



THE
DISTILLERS'
CHARITY

THE PHILANTHROPIC ARM OF THE WORSHIPFUL COMPANY OF DISTILLERS

IMPACT REPORT 2024

Published in 2025

Incorporating



youth
action
fund

TRANSFORMING LIFE CHANCES



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Welcome to The Distillers' Charity Impact Report

I am pleased to present the Impact Report for The Distillers' Charity. This year is a milestone marking 70 years of our charitable giving since the establishment of the Charity in 1955. Since then, we have continuously strived to support young people, industry colleagues and the wider charitable work of the City of London.

Our mission to **Transform Young People's Lives**, particularly those from disadvantaged backgrounds, is only possible through the **contributions of our Liverymen** and the remarkable **Distillers One of One® Auctions**, held biennially in partnership with Sotheby's. Since inception in 2021, The Distillers One of One Auctions have raised £4.3 million, a testament to the immense generosity of our donors from the Scotch Whisky Industry, to whom we are hugely grateful. This unique collective endeavour has magnified our grant-making and ability to support young people.

In the 2023/24 financial year, The Distillers' Charity granted £1.2 million in support of 17 charities. This includes £1.0 million dedicated to The Youth Action Fund partner charities, and £0.2 million distributed among 11 additional causes. Over the past three years, our grant-making has cumulatively totalled £2.9 million.

In terms of our impact **The Youth Action Fund** focuses across the 30% of most deprived areas in Scotland, engaging young individuals facing multiple complex barriers. Our goal is to provide them with personalised holistic support, essential skills, and opportunities to achieve employability. During 2024, a total of 890 young people achieved a successful employability outcome helping them to reach their potential.

In 2024 we grew **Distillers' City Livery & Giving**, which reflects the philanthropic efforts of our Worshipful Company, adding three new charities. This expansion underscores an ongoing effort to extend our impact in support of young people.

Our **Distillers' Vocational Training & Education** work also grew supporting 149 people in advancing their technical knowledge and skills related to the distilled spirits industry. This included awarding 31 grants and nearly 50 people within the distilling industry being mentored by our members. The contribution of **Livery volunteers** giving of their time and experience helps ensure that our impact on the next generation of talent goes further.

As we look back on the past 70 years, we are proud as a Livery charity for the lives transformed and communities uplifted through our charitable work. The team at The Distillers' Charity extend our heartfelt gratitude to everyone involved.

We remain steadfastly committed to our mission and to continue building on this legacy with your generous support.



Sincerely,
Grant Gordon OBE
Chairman, The Distillers' Charity



An Introduction to The Distillers' Charity

FOUNDED IN 1955



Our History *Transforming Young People's Lives*

The Distillers' Charity is the philanthropic arm of the Worshipful Company of Distillers, a 350-year-old City of London Livery Company linked to the Scotch Whisky and wider UK distilled spirits industry.

Established in 1955, The Distillers' Charity was founded to carry forward the charitable objectives of the Livery. Giving back to our communities remains a cornerstone value of the Worshipful Company of Distillers, reflecting our philanthropic commitment as a City of London Livery Company.

Our dedication to this work is deeply held, as we continuously assess where and how to apply, adapt, and evolve our philanthropic work to meet modern challenges.

By combining our heritage of Livery giving with innovative fundraising initiatives, The Distillers' Charity is wholly committed to a targeted range of charitable work, all with the underlying objective of transforming young people's lives.



How We Work

Our Purpose

The Distillers' Charity is a fundraising and grant-making organisation with the primary purpose of providing funding and support to other charities. While we do not directly fund individual beneficiaries, our carefully selected charity partners ensure that our grants create meaningful, lasting impact.

Our Mission

To Transform Young People's Lives, helping young people to reach their full potential, improve their life chances, and make a positive contribution to their communities - including within the distilling industry and associated trades.

Our Three Impact Areas

Our charitable funds support our mission through the work of three distinct but integrated grant-making programmes:

YOUTH ACTION FUND:

Funded by The Distillers One of One Auction, which is backed by the Scotch Whisky Industry. This strategic initiative has been designed to help transform the life chances of young people in Scotland, particularly those from disadvantaged backgrounds. It equips them with the skills and confidence to create positive and lasting change through achieving employability.



CITY & LIVERY GIVING:

Supporting wider philanthropic initiatives, this fund provides targeted support particularly to young people, including those within our industry, helping them overcome barriers to success.

VOCATIONAL TRAINING & EDUCATION:

Providing education and career development opportunities for promising young entrants and those wishing to advance their careers in the spirits industry. This programme helps individuals build their knowledge and skills for meaningful employment and long-term career fulfilment.



THE DISTILLERS
ONE OF ONE

Fundraising: The Distillers One of One[®] Auction

Our charitable work has been enabled through the funds raised at The Distillers One of One Auction, as well as by the volunteering, and generous donations by Livery members. The Distillers One of One Auction is the flagship fundraising initiative of The Distillers' Charity.

HISTORY



The Worshipful
Company of Distillers

Founded
1638



THE
DISTILLERS'
CHARITY

Founded
1955



THE DISTILLERS'
ONE OF ONE

Founded
2021



The biggest charity whisky auction of all time

Today the world's pre-eminent charity whisky auction, The Distillers One of One Auction is a four-way partnership between The Distillers' Charity, our generous Scotch Whisky industry donors, our sponsors, and leading auction house Sotheby's. Held biennially in beautiful surroundings outside Edinburgh, it is a testament to what can be accomplished when the Scotch Whisky industry and its partners unite around a common philanthropic purpose.

Since the inaugural Auction in December 2021, the event has brought together esteemed distillers, and craftspeople to showcase some of the rarest Scotch Whiskies in existence, to an audience of global collectors. These extraordinary and unique contributions, generously donated by distilleries across the length and breadth of Scotland, have included some of the oldest and finest liquid expressions of Scotch Whisky ever released.



We're a business that is built on heritage but invigorated by the innovative thinking and fresh perspectives of young talent in our industry. It's through the collaborative industry-wide efforts of initiatives like those led by The Distillers' Charity which allow us to extend our impact beyond our own four walls, safeguarding the future of Scotch whisky for many generations to come.

Jean-Etienne Gourgues
Chairman and CEO, Chivas Brothers

2021

Support for the first auction in 2021 raised an exceptional

£2.5 million

FOR CHARITY

2023

The second biennial auction, in October 2023 achieved a further outstanding result of

£1.8 million

FOR CHARITY

TOTAL

Together, the first two Distillers One of One Auctions have generated an incredible total of

£4.3 million

FOR THE DISTILLERS' CHARITY.



THE DISTILLERS
ONE OF ONE

A collective endeavour and a celebration of Scotch Whisky

Attended by engaged, global Whisky collectors, the first two Distillers One of One auctions in 2021 and 2023 have together generated an incredible £4.3 million for The Distillers' Charity.

Uniquely, 100% of the Auction hammer proceeds are deployed to fund charitable giving: 90% of the money raised at the Auction is channelled into the Youth Action Fund, in support of disadvantaged young people in Scotland.

The balance is granted by The Distillers' Charity to our other beneficiaries, selected with the aim of helping to transform the lives of disadvantaged young people primarily in London.

