



**King's
Trust**
International



GENERATION POTENTIAL

Celebrating 10 years of the Trust overseas



HM King Charles III meeting young people at the 2022 Commonwealth Heads of Government Meeting, Rwanda

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“I am delighted that The King’s Trust International will next year be celebrating its tenth birthday and that, with local partners, its important work has already reached over 100,000 young people in this time.”

His Majesty King Charles III, 2024



Sara, Enterprise Challenge, Pakistan

INTRODUCTION

As we mark 10 years of King's Trust International, it is both a privilege and a responsibility to reflect on our journey and the road ahead.

Since we were founded at the 2015 Commonwealth Heads of Government Meeting in Malta, we have worked tirelessly to fulfil His Majesty King Charles' vision of expanding opportunities for young people across the globe.

Speaking at Commonwealth Heads of Government Meeting in Samoa in October 2024, King Charles reaffirmed his unwavering commitment to our mission and reiterated his lifelong commitment to young people: **"I have tried, in whatever way I can, to foster opportunity – particularly for young people and for those whose voices might not otherwise be heard."**

In the decade since His Majesty's call to action, King's Trust International has partnered with over 40 organisations, working in around 20 countries to support young people to unlock their potential. Together, we have reached over 100,000 young people, helping them to develop the skills, confidence, and resilience to build brighter futures for themselves and their communities.

As we look to the future, Generation Potential represents our boldest initiative yet, a campaign to invest in a generation

bursting with ambition. This vision is rooted in the belief that when young people are given the opportunity to thrive, they not only transform their own lives but also drive meaningful progress for those around them.

This is not just a milestone; it is a moment to expand our support, to use our achievements to shape our future trajectory, and recommit ourselves to empowering the next generation. Together, we can continue turning challenges into opportunities, equipping young people everywhere with the tools to shape a better tomorrow.

Thank you for being part of this journey.



Will Straw,
Chief Executive Officer



Enterprise Challenge Finals, Tanzania

ABOUT US

King's Trust International, formerly Prince's Trust International, has been supporting young people worldwide since 2015. We were founded by H.M. King Charles to tackle the global crisis in youth unemployment, building on almost five decades of experience in the UK.

Our mission is to empower young people to learn, earn and thrive. We provide opportunities to develop the skills and confidence to succeed and deliver tangible employment outcomes. By blending our expertise with a global network of local partners, we develop programmes and interventions focused on education, employability and entrepreneurship to help young people to build their own futures.

As we approach the 10-year anniversary of our work, we remain committed to amplifying the voices of young people on

the global stage and putting their needs at the very heart of the design and delivery of our work. This complements global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education and decent work.

We have supported over 100,000 young people since our inception. Our programmes and interventions are now present in 20 countries within the Commonwealth and beyond, across Asia, Africa, the Caribbean, the Middle East and Europe.



Where we work



Malachi, Me to We programme, Trinidad and Tobago

MEET MALACHI, TRINIDAD AND TOBAGO

Malachi has grown up in a tough neighbourhood blighted by high rates of crime and violence.

During one school holiday, a traumatic night of bloodshed left several of his friends dead and Malachi himself wounded. When the new term started, Malachi was plagued by flashbacks of the incident and struggled to focus in class. Traumatized and grieving, he soon dropped out of school altogether.

The 'Me To We' mentoring programme, built around weekly one-to-one online sessions and including content from KTI programmes, has given Malachi the chance to talk about what happened and work out ways to move forward positively, guiding him through the

everyday trials of coming of age in such a challenging context.

Malachi is now training as a stonemason, earning while he learns a trade, and is also learning mechanics and electrical installation. He is proud to be financially independent, and to have chosen a positive path.

Aimed at supporting young people at risk of underachieving, Me To We is delivered by our partner the Volunteer Center of Trinidad and Tobago.

“I feel very proud for making my own money, not asking my parents to buy anything for me... There are plenty [of] boys my age holding guns and I'm very proud of myself for reaching 17 and not doing that or thinking like that.”



40+

partners



Over

100,000

young people reached



20+

countries

CELEBRATING A DECADE OF PARTNERSHIP

By collaborating with local organisations deeply rooted in their communities, we ensure our programmes are tailored to meet the unique needs of those we serve.

As we celebrate our 10th anniversary, we reflect with pride on the global partnerships we've cultivated. We remain driven by the pressing challenges young people face in the wake of recent upheavals. Now more than ever, we believe it's time to rally together to empower the next generation to achieve their potential.

How we work

With a global network of partners including government ministries and agencies, NGOs and social enterprises, we develop programmes to help young people build their own futures. We believe that local organisations, embedded in the communities they serve, are best placed to understand and respond to local needs. As such, we work flexibly through partners, blending our expertise and theirs, to design and deliver programmes that work.

We offer a range of flexible and modular programmes focused on core skills such as communication and teamwork. The content, timescales and delivery can be adapted to meet local needs. We can also support partners to design and deliver bespoke projects, or to enhance their existing programme delivery.

All our work is rooted in global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education, decent work, gender equality,

climate action and partnerships for the goals. We are committed to amplifying the voices of young people on the global stage, and to putting their needs at the very heart of our work.

