



Impact Report

2022 - 2023



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Welcome to Youth PWR Network!

Our impact report looks at everything the organisation has been doing over the past year, and celebrates what our young people, creatives, and staff have achieved.

Youth PWR Network has been supporting young creatives and individuals since 2019 and helping them thrive. In this report we will be sharing how we have continued to develop our initiatives to meet the needs of our young people.

Through our publication, PWR Magazine, we unleash the essence of contemporary culture and lifestyle. Our online and quarterly print magazine dives into music, fashion, entertainment, lifestyle, and pressing cultural and social matters.

PWR Magazine serves as a conduit for today's influential voices, spotlighting social media personalities, industry luminaries, and brands championing positive change. Born in 2019, we've collaborated with influencers, creatives, and celebrities to craft engaging issues that resonate with our readers.

While the pandemic initially cast a shadow of uncertainty, we persevered. Post-lockdown, with a renewed spirit, we've published eleven remarkable issues, spotlighting social personalities and addressing pressing topics that resonate deeply.

Central to our ethos is the **PWR Creatives Network**, a vibrant space where young talents flourish. We nurture budding writers, editors, photographers, art directors, fashion stylists, and designers. This platform is a testament to our commitment to fostering creative growth and amplifying individual voices.

In parallel, the **PWR Lines Project** stands as a beacon of hope for young individuals navigating challenges. This initiative charts a pathway away from criminal activities, offering an alternative to exploitation by criminal gangs. By deterring involvement in destructive pursuits such as County Lines, we carve a route toward meaningful employment and societal integration.

Join us in this impactful journey as we explore the transformative power of creativity, resilience, and positive change.



Adeola Onigbanjo
CEO & Founder

Our Work

OUR VISION

A society where all young people are empowered to achieve their full potential, and shape the future with power and confidence.

OUR MISSION

To empower and uplift young people by providing them with transformative opportunities for creative expression, skill development, and meaningful employment.

"Together, we're shaping a future where potential is realised, voices are celebrated, and barriers are dismantled."

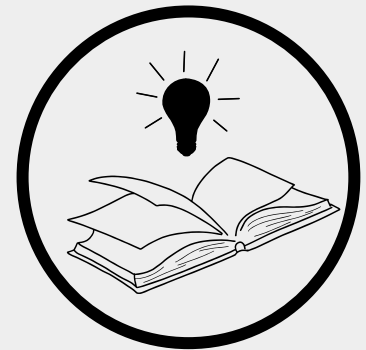


Our Work

CREATIVE PLATFORM
We support young creatives to develop, demonstrate, and present their creative and journalistic abilities by working on magazines and creative projects.



PUBLISHING PWR
We publish content and magazine issues curated by young creatives quarterly as digital and print.



SALES TRAINING
We offer sales training and a pathway to employment to NEET young people, by developing them as young salespeople who become ambassadors for our cause, whilst earning a valuable income from magazine sales.

FACTS:

- 13 young creatives worked on this cover shoot.
- It was the interviewer's first ever magazine cover story.

LEANNE AMANING
PWR ISSUE 08

Activities & Achievements

PWR Creatives

Network

We provide a vibrant platform that celebrates and uplifts young creatives from diverse artistic disciplines. Writers, editors, photographers, creative and art directors, fashion stylists, and art designers come together to curate and shape our captivating publications.

We provide meaningful creative opportunities that allow our members to blossom and make their mark in the industry they love. Through our workshops, webinars, and meetups, we foster an environment where ideas flourish, and possibilities abound.

Our magazines are made possible by our network of creatives, from photographers to writers, who all play a crucial part in the creation of each magazine issue. We create a means to connect young people with their skills, encouraging them to fall in love with their art.

With PWR Magazine, fashion enthusiasts have the chance to style influencers and be a part of campaigns, making their vision a reality. Creative writers and journalists are given a platform to share their world-views on social issues and produce personal content which connects with their readers.

