

**BUILDING  
HAPPIER  
FUTURES**

# **IMPACT REPORT 2024**



JOHN LEWIS  
PARTNERSHIP



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# FOREWORD

## Sharon White

Chairman, February 2020 – September 2024

Care experience is woven into the very fabric of the Partnership's history. John Lewis Senior, the father of our Founder, John Spedan Lewis, was nurtured by a strong, predominantly female extended family after the loss of his parents. This type of care, now recognised as kinship care, was instrumental in shaping the origins of our business. The women who cared for John Lewis Senior were not only his family but were also heavily involved in the professional trade community, inspiring him to lay the foundations of what would become the John Lewis Partnership.

Their influence, rooted in a female-led kinship network, left an indelible mark on the future of our business. Our commitment to building happier futures for individuals with care experience, who often face challenges through no fault of their own, remains central to our Purpose. We're dedicated to working in partnership for a happier world.

I'm encouraged by our progress, whether through the individuals we've welcomed into our workforce via our employability programmes, or through the educational opportunities we provide via our apprenticeship schemes. I'm particularly proud of our Made by Care brand, which showcases the creativity and talent of individuals with care experience, bringing their designs to our shelves.

I want to extend my deepest thanks to everyone involved in our employability programmes and to the experts we collaborate with who help guide our work. Above all, my heartfelt gratitude goes to the individuals with care experience who contribute so much to making our business a better place. Your impact is felt every day, and you are at the heart of our journey towards a more inclusive and caring Partnership.



## Ceira Thom

Head of Learning, Inclusion and Belonging

I'm very proud to introduce the second Building Happier Futures annual report. Leading this work, which aims to harness the talent and potential of people with care experience, through its second year isn't just a professional milestone for me - it's truly one of the most fulfilling chapters in my career.

The voices of those with lived experience continue to influence our work and have taught us invaluable lessons. Their voices shape and guide our work, and their lessons resonate deeply. We continue to work with local authorities, charities and trusts to create employment opportunities for young people and remain passionate about being the employer of choice for individuals with care experience.

In the last year, we've continued to collaborate and learn from experts in the community to make sure our work is credible and sustainable. I'm particularly proud that we've extended our work to offer dedicated Apprenticeships for care experienced people and opportunities for connections and learning life skills with our Waitrose Cookery School offer.

While we've made significant strides, we recognise that there is a lot more work to be done. We're fully committed to partnering with the care experienced community to support them in achieving the well-deserved and wonderful opportunities that await them.



## Jo Rackham

Interim Executive Director, People

As I reflect on the progress that is being made and the impact that the Building Happier Futures programme has had two years in, it reinforces my belief in the Partnership as a truly different kind of business which places our purpose; to work in partnership for a happier world, at its heart.

Social mobility is something I care about greatly and to see the difference we are able to make to the care experienced community through our actions as a retailer is humbling; it's a blueprint that I'd encourage other businesses to consider adopting.

But this is not altruistic, we are better as a result. We benefit not only from the increased diversity and wealth of experience but also untapped talent, creativity and potential that exists in the communities our business operates within. Our Partners who have experience of the care system or stand in support are keen to see us take a stance and also play their part; and as a result, feel deeper connections to our organisation.

I've been struck by the level of collaboration, brought to life by our Advisory Group who bring both expertise and experience into shaping the work and passionately drive us forward.

A genuine thank you to all those involved in realising our 2024 impacts; we're only 2 years in but we're building momentum and are excited to see where we'll be a further 12 months from now.



# Building Happier Futures Impact Goals

We support anyone in or who has been in the care of a local authority at any stage in their life, no matter the duration of their time in care. This includes adopted people who were previously in care. This care may have been provided in one of many different settings, such as in residential care, foster care, kinship care, or through being looked after at home under the supervision of a social worker.

By broadening our employment proposition with inclusive policies, we look to support the care experience community as a whole, including those who take on roles such as foster and kinship carers.

## Our impact goals

- Be the employer of choice for care experienced people
- Fundraise for investment in the care experience community
- Influence societal change using our voice and collaborating with experts

## Our actions

- We use expertise to guide our work by working with our Advisory Group, over half of whom have lived experience
- Employability and progression programmes run across our business, built and designed in collaboration with care-experienced people and expert organisations to ensure our work is needs-led and credible
- Work in partnership with organisations that support entry into higher education, as those who've experienced the care system can face many significant barriers to entering and succeeding in higher education
- Made by Care brand provides opportunities for creative talent, which in turn raises funds for the John Lewis Partnership Foundation
- Customer initiatives, raising money and awareness for charities that support the care experienced community
- Advocate for policy changes that contribute to our central goal of removing what is known as the 'care cliff' (when support for young people leaving care can suddenly be removed before they are ready) and measures that support care leavers to thrive into adulthood






# 2024 Key Impacts

 **143**

roles offered to care experienced people since Building Happier Futures launched in October 2022

 **550**

care experienced people have attended our employability programme drop-in and tours since Building Happier Futures launched in October 2022

 **22**

young people and their foster carers attended our Waitrose Cookery School with The Fostering Network, learning culinary skills and having fun making flatbreads from scratch

**9** 

young people with their independent visitors enjoyed connecting at our Waitrose Cookery School event with Action for Children

Over **600** 

people who work in the John Lewis Partnership have completed care experience learning with Who Cares? Scotland since 2023 to deepen their understanding as allies

**366** 

care experienced people have completed work experience since Building Happier Futures launched in October

A total of  **£2.2 MILLION**

raised since 2022 for charities supporting care experience through selling products in our shops, online and through other customer fundraising initiatives

