



THE DIANA AWARD

Annual Report

2024-25

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Welcome by

Youth Editor, Nia Matthews



As a young person that has directly benefited from the work of The Diana Award,

I am proud that the charity has continued to encourage the contributions of the youth; listening to our suggestions and incorporating our ideas into their ethos and actions. Whether as an Anti-Bullying Ambassador, Youth Board Member or alumni contributor, I am honoured to continue to be a part of this movement towards positive change.

I first joined The Diana Award as an Anti-Bullying Ambassador in 2022, just after the COVID-19 lockdowns - a period that negatively impacted the mental health of thousands of young people. The community I discovered has continuously improved and provided a guiding presence in my life, allowing me to gain more confidence, improve my people skills and combat the isolation that the COVID-era had fostered. This positive impact gave me the courage to apply to and join The Diana Award Anti-Bullying National Youth Board, where I discovered other like-minded individuals that have become lifelong friends. We all agree that if The Diana Award could foster this sense of passion and belonging in even one more young person, then the organisation is doing its job. Even when my time in the Youth Board comes to

an end in 2025, I am sure that this next year will only continue the mission to ensure that we support every young person and their voice, both within the charity and outside of it.

From my term in the Youth Board, I have learned how to contribute and consider the perspectives of others, especially those who may not be actively involved in our mission. Talking to my peers and those from other programmes that the charity runs, I realised that it is just as important to try and appeal to those who may not see the anti-bullying movement as a priority as to those who do - one of the main goals of The Diana Award is to help anyone who needs it, not just those who are actively a part of the process. We also developed outreach projects, which showed us that

teamwork and advocating for our own needs is just as important as research and development when it comes to creating projects both in The Diana Award and our personal lives. I know that I have truly benefited from this experience and will continue to use these skills in my daily life.

The Diana Award has proven itself time and time again as a charity that fosters individuality and provides a safe space for young people to express themselves in a meaningful way. In today's environment, it has become evident that these confident, brave voices are integral to making change, showing that giving the youth new experiences and the ability to advocate for themselves, is paramount in today's society. The Diana Award can give young people these opportunities, impacting their life on a foundational level and shaping their lives into adulthood.

Being involved in consequential societal action has truly impacted my life. It has influenced my future career choices, friends and moral ethos, proving that educating and allowing young people to be involved in these processes shapes the next generation of changemakers and inspires more youth to get involved in social change. I admire the ambition and dedication of everyone in this charity that encourages the outreach and advocacy for all, including those who are not ordinarily given a voice in these discussions.

Whether the charity is providing outreach programmes to schools, producing informative videos that allow us to reflect on mental health, or conducting surveys that contribute to policy making around the country, they are committed to involving young people and professionals every step of the way. Their dedication to improving the life of countless young people is

admirable and a testament to their history as a global voice for those who have been impacted by bullying behaviour. I thank those who have given me the opportunity to contribute to this Annual Report, as it is truly a once in a lifetime occasion to give my voice to a document that details the monumental steps that this charity has taken in order to give people like me the confidence to speak up for ourselves and advocate for change. I look forward to seeing the future of The Diana Award, and I know it will be bright.

Nia Matthews
Youth Editor



Introduction by the Chief Executive Officer & Chair of Trustees



This year marked a significant milestone in our charity’s history as we have celebrated the 25th Anniversary of The Diana Award. During the twenty-five years since the organisation was founded in memory of Diana, Princess of Wales, her belief in the power of young people continues to guide everything we do.



It has been an exceptional year of celebration, reflection, and renewed ambition.

A year of global celebration

We marked the 25th anniversary with partners, supporters, alumni and young people around the world. Events and celebrations have taken place to mark the anniversary, celebrate all that we have achieved together and re-commit to our mission in a changing and challenging world.

To start our celebrations in March 2024 HRH The Prince of Wales and Prince Harry, The Duke of Sussex met with twenty exceptional young people from across the world, honoured with The Legacy Award. All the Legacy Award recipients – from the UK, USA, Nigeria, India, Bangladesh, Pakistan, Indonesia,

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

In September 2024, we were joined by Prince Harry, The Duke of Sussex at the Concordia Annual Summit in New York, where Legacy Award recipients Chiara Riyanti Hutapea Zhang from Indonesia and Christina Williams from Jamaica shared their insights as part of this global movement of young activists.