Held once every two years, each Distillers One of One Auction funds two years of The Youth Action Fund's important work with young people in Scotland. Thanks to the generosity of the Scotch Whisky industry, generously supported by our sponsors, we have been able to achieve social impact on a significant scale delivering employability outcomes for **1,974** young people. Looking ahead to the 2025 Auction, we will continue to support young people, creating positive change for those individuals and strengthening our communities.

An astonishing 37 distillery Auction sales records have been broken in the first two Distillers One of One auctions, demonstrating the rarity and desirability of the lots. The inaugural Distillers One of One Auction in December 2021 raised £2.5 million and broke 18 world sales records for brands involved. The second biennial auction in October 2023 achieved another outstanding result, raising £1.8 million, breaking a further 19 world records.



What clients are looking for is a high-end whisky event that is genuinely exciting, and whisky that is genuinely rare. The good news is that Distillers One of One does exactly this. We have clients regularly asking about the Distillers One of One Auction and who are excitedly looking forward to the 2025 event.

Jonny Fowle
Vice President, Global Head of Whisky, Sotheby's

The Distillers One of One Auction will return for its third edition on Friday 10th October 2025, with an industry preview evening on Thursday 9th October. Hosted once more at resplendent Hopetoun House, one of Scotland's finest stately homes, it will once again be an unmissable showcase of rare and remarkable Scotch Whiskies, displaying the excellence, individuality and craftsmanship of some of Scotland's most revered distilleries.



This transformational change has been brought about by a unique partnership in Scotland, instigated by The Distillers' Charity and generously supported by Scotch Whisky industry, Donors, Sponsors and buyers who have helped to raise millions of pounds at the biennial One of One auction. The collective commitment to support Scotland's young people through the Youth Action Fund is an exemplar approach.

Celia Tennant
Inspiring Scotland

EACH DISTILLERS ONE OF ONE AUCTION RAISES FUNDS TO COVER A 2-YEAR CYCLE OF WORK BY THE YOUTH ACTION FUND IN SUPPORT OF DISADVANTAGED YOUNG PEOPLE



THE DISTILLERS
ONE OF ONE



Dec 2021
Auction

£2.5 Million

Youth Action Fund
2022 & 2023

Oct 2023
Auction

£1.8 Million

Youth Action Fund
2024 & 2025

Oct 2025
Auction

Proceeds raised
will fund

Youth Action Fund
2026 & 2027



THE DISTILLERS
ONE OF ONE

The Distillers One of One Auction

Our 2023 Donors and Sponsors

We would like to thank the following organisations for their support of The Distillers One of One Auction in 2023. Their generosity has enabled The Distillers' Charity, through the work of our charity partners, to deliver further the transformational work in 2024 captured in the following pages of this Impact Report.

FOUNDERS

- Bacardi
- Beam Suntory
- Bladnoch
- Brown Forman
- Campari
- Chivas Brothers Pernod Ricard
- Diageo
- Holyrood Distillery
- International Beverage
- KAN DOBLANC
- The Glenturret
- The Last Drop Distillers
- William Grant & Sons

ASSOCIATES

- Adelphi
- Atom Brands
- Berry Bros & Rudd
- Coachbuilt
- Duncan Taylor Scotch Whisky Limited
- Greenwood
- Ian MacLeod Distillers
- J & G Grant
- La Martiniquaise
- Whyte & Mackay

MEMBERS

- Arbikie
- Arran
- Artisanal
- Borders Distillery
- Gordon & MacPhail
- Kilchoman
- Loch Lomond
- LVMH
- Morrison Distillers
- R&B Distillers
- Remy Cointreau
- Tomatin

SPONSORS

PARTNER PROGRAMME SPONSOR

- Beamish International

PARTNER SPONSORS

- Glencairn Crystal
- Simpson's Malt
- McLaren Packaging

AUCTION SPONSORS

- Bentley Edinburgh
- Forsyth's



Livery Giving and Events

A TRADITION OF GIVING

The generosity and support of the Livery has been instrumental in the Charity's success since its inception 70 years ago in 1955.

The charitable work of the Livery in Distillers' City & Livery Giving and Distillers' Vocational Training & Education is sustained through donations, legacies and volunteering by its members. Regular giving is a mainstay of our charitable income, while legacies allow Livery members to leave a lasting impact, supporting our charitable purpose through their wills. 100% of member's donations and legacies is supporting grant-making across our City & Livery and Vocational Training & Education work. We are grateful to each and every donor who has supported our mission and commitment as a Livery charity to give back to society.

Additional fundraising initiatives have expanded our ability to make grants:

- **Distillers Charity of the Year** - Launched in 2023, this annual appeal supports a charity transforming the lives of young people in London. Livery members vote to elect the Charity of the Year, ensuring support is directed by popular choice.
- **Distillers' Velo Club** - Since 2020, this annual charity bike ride has raised funds in support of The Lord Mayor's A Better City for All Appeal, which benefited the Duke of Edinburgh Awards in 2024.



Livery Volunteering

Beyond financial contributions, many Livery members give by volunteering their time and expertise. Mentoring has grown significantly, with members sharing their knowledge to help develop emerging talent. This generosity allows us to support a broad range of initiatives and respond to the evolving needs of young people.

By combining our rich heritage of Livery giving and volunteering with innovative fundraising initiatives, The Distillers' Charity drives forward its mission to provide a positive impact transforming the lives of young people.

Our Governance

The Distillers' Charity is governed by its board of trustees, who are responsible for setting the organisation's grant-making strategy and securing resources to support our philanthropic mission. The Charity structure includes a trading company, Distillers Ventures Limited (DVL), which manages The Distillers One of One Auction and related fundraising activities.

THE DISTILLERS' CHARITY BOARD OF TRUSTEES

Geoffrey Bush DL

Former Diageo senior executive including chair of The Diageo Foundation, and lead trustee for the Youth Action Fund



Grant Gordon OBE - Chair

Philanthropist and social entrepreneur and former chair of William Grant Foundation. Member of the charity's Finance Committee and Honorary Court Assistant at The Worshipful Company of Distillers



Paul Hick

Retired international consumer goods marketeer, chief executive and chairman. Treasurer of Distillers' Charity and Chair of the Finance Committee



Johnny Roberts

Managing Director of Brands at Berry Bros. & Rudd and NED board member. Has worked in the drinks industry since 2001. Is lead trustee for communication and engagement



Richard Watling

Former senior executive in the drinks industry, Past Master of The Worshipful Company of Distillers and lead trustee for Vocational Training and Education



DVL BOARD OF DIRECTORS

Jonathan Driver

Chair Managing Director at William & Grant and Sons. A leading authority on whisky and Past Master of The Worshipful Company of Distillers



Paul Hick

Trustee representing The Distillers' Charity on the Distillers Ventures Limited Board



Kenny MacKay

Past Master of the Worshipful Company of Distillers with over 40 years' experience in the Scotch Whisky industry



James Higgins

Legal Director at William Grant & Sons brands business and a member of the Court of Worshipful Company of Distillers



Beanie Geraedts-Espey

Managing Director of The Distillers' Ventures Ltd, and former joint Managing Director at Last Drop Distillers Ltd





Transforming Life Chances for Scotland's Young People

The Youth Action Fund began its work in 2022 aiming to transform the life chances of disadvantaged young people in Scotland facing significant and complex barriers to reaching their potential.