46

young creatives were supported through our creative projects

13

major production shoots were organised and completed

78

young creatives have taken part in at least one of our workshops and events

100%

of our creatives are between 16 & 25

92%

of our young creatives are from a BAME background

Story of Change:

Panashe, 24

Meet Panashe, a driven 24-year-old whose journey with Youth PWR Network exemplifies the incredible impact of pursuing one's passion. Armed with a law degree from the University of Aberdeen, Panashe's story is a testament to the transformative power of embracing creativity.

Panashe's journey as a writer began long before she joined PWR Creatives Network. Despite her legal background, she eagerly embraced the opportunity to explore her creative flair. Joining as a beauty writer and editor, she found her niche in contributing to the beauty category. The freedom to write about her interests enriched her creativity and allowed her to pitch unique ideas to the editor-in-chief.

Through dedication, Panashe rose to lead beauty articles and collaborate with fellow writers within the network. Her journey extended beyond writing, as she conducted interviews with beauty influencers and partnered with emerging brands, crafting insightful articles that resonated with readers, showcasing her versatility and passion for storytelling.

Panashe's achievements flourished as her talent had caught the eye of The Sunday Times Style Magazine, where her one-month internship began even before her involvement with PWR Creatives Network; with her inaugural beauty piece with them published in September 2022, signifying a remarkable milestone in her journey as a writer.



Armed with newfound confidence, Panashe set her sights even higher. She applied for a role with Elle Magazine, and her journey with Youth PWR Network undoubtedly played a pivotal role in her success.

Now thriving as an **Editorial Assistant at Elle Magazine** in London, Panashe's story embodies the transformative potential of following one's passions. Panashe's story is a beacon of inspiration for young individuals looking to explore their talents and follow their dreams.

Feedback & Messages from our Creatives

"Joining Youth PWR Network as a writer was a turning point in my creative journey. Now, as an Associate Editor, I can't help but reflect on the immense growth I've experienced. The mentorship and opportunities provided have not only refined my skills but have also given me the confidence to excel."

Nisha, Associate Editor



"Being part of PWR Creatives has been an incredible ride. From styling actors like Kola Bokinni and Araloyin Oshunremi to gaining opportunities at London Fashion Week, this journey has exceeded my wildest expectations. This platform has been a launchpad for my career, pushing me to explore my potential and reach new heights in the fashion industry."

Festus, Fashion Stylist



"My evolution from a writer to a music editor at Youth PWR Network has been an inspiring chapter. The platform's belief in my abilities and the mentorship I received have played a pivotal role in my growth. This journey has not only allowed me to deepen my passion for music but has also given me a platform to amplify the voices of artists. I'm excited to continue contributing to the vibrant creative community here."

Sarah, Music Editor



"My journey with PWR has been nothing short of transformative. As a fashion student, the opportunity to style influencers and celebrities for PWR Magazine's cover feature was a dream come true. This experience has propelled me into the world of fashion styling, giving me a taste of my passion in action. I'm grateful for the support and trust that this platform has shown me."

Bimpe, Fashion Stylist



Highlights in Pictures



Events



Workshops





100%

Felt they had increased knowledge of the creative industry following the sessions.

61%

Secured more interviews following workshops and experience with PWR Creatives within 6 months.

54%

Secured employment opportunities or established as freelancers within 6 months following participation in two or more creative projects and workshop sessions.

96%

felt they improved their skills or gained new skills following participation in one or more creative projects.

100%

Felt like they were part of a community after joining PWR Creatives Network.

FACTS:

- 14 young creatives worked on this cover shoot.

- The hairstylist aspires to work on feature film projects.



PWR Magazine

PWR is an independent urban culture and lifestyle magazine known for its creative storytelling through sensational photography, fashion and editorial. It features music, fashion, entertainment, lifestyle as well as social and cultural issues.

We bring to life key voices of today, highlighting social media personalities, influential people in their respective spheres, brands and businesses making positive noise. PWR connects people to stories.

We release magazine issues quarterly for our audience - lovers of urban culture and lifestyle, with the aim to engage, entertain and inspire them.