In October 2024, we partnered with the world’s largest contemporary choir, Rock Choir, to release a fundraising video filmed at Althorp House, childhood home and final resting place of the late Diana, Princess of Wales. Against this poignant backdrop, the video featured over 350 choir members singing “Make Your Own Kind

Of Music,” carrying an empowering message across generations to honour Diana’s legacy and raise vital funds.

In December 2024, we were joined by our 200 Diana Award recipients for a global virtual award ceremony. We are grateful to both HRH The Prince of Wales and Prince Harry, The Duke of Sussex who took time to congratulate all the award recipients, celebrating their social action and humanitarian efforts.

These events have provided valuable opportunities to thank the extraordinary colleagues, trustees, volunteers, supporters, donors and partners for their enduring commitment. Most importantly, they have shone a light on the incredible passion, resilience and achievements of the young people we have been privileged to work alongside.

Focus on youth wellbeing and advocacy

However, this anniversary has also been an opportunity to reflect on the challenges that still exist for young people to fulfil their potential. More than a quarter of young people aged 16-24 are living with a mental health problem. More than one in ten young people aged 16-25 are not in employment, education or training, and one in three teenagers experience bullying.

We still firmly believe in the transformative power of young people, but we recognise the barriers they continue to face as those in power find it hard to understand and engage with young people.

We are working to change this. In September 2024, we launched our commitment to a Decade of Youth Wellbeing, a mission that will guide our work from 2025 to 2035. It places young people’s mental, emotional, and social wellbeing at the centre of education, community and policy. Our continued anti-bullying and mentoring programmes underpin this commitment to drive positive improvements in mental wellbeing.

This year our voice - and the voice of young people we work alongside - grew louder. We published the Youth Voice in Politics Insight Report, convened anti-bullying roundtables with the Department for Education, and joined a national coalition calling for the UK government to take racism seriously.

Introduction by the Chief Executive
Officer & Chair of Trustees cont.

By ensuring that policymakers and organisations listen to, understand and value the views and experiences of young people, we will support fairer, better decision making.

A renewed commitment

Like many charities in 2025, we have navigated a demanding funding climate. Global financial and political uncertainty, alongside growing pressures on young people’s mental health and wellbeing, have created a challenging environment for our work.

We are deeply grateful to all our colleagues, partners and supporters for their continued dedication. Long-standing partnerships have provided stability and enabled us to sustain our core programmes, while new collaborations are extending our

reach and impact. The expertise of our volunteers, as mentors, judges and ambassadors, enriches our work and enhances the experiences of hundreds of young people each year. Most importantly, the voices and insights of the young people we serve remain central to everything we do. They help us to learn, adapt and stay anchored to our purpose.

We reflect on more than 25 years of impact with pride in how The Diana Award has honoured and advanced the humanitarian legacy of Diana, Princess of Wales. Her belief in the power of kindness, empathy and courage continues to guide our mission. Her gift for making those who felt invisible or unheard feel seen and valued, and her compassion and moral courage remain the foundation on which our work stands.

Our refreshed strategic framework builds on that legacy, underpinned by The Decade of Youth Wellbeing (2025–2035), focussing on three priorities:

- Empowering youth leadership and connection, helping young people build confidence, purpose and community.
- Shaping safer, kinder systems for wellbeing, ensuring that schools, workplaces and communities foster inclusion and belonging.
- Opening doors to opportunity and influence, so young people can lead, learn and thrive across the world.

These priorities are supported by a fourth pillar: creating a thriving, future-ready organisation that is financially resilient, well governed and reflective of the values that define us.

We reflect on more than 25 years of impact with pride in how The Diana Award has honoured and advanced the humanitarian legacy of Diana, Princess of Wales.

Our direction of travel is clear. We will continue to champion young people as changemakers and ensure that Diana’s legacy of care, compassion and courage remains alive through every action we take. Together, we are shaping a world where every young person is seen, heard and able to thrive.

Dr Tessy Ojo CBE
Chief Executive Officer

Rebecca Crook
Chair of Trustees

2024–25

Our Year in Numbers

In 2024/25, we worked with hundreds of schools, thousands of young people, and communities across 44 countries through our programmes and partnerships.