Established by The Distillers' Charity, with the generous support of the Scotch Whisky industry through The Distillers One of One Auction, the Fund is managed by Inspiring Scotland – a charitable organisation that specialises in designing and managing funds to create social change. The Youth Action Fund is a long-term initiative that has demonstrated significant success to date in creating positive lasting change for those individuals benefiting from the programme.

The ingredients for the Fund's success reside on two key pillars:

- 1. The bespoke design of the Youth Action Fund
- 2. The three guiding principles that shape the Youth Action Fund's approach

The Fund's Purpose

A society where young people, irrespective of their background, develop self-belief, confidence, and resilience to reach their full potential.

Mission

To transform the life chances of young people in Scotland, particularly from disadvantaged backgrounds, by helping them develop their skills to create positive and lasting change.



How it Works

A BESPOKE PARTNERSHIP MODEL DELIVERING RESULTS GREATER THAN THE SUM OF ITS PARTS

Many young people facing the greatest challenges are out of sight. Disengaged from society and excluded from existing support systems, their circumstances often mean they do not access the help they need. The Youth Action Fund has been systematically designed to find and reach the most marginalised young people.



The leadership of Inspiring Scotland, combined with strong collaboration between portfolio charities, has created an effective and transformative Fund model - one of the most impactful I have encountered in nearly 50 years of community investment projects and partnerships.

Geoffrey Bush

Youth Action Fund Lead Trustee



A curated portfolio for collaborative work



Developed and managed by Inspiring Scotland - an organisation that designs and implements pioneering solutions addressing deep-rooted social problems – the Youth Action Fund addresses a range of needs and complex, interlinking barriers. Delivered across multiple geographical areas across Scotland, the work is informed by in-depth data analysis and carried out through a purposefully curated portfolio of leading charity partners.

Each organisation brings a trusted community presence, relevant expertise, and a shared commitment to collaboration, upholding the Fund's core principles. Together, they work within a rigorous KPI reporting system to ensure measurable impact and sustained positive outcomes for young people.

This collaborative model achieves an impact greater than the sum of its parts.



The Need

Across Scotland, thousands of individuals aged 16–25 face significant and multifaceted barriers to success

Not all young people start life on equal footing. Many face profound hardship and obstacles beyond their control.

The young people supported through the Youth Action Fund face multiple barriers that can stand in the way of their succeeding. A large proportion live in areas of severe deprivation, where poverty affects every aspect of life - limiting access to education, stable housing, physical and mental healthcare, and opportunities for sport, culture, and recreation. Many have experienced trauma, neglect, homelessness, or caring responsibilities, and a significant

number have been through the care system. These challenges not only shape individual lives but also weaken families and communities, perpetuating intergenerational cycles of poverty.

Child poverty, family instability, mental health struggles, and disability often intersect, accentuating the challenges facing young people. In recent years, these barriers have deepened due to the lasting effects of COVID-19 and the rising cost of living.

KG'S STORY

KG'S JOURNEY REFLECTS THE HARSH REALITY FACED BY MANY YOUNG PEOPLE SUPPORTED BY THE YOUTH ACTION FUND. AT JUST 16, SHE HAD ALREADY EXPERIENCED HOMELESSNESS, FAMILY BREAKDOWN, AND THE TRAUMA OF ASSAULT WHILE JUGGLING CARE RESPONSIBILITIES FOR HER SIBLINGS. THESE CHALLENGES LEFT HER DISENGAGED FROM EDUCATION AND STRUGGLING WITH MENTAL HEALTH, SELF-WORTH, AND FINANCIAL INSTABILITY. WITHOUT FORMAL QUALIFICATIONS OR A SUPPORT NETWORK, SHE FACED ENORMOUS HURDLES IN BUILDING A STABLE FUTURE.

The Link Between Socioeconomic Factors and Barriers to Opportunity

Young people facing complex challenges often find themselves trapped in cycles of disadvantage. Socioeconomic factors such as child poverty are interconnected with economic activity and youth unemployment.

Child Poverty

Poverty affects every aspect of a young person's life, from their health and education to their sense of security and aspiration. Limited access to basic needs such as stable housing, nutrition and learning experiences can hinder young people's academic progress, leading to educational underachievement.

Increasing levels of school absence and the increase in the number of young people with additional support needs (ASN) are together having an impact on young people's ability to successfully transition to adulthood.

Economical Inactivity

For many young people, the barriers they face result in long-term disengagement from education, employment, and training. There is growing concern about the significant number of young people who are 'economically inactive', outside of full-time education and without the skills or confidence to take the next step towards the workplace and financial independence.

24%

SCOTLAND'S CHILD POVERTY RATE IS STUBBORNLY HIGH

In the areas where the Youth Action Fund is focused, the child poverty rate can be much higher

(Source Scottish Government (June 2023))

In the most deprived areas of Glasgow where the Youth Action Fund operates, the rate is as high as

70%

(Source Understanding Glasgow - The Indicators Project (2021-22))



Youth Unemployment

A lack of qualifications, experience, and employer connections leaves many locked out of opportunities. Even in times of economic prosperity and job availability, these young people struggle to succeed without help.

Reliable government statistics providing a clear picture of youth unemployment are lacking - making it harder to set clear objectives. Through our direct work with

young people, we see the reality: demand for support and guidance through employability programmes such as those run by our delivery partners is high.

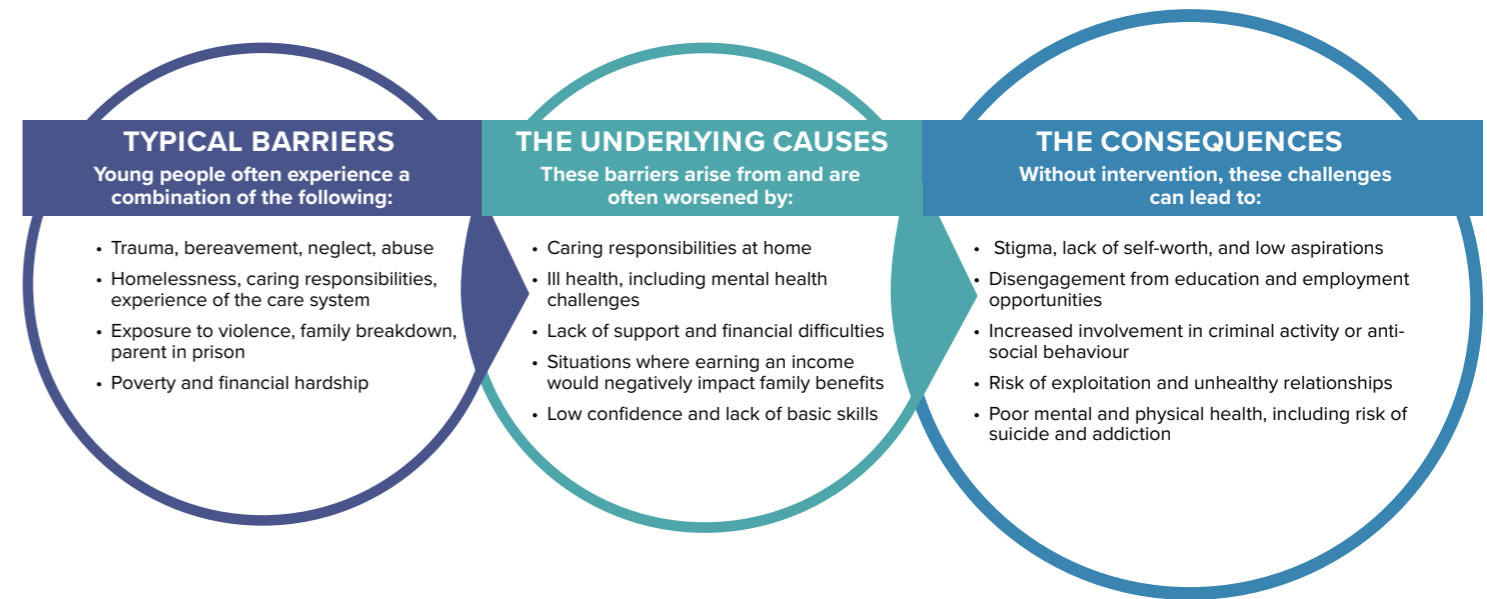
When young people are unable to meet their potential, it affects not only their own personal wellbeing but also a loss of talent to the workplace and a cost to society.