Adeola Onigbanjo
Editor-in-chief



Kyra Latinwo
Editor



Panashe Nyadundu
Editor

4

themed issues have
been produced in
2022-2023

10

magazine covers
have been created
in 2022-2023

36

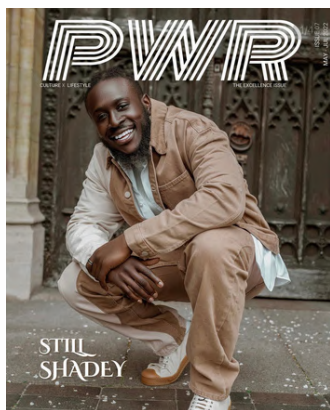
feature stories have
been published in
2022-2023 across all
issues

72%

of our audience are
between 18 & 45

95%

of our audience share a
common interest in youth
culture, creative
expression, and social
issues



FACTS

- 12 young creatives worked on this cover shoot.

- It was the photographer's first ever editorial shoot.



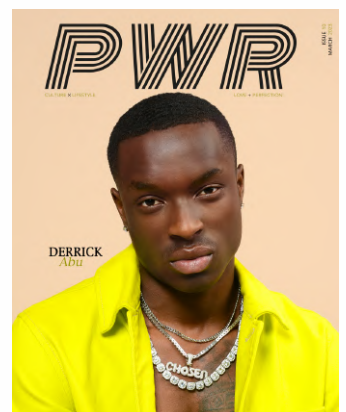
ADEOLA PATRONNE
PWR ISSUE 07



FACTS:

- The fashion stylist was a final year fashion student. It was her first ever styling experience.

- This was the make-up artist's first ever magazine shoot, and first experience working with a celebrity.



FACTS:

- 11 young creatives worked on this cover shoot.

- The stylist has since gone on to style other influencers and work at the London Fashion Week.



PWR Lines

Project

We stand at the forefront of providing support and opportunities to young individuals affected by unemployment, county lines, crime and gang violence by offering a pathway to employment with the aim to reduce crime and reoffending rates, while fostering community integration.

At the heart of our success lies our innovative business model. Central to this model is the sales and distribution of our youth culture and lifestyle magazine, which we conduct ourselves, to make a tangible difference in the lives of young individuals

We train and passionately nurture and develop teams of young salespeople who become invaluable ambassadors for our cause. These driven individuals, who earn a valuable income from the magazine sales, actively engage with the public, sharing our organisation's mission and the essence of our magazine with infectious enthusiasm. This unique approach exemplifies our commitment to empowering youths, showcasing alternative avenues for making an honest living, and ultimately, breaking away from the chains of criminal activities.

21

young people took part in at least one of our sales training sessions

14

young people were supported with sales job opportunity with the magazine

95%

of the young people are between 16 & 25

90%

of the young people are from a BAME background

62%

of the young people were Not in Education, Employment or Training (NEET)

Story of Change:

Dre, 19

Meet Dre, a London-based 19-year-old who found his path to a brighter future through the Youth PWR Network's transformative PWR Lines project. His story is a testament to the power of second chances and the impact of providing opportunities for personal growth and development.

Growing up in the bustling streets of London, Dre was navigating a path that seemed destined for trouble. However, his life took a pivotal turn when he encountered the Youth PWR Network during one of our outreach sessions. Recognising the need for positive change, Dre joined our initiative, seeking a way out of the cycle he was caught in.

Dre's journey started with the organisation's sales training, where he honed his skills and learned the art of effective communication, persuasion, and handling rejection. As a salesperson for our magazine, he stepped onto the streets with a new purpose, sharing our mission with the public and selling our magazines. This experience not only equipped him with practical sales skills but also helped him build his confidence and self-esteem.

Dre's determination and hard work didn't go unnoticed. He quickly ascended to become one of our top salespeople, showcasing his dedication and resilience. His active engagement with the project became a powerful deterrent from his old habits, as he channeled his energy into honest and sustainable pursuits.