SUPPORTING MENTAL HEALTH & WELLBEING

1,816 Anti-Bullying Ambassadors
trained through our Anti-Bullying programme

193 schools
supported to build safer, kinder environments

New resources developed addressing **racial, homophobic and transphobic bullying, and culturally competent mental health support**

REDUCING SOCIAL & ECONOMIC BARRIERS

1,918 young people
participated in online work experience

316 young people
completed our 12-week Mentoring Programme

139 mentors
contributed more than 2,400 hours of delivery

32 Social Action Accelerator participants
attended 98 structured sessions, completing 200 hours of community impact

AMPLIFYING YOUTH VOICE & LEADERSHIP

198 young changemakers recognised

44 countries represented
by young changemakers

84 volunteer judges
from across the globe contributed their expertise

ENGAGEMENT, ADVOCACY & EVENTS

Over 100,000 young people reached
through campaigns, events, media and resources

Launch of the Youth Voice in Politics Insight Report
(July 2024)

Decade of Youth Wellbeing commitments announced
(September 2024)

About The Diana Award

Our Mission

The Diana Award exists to empower young people to create positive change.

We were founded on Diana, the late Princess of Wales's belief that young people have the power to change the world - a belief that remains at the heart of our work. This year, as we celebrated our 25th anniversary, we reflected on how this belief continues to inspire everything we do.

We recognise the barriers that impact young people's ability and opportunity to change the world, including:

- Challenges to mental health and wellbeing
- Social and economic inequality
- Not being heard and understood

We are committed to amplifying the voices and spotlighting the actions of young people leading change across the world. With young people, we will continue to address the challenges and obstacles they face.

Our Work

To achieve our Mission, our programmes work with young people in these areas:

1. MENTAL HEALTH AND WELLBEING

The Diana Award Anti-Bullying Programme trains young people to become ambassadors who tackle bullying in their schools and communities, fostering safer and more supportive environments. This includes training which addressing racial hate, homophobic and transphobic hate and promoting culturally competent mental health support for young people.

The Young Changemakers Programme was led by young co-producers aged 16-25 with a passion for and or lived experience of mental health and racial injustice.

2. CAREER SKILLS

The Diana Award Mentoring Programme providing group mentoring, online career training and work exposure opportunities, supporting young people to explore diverse career options and develop career skills.

Working with volunteer mentors and partner businesses, we support young people to improve their confidence, resilience and communication skills, ultimately helping them to navigate the world of work.

3. EMPOWERING YOUNG PEOPLE'S VOICE AND AGENCY

The Award Programme celebrates the extraordinary contributions to social change made by young people around the globe and providing development opportunities to enhance their leadership and impact.

The Social Action Accelerator Project connects mentees in schools with mentors to develop their skills and networks to take forward community projects addressing issues including climate change, inequality and youth violence.

Our programmes equip young people with the tools, support, and platforms they need to thrive. By addressing their mental health needs, supporting with futures opportunities and amplifying their voices, The Diana Award is committed to fostering a generation of confident, resilient, and empowered young leaders ready to change the world.



Looking Ahead

Informed by young people's voices, evidence from our 25-year journey, and emerging societal challenges, we refined our organisational priorities. We now focus our impact through three strategic pillars:

- Mental Health & Wellbeing
- Opportunity & Social Mobility
- Youth Voice, Power & Influence

These pillars are reflected in every programme, campaign, and partnership we develop.

Our Vision for 2026

By 2026, we aim to strengthen our role as a global leader in youth development through:

- The Decade of Youth Wellbeing (2025–2035): a global movement to place youth wellbeing at the heart of systems change.
- Empowering youth leadership & agency - strengthening young people's confidence and leadership through our programmes
- Creating safer, kinder systems - supporting communities and schools to become safer and more inclusive places

- Opening doors and turning influence into impact - using our networks, partnerships and global profile to turn relationships into tangible opportunities for young people
- Continue growing and strengthening our programmes which work to support young people directly across the globe
- A sustainable funding model: diversifying income and growing multi-year partnerships to secure long-term stability.

Our direction remains rooted in the values of compassion, equity, courage and the enduring legacy of Diana, Princess of Wales.

**YOUNG PEOPLE HAVE THE
POWER TO CHANGE THE WORLD**



Diana Award Programme

The Diana Award is a global honour celebrating young social activists driving positive change in their communities and beyond. We recognise youth-led initiatives that align with four key Sustainable Development Goals (SDGs): Quality Education, Good Health and Wellbeing, Reducing Inequality, and Climate Action. Rooted in the legacy of Diana, Princess of Wales, the Award celebrates young people who are working tirelessly to change the world - particularly those championing change for individuals from socio-economic disadvantaged backgrounds.