2024 launched the **Building Happier Futures Fund**, part of the John Lewis Partnership Foundation which awards grants to UK projects which provide education, connection, experience and fun for care experienced people

 **4**

apprenticeship opportunities offered in 2024 for care experienced people with more to come

Partnered with the Open University to jointly fund

 **8**

scholarships in 2024; taking our total to 12 since 2023

 **2**

Golden Jubilee Trust secondments from 2023-2024 with two charity partners, Action for Children and Who Cares? Scotland

**£165,000** 

raised through the sale of the tote bag designed by a care experienced artist, our first Made by Care product



# BUILDING HAPPIER FUTURES EMPLOYABILITY PROGRAMME

Caution: Yard slopes - apply handbrake on parking





# Employability programme

We want to be the employer of choice for care experienced people. The insights and feedback from those with lived experience have been instrumental in informing the design of the Building Happier Futures employability programme. The programme supports people in joining our business and gaining valuable work experience for their future careers.

By collaborating with industry experts, we make sure that our programme is credible and tailored to the needs of individuals who face barriers to employment. That's why we actively engage with teams in local authorities, virtual schools, and charities that provide dedicated support to individuals with care experience in their local communities.

Over  
**600**  
Partners have completed our "Care Experience Awareness" training with Who Cares? Scotland



# At a glance

All Partners who run the employability programme are trained to be "Care Experience Aware" with our expert training team from the Who Cares? Scotland charity

**Drop-in and tour**

Learn about our business, see behind the scenes and meet the team.

**Work experience**

Try out working in our business, learn about the skills needed for roles and get feedback to take forward into future careers.

**Interview skills**

Learn top tips for applying for interviews. This is part of the work experience stage.

**Guaranteed interview**

Interviews are guaranteed if work experience has been completed.

**Interview questions shared in advance**

As is standard for the John Lewis Partnership, interview questions are shared in advance to reduce anxiety and enable preparation.

**Post employment support**

Once a care experience person starts work with us, support is available including buddies, mentors, a dedicated wellbeing contact from our in house Health and Wellbeing team and the opportunity to join the Care Experience Network.

We understand that it can be helpful and reassuring for a companion such as the local authority's dedicated advisor to join the care experienced person during the programme's stages, adding familiarity and additional support.

## e-learning

Our e-learning and virtual classroom training has been live since 2023. The training is designed and facilitated by Who Cares? Scotland, our charity partner, who strives for a "lifetime of equality, respect and love" for care experienced people. The training includes a model which encourages learners to consider the support those without care experience have around them and how that can fall away due to factors in the care system which may create barriers.

“The commitment the Partnership is making to care experienced people is a bold and radical one, and we encourage other businesses to follow their lead and contribute to more “Care Aware” workforces across the UK.”

Laurie Goldie  
Project Manager, Creating Communities that Care, Who Cares? Scotland



## Drop-in and tour

Whether you’ve worked before or are seeking your first job, taking the first step through the front door can be nerve-wracking. The drop-in and tour allows people to learn about the John Lewis Partnership, meet the teams who work here to connect informally and see behind the scenes of our shops, supply chain locations and central offices.

**550**  
people have attended our drop-in and tours since the Building Happier Futures employability programme launched in October 2022

“It was great seeing first-hand how this benefits the young people we work with.”

Personal Advisor,  
Local Authority



## Work experience

Work experience can help people build their confidence and skills. It also gives people tangible examples to add to their CVs and use in future job applications. Our work experience programme brings to life the variety of work available in our business, offering a chance to “try it out” before applying for a job.

Completion of work experience is celebrated with a certificate of achievement. Including feedback from the team, skills learned and experiences gained, the certificate acts as a thank you to the people who’ve spent time contributing to our business during their time spent learning and working.

**366**  
people have completed work experience with the John Lewis Partnership since the Building Happier Futures employability programme was launched in October 2022



## Interview skills

The “How to Ace Your Interview” workshop is held by the same people met during the drop-in and tour. Time spent coaching people on how to prepare examples ahead of the live interview stage aims to reduce nerves and create familiarity and support.

## Interview questions in advance

The John Lewis Partnership shares interview questions in advance to reduce anxiety and help candidates align their skills and experiences with interview requirements.

