF journey to positively impact how the charity benefits thousands of other young people each year.



Spread the Word!

Our flagship Achievement Award Scheme is delivered by c.1,500 youth organisations, state secondary schools, colleges, special schools and alternative educational providers. But we want to work with more! We are always looking for new schools and youth organisations to join the Jack Petchey Achievement Award Scheme to help us recognise and empower even more young people with our awards, programmes and funding opportunities.



Visit our website to find out more about our full range of opportunities.



Take our eligibility quiz to see if a school or youth group you know would be eligible to apply.



Tell others about our opportunities and by sharing our resources online or around your school, college or youth organisation.



Sign up to our newsletter to receive our latest updates directly to your inbox and forward these onto colleagues, friends and family.



Get in touch if you have any queries about our opportunities email mail@jackpetchey.org.uk or call **020 8252 8000** to speak to a member of our friendly team!

SCAN
ME



Read JPF's most
recent Impact Report

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Inspire • Motivate • Achieve