Through the Award Programme, we focus on helping them expand their support networks and connect with opportunities to create greater impact.

In 2024/25, 198 young people across 44 countries were honoured with The Diana Award for humanitarian work, advocacy, innovation, and community leadership at a virtual ceremony. In our 25th anniversary year, the Award recipients were congratulated by both HRH The Prince of Wales with a personal letter and Prince Harry, The Duke of Sussex, who addressed recipients during the virtual ceremony. Recipients were also added to the 2024 Roll of Honour.

For many, receiving the Award validates their work and strengthens their commitment to positive social change. 93% said that the Award was an important recognition of their achievements, while 92% said that the Award had inspired them to make an even bigger difference in their communities. 95% of recipients said that receiving the Award had boosted their confidence and motivation.

Award recipients are invited to join a global network of young changemakers, with opportunities to strengthen connections with others and forge collaborations for greater impact. 95% of Award recipients described the networking opportunities they accessed



through the development programme as 'excellent' or 'good, with 78% describing them as 'excellent'. This illustrates the value of the global network that the development programme offers.

The Diana Award is made possible with the support of 84 volunteer judges from a wide range professional backgrounds and countries across the globe. This breadth and diversity ensure a breadth of perspectives during the selection process, ensuring fairness and transparency.

CASE STUDY: OYINDAMOLA



Oyindamola established Shapers Network Africa to empower young Africans with education and economic opportunities. So far, her initiative has reached over 1,000 young people across 9 African countries, equipping them with digital skills, entrepreneurial knowledge, and access to ongoing mentorship.

Receiving the Diana Award has enhanced Oyindamola's leadership and advocacy. She has contributed to the Africa-EU Youth Climate Pact, engagements with the UN Office of Counter-Terrorism Youth Programme and joined the Community Engagement Exchange.



MAEGHA'S EXPERIENCE

Maegha Ramanathan founded Girls4Sports, the world's largest student-run organisation tackling gender inequality in sport, to support young women and girls to enjoy and thrive in sport. She received the 2024 Diana Award to recognise the positive impact she is having to shift the culture in sport.

Maegha's own experience as a sports-loving teenager inspired her social action. At 13, while competing in swimming, she experienced first-hand the sexism that many girls face in athletic spaces. Body shaming and unequal treatment pushed her to step away from sports she loved. Maegha channelled her frustration into action, founding Girls4Sports to empower girls to stay in sport, challenge inequality and advocate for their rights.

Girls4Sports began as a small, peer-led initiative and has grown to reach nearly 40,000 girls across 20 U.S. states and seven countries through free sports camps, leadership workshops and advocacy programmes. Girls4Sports has donated sports equipment and uniforms to schools in Kenya and Lesotho, giving many girls access to organised sport for the first time.

Receiving the Diana Award has been pivotal to accelerating Maegha's social action. The Award has given her access to a global network of young leaders, mentors and development opportunities. Through the programme, Maegha strengthened key skills in outreach, public speaking and networking. She brought these skills into her work through opportunities including speaking at the Aspen

Institute's Project Play conference on an ESPN-sponsored youth panel in front of 700 attendees.

Through conversations with fellow recipients and mentors, she began expanding Girls4Sports' focus to include education and advocacy around Title IX rights in the United States. Title IX is a US federal civil rights law that prohibits sex-based discrimination in any education programme funded by federal government. Girls4Sports has educated more than 30,000 young people through social media campaigns and school-based programmes on Title IX rights, empowering students to challenge inequities in their own districts.

For Maegha, one of the most impactful moments in her experience of social action came when she met a shy 14 year old girl, who had experienced body shaming on her athletics team. With support from Girls4Sport, she worked with her local school to form one of the first Girls4Sport chapters and is now a leader of 200 girls in her community.

Maegha credits The Diana Award with encouraging her to "dream bigger" and redefine what youth leadership can be - from a 13-year-old facing exclusion from sport that she loved to a global changemaker empowering tens of thousands of girls.



Programme Highlights

Anti-Bullying Programme



We recognise that systemic and structural challenges affect young people’s mental health and wellbeing. The Diana Award Anti-Bullying Programme works in partnership with young people, schools and youth organisations to build resilience, confidence and a sense of belonging among young people.