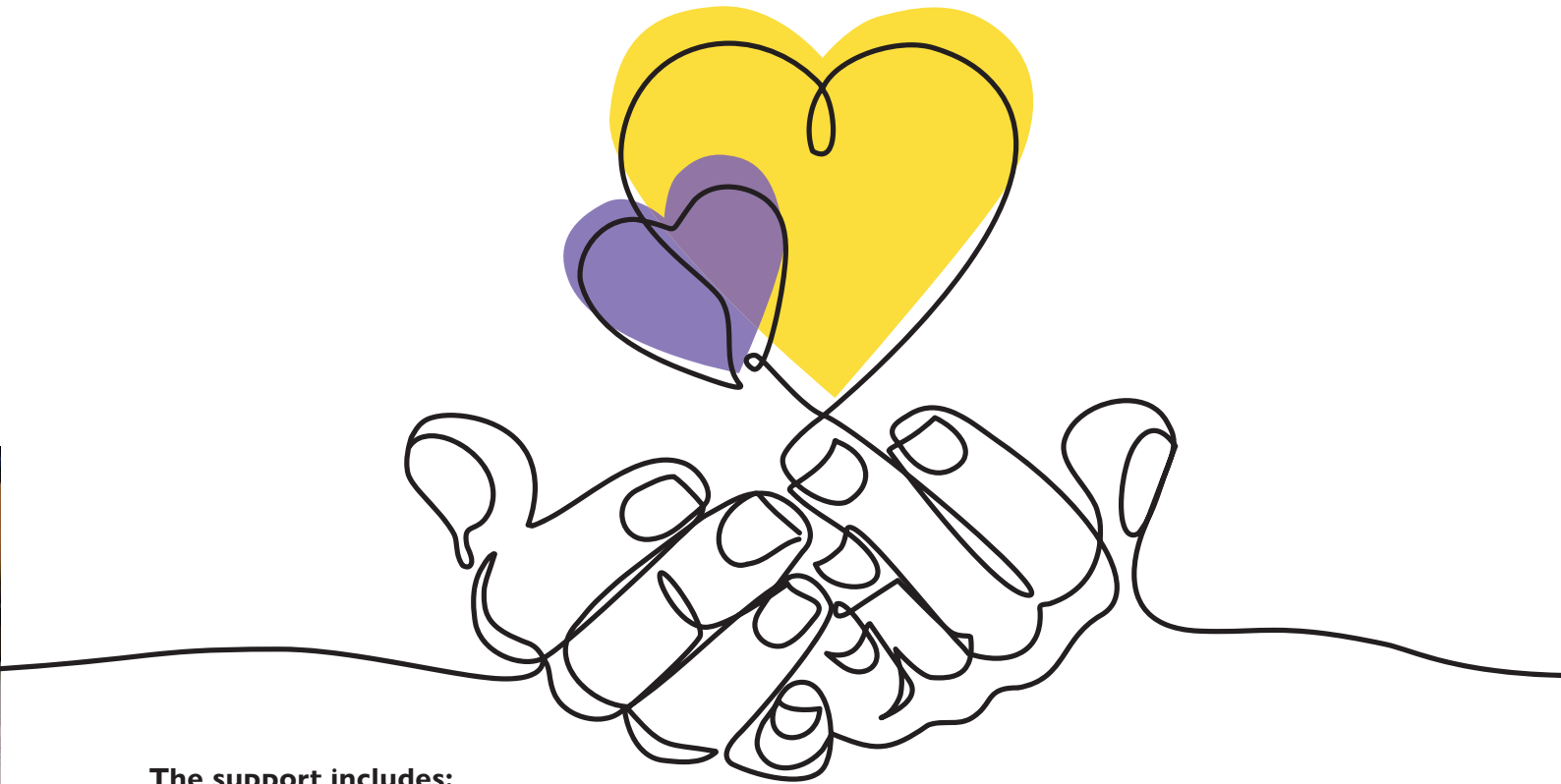
## Guaranteed interview

Everyone who has completed work experience is guaranteed an interview. Successful applicants will be offered an existing vacancy or added to a silver medalist pool for any available opportunities in the following three months.

## Post employment support

Once a care experienced person has joined the business, there’s ongoing support if they’d like it.

We empower care experienced individuals to overcome barriers to employment and help them reach their full potential by providing opportunities and offering sensitive and effective support. In return, our business will gain access to new talent with diverse skills and perspectives.



### The support includes:

- Our Care Experience Network brings people with lived experience and their allies together to connect, learn and influence
- Mentors specifically trained in what it means to be care experienced
- Health and Wellbeing dedicated support during early stages of employment; to introduce the wide range of services on offer from our expert wellbeing specialists

**143**

roles offered to care experienced people to work in the John Lewis Partnership since launch in October 2022

### Michael Ewins

Care Experience Network lead and Care Experience Manager for Building Happier Futures

“Our Care Experience Network brings people together who have care experience, are adoptive parents, are foster and kinship carers and those who support with allyship. As we grow our membership, our network gets stronger, and we’re proud to learn together and influence change for the care experienced community.”



# Discover our business



## Discovery days

We offer Discovery days for care experienced people to find out more about a specific area of the business in one day. Last year this included a day exploring data and insight, and time with our Waitrose Innovation Kitchen where products sold in our shops are developed.

## Virtual work experience

We launched our first virtual work experience programme over the summer which was designed for those between ages 14-25 and open to all including people changing career and those returning to work. The online programme helped people discover more about being a Partner in four comprehensive modules including product buying, supply chain, working in our shops and our approach to ethics and sustainability.

124

Care experienced people signed up for our Virtual Work Experience programme which was designed with The Talent People and Get My First Job





# EDUCATION & PROGRESSION





# Apprenticeships

In 2024 we advertised four ring-fenced roles for care experienced people, which also included the opportunity to gain an apprenticeship qualification. These opportunities are the first to launch and we hope to offer more opportunities over the coming year.

### Business Administration Level 3

Working in a relevant role, this apprenticeship offers skills in:

- Written and verbal communication
- IT packages
- Project management
- Interpersonal skills
- Personal and professional development

This programme helps people develop highly transferable set of knowledge, skills and behaviours that can be applied in all sectors.

### Commis Chef Level 2

Working in a role such as our Innovation Kitchen in Bracknell or on site catering team, this apprenticeship develops skills such as:

- Food preparation and basic cooking
- Attributes of a commis chef
- Teamwork and communication
- Basic functions in every section of the kitchen

This allows future talent to experience, consider and value each section with a view to choosing an area where they feel most inspired.

Government statistics show that care leavers are three times more likely not to be in education, employment or training (NEET) than other young people.

SOURCE: The Rees Centre, University of Oxford, 2023

Care leavers in Scotland are considerably less likely to be in higher education (8.6% compared to 40.3%).

SOURCE: Scottish Government; 2022/23







# The Open University

The John Lewis Partnership has funded scholarships for care experienced people with the Open University since 2023. The programme aims to address the inequality between those in care and those who aren't and harness the talents and abilities of the care experienced community.

