



THE DIANA AWARD

Annual Report

2023-24

CONTENTS

Welcome by Youth Editor	3
Foreword by Chair	4-5
Introduction by Chief Executive	6-7
About The Diana Award	8-9
Why we are here	10-11
What we do	12-15
How we do it	16-17
Impact One: Young people have improved self-esteem and wellbeing	18-22
Impact Area Two: Young people have equal and equitable access to opportunities	23-28
Impact Area Three: Young people are powerful and influential	29-35
Our people and partners	36-37
Our finances	38-39

WELCOME BY Theo Broderick, Young Advisor



As a charity that supports young people, The Diana Award is making sure that its work is shaped by young people, our needs and priorities. As a Young Advisor, I'm proud to contribute to that mission.

With the Young Advisors project coming into its third year, we continue to strive for the integration of youth voice and participation at every level at The Diana Award. The first year was hallmarked by a series of sustainable recommendations for the enhancement of youth voice and the second by putting those into action. The third year will only continue the cycle of meaningful contribution as we strive for the best

for every young person and the power of their individual voice within The Diana Award.

As an organisation, The Diana Award continues to be a platform for young people's voices. These spaces for their purposeful contribution are increasingly important, in a time when it is becoming abundantly clear the power that those individual voices can have. The ability to tell your story in a way that is safe, to be able to hold power and to have access to equal opportunities is vital. It can make or break a young person's social action journey.

Involvement in meaningful change shapes us as young activists into adulthood. We employ our lived experiences, our stories, and our expertise to create the changes we want to see.

The global reach of The Diana Award allows for young people to create change in thousands of ways, addressing and improving day-to-day issues which make the most impact on those around us.

Having been a young advisor since year one, it has been proven to me time and time again that young people have an incredible contribution to make but to do that our voices must be heard. This report is a testament to the value and impact of young voices for all of society.

Foreword

Wayne Bulpitt CBE

Chair of Trustees



The Diana Award's achievements are built on the commitment of many staff, volunteers,

partners and young people. I would like to extend my thanks to all those who have played a part in the organisation's success this year and in our ongoing impact on society and on the lives of young people around the world.

Volunteer mentors, staff from partner organisations and my fellow trustees give their time, insight and expertise without expecting thanks.

This commitment to volunteering is something that I was fortunate to benefit from in my own childhood and it has inspired me. In turn, I know that many of volunteers are inspired by the selflessness and passion to help others that they witness in our young people.

Diana Award recipients and Young Changemakers see the need for change and developing social action projects that will have a positive impact on society. Anti-Bullying Ambassadors and mentees build their skills, resilience and self-esteem to go forward and embrace new opportunities. Over the last 25 years, The Diana Award has created a space for this positive culture to thrive.

As we look forward to the next 25 years, the charity is strengthened by a growing community of partners. We are grateful for the continued support of long-term partners such as Salesforce, Nationwide Building Society and Gilead Sciences. We also learn and benefit from collaboration with charitable partners including the #iwill Movement and the Youth Endowment Fund.

My time as chair of trustees has been an immense honour. The dedicated staff team continue to innovate and find new ways to foster talent. I'm excited to see how the new Centre for Social Action develops alongside existing, impactful programmes.

Rebecca Crook brings a wealth of insight and experience to the role of Chair of Trustees and I wish her the best as she takes on the privilege of this role. I would like to thank my fellow trustees for their support and for their contribution to the continued resilience and effectiveness of The Diana Award.



Dr Tessy Ojo CBE

CEO



2024 marks the 25th anniversary of the founding of The Diana Award. It’s an important milestone in

our journey to break down the barriers that stand in the way of young people reaching their full potential.

We have a great deal to be proud of from establishing innovative anti-bullying and changemaker programmes or celebrating the achievements of hundreds of Diana Award recipients. But the anniversary is also an opportunity to re-commit, recognising that our work is not done. While one in five children and young people have

a mental health difficulty, and one in ten young people aged 16-24 are not in employment education or training, we cannot stop.