Our programmes

Our education programmes provide alternative approaches to learning, focusing on personal development and building the core skills that young people will need for the world of work, whether as employees or entrepreneurs.

Our employment programmes work with partners and employers to enable young people to develop employability skills and access opportunities that lead to meaningful, sustainable work.

Our enterprise programmes give young people the chance to explore business management and equip budding entrepreneurs with the skills and knowledge they need to succeed.





Achieve, Trinidad and Tobago

GENERATION POTENTIAL

Millions of young people across the globe see their potential limited by circumstances beyond their control, rather than by their talent.

Challenges such as climate, conflict and the cost of living have created some of the toughest conditions in recent history for young people to thrive. These barriers don't just affect their present circumstances—they jeopardise their future, restricting access to education, employment, and opportunity. Yet despite these challenges, the innate potential of this generation remains boundless.

Around the world, young people are innovating, solving issues in their communities and blazing a trail for others. This generation is bursting with ambition, energy, and the drive to build better futures.

At King's Trust International, we believe that by providing the right tools and support, we can help young people unlock their potential. For nearly a decade, we have partnered with local organisations to break down barriers and provide access to education, training, and resources.

Through our programmes, we've empowered over 100,000 young people. Last year, three-quarters of those in our employability programmes either found work or started their own businesses. But this is just the beginning.

In 2025, our milestone year, we are launching a new campaign: Generation Potential, with the aim of propelling young people into brighter futures through a portfolio of empowering programmes and activity.

Over the next 10 years, we are committed to building on the foundations of our first decade with a bold plan to 10x our impact and **support 1 million young people over the next decade.**

This will require us to progress our existing model of productive partnership with local youth organisations and augment it with new strategies to leverage the reach of larger organisations delivering youth skills and employment programmes. A key pillar of such a bold strategy will be to bridge the digital divide and create innovative digital solutions that will impact young lives on a global scale, across a myriad of contexts.

If we fail to act, the consequences will be global. But if we invest now, we can help this generation to fulfil their immense potential and shape a brighter, more sustainable and equitable future for all.



Arti, HM King Charles III and Tinni Sawhney, CEO of Aga Khan Foundation India

ARTI, PROJECT LEHAR, INDIA – DRIVING CHANGE

Young mother, Arti (19), has broken the mould to become one of the first pink e-rickshaw drivers in her district in Uttar Pradesh, India, providing safe, eco-friendly transport for other women, and inspiring other young women in her village. She is, quite literally, driving change.

Project Lehar gave Arti the chance to build her skills and confidence, open her eyes and broaden her horizons, enabling her to see, and then believe, that working for herself could be an option. Arti's leap into mobile self-employment has broken through multiple social barriers and is a trailblazing step forward for women's physical and social mobility. In 2024, Arti received the prestigious Amal Clooney Women's Empowerment Award at the King's Trust Awards in London.

Project Lehar is run by the Aga Khan Foundation with support from King's Trust International. It offers vocational training, entrepreneurship and life skills courses for girls and young women from low-income backgrounds. It also supports girls who left school early to complete their education.

“My daughter would be proud of me when she grows up.”



KT Ambassador DJ Cuppy and Maro Itoje with Global Sustainability Award winner Ridwan

SUPPORT US

As we embark on our ambitious next decade, we invite you to consider how you might support our efforts to impact the lives of one million young people through our Generation Potential campaign.

There has never been a more important time to support young people on their journey striving for, and navigating, a brighter, more fulfilling future.

We invite you to join our passionate, inspired and esteemed family of supporters, whose unwavering generosity, in time and spirit, enables us and our delivery partners to give young people the tools and skills they deserve to succeed.

Your support will make all the difference to our impact and will be suitably recognised through a meaningful programme of engagement and acknowledgement.

Thank you from everyone at KTI, and our network of partners empowering young people around the world.

For more information on our Generation Potential campaign, please visit:
kingstrustinternational.org/generationpotential

Or contact us at:
generationpotential@kingstrustinternational.org





Nikos, FoundIt, Greece

NIKOS, GREECE – BUILDING ON SUCCESS

In 2023, Nikos launched a specialist coaching service for people with Attention Deficit Hyperactivity Disorder (ADHD), the first of its kind in Greece.

After being diagnosed with ADHD as a student, over a decade ago, Nikos struggled to find help and guidance, so established a local support group and an online community himself. Last year he decided to leave his career in IT to set up his own business.

Highly knowledgeable about coaching and ADHD, but aware of the gaps in his grasp of business, Nikos, 34, turned to the FoundIt programme to develop his skills. FoundIt helped him pivot towards a more agile approach to business planning, honed his accounting and marketing skills and significantly boosted his confidence, setting him up for success.

Nikos' pioneering coaching service aims to equip those with ADHD to better understand their strengths and manage their challenges, building the skills and strategies to thrive. His motto for his clients is 'try different, not harder.'

The FoundIt entrepreneurship programme, delivered by our partners Bizrupt and 100 mentors with support and content from KTI, provides introductory business training for aspiring entrepreneurs, followed by ongoing one-to-one mentoring.

“Try different, not harder.”



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