The Open Universities' flexibility in enabling part-time study means that people on the programme can balance their study time with work and other life commitments. As the courses are delivered online, people from anywhere in the country have the opportunity to participate.

The programme offers free undergraduate-level qualifications and £250 bursaries for the students, with personalised support from the Open University Student Support Team.

14% of care leavers go to University compared to 47% who didn't grow up in care, a statistic which has hardly changed in over a decade.

SOURCE: Civitas, Breaking the Code, 2023

8

new scholarships offered in 2024 to care experienced people by the Open University

5

funded by the John Lewis Partnership

3

match-funded by the Open University

“Recipients of the scholarships tell us how their scholarships have given them renewed hope that their lives will change for the better and how they dare to dream bigger now.”

Jhumar Johnson  
Chief of Staff to the Vice-Chancellor of  
The Open University, Tim Blackman and Building  
Happier Futures Advisory Group member



# LIFE SKILLS





# Life skills

Waitrose chefs have been leading cooking masterclasses for care experienced young people at the Waitrose Kings Cross Cookery School. These events build on the John Lewis Partnership’s commitment to create meaningful connections and opportunities for care experienced people.

**22** young people and their foster carers who work with The Fostering Network attended a class together, learning how to make a flatbread from scratch as part of the May “Fostering Fortnight (™)” #FosteringMoments celebration

**9** Action for Children Independent Visitors and 9 children and young people spent an evening at the cookery school with chefs, Alex and Charmaine. Independent Visitors are volunteers who regularly spend free time with a young person in care

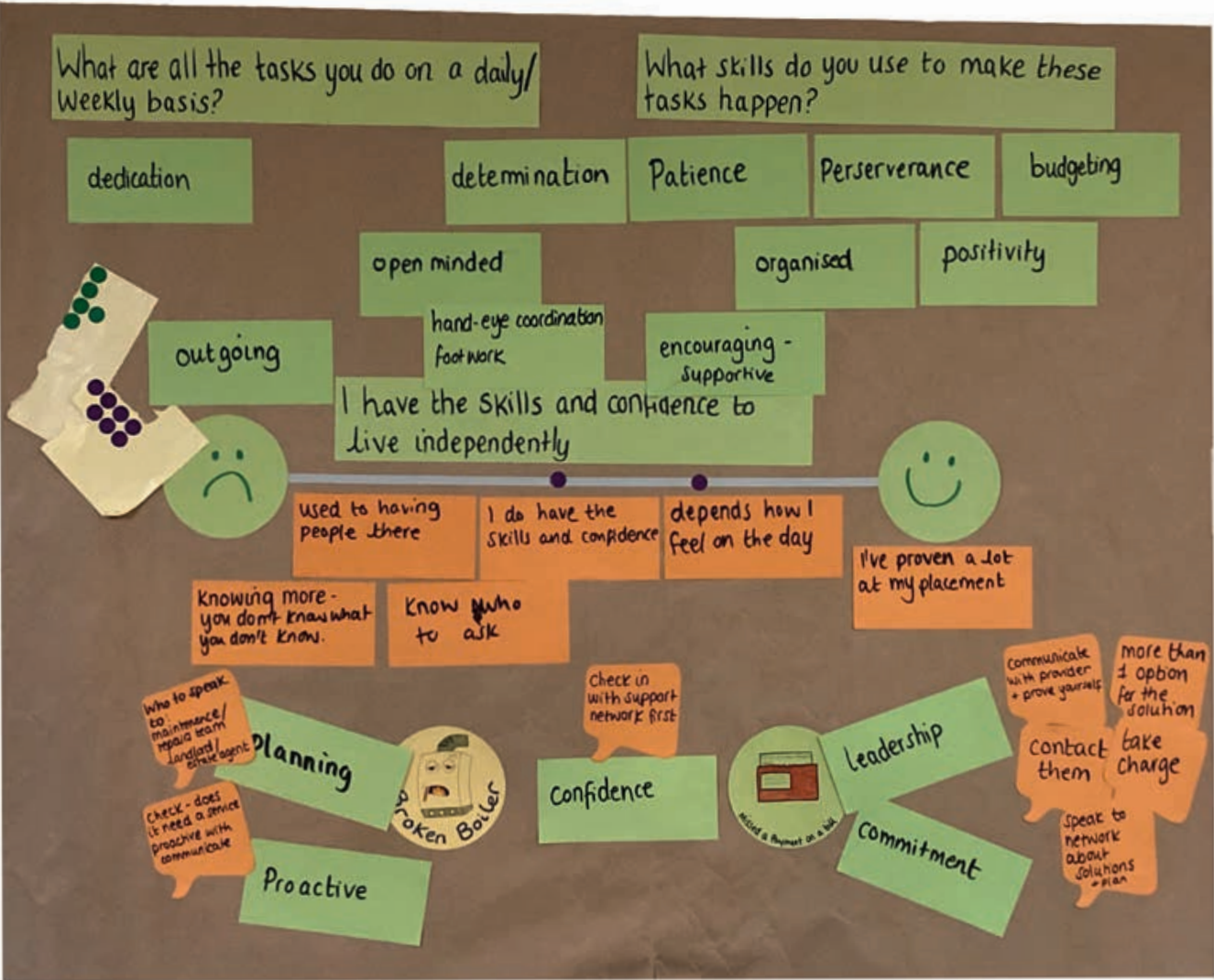




# Your Own Place

Care experienced young people who completed work experience at our John Lewis Norwich store were offered support from Your Own Place, a community interest company, to help build their confidence both at work and in their personal lives.