We still share the belief of Diana, the late Princess of Wales that young people have the power to change the world. However, we recognise that many find it hard to make their voices heard by those in power, with young people from working class and racialised communities particularly impacted by inequality of opportunity.

In our 25th year, we are developing a new global Centre for Social Action, to nurture and support young social activists. This will enable us to amplify the impact of their action and build on learning from the Award and Development Programme. Our

anniversary began by celebrating young social activists in March 2024 with The Legacy Award Ceremony. I am grateful for the sponsorship by Gilead Sciences and the support of Atrium and British Airways that made this prestigious ceremony and the week-long leadership experience possible.

Wellbeing and positive self-image are fundamental foundations for young people to go forward and fulfil their potential. Our Mentoring and Anti-Bullying programmes continue to support young people with the skills, resources and relationships that build these foundations. The collaborative Young Changemakers Programme is supporting young people with Black and Black mixed-race heritage to channel their lived experiences into tackling racial injustices in mental

health services in the UK. I am grateful to our dedicated staff team, trustees and volunteers, all of whom bring passion and integrity to their work alongside young people. This year our chair of trustees, Wayne Bulpitt CBE steps down after almost 8 years of service to the organisation. Wayne’s unwavering commitment to our mission and his ability to inspire the Board and the Executive team has been a breath of fresh air, fostering a positive and dynamic organisational culture. His deep commitment to empowering young people and amplifying their voices has run through his tenure as Chair and we are grateful for his leadership and insight.

As we continue to mark our 25th anniversary through 2024, The Diana Award community of staff, trustees,

volunteers, partners and young people can feel huge pride in the vibrant movement that we have brought together and nurtured. With many exciting initiatives for the future, we will also move forward with renewed energy and passion to ensure that the next generation of young people grow up in a more inclusive and fairer society.

About The Diana Award

Our Mission

The Diana Award exists to foster, develop and inspire positive change in the lives of young people.

We were founded on Diana, the late Princess of Wales's belief that young people have the power to change the world. As we enter our 25th year, it remains a firm foundation for our work. We celebrate and support young people leading change in their communities and break down barriers for future changemakers to shape today's world.

Our Values

Everything we do is rooted in the following values:

PASSION

We are enthusiastic, committed, and relentless in inspiring positive change in the lives of young people

INTEGRITY

We earn and maintain the trust of young people, each other, and our stakeholders by being ethical, transparent, and fair

COLLABORATION

We combine efforts, expertise, and knowledge to strengthen the quality and content of our services

“
YOUNG
PEOPLE
HAVE THE
POWER TO
CHANGE
THE WORLD

UNITY

We look out for each other, we are not afraid of hard work, and we always strive to be the best we can be

AMBITION

We set the bar high, we're self-starters, we always aim to do better, and more

During 2023/24:

> 9,000

young people developed their leadership, resilience and advocacy skills

Our partners dedicated

> 5,700 hours

to supporting young people

Why we are here

Young people today experience challenges to their progress, particularly those from racialised and under-served communities.

11.6%

of young people aged 16-24 in the UK are not in education, employment or training (ONS, January to March 2023)



1/5

In 2023, around one in every five children and young people aged 8-25 had a mental health difficulty (NHS Digital, 2023)

77%

of young people aged 9-15 said they had experienced bullying behaviour at school (The Diana Award, 2023)

¹ State of the nation 2022: children and young people's wellbeing (publishing.service.gov.uk)

Yet despite these barriers, young people have the passion and ambition to lead change and take positive social action.

95% of young social activists

want to mobilise and empower others

(The Possibilists, 2023)

92% of young social activists

want to contribute to pressing global issues

(The Possibilists, 2023)

92% of young social activists

want to do something for the community they come from and/or live in

(The Possibilists, 2023)

The Diana Award works with partner organisations alongside young people to champion, platform and empower their purposeful social action.