This year, 1,816 young people across 193 schools were trained to identify, challenge and prevent bullying behaviour through the Anti-Bullying Ambassador Programme. Supported by #iWill, the programme empowers students to lead peer-driven initiatives that promote a culture of kindness, respect and safer school environments.

Since 2021, the Free The Shoulders campaign in collaboration with Head & Shoulders has reached 1.4 million young people with dedicated resources focused on appearance-based bullying behaviours.

We work with the Anti-Bullying Alliance to raise awareness and provide support during Anti-Bullying Week. In 2024, the theme was ‘Choose Respect’, empowering teachers and young people to do something positive to counter the harm and hurt that bullying causes. We collaborated with Never Fully Dressed (NFD) to create a Choose Respect charity t-shirt co-designed by NFD designer Cheryl and eight young people. 2025 is our third year in collaborating with Smiggle to create a Choose Kindness bag to raise vital funds for anti-bullying activities.

In 2024, in partnership with the LEGO Foundation, 400 young people across 40 schools were empowered through training, support and resources to address LGBTQ+ targeted bullying.

Following this training, our National Anti-Bullying Youth Board developed and piloted two new workshops:

- a Pride Workshop for Anti-Bullying Ambassador schools to celebrate the LGBTQ+ community
- an Anti-Bullying 101 workshop for parents and carers who want to learn more about how to support their child/ward who may be experiencing bullying behaviour, including LGBTQ+ bullying, how to spot the signs of bullying behaviour and how to open up difficult conversations

These workshops reached 1,152 attendees, including 921 young people, 110 parents/carers and 121 school staff.

In March 2025, two members of our Youth Board took part in an anti-bullying roundtable at the Department for Education, hosted by government minister Stephen Morgan. Yasmin and Sukhmani shared their perspectives on how bullying affects young people to help shape how schools and policymakers respond.

This year, we asked educators to help shape the future of the Anti-Bullying Ambassador Programme through a national survey. Survey responses were overwhelmingly positive, with educators highlighting how the programme has boosted student confidence and strengthened anti-bullying skills.

Key findings from the survey included a strong desire for more opportunities to attend training events, the need for more accessible or local training locations, and demand for more ready-to-use activities and resources, especially for primary schools. We will use the survey insights to further strengthen the programme.

CASE STUDY: BARKING ABBEY SECONDARY SCHOOL

Barking Abbey has been involved in The Diana Award's Anti-Bullying Ambassador Programme since 2016. The school has over 30 ambassadors from Year 7 to Year 9.

The ambassadors are involved in delivering workshops for different year groups focused on inclusivity and mental health. They have also created a video to promote the 'Imabi Inspire' app which allows students to report cases of bullying behaviour anonymously.

The school has reported improvements in self-confidence for ambassadors taking part in the programme, along with improved reporting of bullying behaviour. The programme was referenced in the school's most recent Ofsted inspection report, contributing to the school's 'Outstanding' rating.



Programme Highlights

Mentoring Programme



Our Mentoring Programme supports young to build confidence, develop skills and improve career readiness through group mentoring in schools, online career training, and work exposure opportunities.

We are committed to creating equitable access to opportunities and experiences for young people who face disadvantage.

In 2024/25, 1,918 young people benefited from our online careers fair, with valuable insights into the world of work and career paths. They were supported by 35 volunteer mentors who contributed their professional

skills and knowledge. During the online careers fair, 15 panel sessions across 5 days, focusing on 3 strands - early careers opportunities, the ways in which digital advancements such as AI were being embraced by companies, and explaining what companies do. Participating organisations included KPMG, WeWork and Salesforce.

316 young people took part in our 12-week mentoring programme in London and Leeds. 139 mentors contributed 2,400 hours of engagement to support mentees to build their confidence and develop their career aspirations. Young people participating in the programme demonstrated positive improvements in their mental wellbeing.

Our Social Action Accelerator Project brought together 32 young people with 25 mentors across 98 structured sessions, dedicating nearly 200 hours to community projects addressing issues including climate change, inequality and youth violence. At Kingsmead School, two students curated a multimedia exhibition 'Who Are We Fighting For?' to highlight and celebrate self-expression in the workplace as part of the programme. Fatima and Kayden developed new skills and grew in confidence during the project, sharing their own experiences and celebrated stories provided by others with care and empathy.