The number of care leavers during 2022/23 aged 18 – 20 facing homelessness increased by at least 33% since 2018.  
SOURCE: UK Parliament, 2023



**Your Own Place workshop and 1-2-1 support sessions covered:**

- Skills and strengths
- Building networks
- Bills and budgeting
- Housing options
- Benefits
- Getting help
- Next steps and priorities

The workshops are designed to maximise interaction through fun activities to build on trainees' knowledge and confidence with all aspects of maintaining their own home.

**Case Study**

Jakob worked in the John Lewis Norwich store over Christmas 2023.

During sessions with Your Own Place, Jakob reported a greater awareness of his skills and employment interests since working in the John Lewis store and exploring his career plan. Six months after finishing his sessions with Your Own Place, Jakob reports that he still feels better and able to sustain his tenancy.

Budget Sheet	
Income	Amount +
Job - retailer shoe shop	+£1000
PIP	+£564
UC	+£217
Total in £1781	
Outgoings	Amount -
Gas + Electricity	-£514.5
Pedicure	-£65.54
Wifi	-£0
Rent	-£115
Water	-£20
Total out -£795.54	
Total in - Total out = Total left	
monthly total +£985.46	

“Since my sessions with Your Own Place, my perspective on how I spend money has changed. I’m up to over £200 in my savings now!”

Jakob  
Support session participant



# CHARITIES & ORGANISATIONS







## Charities and organisations we work with

We're proud to work with a range of charities; some that benefit from our customer and Partner fundraising and others that we've been able to support through offering financial grants or other practical support. Building Happier Futures projects to support care experienced people to develop their employability skills have been funded by the John Lewis Partnership Foundation (UK Registered Charity 1118162) during the last year.



# Become



Become has been working with us since Building Happier Futures began to guide us and provide expertise. The money granted by the John Lewis Partnership Foundation to the charity has funded a programme called Propel which aims to help people overcome the many barriers which can be faced if they're in care or leaving.



# Propel

Online and in-person guidance for care experienced young people. Whether their goals involve furthering their education or securing employment, Become works closely with each young person to support them on their journey.

The type of things Propel can support with are:

- Financial worries
- Setting up home
- Navigating applying for work/higher education

259 people attended further and higher education workshops

8,795 accessed the online Propel webpages

51 people attended Propel into Work workshops



Katharine Sacks-Jones  
Chief Executive Become and  
Advisory Group Member

“Become are grateful for John Lewis Partnership’s unwavering commitment to the care experienced community, providing opportunities and enabling young people to fulfil their potential.”

Chloe Grant  
Director of Services

“Young people involved in Propel feel motivated, inspired, more confident, and like they have someone believing in them and walking alongside them in their journey.”



# Drive Forward

The John Lewis Partnership has been collaborating with Drive Forward since initiating the Building Happier Futures programme in 2022. Drive Forward’s goal is to assist young people leaving care realise their full potential through career development and employment opportunities.

In 2023, the charity received a John Lewis Partnership Foundation grant for a Community Partnership Manager role. The role included supervising personal and professional development sessions for Drive Forward participants through their ‘Employability and Community Building Programme’.

**Responsibilities of the Community Partnership Manager were:**

- Creating and developing a core ambassador group
- Facilitating a “Young Professionals” offer
- Driving social events and bringing young people together to connect and improve their wellbeing
- Aiding professional development including presentation skills and interview preparation

We were delighted to win the Drive Forward ‘Above and Beyond’ award for supporting care experienced people to create positive futures for themselves in 2023.



**8**  
Industry Insight days delivered

**135**  
young people engaged with the Employability and Community programme

**9**  
“Drive Social” events hosted

**Shunnai**  
Drive Forward client

“After working with Drive Forward, my expectations for my future look bright. I’ve found myself in fields that I didn’t think I was capable of being in, much less having an idea of what my future would hold, but now I would say my future will continue to be built of resilience and hard work to get that bright future I’ve always longed for.”

**Anton Babey**  
CEO of Drive Forward Foundation

“The retail sector offers a fantastic springboard for young people, especially those with resilience and adaptability honed through care experience. Our collaboration with John Lewis Partnership has shown the value of tailored support in helping care leavers kick start their careers.”



# Rees Foundation

Rees Foundation have worked with us since the early days of Building Happier Futures, guiding our employability programme structure and content and supporting young people to participate.

The charity has created their “Future Me” programme, funded by the John Lewis Partnership Foundation. Future Me aims to empower care experienced people through personal and career development, creating opportunities to learn together and connect through shared learning.

**Future Me includes:**

- Fun spaces to chat, learn and develop
- Employment support including industry discovery sessions
- Safe spaces to learn about health and wellbeing such as a “Surviving Winter” course and building resilience workshops

**The Rees Wheel**

This person-centred assessment tool allows care experienced people to set their own goals, with support workers helping to map out milestones and progress. The Rees Wheel will track individual progress over time, providing a clear picture of the support journey and outcomes achieved



**57**  
57 online  
“Let’s Connect”  
sessions facilitated

**76**  
face to face  
development  
sessions held





“The Bridge group gives adopted teens a voice to share their opinions and help others understand.”

Young person attending Bridge Project workshops

## Adoption UK

Adoption UK’s vision is to create a society where every child or young person unable to live with their birth parents can thrive in childhood and has an equal chance of a bright future as an adult.

The John Lewis Partnership Foundation has funded the Bridge Project, which provides hubs across the UK to connect adopted young people.

### The hubs aim to:

- Connect adopted people with each other to share experiences, challenges and successes
- Build communication and creative skills
- Help people to learn life and employability skills

Adopted young people are more than twice as likely as their peers not to be in employment, education, or training.