What we do

The top 20 social activists and humanitarian workers across the globe came together through The Legacy Award experience for five days of development opportunities, followed by 40 hours of coaching calls

1,918 young people took part in online work experience, supported by 35 volunteer mentors

538 young people were supported by 94 volunteer mentors through our 12-week mentoring programme, with over 4,500 hours of engagement

4,458 young people across 450 schools took part in our Anti-Bullying Ambassador Programme, sponsored by Nationwide Building Society and the Department for Education

Our Respect Project, tackling racist and sexual bullying behaviour in schools, reached over 240 schools and 2,400 young people

Unlocking potential

Young people face structural and systemic challenges to their mental health and wellbeing. We work alongside young people and partners to address these challenges and unlock their potential by improving their self-esteem and wellbeing.

“The [Anti-Racist Bullying Ambassador] training has made me want to be a better person and to live in a community that brings people together, I think I know how to do that now.”

Young person who participated in Anti-Racist Bullying Training

4,458 young people

across 450 schools took part in our Anti-Bullying Ambassador Programme, sponsored by Nationwide Building Society and the Department for Education.

Over 240 schools and 2,400 young people

have engaged with our Respect Project, tackling racist and sexual bullying behaviour in schools.

92% of Anti-Bullying Ambassadors

feel confident in supporting their peers experiencing bullying behaviour.

Creating opportunities

We are working together to bring down social and economic barriers that young people face.



No matter my upbringing or background, there are still avenues that I'm able to utilise to make my way in the world.

Online work experience participant

1,918 young people

took part in online work experience, supported by 35 volunteer mentors.

538 young people

were supported by 94 volunteer mentors through our 12-week Mentoring Programme, with over 4,500 hours of engagement.

21 young people

worked with 12 volunteer mentors through our Social Action Accelerator Pilot.

Inspiring action

We strive to bring change, supporting young people to be listened to and understood by those in power.

“As a Co-Producer, I aspire to leave a meaningful and lasting mark on the lives of other young people who are driving positive change. I see this role as a unique opportunity to elevate the voices of others, offering them the support and recognition they rightfully deserve.”

Idorenyin, Co-Producer, Young Changemakers Programme

The top 20 social activists

and humanitarian activists from across the globe came together through The Legacy Award experience for five days of development opportunities, followed by 40 hours of coaching calls.

189 Diana Award recipients

representing 32 countries in 6 continents were added to our Roll of Honour, to recognise and celebrate their social action.

60 volunteer judges

helped to assess nominations for the Diana Award, sharing a common belief that young people deserve to be recognised, valued and celebrated.

How We Do It

Our work with young people centres on unlocking their potential, creating opportunities for growth and inspiring action. We do this through our core programmes, including:



AWARD AND DEVELOPMENT

We celebrate outstanding young people who are creating and sustaining positive social change. We work with these young people to support the development of their social action, build their skills and foster networks of support.



ANTI-BULLYING

We engage young people, educators, parents and carers to change culture and attitudes, and build skills and confidence to address bullying on and offline.



MENTORING

We support young people to develop their careers skills, whilst making positive change in their community through social action.



YOUNG CHANGEMAKERS

We support young people with Black and Black mixed-race heritage to channel their lived experience into tackling racial injustices in mental health services in the UK.



CROSS-DIRECTORATE INITIATIVES

RESPECT PROJECT: A collaborative initiative led by the Anti-Bullying and Young Changemakers Programmes, aimed at empowering young people to address and combat racist and sexual bullying in both primary and secondary schools.

CENTRE FOR SOCIAL ACTION: We create a learning experience where current or aspiring social activists can build their skills and knowledge, access peer-to-peer feedback and share insights with fellow learners.

YOUNG ADVISORS: Working across all our programmes, the young advisors ensure our work is shaped by young people, their needs and priorities.

IMPACT AREA ONE

Young people have improved self-esteem and wellbeing

Self-esteem, a good self-image and wellbeing provide firm foundations for young people to fulfil their ambitions and reach their potential. Climate anxiety, social unrest and the cost-of-living crisis pose challenges to the mental health and wellbeing of many young people,

particularly those from racialised and under-served communities.

