



BACKING YOUTH AMBITION

LDC has partnered with The Prince's Trust to help equip young people across the UK with the confidence, skills and start-up grants to launch their own business through The Prince's Trust Enterprise programme. We call it Backing Youth Ambition!



www ldc co uk/bya

B A C K I N G Y O U T H A M B I T I O N

LDC'S PARTNERSHIP WITH THE PRINCE'S TRUST

In 2019 LDC partnered with The Prince's Trust to help give ambitious young people the access to funding and support they need to start their own business. We also provide practical support through volunteering, training and fundraising activity across our regional offices, uniting our employees, portfolio companies and business networks behind our vision to create a thriving youth enterprise economy.

The partnership is an extension of our commitment to backing ambition, which has been part of our ethos since LDC's inception 40 years ago. As the UK's leading mid-market private equity investor, our success has relied on the ambition of management teams looking to grow their businesses.



The impact the LDC partnership has already made in such a short amount of time is remarkable."

The Prince's Trust,
Partnership Director



£825,000
to support
>1300 young entrepreneurs

2021 UPDATE

The charity's 2021 Youth Index report, which took an in-depth look into the views and outlooks of young people during the COVID-19 pandemic, revealed that a quarter (24%) claim that the pandemic has "destroyed" their career aspirations, and 60% say getting a new job feels "impossible now" because there is so much competition.

These young people interested in business and entrepreneurship are critical to the future of the UK economy and British business and so today, the work of The Prince's Trust - is more vital than ever.

In the first two years, our partnership has contributed £825,000 to support more than 1,300 young people, through donations, volunteering, event attendance and mentoring. In response to the pandemic we've also supported The Prince's Trust as it pivoted to run its courses online and redeploy funding to help young, ambitious businesses continue to operate during this trying period.

LDC, THE PRINCE'S TRUST AND TEXTHELP

Martin McKay, CEO & Founder of [Texthelp](#), understands first-hand the impact The Prince's Trust can have on the entrepreneurial ambitions of young people.

He founded Texthelp, an education technology business, when he was in his twenties thanks to support from The Prince's Trust. Today his business helps millions of people across the globe use technology that allows them to understand and be understood.

In 2019 Martin took a giant leap towards reaching his ambition by taking on private equity investment from LDC. The investment allowed the business to ramp up product development and extend its geographical reach. Just 18 months later, LDC exited its investment in Texthelp to Five Arrows, following a period of significant growth where revenues increased 40%.

Martin continues to lead Texthelp alongside being a Prince's Trust mentor advising those in the same position he was 30 years ago.



I've no idea where I would be now without The Prince's Trust, it really did get me started. Just knowing someone was willing to take a risk and support me boosted my confidence."

Martin McKay, CEO of Texthelp and Prince's Trust mentor

FUTURE STEPS

Employees from all of LDC's 12 locations right across a 'snowy' UK put their best foot forward and collectively recorded 25 million steps in February 2021 raising £15,000 to support The Prince's Trust.

The 'Future Steps' initiative is a 10,000-steps-a-day challenge, which encouraged participants to improve wellbeing while helping to transform young lives.

LDC employees competed against each other in teams of up to six, with a cohort from the Midlands topping the leader board with an immense 2.2 million steps!

ABOUT THE PRINCE'S TRUST

Youth charity The Prince's Trust helps young people to develop the confidence and skills they need to realise their ambitions, so that they can live, learn and earn. Founded by The Prince of Wales in 1976, the charity supports 11 to 30-year-olds who are unemployed, struggling at school and at risk of exclusion.

Many of the young people helped by The Trust are in or leaving care, facing issues such as homelessness, mental health problems, or have been in trouble with the law. The programmes offered by the charity give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training.

If we don't support the young people now, the spirit of innovation that propels the UK economy forward will be lost for a generation.

www.princes-trust.org.uk/support-our-work/donate



www.ldc.co.uk/bya

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LDC

BACKING AMBITION

FOR 40 YEARS