Source: Adoption UK

6

volunteers delivering support

4

live locations in the UK

51

sessions hosted

28

young people registered

“It’s essential that we’re able to provide and expand opportunities for adopted young people to come together and make sure they’re supported during important transitions in their lives.”

Emily Frith  
CEO, Adoption UK

**AdoptionUK**  
Together we're family



# Catch 22

Catch22 is a a not-for-profit business with a social mission. For over 200 years, they have designed and delivered services that build resilience and aspiration in people and communities.

Their three year partnership with the John Lewis Partnership Foundation began in 2023; launching a “Career Hive” programme in Greater Manchester which supports care experienced young people aged 18-30 who are not in employment, education or training (NEET).

The programme is wide reaching and includes support such as:

- Career mentoring
- Employment support such as interview skills and practice
- Help with college applications
- Building confidence and self esteem
- Navigating housing services and signposting other wraparound services

Progress so far:

**41**  
young people started the Career Hive programme

**8**  
have progressed into employment so far

**5**  
have progressed into education



“You encouraged me to believe in myself!”  
Feedback from a young person who took part in the Career Hive programme



# Waitrose food donations

## Gold from the Stone Foundation

For the second year in a row, Waitrose donated food parcels packaged in John Lewis bags for The Christmas Dinner project. The Christmas Dinner project is a social movement, organised by volunteers, that provides Christmas dinners for people with care experience in the UK who may feel alone on Christmas Day. The project is supported by the Gold from the Stone Foundation, a registered charity that provides grants to communities to organise the dinners.

**29**  
Christmas Dinners supported

Food parcels donated for  
**1120**  
guests

Packages included  
**16**  
food products and a soft toy for every guest

“I’m over the moon that Waitrose and John Lewis are supporting the Christmas dinners throughout the country. It means the care goes beyond the dinner into the homes of vulnerable young people.”

Lemn Sissay  
OBE Founder and  
Trustee of Gold from the Stone Foundation





# INCLUSIVE POLICIES





# The Fostering Network

In 2023, we became accredited by The Fostering Network as the UK’s largest Fostering Friendly employer.

Nearly 40% of foster carers combine fostering with other work (source: The Fostering Network). We’re committed to supporting those who work with us in fulfilling this role alongside their job. We offer one week’s paid and one week’s unpaid leave (pro rota) to foster carers, which can be broken down into hours to enable time off work, such as attending training and meetings.

We were delighted to win The Fostering Network Employer of the Year award in 2023.

**Dan Cobb**  
Partner, Foster Carer and Care Experience Network Committee Member

“In the past, if I’d needed to attend safeguarding or first aid training, which is mandatory, I’d have to have done so in my own time or to have taken a day’s leave. But that was always to the detriment of the children. Now, I can use one of my paid days off for training and save my holiday leave for when the kids are off school, and we can do something as a family.

Since the John Lewis Partnership joined the Fostering Friendly Scheme, there’s been much more awareness about fostering and foster carers’ needs and challenges. I always had this guilt in the background of what other people would think about me if I couldn’t attend a meeting or if I had to leave early to care for one of the children, but over the past 18 months, there’s been so much more emphasis on foster care that I don’t feel that guilt anymore.”



Dan pictured alongside Fatima Whitbread, Care Ambassador and member of Building Happier Futures Advisory Group during a BBC1 Fostering Feature on The One Show.



# Foster Care Fortnight™

Foster Care Fortnight™ is an annual campaign hosted by The Fostering Network, and this year’s theme was #FosteringMoments. The focus was on moments that define fostering journeys, creating memories, and helping young people feel safe.

Foster Walk is the annual sponsored walk held during the fortnight. Now in its 11th year, Foster Walk is a great way to get outside, meet new people, fundraise and raise awareness of fostering as people in communities walk together. We were delighted to support two walks in the Olympic Park, Stratford and Cardiff.



**2**  
Foster Walks in London and Cardiff supported by the John Lewis Partnership

**11**  
events held in shops to raise awareness of fostering



# Fostering Moments

Waitrose and John Lewis shops created their own #FosteringMoments by hosting special events and activities to raise awareness for the fantastic work of foster carers in their surrounding areas.

**Sarah Thomas**  
CEO The Fostering Network and Building Happier Futures Advisory Group member

“So often care experienced young people miss out on opportunities as they don’t always have the same family support system as those without care experience. The ambitions of the John Lewis Partnership open up critical opportunities, levelling the playing field and providing the foundation for a positive future.”





# Kinship

The John Lewis Partnership is pleased to work with Kinship, the charity with a vision for a society where kinship families are recognised, valued and supported.

Kinship care is when a child lives full-time or most of the time with a relative or close family friend, usually because their parents can't care for them.

From 2023, our Partners can take one week of paid and one week of unpaid leave (pro rata) to support their families needs, which can be broken down into small chunks of time off.

“Kinship care can arise from various circumstances, and it’s wonderful to see the business I work in valuing and supporting those who take on this role.”

Stephanie  
Care Experience Network  
Committee Member



“Kinship is proud to have supported John Lewis Partnership to become a Silver Standard Kinship Friendly Employer, demonstrating the businesses’ commitment to kinship carers in its workforce.”

Dr Lucy Peake  
Kinship CEO





# OUR CHARITY PARTNERS



# Our charity partners

Since 2022, the John Lewis Partnership has raised funds for our three charity partners Action for Children, Home-Start UK and Who Cares? Scotland. These charity partners work to build supportive communities for care experienced people and help families and carers to create happy and secure homes.