During his time with us, Dre's transformation reached beyond the sales arena. Fuelled by newfound confidence, he actively sought other opportunities within the realm of sales and marketing. His commitment to personal growth was palpable, and it wasn't long before **he seized an apprenticeship opportunity with a London-based marketing agency.**

Today, Dre continues to thrive, driven by his unwavering determination to create a better future for himself. His journey with Youth PWR Network not only helped him transition from his old ways but also served as a stepping stone towards his aspirations. Dre's story is a powerful reminder that with the right support and opportunities, young individuals can rewrite their stories and chart a course towards success and personal fulfilment.



"Empowering young lives through legitimate opportunities, breaking cycles, and fostering a future of hope and promise."



"From deterring exploitation to nurturing potential, PWR Lines Project stands as a beacon of positive change for our youth, showcasing the strength of alternative pathways."

100%

Felt their capabilities were increased following the sales training sessions.

67%

Saw the initiative as an alternative to criminal and unlawful income, and signed up to sales opportunities

79%

Stayed in their sales role with the magazine or reported to have progressed into other similar job opportunities after 6 months.

Feedback & Messages from our young people

"From being entangled in the allure of illicit money-making to now proudly selling PWR magazine, my journey has taken a significant turn. This organisation has not only provided me with a legit opportunity but also ignited my passion to work with honesty and integrity. The sales training has been transformative, it has given me skills that not only serve me well here but also offer a foundation for a better life ahead."

Yas, Salesperson



"My life was at a standstill, with no job prospects and a sense of hopelessness. Joining the PWR Lines Project and participating in the sales training was a turning point. The skills I gained not only made me a capable salesperson but also boosted my self-confidence. I now have a sense of purpose and a pathway to create a better future for myself. The impact of this opportunity on my life is immeasurable."

Esther, Salesperson



Our Supporters
Our Supporters
Our Supporters



are Awesome!
are Awesome!
are Awesome!



Social Enterprise
Support Fund



Appreciation

To all our esteemed customers, supporters, inspirational cover features, influencers, and contributors, we extend our heartfelt thanks. Your belief in our mission fuels our impact and propels us forward. We are immensely grateful to our funders for their invaluable support that enables our initiatives to flourish. A special appreciation goes to all the organisations and individuals who have stood by us, offering guidance and collaboration.

Our deepest gratitude to our esteemed Board of Directors and our exceptional team of staff and volunteers for their unwavering commitment and tireless efforts. Your dedication fuels the engine of positive change, and we appreciate your remarkable contributions. Together, we continue our journey, empowered by your trust and inspired by the lives we touch. Thank you for making our mission a reality.

Future Plans

As we set our sights on the future, our commitment to creating positive change remains unwavering. Our focus is on amplifying and expanding the impactful work we have already embarked upon. Here's a glimpse into our forthcoming plans:

Strengthen Operations: We are dedicated to fortifying our operational processes, with a pivotal step being the recruitment of a skilled Sales and Operations Manager. This move will empower us to enhance our sales, increase revenue, and extend our social impact by broadening our employment and training opportunities.

Diversify Funding: To seek partnerships and grants aligning with our mission to expand financial support for our initiatives.

Expand Creative Networks: To widen the scope of our Creative Network. By providing more young creatives with the platform and opportunities they deserve, we aim to foster a thriving community that fuels creativity and empowers voices.

Empower Employment: To create even more employment avenues for young individuals classified as Not in Education, Employment, or Training (NEET), as well as ex-offenders through our innovative magazine sales approach, offering real-life experience and sustainable income.

Strategic Partnerships: To collaborate with educational institutions and youth-focused platforms to expand our reach, enrich cross-promotional opportunities, and connect with our target audience.

In embracing these future steps, we remain unwavering in our commitment to uplifting young lives, providing transformative opportunities, and shaping a brighter and more empowered future for all.