This year, we commissioned a best practice report to support the future development of mentoring in the UK. The report on 'The Power of Relationships: Best Mentoring Practices to Empower Young People and Inspire Professionals in the UK' highlighted the importance of young people's agency and empowerment in developing mentoring programmes, and how equity and inclusion strengthen mentoring. The report provides a valuable a roadmap for us and policymakers, practitioners, and funders to enhance mentoring services, strengthen partnerships, and support young people more effectively.

Our mentors said:

I have found the experience insightful and super rewarding. There are a lot of opportunities to take the lead, build relationships and develop career skills for these young people in order to motivate them and help them achieve their goals."

Hassan, Leeds and West Yorkshire

There's a great sense of satisfaction that comes from knowing you're making a tangible difference. I can see the young people we are mentoring growing in confidence, developing new knowledge and skills, and even begin to envision different career paths for themselves. It's a reminder of the power of guidance and encouragement, and the other mentors that I have met on the program are truly wonderful people."

Lisa Aslam

OUR MENTOR'S EXPERIENCE

Kayden and Fatima took part in The Diana Award's Autumn 2024 12-week mentoring programme before progressing onto the Social Action Acceleration Project (SAAP) in Spring 2025. Together, with mentors Tskanya and Annette, they developed and delivered a powerful social action project exploring identity, inclusivity and misogynoir, culminating in a school-based exhibition that brought their community together.

Fatima and Kayden heard about The Diana Award through school friends who have previously taken part. Keen to explore the opportunity to work closely with others who shared similar values, they took part in weekly sessions. Icebreaker activities like building the tallest structure to support a phone helped mentees discover their strengths and bond as a group, while sessions focused on life skills and future pathways such as apprenticeships helped to develop teamwork and career awareness.

Tskanya, a broadcaster, and Annette, a lawyer, are both experienced mentors but described The Diana Award programme as unique, focused on supporting mentees to achieve their goals rather than giving answers.

Tskanya was drawn to mentoring as a way of "paying it forward," having experiencing bullying as a child and benefited from strong mentors growing up. Both mentors highlighted the importance of The Diana Award's thoughtful matching process, which considered lived experience and personality, creating a strong synergy in the room.

After completing the initial programme, Kayden and Fatima applied to the Social Action Accelerator Project. Their original brainstorming covered many issues important to them and their peers, including racism. Through guided discussions, they narrowed their focus to misogynoir and the celebration of identity, developing the final concept of a photography-led exhibition.

Delivering the project alongside studying and exams was challenging. Fatima focused on organisational skills, learning to use her calendar effectively and realising, when she looked back over the summer, just how much she was capable of juggling. Kayden contributed photography skills and reflected on how the project changed the way they take photos – moving from creating for themselves to creating with purpose and impact.

Family, friends, art and photography classes, and younger students attended the exhibition, engaging deeply with the work. Younger pupils contributed reflections via post-it notes, adding another layer of participation. The project now lives on through The Diana Award's website, extending its reach beyond the school community.

Fatima described the experience as "hitting the jackpot," praising Tskanya's humour and encouragement and Annette's calm, grounding presence. Kayden echoed this, noting how well the mentors balanced passion with realism. Finding mentors who were "on our wavelength," creating a positive and trusting dynamic.

Both young people grew in confidence, presenting on exhibition day, sharing personal stories vulnerably, and leading the space with warmth. They emerged as future leaders, keen to continue taking part in social action.



Programme Highlights

Young Changemakers



The Young Changemakers ran from 2021 to 2024, creating a platform for young Black and Black mixed-race changemakers to address racial inequalities in mental health services.

The programme was a collaboration between The Diana Award, UK Youth, and Centre for Mental Health and funding partners The People’s Postcode Lottery, Comic Relief and Kokoro Change. The programme was powered by young co-producers aged 16–25 with lived experience of mental health challenges or racial injustice.

From communities in Bristol, Leeds, Luton, Birmingham, Manchester and London, the programme supported 92 Young Changemakers who developed

15 social action projects designed to influence attitudes, engagement with healthcare practitioners and reform policy. 26 co-producers and 15 peer researchers also worked alongside the Young Changemakers.

Project teams were supported with coaching and mentoring, alongside specialist training on racial equity and mental health. Several projects received further support through the partnership’s accelerator programme to expand their reach and impact. Funding supported the development of social action project resources including podcasts, videos, social media campaigns and workshops to ensure that their campaigns drive longer-term change.