# Action for Children

In 2022, John Lewis Partnership embarked on a partnership with Action for Children. Supporting children in care and young people with care experience is at the heart of Action for Children’s vision – that every child in the country has a safe and happy childhood, and the foundations they need to thrive.

JLP funding is contributing towards

**3**  
Action for Children programmes

**316**  
children, young people, foster carers and family members supported



**Paul Carberry**  
CEO, Action for Children and  
Building Happier Futures Advisory Group member

“Our partnership is helping more care experienced children and young people to have the stability they need and deserve. We’re so proud to be working with the John Lewis Partnership on Building Happier Futures to inspire more support for young people with care experience now and in the future.”





## Uplift

With John Lewis Partnership's support, Action for Children has created UpLift, a new digital service co-designed by 23 young people with care experience.

- **A digital platform**

For care experienced people to interact anonymously with each other and with experts and build career confidence.

- **Peer to peer support**

Ask questions about being in work or looking for work, answered by those who've experienced similar.

- **Expert support**

Professional support to answer questions or participate in a scheduled instant chat session.



## Transition Workers

Action for Children's transition workers provide vital care and guidance to young people moving from care into independent living, which often takes place at around 18 years of age.

Since January 2023, seven Action for Children transition workers have provided vital support to 205 young people and 23 foster carers across the UK thanks to Building Happier Futures.

“Action for Children changes lives. They care about the kids they work with and are always thinking outside of the box for new ways to support young people. Having our voices heard is amazing.”

Miracle, pictured with her Transition Worker, Catherine





## Wrap Programme

Funded by the John Lewis Partnership, The Action for Children Wrap Programme in Manchester and South Yorkshire works to provide children and their foster carers with essential therapeutic support.

**Wrap aims to:**

- Strengthen foster carer relationships with children and prevent them from breaking down
- Build positive relationships through bespoke parenting strategies and tools
- Put the child’s needs at the centre of all interactions

75

people supported to date, including **28** care-experienced children, **32** foster carers and **15** family members thanks to Building Happier Futures



## Stephenson Awards

The John Lewis Partnership received the Outstanding Corporate Partnership award at the 2024 Stephenson Awards. The Stephenson Awards celebrate the shining stars in the Action for Children family.

“This award recognises John Lewis Partnership for their unwavering support and their extraordinary commitment to building happier futures for care-experienced children and young people.”

Locks Farmer  
Managing Director Income and Engagement, Action for Children





# Who Cares? Scotland

Who Cares? Scotland has a vision for a lifetime of equality, respect and love for all care experienced people.

The funding Who Cares? Scotland has received from the John Lewis Partnership has continued to advance their priority of fostering connection within the care experience community and growing their membership of care experienced people.

The events organised by Who Cares? Scotland aim to create friendships and connections, and have seen more care experienced people come together throughout 2024.

**Member ship of Who Cares? Scotland is made up of three key themes:**

- **Reward**  
Treats, offers and signposted employment opportunities
- **Connect**  
For care experienced people to feel understood, respected and like they belong
- **Support**  
Support and empower members to develop as representatives who can speak on behalf of the membership community, shape ideas within Who Cares? Scotland and influence Scottish culture



65  
events hosted with  
340 care experienced  
people in attendance

268  
Who Cares? Scotland  
membership offers  
extended to care  
experienced people



## Care Christmas Dinner

Who Cares? Scotland hosted their 8th annual Care Christmas dinner. This gave care experienced people the opportunity to enjoy a festive lunch with all the trimmings, gifts, games and activities and most importantly, coming together as a community.

“The partnership has achieved amazing things so far, and I’m excited to see how much we can achieve together going forward.”

Louise Hunter  
CEO, Who Cares? Scotland and  
Building Happier Futures Advisory  
Group member

200  
Waitrose food packages with  
John Lewis soft toys provided  
for the annual Care Christmas  
Dinner for care experienced  
people and their families



# Home-Start UK

Home-Start UK has worked with the John Lewis Partnership for several years. Part of Home-Start UK’s role as early intervention support is to help prevent children from entering the care system and keep families safely together.

They work with families, care experienced parents and kinship carers to build on their strengths and give them the support they need, empowering them with the skills and confidence to cope alone.

Volunteers are at the heart of Home-Start UK’s work, making a difference in their local communities by hosting events such as meetups for families in safe spaces to connect and form friendships. John Lewis Partnership funding has enabled Home-Start UK’s to fund the recruitment, training and retention of volunteers through a range of activities.

**4**  
local Home-Starts funded for early intervention work with care experienced families

**115**  
nominations for the annual volunteer awards

New volunteer recruitment film created

“We’re delighted to be working with the John Lewis Partnership to help more parents to build the skills, networks and confidence needed to raise happy, healthy children.”

Vivien Waterfield CBE  
Deputy Chief Executive Home-Start UK and Advisory Group Member



“I know why it’s so important to ask for help when you need it. And how, as a dad, you’re not just asking for it for you, but for your kids too.”

Tyler, supported by Home-Start UK





# Golden Jubilee Trust

The Golden Jubilee Trust funds the donation of time and skills rather than money. It allows our Partners to be seconded to their chosen UK-registered charity for up to six months, either full or part-time.

Alison, Supermarket Assistant from Waitrose Milngavie was seconded to Who Cares? Scotland as an events fundraiser between February and September 2024. During her time, she led the creation and delivery of a brand new event called The Gala For Love. Alison helped to raise funds to continue the vital work of Who Cares? Scotland and the evening was a great success, raising £22,900 for the charity.

Charity Number 1079195

“Being awarded a secondment with Who Cares? Scotland through the Golden Jubilee Trust has been an incredibly meaningful experience.”