Research by NHS Digital shows the long shadow of Covid-19, particularly for young people with a mental health difficulty who are much more likely to miss school and report feeling unsafe at school.

At The Diana Award, we remain committed to tackling the barriers to young people building a good self-image so that young people can achieve.



Young Changemakers

The Young Changemakers Programme, developed in collaboration with Centre for Mental Health and UK Youth brings together young people with Black or Black mixed-race heritage to channel their lived experiences into tackling racial injustices in mental health services in the UK. The programme is led by young Co-Producers aged 16 to 25 determined to bring change to mental health issues and racial injustices.

This year, the third cohort of 42 Young Changemakers completed the programme delivered by youth workers in five regions across the UK.

In July 2023, The Diana Award showcased the Respect Project, a two-year project developed by the Young Changemakers with our Anti-Bullying Ambassadors. The project provided training to primary and secondary schools, supporting them to tackle racist and sexual bullying behaviour. Online training sessions for Anti-Bullying Ambassadors were followed by post-training support from anti-bullying experts to develop meaningful and tailored campaigns in their schools. 100% of the teachers said that they would recommend our training to another school.

“Joining the Young Changemakers Programme as a Co-Producer is a continuation of my dedication to effecting change. This role allows me to leverage my experiences and expertise to advocate for systemic improvements in mental health support and racial justice for UK youth.”

Louise, Co-Producer,
Young Changemakers
Programme

Anti-Bullying

This year, The Diana Award commissioned a national survey of over 2,000 young people and parents to understand their feelings about September's 'back to school'. The survey revealed that 65% of children felt scared of going back to school and 89% of parents believed that schools can be an unsafe environment for children.

The Diana Award is committed to addressing this by engaging with young people, educators, parents and carers to change culture and attitudes and build the skills and confidence to address bullying on and offline. Our Anti-Bullying Ambassador Programme focuses on developing

"I wanted to become a member of the Youth Board so I could see change happen not just at my school but across the country. I am dedicated to helping us to overcome the challenges of bullying across the country"

Victoria, Anti-Bullying Youth Board member

understanding of the impact of experiencing bullying behaviour on mental health and wellbeing.

This year, 4,458 young people across 450 schools took part in our Anti-Bullying Ambassador Programme, sponsored by Nationwide Building Society, Facebook and the Department for Education. This free, youth-led, peer-to-peer programme equips students and staff with the tools needed to tackle bullying behaviour head-on. Following training, 97% of

Ambassadors said that they understand how experiencing bullying behaviour can affect someone's mental health and wellbeing.

This year, The Diana Award also delivered the new Respect Project, tackling racist and sexual bullying behaviour in primary and secondary schools. Through the programme, students across England created projects to reduce racist and sexual bullying behaviour and improve wellbeing in their schools. So far,



"I believe that every voice should be listened to, and that sharing experience and knowledge is how we can let young people everywhere understand that they are not standing alone."

Maliha, Anti-Bullying Youth Board member

this project has reached 2,400 young people in over 240 schools. Following the training, students reported increased confidence in starting conversations and speaking to peers about these issues.

During 2023's Anti-Bullying Week, The Diana Award co-hosted a 'Make A Noise' live workshop with our Youth

Board. The workshop included creating songs to encourage young people not to stay silent about bullying. Wolborough Primary School were chosen as winners of the 'best song' competition for their song 'Make Some Noise'.

The Diana Award Youth Board has developed several anti-bullying resources including posters to help

young people learn the difference between verbal, physical and indirect bullying behaviour. These resources are supported by the Department for Education and link to the national curriculum for PSHE (personal, social, health and economic education).

YOUTH STORY:

Umaymah



Umaymah's involvement with The Diana Award's anti-bullying programme started during

lockdown and grew with the return to in-person schooling. Now a member of the national Anti-Bullying Youth Board, she is passionate about social action as a way to help young people advocate for themselves.