The Depth and Complexity of Barriers for Young People

The barriers young people face are increasing while also becoming more complex and interconnected. The following infographic illustrates the multiple, overlapping challenges that contribute to disadvantage.

CHALLENGES FACING YOUNG PEOPLE



During 2024...

60% of young people have reported **mental health issues**.

58% of young people that found school challenging, reported **mental health** as a reason.

60% of young people have reported **literacy/numeracy issues**.

All data points relate to percentage of young people supported through the Youth Action Fund during 2024 and who disclosed barriers they faced.

“

Young people supported through the Youth Action Fund face significant socioeconomic barriers. Poverty and a lack of work experience and qualifications limits their access to meaningful employment.

Peter Costello
CEO at FARE

Reaching the Hardest to Help

THE LIVES OF YOUNG PEOPLE FACING DISADVANTAGE AREN'T ALWAYS VISIBLE. THEY CAN BE ABSENT FROM SCHOOL OR THE WORKPLACE AND, IN THESE CIRCUMSTANCES, ARE UNLIKELY TO RAISE THEIR HANDS FOR HELP.

A key focus of the Youth Action Fund is reaching those who have disengaged from education, helping them access learning, gain qualifications, and develop skills.

Delivering Where the Need is Greatest

The Fund targets support to reach young people in the most deprived areas of Scotland.

Supporting young people across Scotland

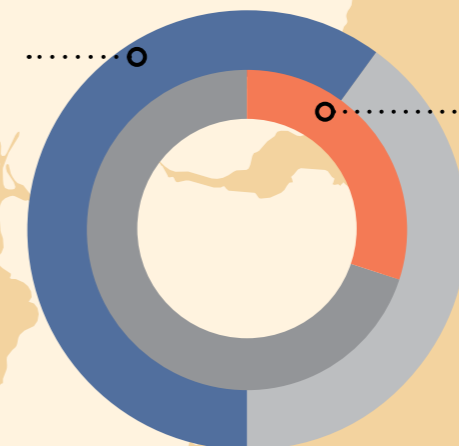
THE YOUTH ACTION FUND HAS SUPPORTED YOUNG PEOPLE ACROSS **23** LOCAL AUTHORITIES IN SCOTLAND DURING 2024.

Who the Youth Action Fund supports

98%

of young people were inactive or disengaged from school when they engaged on the Youth Action Fund (during 2024)

60% OF YOUNG PEOPLE THAT ENGAGED ON THE YOUTH ACTION FUND DURING 2024...



...LIVE IN THE TOP **30%** MOST DEPRIVED AREAS IN SCOTLAND.

Geographical Spread: SIMD data point showing the majority of young people supported live in areas with highest rates of multiple deprivation.





Transforming Life Chances - the Youth Action Fund Model

Acting together in a sustained long-term investment in the future of young people and their communities, The Distillers' Charity, in consultation with the Scotch Whisky industry, commissioned Inspiring Scotland to design and manage the Fund.

An organisation that funds, designs and implements pioneering solutions addressing deep-rooted social problems.

With support and guidance from Distillers Charity, Inspiring Scotland conducted a detailed scoping project to assess the landscape, identify gaps and opportunities, and develop a bespoke fund designed to find and reach young people facing the greatest barriers to success and enable them to achieve employability.

INSPIRING SCOTLAND

The challenges for young people supported by the Youth Action Fund are complex. Faced by inflation and the cost-of-living crisis, the highest school absence rates since records began, and a youth mental health epidemic - while public sector services are under pressure - there is much more work to do.

With the right support, many of these young people can gain the skills and confidence to achieve employability and enter the workforce and contributing positively to society.

The Youth Action Fund has been designed against this backdrop to reach those most in need and to transform their life chances.

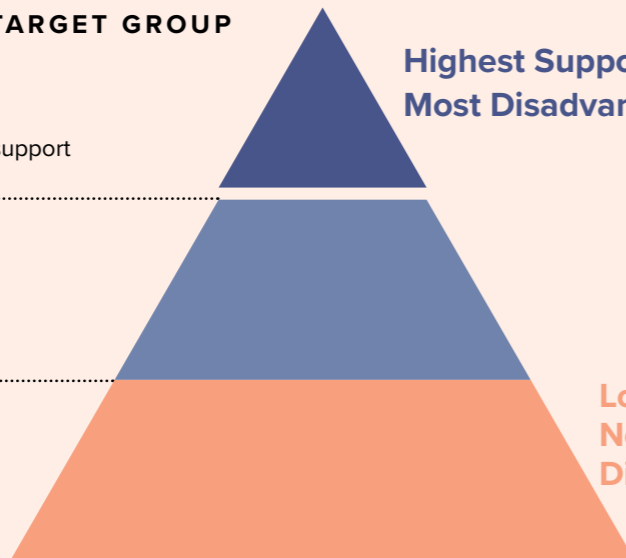
The Hardest to Reach

YOUTH ACTION FUND TARGET GROUP

- Multiple complex barriers
- Lacking basic skills
- Requiring personalised holistic support

- Some barriers
- Intermediate skills level
- Requiring employability support

- Minimal barriers
- Equipped to succeed
- Requiring employability groupwork support



Highest Support Needs/
Most Disadvantaged

Lowest Support
Needs / Least
Disadvantaged

The Youth Action Fund Design

A bespoke model

Systematically designed and structured in alignment with the Fund's vision and mission. It targets a diverse range of needs and across geographical areas through a curated portfolio of charity partners, reaching those in greatest need.

- **Long-term vision:** Committed to sustained transformation for young people.
- **Strategic leadership:** Facilitated by Inspiring Scotland for maximum impact.
- **Rigorous management:** Consistently measuring and meeting ambitious targets to achieve meaningful change.
- **Delivered collaboratively:** Implemented through a network of leading portfolio partners.



It's clear that moving into well paid, sustainable work is the only way to break the cycle of poverty in Scotland.