Stay in touch with us

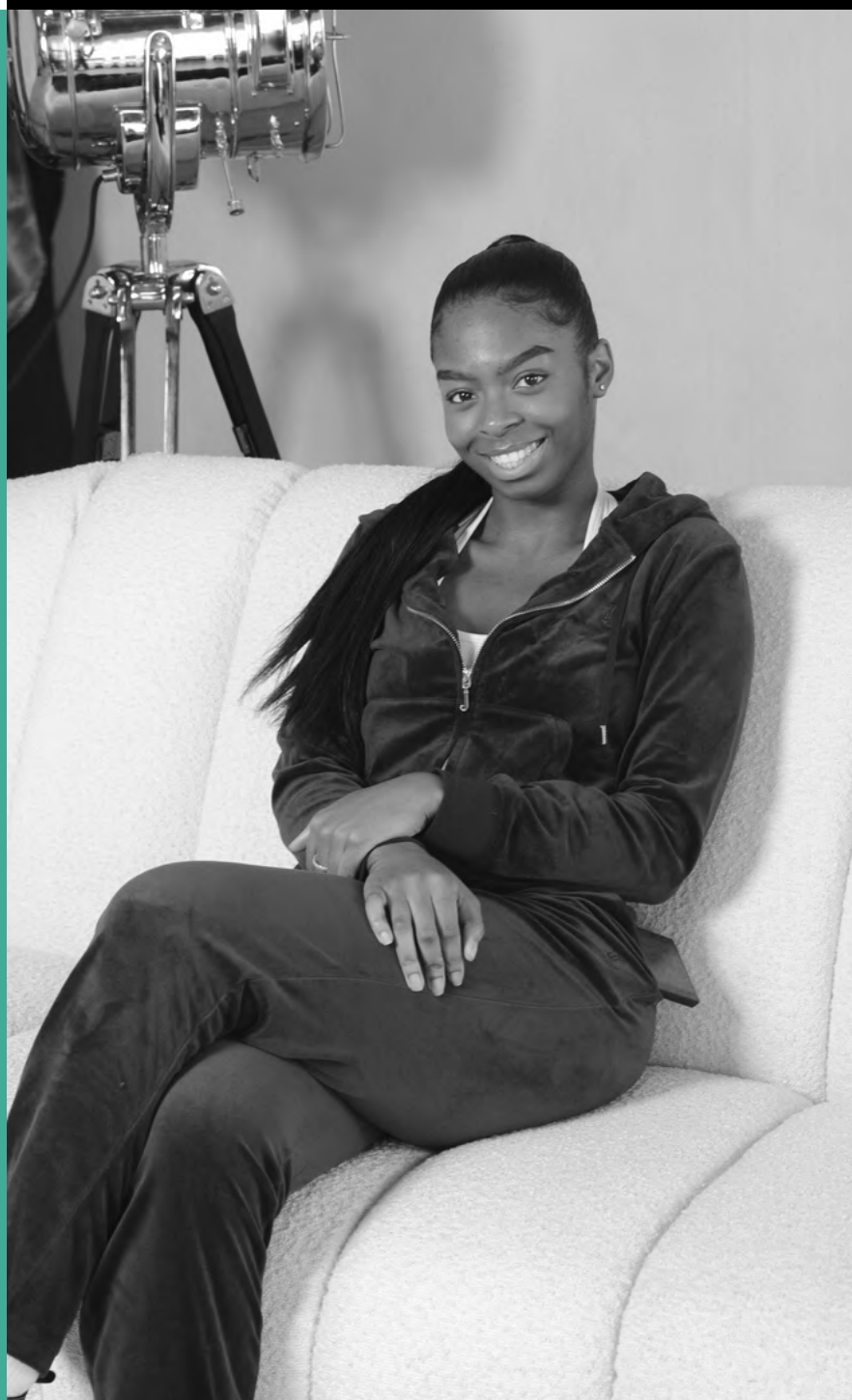
* We take the safeguarding of the young people we support very seriously. Some of the names and details of the young people whose stories have contributed to this report have therefore been changed to protect their identities.

🌐 www.network.youthpwr.org
@ ypn@youthpwr.org

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**We thank you for your
continued support.**

YOUTH PWR NETWORK CIC
Weatherill House,
23 Whitestone Way,
Croydon, CR0 4WF

www.network.youthpwr.org