As an Anti-Bullying Ambassador, Umaymah has worked hard to make sure that she and the team are visible

to other students, school staff and parents. Alongside other ambassadors at her school, she ran a campaign focused on helping parents to identify if their child was struggling and briefed school governors about ways to tackling bullying online.

This year, Umaymah has joined the national Anti-Bullying Youth Board. This role has given her the opportunity to share insights gained in her own school with others and collaborate to develop national campaigns and resources. She was involved in shaping the Head & Shoulders campaign on appearance-based bullying and developed A Parent's Guide to Tackling Appearance-Based Bullying resource.

She has also taken the confidence and skills developed through her training into other aspects of her social action. She volunteers with charities that are working to address climate change and food poverty and has lobbied MPs about the hunger crisis in East Africa.

Umaymah said:

“My experience as an Anti-Bullying Ambassador and Youth Board member has given me a broader perspective to see that bullying can happen in different ways and different places. I want to continue to help everyone grow and flourish in a safe environment.”

IMPACT AREA TWO

Young People have equal and equitable access to opportunities

Every young person deserves the opportunity to play their part in shaping society and tackling issues that directly impact on them and their communities. Their participation strengthens policymaking and shapes society for the needs of all.

Currently, inequality of opportunity affects many young people, particularly those from racialised and under-served communities. Research indicates that there are an estimated 794,000 young people aged 16-24 not in education, employment or training (NEET). That's 11.5% of all young people aged 16-24 in the UK. Meanwhile, research by The Possibilists indicates that many young people have a passion for social action,

with 95% of young social activists wanting to mobilise and empower others.

Through our Mentoring and Award and Development Programmes, The Diana Award is committed to creating a positive culture for young people engaging in education, training, employment and volunteering.

Award and Development

Our unique Award and Development Programme celebrates the social action of young people and supports them to develop their skills, creating opportunities to further the impact of their work.

Diana Award

In June 2023, 189 Diana Award recipients were invited to a virtual award ceremony, supported by Gilead Sciences, to recognise and celebrate their achievements. The recipients represented 32 countries in 6 continents across the globe. They were added to the Roll of Honour and supported to showcase their social action work through media opportunities, our social media channels and publications. The virtual ceremony achieved over 83,000 views on YouTube.



Legacy Award

The Legacy Award Ceremony takes place every two years and is the most prestigious accolade a young person can receive for their social action or humanitarian work. This year's Legacy Award marked the start of The Diana Award's 25th anniversary year and celebrated 20 exceptional young people from across the world. In March 2024, they were honoured by HRH The Prince of Wales and Prince Harry, The Duke of Sussex.

The Legacy Award winners, who came from the UK, USA, Nigeria, India, Bangladesh, Pakistan, Indonesia, UAE,

Oman, Romania, Jamaica, Cayman Islands and Australia, have had a huge impact on society.

Through the Legacy Award Development Programme, they have received bespoke personal and professional development support to enhance their social action work, helping them to inspire and mobilise other young people to engage in social action.

Legacy Award recipients include Alizey who established the RUHIL Foundation to combat food poverty after growing up in a city in Pakistan where half the population survives on less than \$2

“I have now just concluded the Diana Legacy Award (experience) and when I say I have no words I truly have no words I’m on the floor humbled and teary-eyed. It was awe-inspiring from start to finish.”

Joel, Legacy Award recipient

per day. The Foundation has grown to tackle the multidimensional aspects of poverty including providing education and shelter and working with people from marginalised communities including sex workers, orphaned children and transgender communities.

Joel was recognised for their work in supporting Nigeria's LGBTQ+ communities through the founding of the Mordi Ibe Foundation. They developed and implemented Nigeria's first-ever anti-bullying policy in schools across Delta State, aimed at protecting children who are marginalised for being different and helping to reduce school dropout rates.

Mentoring

The Diana Award Mentoring Programme brings volunteer mentors from the world of work together with young people who may benefit from a positive role model. Through group mentoring sessions, careers workshops and work experience, we support young mentees to build their character and resilience, improve their workplace readiness and inspire active citizenship.