Ashley Ryan
Director, EnableWorks

Guiding Principles of the Youth Action Fund

1. HOLISTIC APPROACH FOCUSED ON INDIVIDUAL YOUNG PEOPLE

- Building trusting relationships and developing skills
- Progression milestones and employability outcomes are tracked through data analysis

2. PRIORITISING GEOGRAPHICAL FOCUS WHERE SUPPORT IS NEEDED MOST

- Prioritising areas in Scotland with the greatest need
- And where the Fund's support can have the most significant impact

3. COLLABORATION WITH LEADING CHARITIES

- Delivered through a curated portfolio of organisations working together as a complementary and collaborative force
- Creating a network of shared insights and expertise for cohesive and effective support



There is a camaraderie, trust and sharing of good practice and lessons learned. As the Youth Action Fund portfolio works across Scotland, we get to understand the issues being faced and great practice in different areas.

Leona McDermid

Chief Executive - Aberdeen Foyer



Youth Action Fund Theory of Change

The key to “how we are helping transform young people’s lives” lies not only in the end results and individual employability outcomes, but also in equipping beneficiaries with the skills to succeed.

The Journey to Sustainable Change

The Youth Action Fund is built on the understanding that real, sustainable change doesn't happen overnight - it's a process that takes time. The Fund's theory of change reflects this, mapping out the key steps needed to create lasting impact. Through focused support, young people gain the skills and confidence to progress, with each milestone building on the last. The goal isn't just short-term success, but equipping young people to navigate challenges and opportunities well into the future.

The Youth Action Fund guides young people through each stage of their journey:

Building foundations: creating trust, safety, and a space to explore as the first step toward meaningful change.

Developing core skills: strengthening confidence, self belief and essential life skills.

Achieving milestones: helping young people reach personal, educational, and employability goals.

Sustained independence: equipping individuals with the resilience and skills to navigate life beyond the program.

Creating Sustainable Change

The Youth Action Fund's Theory of Change is underpinned by evidence on what works and data-driven performance management. By taking the time to nurture young people at every stage of their journey, the fund delivers lasting change.

Life circumstances can change, employment can come to an end, but with the right skills, young people can be equipped with the tools to continue on their life journey.

TRANSFORMING LIVES, ONE STEP AT A TIME



Target



16-25-year-olds in Scotland (circa 35,000) who face significant barriers to fulfilling their potential because they are disadvantaged by their circumstances.

Strategies



ENGAGE YOUNG PEOPLE: Often excluded from society and unlikely to engage through mainstream services, skilled professionals directly engage young people, or they are referred through organisations such as social work, police and criminal justice.



BUILD TRUST: A skilled professional works to build trust with a young person, providing one to one, flexible support. Young people can be lacking in confidence, aspiration and hope - staff demonstrate that they will not give up on young people.



PROVIDE SUPPORT: Support is designed to be fun, engaging and relevant to young people. It is flexible but is carefully designed to meet the individual needs.

Intermediate Outcomes

YOUNG PEOPLE DEVELOP SKILLS AND BECOME MORE EMPLOYABLE



SOFT OUTCOMES

- Increase Resilience
- Increase Aspiration
- Increase Motivation
- Increase Self Belief
- Increase Personal Responsibility
- Improve Wellbeing



PROGRESSION MILESTONES

- Recognised Qualifications
- Work Placements
- Financial Management Training Improved Literacy and Numeracy
- Alcohol Awareness Increased

Ultimate Outcomes

YOUNG PEOPLE ACHIEVE EMPLOYABILITY



EDUCATION



VOLUNTEERING



EMPLOYMENT



TRAINING

Young people in Scotland aged 16-25, who are facing significant barriers to reaching their potential, are supported into an Employability Outcome.

They become contributing members of society.



CARLA'S JOURNEY

Background & Barriers

Carla, 16, was referred to Foyer Futures after three years out of mainstream education due to bullying that severely affected her mental health. Isolated and anxious, she struggled to engage with the world beyond her home.

“I'm an entirely different person from when I first started. I've changed for the better, and I couldn't be more grateful - it has truly changed my life.”

Journey & Support

Meeting her Development Coach, Pamela, in June 2023, Carla initially relied heavily on her mother and avoided group activities. Weekly 1:1 sessions built trust, starting with low-pressure activities like board games and bowling. Slowly, she took steps toward independence - attending group sessions, going to the supermarket alone, and joining cooking classes.

Transformation & Outcomes

Carla's transformation became visible in her growing independence. Carla completed a Food Hygiene Course, passed her Driving Theory Test, volunteered at a hospital garden project, and joined Foyer's REACH college programme - the first structured learning she had engaged in for years.



The Impact on Young Peoples' Lives

2024: THE YOUTH ACTION FUND IN NUMBERS

The fund has made a significant impact in 2024 and has exceeded expectations. This is despite young people being more difficult to find and engage and their challenges being greater than ever before. Of young people engaged who were economically inactive and have been supported by the Fund, 890 achieved an employability outcome including

“

Addressing systemic inequality in communities deeply affected by poverty requires a long-term perspective, such as the approach incorporated in the design of The Youth Action Fund.

Celia Tennant

Chief Executive of Inspiring Scotland

reengaging with education, securing employment or undertaking training, to become aspirational, net contributors with a pathway to a successful future. This reflects the very significant distance travelled for these young people who were far from job ready, lacking in direction and skills at the point of engagement with the Youth Action Fund. The support provided has transformed their life chances.

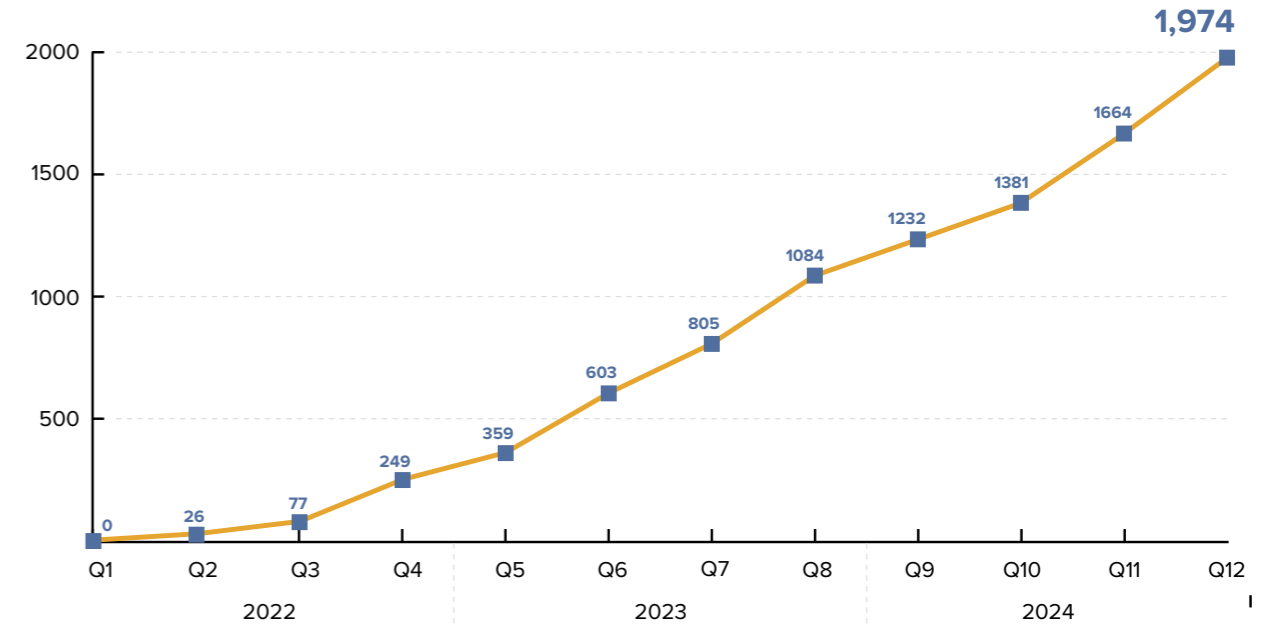
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YOUNG PEOPLE HAVE SECURED EMPLOYABILITY OUTCOMES, INCLUDING ENGAGING WITH EDUCATION AND UNDERTAKING TRAINING