Alison  
Supermarket Assistant  
at Waitrose Milngavie



## Secondment

Emily, Home Design Stylist, John Lewis High Wycombe, completed a Golden Jubilee Trust secondment with Action for Children at their Merryfields Short Breaks children’s home.

Merryfields is a service in Buckinghamshire, offering overnight residential short breaks for children with learning disabilities.

Emily created a calming green misty forestscape for one child’s bedroom. Staff told her that surrounding the child with the colour green had been calming in the past; which she emulated in the room.

“The most rewarding feeling was the happy smiling faces of the children when they got to see their new bedroom, as well as seeing them enjoy their new sensory room.”

Emily

14  
bedrooms  
refurbished

1  
sensory  
room created

£5000  
worth of  
decorating product  
donations secured





# CUSTOMER INITIATIVES





# Made by Care



Last year, we unveiled our Made by Care lifestyle brand that combines great design and desirable products while creating a platform for talented people who have experience of the care system.

The brand was launched based on four core principles:

- Pride not pity
- Actions not ads
- With, not about
- A fair value exchange

Our first designer was 18-year-old Michael. He applied to collaborate with the John Lewis Partnership and the creative agency Saatchi & Saatchi, and was chosen for his creative flair and passion for advocating for the care experienced community. The stars on Michael’s design represent the brilliance of care experienced people, and the surrounding clouds depict the love, care and respect these individuals need.

Michael crafted an inspiring piece of art to feature on a fashionable tote bag. The bags were sold to raise money for “Building Happier Futures” activity, funded by the John Lewis Partnership Foundation.

£165,000 raised for Building Happier Futures activity through the sale of the tote bag



Michael  
Made by Care designer 2023

“Creative industries are such a competitive field and being given the chance to create a product that is actually my own design, and see it physically in store has been an amazing experience! It’s made me feel like I’m able to go places.”

Gavin  
Partner and Heritage Services Manager pictured with Michael archiving his design at the John Lewis Partnership Heritage Centre.

“The Partnership has a long and rich design heritage. Its archives include early work from the likes of Susie Cooper, Lucienne Day and Pat Albeck. It’s a privilege to have added Michael’s design for the first Made by Care product to the collection. It’s a lasting physical reminder of continuity and change in the Partnership’s approach to product and people.”



# Made by Care 2024

A new Made by Care gifting range designed by a fine art student, Izaac, will be available online and in our shops from late October 2024. Izaac worked with the John Lewis in-house design team and creative partners at Saatchi & Saatchi to develop their unique designs.

The collaborative design-led project will see more products launched in 2025 and beyond.



“This is an incredible opportunity to help my artwork gain visibility. Made by care is helping me develop my connections and gain experience in the art world - seeing how products are made, working with designers and creatives.”

Izaac  
2024 designer.



# Live Knowingly

Critically acclaimed music artist Laura Mvula has released a contemporary rendition of Paul Simon’s ‘I Know What I Know’ which features in the new John Lewis’ ‘Live Knowingly’ advert, part of the newly relaunched Never Knowingly Undersold brand promise.

John Lewis is donating profits from the single to the Building Happier Futures programme, which is part of the John Lewis Partnership Foundation.





# Advocacy

Our Building Happier Futures Advisory Group:

- Make sure that the voice of those with lived experience is represented within our work
- Advise on the development of the John Lewis Partnership's Building Happier Futures programme, including our long term commitments and strategic intent
- Regularly review progress against our commitments, be a critical friend and advise the John Lewis Partnership on delivery against its objectives
- Are ambassadors for the broader social change we're collectively trying to achieve

Over this year we've drawn on the Advisory Group's expertise to inform and influence our 'asks' and ambitions for policy changes that contribute to our central goal of removing what is known as the 'care cliff'. This is when support for young people leaving care can suddenly be removed before they're ready.

We were pleased to see a number of commitments in the Government's pre-election manifesto that align with our policy 'asks' and could support our BHF programme, including:

- A youth guarantee of access to training, an apprenticeship, or support to find work for all 18- to 21-year-olds
- To guarantee two weeks' worth of work experience for every young person
- To reform the apprenticeship levy to create a flexible Growth and Skills Levy

We look forward to working with the newly elected Government to drive change and put in place measures that ensure care leavers have greater access to learning, training and employment and can fulfil their potential.







# Thank you to our Advisory Group

**Paul Carberry**  
Chief Executive, Action for Children

**Louise Hunter**  
Chief Executive, Who Cares? Scotland

**Vivien Waterfield CBE**  
Deputy Chief Executive Home-Start UK

**Katharine Sacks-Jones**  
Chief Executive, Become

**Sarah Thomas**  
Chief Executive The Fostering Network

**Jhumar Johnson**  
Chief of Staff, The Open University

**Dame Rachel de Souza**  
Children's Commissioner for England

**Mark Riddell MBE**  
National Implementation Adviser for Care  
Leavers, Department for Education

**Alison Delaney**  
Little Bird People Development founder  
and care experienced author

**Ashley John-Baptiste**  
Broadcaster, TV presenter,  
inspirational speaker and author

**Fatima Whitbread MBE**  
Care ambassador

**Rebekah Pierre**  
Care experienced author, journalist  
and campaigner

Thank you to the organisations we  
collaborate with in the pursuit of building  
happier futures for care experienced people.

Thank you to care experienced people  
for bringing your talents and ideas to  
our organisation.



## Get in touch

If you'd like to find out more  
about Building Happier Futures,  
please email:  
[careexperience@johnlewis.co.uk](mailto:careexperience@johnlewis.co.uk)