Getaway Girls, a Leeds-based youth organisation explored identity, relationships and mental health, expressed through young people’s hair. They held an awareness event at a local salon where young people could have their hair braided in different styles while the group talked about mental health, and produced My Hair Story, a social media campaign celebrating black hair. Following the success of their initial work, they successfully applied to the accelerator pathway to disseminate My Hair Story and campaign resources to a wider audience, increasing their impact.

In October 2024, ‘A Space To Be Me’ event, celebrating the end of the three-year programme, put young people centre stage to recognise their commitment to creating sustained positive change. ‘A Space To Be Me’ final report on the Young Changemakers programme provides 10 policy recommendation to improve mental health outcomes for Black young people and their communities, including co-production of policy for mental health support, Government investment in Young Future Hubs, and mandatory teacher training on racial microaggressions.

Young Changemakers

It has definitely built my confidence and allowed me to develop skills I didn’t even know I had. It has reminded me and highlighted to me the importance and value of co-production and youth voice. A lot of organisations try to do it but don’t always succeed. The programme has allowed me to build my networks with others who are also passionate [about race and mental health]. It’s been good to have a space to share lived experiences. I’ve also been able to be a part of some amazing opportunities.”

Elliot Busari

I was surrounded with likeminded people who shared the same goals of creating sustainable change. The staff also gave me a space to let them know of any thoughts and concerns I had.”

Mariama

Through mentorship and opportunities to co-produce and lead in projects. All ideas were welcomed, and it never felt judgemental. It was a space to be authentically you!”

Naomi

Influencing Change – Campaigns, Advocacy & Policy

We continue to provide platforms that amplify youth voice, celebrate positive social action and promote youth-led leadership across the world. We are also committed to working with young people to influence and inform policy that affects their lives.

In July 2024, The Diana Award published our first **Youth Insights Report**, focused on Youth Voice in Politics. To ensure youth involvement from the ground up, we involved Peer Researchers throughout the process to help connect us with the stories and experiences of young people. The

report highlights that only 22% of young people believed they would be taken seriously by a politician if they were to bring an issue to them. It captures young people's experiences of engaging (or not engaging) with the political process and formulates calls to action to further empower young people to have their voices heard.

In September 2024, we launched our global commitment to a **Decade of Youth Wellbeing** at the Concordia Summit in New York, supported by ServiceNow. Joined by Prince Harry, The Duke of Sussex, Chiara Riyanti Hutapea Zhang from Indonesia and Christina Williams from Jamaica used this global platform to discuss challenges including economic

uncertainty, climate change and social media pressure facing young people today and what can be done to drive positive change.

We work closely with partners on issues that impact young people's lives, opportunities and wellbeing. This year, we joined with organisations including the Centre for Mental Health and UK Youth to form a powerful coalition of organisations representing young voice called **#takeracismseriously**. In a letter to Prime Minister Sir Keir Starmer, the coalition called for urgent action on racism affecting children and young people, including a review of the national curriculum and anti-racism guidance for schools and colleges.

We also worked alongside organisations including The Children's Society and Barnardo's to highlight young people's experiences of bullying. Yasmin and Sukhmani from our anti-bullying youth board were invited to a roundtable event at the **Department for Education** (DfE), hosted by Minister Stephen Morgan. During the discussion young people shared their views and experiences to inform the DfE's future work around anti-bullying.

The **Centre for Social Action** is a project which creates a learning experience for current and aspiring social activists to build their skills and knowledge, including in lobbying, presenting and networking. By nurturing these vital influencing and advocacy skills, and campaigning for decision-making spaces to be more representative, The Diana Award will continue to support youth-led and youth-informed policymaking.

Across all our campaigns, advocacy and policy work, our message is clear: young people must be at the centre of decisions shaping their future.

Cameron's experience

Cameron is passionate about tackling issues such as the cost-of-living crisis and the lack of practical life skills education in schools. "As a Youth MP I've done a survey to find out what the most pressing issues are, and lots of children have put forward the cost-of-living crisis, implying that lots of children know how pressing it is, perhaps because their parents worry about it. In my opinion, one of the most vital things is a lack of education in certain aspects, this includes politics, money and things you need in life. You learn a lot of things in school that are interesting but will not necessarily help you in your 9-to-5. A fairer and more beneficial equilibrium must be reached."

He advocates for better political education and more engagement from politicians with young people directly. "I do think more involvement from politicians in schools is needed. I have never seen a politician coming into my school. It doesn't necessarily have to be the prime minister going into school, but it would be easier for children to relate if somebody in politics directly talked to them."