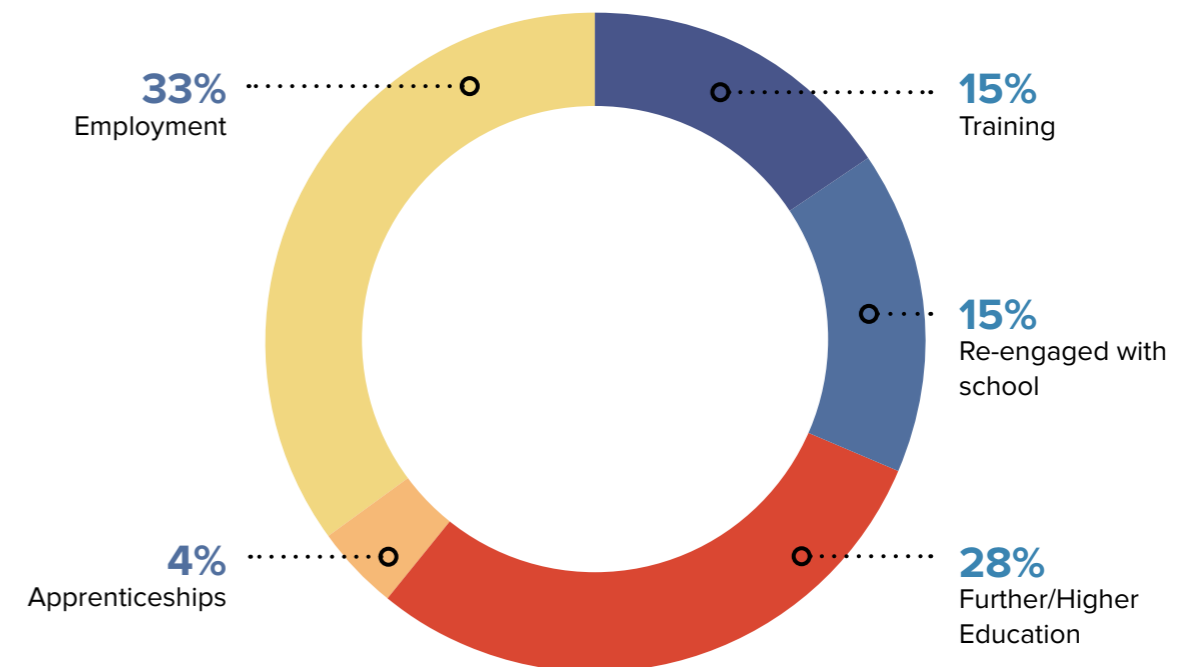


Employability Outcomes

CUMULATIVE EMPLOYABILITY OUTCOMES SINCE INCEPTION OF YOUTH ACTION FUND



EMPLOYABILITY OUTCOMES ACHIEVED TO DATE



January-December 2024

Soft Outcomes: Building the Foundations for Success

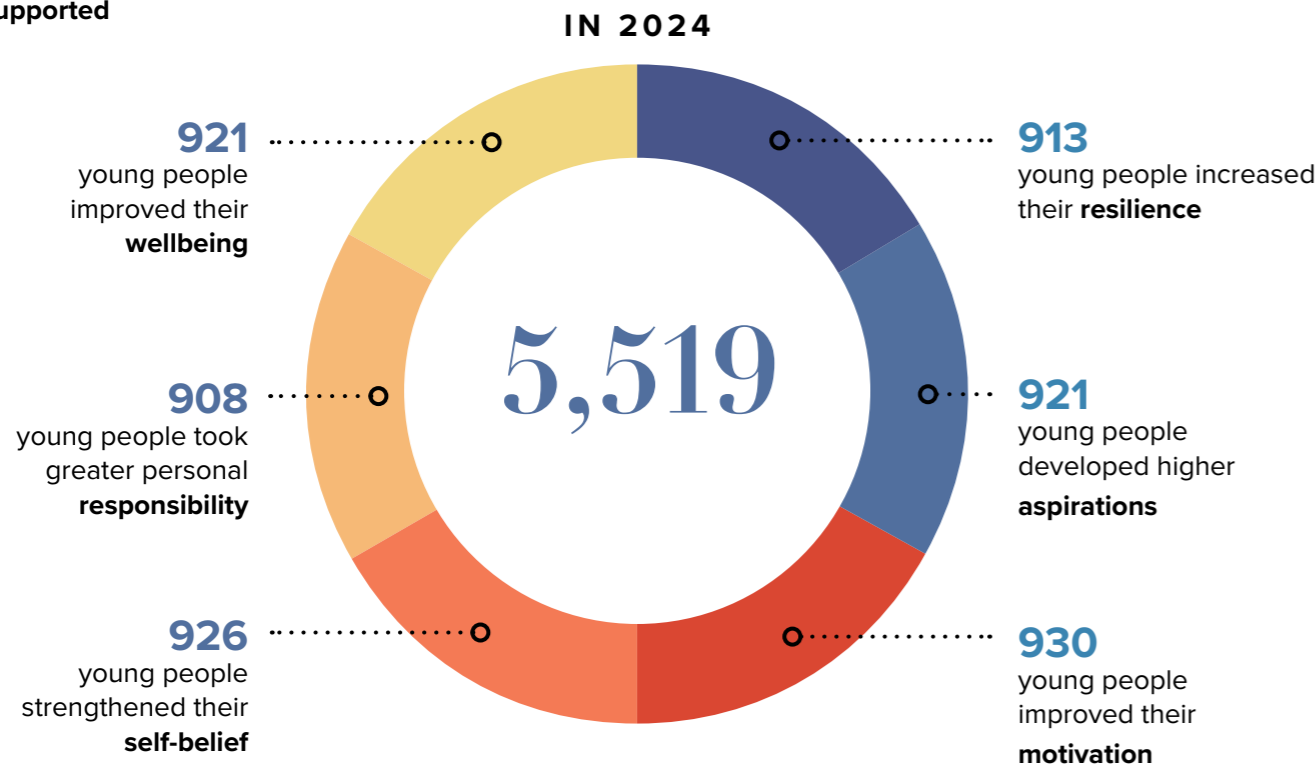
Before young people can achieve an employability outcome, they must first develop fundamental life skills. For those facing significant barriers, this can be a slow and challenging process.

