



# EXTENDING YOUTH AMBITION

Over the past three years, LDC has worked with The Prince's Trust to equip more than 1,600 young people with the confidence, skills and funding to launch their own businesses. **And now we're going even further.**



[ldc.co.uk/princestrust](https://ldc.co.uk/princestrust)

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# LDC & THE PRINCE'S TRUST: LONGER-TERM SUPPORT

In 2019 LDC partnered with The Prince's Trust to help young people create the leading businesses of the future. It's been such a success that we have committed further funding and support over the next five years – making LDC the leading corporate supporter of young entrepreneurs at The Prince's Trust.

This commitment will be used to extend our nationwide partnership to provide up to 10,000 young people from a diverse range of backgrounds to start, sustain and crucially grow their own businesses.



**We are delighted that LDC's new commitment will enable even more young people to continue their self-employment journey through The Prince's Trust Enterprise programme. LDC's support over the last three years has helped The Trust to support young entrepreneurs with the mentorship, guidance and funding to grow and sustain a business idea, through such a challenging time for businesses of every size. I am excited for what we can achieve through this partnership over the course of the next five years."**

Jonathan Townsend  
Chief Executive, The Prince's Trust



## THE STORY SO FAR

Since March 2019, LDC and The Prince's Trust's Backing Youth Ambition partnership has made a significant impact to young people across the UK:

**950**

START UP GRANTS  
FUNDED BY LDC

**1,600**

YOUNG PEOPLE  
SUPPORTED

**400**

ADDITIONAL YOUNG  
ENTREPRENEURS ACCESSED THE  
EXPLORE ENTERPRISE COURSE

**25M**

STEPS COMPLETED BY LDC  
EMPLOYEES FOR THE PRINCE'S TRUST  
FUTURE STEPS CHALLENGE

# A MORE DIVERSE FUTURE

One of the key aims of our partnership with The Prince's Trust is to contribute towards creating a more diverse group of future business leaders. Of the 1,600 young people helped so far, a quarter identify as non-white and more than half identify as female.

The Prince's Trust is also committed to ensuring 20% of the young people it supports are from the most disadvantaged regions in the UK.

## HELPING ROCHELLE CELEBRATE HER CULTURE

Rochelle Ayele started working for herself when the hospitality sector closed during the height of the pandemic. With the support from The Prince's Trust Enterprise Programme, she turned her personal passion into a profitable business.

Rochelle went on to launch her self-titled art business – her award-winning artwork celebrates the joy of her culture.



**The Prince's Trust helped me to understand so many elements of business that I wouldn't have known if I were starting out alone."**

Rochelle Ayele  
[www.rochelleayeale.com](http://www.rochelleayeale.com)



**We've been helping management teams to achieve their ambitions for more than 40 years. By giving young entrepreneurs the tools they need to get started today, we are supporting the world-class businesses of the future. Our work with The Prince's Trust aligns perfectly with this mission and our heritage."**

Toby Rougier, Chief Executive, LDC

## HANDS ON SUPPORT

As well as the financial contribution made by LDC over the last three years, LDC employees have provided hands on support by volunteering for training and mentoring activity – including running a specialist investment workshop to give young entrepreneurs a crash course in funding options. Our team also individually raised additional funding for The Prince's Trust by taking part in the charity's 'Future Steps' and 'Brilliant Breakfast' events.

# 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.



## 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](http://www.princes-trust.org.uk/support-our-work/donate)



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