The Diana Award works in partnership with the #iwill Fund to support young people in accessing high quality social action opportunities. Through joint investment from The National Lottery Community Fund and the Department for Culture, Media, and Sport (DCMS), this partnership will support 600 young people aged 14-18 at risk of becoming NEET in Leeds and Birmingham through the twelve-week programme, Social Action Accelerator Pilot, Career Lounges, and Online Work Experience. It enables the Mentoring Programme to deliver high quality youth social action opportunities and further enhance young people's skills and knowledge development.

In July 2023, our Online Work Experience event marked its second successful year, increasing participation from 510 young people in 2022 to 1,918 in 2023. In addition to increased participant engagement, our discussion panel sessions were well-received. We successfully engaged 35 volunteer mentors, representing a slight increase from previous years.

Young people who attended the event told us:

“It was an engaging, inspirational, and insightful week into the world of work.”

“No matter my upbringing or background there are still avenues that I’m able to utilise to make my way in the world.”

In February 2024, we partnered with Salesforce to deliver a Career Lounge to young people from three schools. During the Career Lounge, participants heard from Salesforce employees about their roles, employment backgrounds, and the transferable skills needed in their roles. The young people toured the organisation's offices to experience the work environment firsthand. The day concluded with a problem-solving activity in small groups, guided by Salesforce employees. The participants presented their work and received feedback on their approaches.

Our three-year Mentoring Programme in Jersey, supported by HSBC Channel Islands & Isle of Man concluded in July 2022. However, it leaves a lasting legacy, having empowered numerous young individuals to develop critical skills and gain valuable insights into their future careers. Moving forward, we are committed to sustaining the momentum generated by this programme and exploring new opportunities to collaborate with HSBC and other local stakeholders to support Jersey's youth.



YOUTH STORY:

Adam and Leon

Adam and Leon were encouraged to get involved in The Diana Award's mentoring programme when they started to think about their post-year 11 options at school. Neither of them was sure about future career choices and Leon didn't feel confidence about interviews.

On the mentoring programme, Adam and Leon took part in group activities with other students. Through games and activities, the group got to know and trust each other, giving them the confidence speak up, build relationships and appreciate the value of each person's contribution including their own.

Working with volunteer mentors Adam and Leon looked at how to write a CV, finding ways to write more confidently and present their skills. They also saw the interview process from both sides, taking time to interview and be interviewed by their volunteer mentors. This gave them valuable insight into what interviewers are looking for and how to put someone at ease to get the best from them.

The programme encouraged them to plan a social action project, from developing the initial idea, through planning, budgeting, to assigning project team roles and measuring success. Adam's social action project focused on helping those who couldn't afford toys for their family. He developed a feeling of worth through having a role in helping other people.

Following the programme, Leon applied successfully to become a young advisor. He said:

"I had to apply and interview for the role. At each stage as the process went on, I got more confident. I was encouraged to have my say and act as a Co-Producer."

Now Adam and Leon feel better prepared to make informed choices about their next steps and present their skills and experience confidently. Leon is considering ways to channel his passion for English literature and criminology, through career options in teaching or forensics while Adam is exploring apprenticeship opportunities across a range of construction careers.

IMPACT AREA THREE

Young People are powerful and influential

Despite systemic inequality and lack of opportunity, young people continue to strive for social good. We work alongside them to nurture and support their passion, understanding and commitment to lead change.

Research carried out by The Possibilists highlights that 95% of young social activists want to mobilise and empower others. However, nearly 50% of young changemakers cannot compensate themselves at all for their work on their initiatives.

That's why we remain committed to nurturing young people's skills and ensuring that they have the platform and the meaningful opportunities to contribute to positive social action.

Social Action

This year, our first cohort of Co-Designers have been developing the Centre for Social Action (CfSA). This new Centre will create a learning experience where current or aspiring social activists can build their skills and knowledge, access peer-to-peer feedback and share insights with fellow learners. Through research including a survey, focused group discussions and interviews, the Co-Designers have gathered insight from young people around the world to inform the development of the Centre.