OUR FINANCES 2024/25

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 £	31.3.25 Total funds £	31.3.24 Total funds £
INCOME AND ENDOWMENTS FROM				
Donations and legacies	97,384	1,829,935	1,927,319	2,105,385
Charitable activities				
Anti-Bullying Campaign	5,275	-	5,275	298,000
Other trading activities	22,646	72,000	94,646	276,590
Investment income	11,918	-	11,918	15,082
TOTAL	137,223	1,901,935	2,039,158	2,695,057
EXPENDITURE ON				
Raising funds	-	123,503	123,503	130,689
Charitable activities				
Delivering the Activities of Diana Awards	3,658	-	3,658	32,477
Anti-Bullying Campaign	2,722	1,221,959	1,224,681	1,336,353
Training and Mentoring Campaign	-	641,743	641,743	650,507
Social Action	379	128,273	128,652	405,779
Impact & Influence	-	144,223	144,223	154,604
TOTAL	6,759	2,259,701	2,266,460	2,710,409
NET INCOME/(EXPENDITURE)				
Transfer between funds	(22,916)	22,916	-	-
Net movement in funds	107,548	(334,850)	(227,302)	(15,352)
RECONCILIATION OF FUNDS				
Total funds brought forward	254,447	643,504	897,951	913,303
TOTAL FUNDS CARRIED FORWARD	361,995	308,654	670,649	897,951

	Unrestricted funds £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
FIXED ASSETS				
Tangible assets	1,476	-	1,476	3,255
CURRENT ASSETS				
Debtors	96,122	10,127	106,249	291,027
Cash at bank	349,103	466,846	815,949	907,616
	445,225	476,943	922,198	1,198,643
CREDITORS				
Amounts falling due within one year	(84,702)	(168,323)	(253,025)	(303,947)
NET CURRENT ASSETS	360,523	308,650	669,173	894,696
TOTAL ASSETS LESS CURRENT LIABILITIES	361,999	308,650	670,649	897,951
NET ASSETS	361,999	308,650	670,649	897,951
FUNDS				
Unrestricted funds			361,999	254,447
Restricted funds			308,650	643,504
TOTAL FUNDS			670,649	897,951

OUR PEOPLE

Our people – staff, trustees, mentors, trainers, volunteers and youth champions – are the heartbeat of our work.

This year we welcomed new leaders, thanked departing colleagues and strengthened our partnerships.

During 2024/25, The Diana Award’s mission was delivered with vital contributions from:

- At the start of the financial year, the charity employed 47 staff. During the year, a reduction in income necessitated a restructuring programme, resulting in a year-end staffing level of 25 employees.
- 9 trustees
- 84 award judges
- 283 volunteer mentors

Our Board of Trustees in 2024/25

- Dan Lawes, Trustee
- Dr Elizabeth Milovido, Trustee
- Dr Martin Edobor, Trustee
- Fahan Ibrahim-Hashi, Trustee
- James Crozier, Trustee
- Lindsay Sartori, Trustee
- Margaret Manning, Trustee
- Mark McLane, Trustee
- Patricia Kane OBE, Trustee
- Rebecca Crook, Chair

OUR PARTNERS

Thank you to all our partners. We are deeply grateful to the funders, donors and corporate partners who sustained our impact, including:

- #iwill
 - 5654
 - Atrum Social Action
 - Avast Foundation
 - Centre for Mental Health
 - Department for Education
 - Electrify (Communications Agency)
 - Facebook (Meta)
 - Garfield Weston Foundation
 - Gilead Sciences, Inc
 - GivingBack Films
 - Head & Shoulders
 - HSBC Jersey
- JKR
 - Kokoro Change
 - KPMG International
 - Lochcarron of Scotland
 - Nationwide Building Society
 - People’s Postcode Lottery
 - Premier Public Relations
 - Revolt London
 - Salesforce Foundation
 - ServiceNow
 - Smiggle
 - Spirit of 2012
 - The British Airways Better World Community Fund
- The LEGO Group
 - The National Lottery Community Fund
 - The Workday Foundation
 - TK Maxx Homesense Foundation
 - Trutex
 - UK Youth
 - Vitabiotics
 - WeWork
 - Young Advisors
 - Youth Futures Foundation
 - Schools, colleges and youth organisations across the UK





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