1,157 young people who were economically inactive have been supported by the Fund

Support by the Fund delivery helps young people build confidence, resilience, and a sense of personal responsibility - empowering young people help themselves. These foundational milestones, tracked by the delivery partners using a range of tools, are measured as soft outcomes - crucial stepping stones toward long-term success.

Soft Outcomes

In 2024, **5,519** soft outcomes were recorded, reflecting tangible growth in the personal and emotional development of the young people supported



Progression Milestones: Key Steps in Transforming Young People's Lives

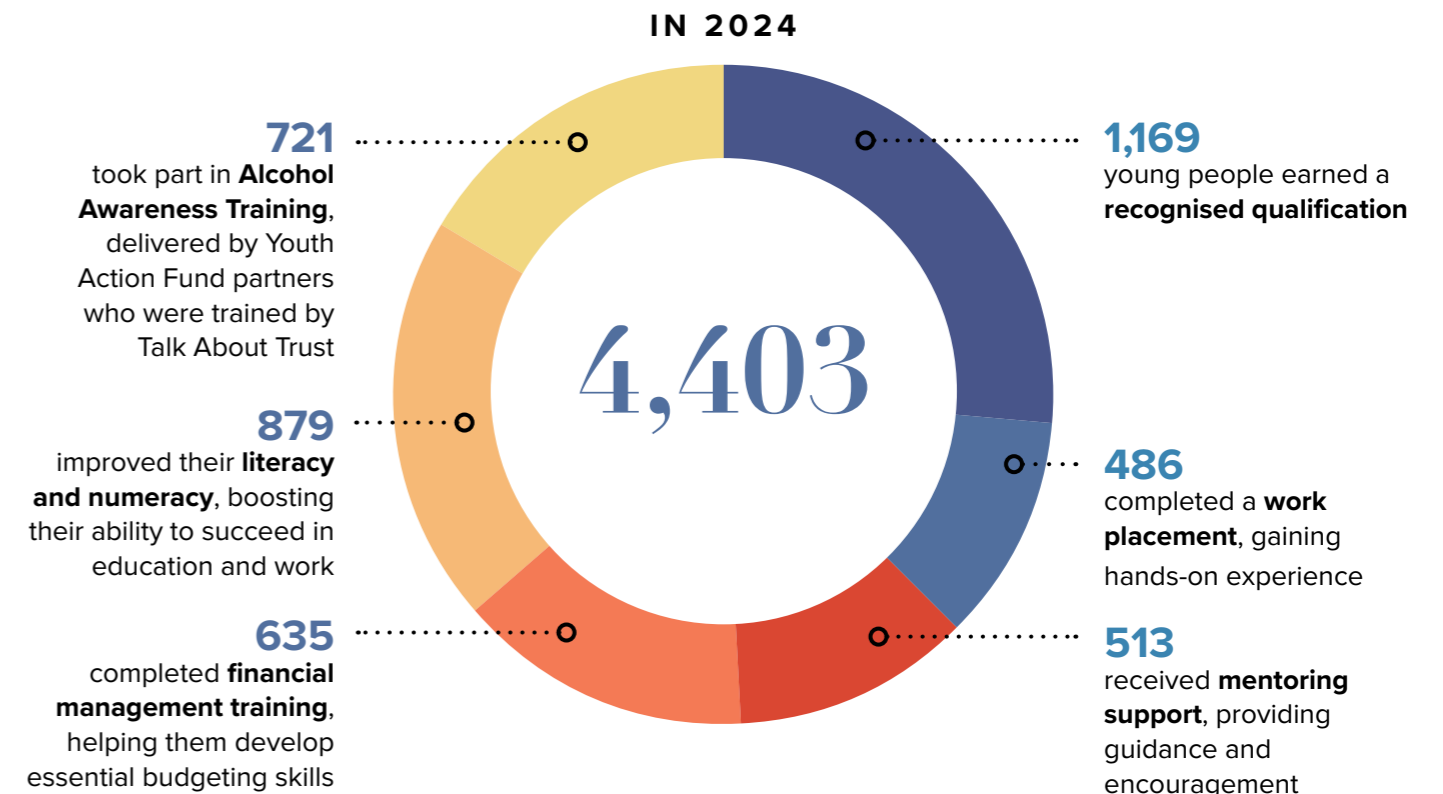
As young people develop core life skills, the next step is reaching progression milestones that pave the way for long-term success. These milestones include achievements - ranging from gaining qualifications and work experience to

improving financial literacy and making healthier life choices - with each milestone representing real progress towards a positive future.

Progression Milestones

In 2024, **4,403** key progression milestones were achieved

KEY WORKERS ARE INSTRUMENTAL IN THIS PROCESS, BUILDING TRUST FROM THE OUTSET - A TRANSFORMATIVE RELATIONSHIP THAT LAYS THE GROUNDWORK FOR LASTING CHANGE.



The Youth Action Fund Approach

HOW THE YOUTH ACTION FUND DELIVERS RESULTS

A rigorous approach that drives strong outcomes. At the heart of the Fund's success is a formula ensuring that investment is continuously maximised:

Performance Management, Proven Results

Through regular analysis, monitoring, and collaborative reviews, funding is used efficiently to deliver consistently high impact.

Integral to managing the portfolio is the application of Inspiring Scotland's "Matrix" system. This tool tracks

individual young people's needs and progression through a series of critical stages - soft outcomes, progression milestones and employability outcomes, providing impact data and informing continuous improvement.

The Youth Action Fund formula for delivering strong employability outcomes:

1.

Setting a high standard for success with ambitious KPIs

Working collaboratively, Inspiring Scotland and the Fund's Delivery Partners design and agree targeted key performance indicators

2.

Data-driven performance management

Performance is closely monitored using insights from Inspiring Scotland's Matrix system tracking beneficiaries, and reviewed quarterly, ensuring continuous progress towards high achievement

3.

Collaborative delivery, measuring impact

delivery is achieved through a curated portfolio of leading partners, working collaboratively and each held to the set KPIs, and monitored by Inspiring Scotland. Data is collected and analysed for every young person supported, providing actionable insights



Power of the Portfolio Approach

COLLECTIVE ENERGY TOWARDS ONE GOAL

Designed to reach the hardest-to-reach young people in Scotland's most deprived regions, the Youth Action Fund is delivered through a carefully selected portfolio of leading charity partners. Each organisation brings the right blend of experience, skills, and a trusted community presence, ensuring meaningful and effective support.

Guided by Inspiring Scotland, which provides strategic oversight and ensures consistency in approach, these organisations are committed to working collaboratively, upholding the Fund's core principles, and delivering against a rigorous KPI reporting system. Through continuous adaptation and improvement, they maximise impact for the young people they serve.



GUIDANCE THROUGH TRUSTED RELATIONSHIPS - THE ROLE OF KEY WORKERS

The young people supported through the Youth Action Fund require sustained, flexible support delivered by a specialist Key Worker through a trusted relationship. Consistency is key and Youth Action Fund delivery partners work with each young person as an individual, taking a holistic view of the young person.

It is generally challenging to change the circumstances that create limitations for the young people. But the Youth Action Fund helps them bridge gaps, foster resilience, and develop skills and self-belief they need to succeed.