The Co-Designers have developed their skills in project management, digital design, and content creation while building strong networks, gaining diverse perspectives, and deepening their understanding of social issues.

“This experience has not only enhanced my ability to contribute meaningfully to social action but also instilled a deeper sense of responsibility and purpose in using my skills for the greater good.”

Co-Designer Tiko

“This project is more than just an initiative; it is a testament to the power of collaboration, empathy, and youth-led innovation. It underscores the importance of listening to and amplifying the voices of young changemakers, ensuring that their insights drive the design of solutions that truly make a difference. Through the CfSA project, I have not only grown as a digital enthusiast and young leader but also as a committed advocate for a more inclusive and responsive approach to social change.”

Co-Designer Obinna

“Collaborating with talented, enthusiastic Co-Designers from around the world on a meaningful project has been truly inspiring. This experience has helped me raise my awareness of social issues and my responsibilities as a young person in addressing them.”

Adarsh, Co-Designer,
Centre for Social Action

In October 2023 we launched our Social Action Accelerator Pilot, extending the impact of our twelve-week Mentoring Programme. Groups of young people from Birmingham, Leeds and London were supported by The Diana Award staff and volunteer mentors for an additional five months, providing targeted support to equip mentees with the resources needed to further their youth social action projects such as venue hire and equipment.

Young people and volunteer mentors attended monthly in-person sessions.

During these sessions, they had the opportunity to network with other young people engaged in meaningful and impactful youth social action projects, such as Diana Award Recipients and our Young Advisors.

Our Spring 2024 cohort was made up of 6 groups across 3 regions, working with 27 volunteer mentors.

In 2023, the Jersey Social Action Project completed its fourth year, with young people concentrating their social action project on mental health support

services for the island’s youth, both within and beyond secondary education settings. They secured funding from ‘Kezia’s Fund’ through the Jersey Community Foundation, allowing them to collaborate with spoken word artist Christian Foley. Foley wrote and recorded a poem, which the mentees turned into a storyboard and video shared on social media to promote their campaign. They were encouraged to present their report to the Director of Mental Health and Adult Social Care in September 2023.

Young Advisors

The Young Advisors project is now in its third year and is funded by The National Lottery Community Fund. Throughout this project, we have worked with the Young Advisors - young people aged 15-25 years old, committed to working with us to improve youth voice within The Diana Award.

The Young Advisors have collaborated through regular meetings and residentials, with opportunities to reflect on progress and plan future activity. This year, they have developed their recommendations for how The Diana Award could improve youth voice, driving forward projects to co-design policy resources, develop youth-friendly social media content and create resources with staff for young people on storytelling.

In 2024, they have also focused on developing a policy resource for young people to clarify the policy process, explain its context, and boost young people's confidence in policy activities.



“Young people’s lived experience is valuable in policy - it’s putting the people affected most at the core of solutions. By sharing their experience and thoughts, the policies outputted are more accurate and considerate of young people.”

Harman, Young Advisor



YOUTH STORY:

Iola



Iola is a mental health activist and scientist who has been involved in the Young Changemaker's programme since the first cohort.

As a Co-Producer, Iola has contributed to shaping the programme, recruiting other young changemakers and mentors. Together they have collaborated to highlight areas of mental health services that need to improve to better support young Black

people. Iola has also been involved in speaking at events including the King's Fund conference and creating education resources for use by professionals.

In the future, she hopes to combine her study of infection and immunity with her social action skills to ensure that scientific developments benefit the people that need them most, including those from marginalised backgrounds.

Through the Young Changemakers Programme, Iola has developed a support network of other Co-Producers. Online and in-person upskilling sessions created the space for them to work together and learn

from each other. This has given them the foundations to build their knowledge and develop their social action skills, within a supportive environment.

Iola said:

“From the person who joined the programme at 16 to the person I am now, my confidence has grown so much. I’ve learned that there is a space for my voice and for me to affect change in the issues that I’m passionate about like ensuring mental health services are culturally sensitive.”



OUR PEOPLE

Our staff, volunteers, trustees, young advisors, and young people themselves are fundamental to our success. Their dedication, expertise and ambition underpin everything we do.

During 2023/24 The Diana Award’s work was shaped and delivered with the contributions from:

- 50 staff
- 9 trustees
- 81 award judges
- 127 professional mentors
- 11 Young Advisors
- 6 Co-Designers
- 19 Co-Producers
- 25 National Anti-Bullying Ambassador Youth Board members

Our Board of Trustees in 2023/24

- Wayne Bulpitt CBE, Chair
- Mark McLane
- Fahan Ibrahim-Nashi
- Dan Lawes
- James Crozier
- Patsy Kane OBE
- Dr Elizabeth Milovidov
- Lindsay Sartori
- Dr Martin Edobor

OUR PARTNERS

Thank you to all our partners, funders and supporters for their generous contribution, insight and collaboration this year.

- #iwill
 - BBC Children in Need
 - British Airways
 - Centre for Mental Health
 - Department for Education
 - Electrify
 - Everybody’s Talking About Jamie
 - Facebook (Meta)
 - Gilead Sciences, Inc
 - GivingBack Films
 - Head & Shoulders
 - HSBC UK
 - Kokoro Change
- KPMG International
 - The LEGO Group
 - Nationwide Building Society
 - People’s Postcode Lottery
 - Premier
 - Revolt
 - Salesforce Foundation
 - Smiggle
 - Snapchat
 - Spirit of 2012
 - The National Lottery Community Fund
 - The Workday Foundation
- TikTok
 - TK Maxx Homesense Foundation
 - Trutex
 - UK Youth
 - Vitabiotics
 - WeWork
 - Young Advisors
 - Youth Endowment Fund
 - Youth Futures Foundation
 - 5654

OUR FINANCES

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

	Unrestricted funds £	Restricted funds £	31.3.24 Total funds £	31.3.23 Total funds £
FIXED ASSETS				
Tangible assets	3,255	-	3,255	6,368
CURRENT ASSETS				
Debtors	15,227	275,800	291,027	140,185
Cash at bank and in hand	343,775	563,841	907,616	1,570,463
	359,002	839,641	1,198,643	1,710,648
CREDITORS				
Amounts falling due within one year	(107,810)	(196,137)	(303,947)	(803,713)
NET CURRENT ASSETS	251,192	643,504	894,696	906,935
TOTAL ASSETS LESS CURRENT LIABILITIES	254,447	643,504	897,951	913,303
NET ASSETS	254,447	643,504	897,951	913,303
FUNDS				
Unrestricted funds			254,447	233,542
Restricted funds			643,504	679,761
TOTAL FUNDS			897,951	913,303

	Unrestricted funds £	Restricted funds £	31.3.24 Total funds £	31.3.23 Total funds £
INCOME AND ENDOWMENTS FROM				
Donations and legacies	55,504	2,049,881	2,105,385	2,080,433
Charitable activities				
Anti-Bullying Campaign	-	298,000	298,000	298,000
Other trading activities	1,408	275,182	276,590	257,400
Investment income	15,082	-	15,082	2,241
TOTAL	71,994	2,623,063	2,695,057	2,638,074
EXPENDITURE ON				
Raising funds	18,447	112,242	130,689	88,210
Charitable activities				
Delivering the Activities of Diana Awards	32,477	-	32,477	263,996
Anti-Bullying Campaign	165	1,336,188	1,336,353	1,360,329
Training and Mentoring Campaign	-	650,507	650,507	358,090
Social Action	-	405,779	405,779	262,788
Impact and Influence	-	154,604	154,604	35,078
TOTAL	51,089	2,659,320	2,710,409	2,368,491
NET INCOME/(EXPENDITURE)	20,905	(36,257)	(15,352)	269,583
RECONCILIATION OF FUNDS				
Total funds brought forward	233,542	679,761	913,303	643,720
TOTAL FUNDS CARRIED FORWARD	254,447	643,504	897,951	913,303



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