KEY APPROACHES ADOPTED BY EACH OF THE PORTFOLIO PARTNERS INCLUDE THE FOLLOWING PRINCIPLES:

- Adopting a person-centred approach
- Focusing on positive encouragement
- Identifying and highlighting existing skills
- Uncovering and nurturing potential

“The Matrix system aligns well with our own systems and processes, and has quickly proven to be an effective and transparent way for us to report data to Inspiring Scotland and demonstrate the social impact made possible by the Youth Action Fund.

Dougie Stevenson
CEO, Street League



KG's Support to Success

Background & Barriers

At just 16, KG had already faced more challenges than many experience in a lifetime- family breakdown, care responsibilities for her siblings, experience of homelessness and assault - all of which affected her education, mental health, and self-worth. Despite these barriers, KG was determined to work with children. Without formal qualifications, financial stability, or a secure home, KG needed both practical and emotional guidance to overcome her circumstance and take her first steps towards independence.

With FARE's support, KG received tailored 1:1 sessions, crisis interventions, and structured weekly guidance. Even after losing her home during the programme, she remained committed to her work placement, where Hannah made regular visits to ensure she felt supported. When KG's GoHenry account was blocked by family, FARE helped her open an independent bank account - an important step toward financial independence.

Transformation & Outcomes

KGs' resilience, combined with FARE's steady support, led to life-changing milestones. KG achieved her first formal qualification, secured a college place in childcare, and gained a modern apprenticeship, choosing hands-on experience over traditional education. Most importantly, she developed strong self-advocacy skills, now confidently navigating support systems and planning her future with independence.

Journey & Support

KG's turning point came when she was referred to FARE Scotland and met Hannah, her Key Worker. More than just a mentor, Hannah became a steady presence in KG's unpredictable world, providing both practical and emotional support. Through patient, realistic guidance, KG gained the confidence to take control of her journey.

Mikey's Path to Employment



Background & Barriers

Mikey, 20, from Methil, Fife, was homeless when he joined the Next Steps Programme. He had been couch-surfing, struggling with ADHD, and felt overwhelmed by paperwork and job applications. With no clear direction, he wanted to work but didn't know where to start.

Transformation & Outcomes

His hard work paid off - Mikey secured a six-month internship at Diageo's Cameronbridge Distillery after excelling in his interview. Once overwhelmed by paperwork, he now navigates official processes independently and feels confident about his future financial stability.

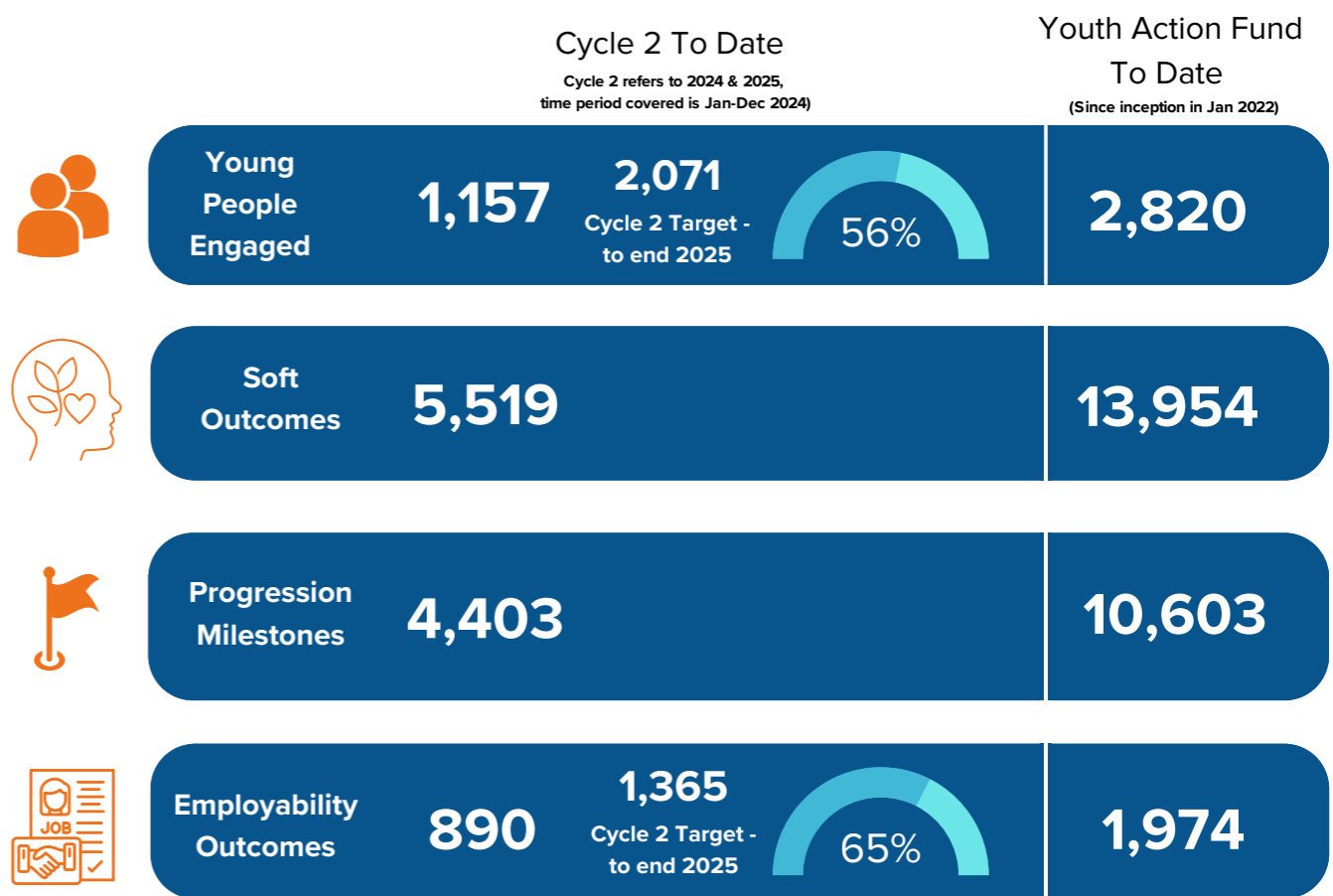
Journey & Support

Mikey connected with Ashley, his Employment Coordinator, in May 2024. Weekly meetings built trust, and structured support helped him gain confidence. Mikey completed an Employability Award, received job coaching, practiced interviews, and attended financial literacy sessions. Breaking tasks into manageable steps made processes less daunting.

“
This has changed everything for me. I see a future now.
 KG

“
It's made a huge difference, I can't really put it into words. I have a feeling this will change the course of my life. Thank you.
 Mikey

2024 & CUMULATIVE YOUTH ACTION FUND RESULTS



The Portfolio Partners

THE DELIVERY PARTNERS PULLING TOGETHER TO MAKE IT HAPPEN ARE:

These organisations collectively contribute to the mission of the Youth Action Fund, transforming the life chances of young people in Scotland by addressing diverse challenges and providing comprehensive support.



Aberdeen Foyer is dedicated to creating positive and lasting change by supporting individuals facing significant life challenges. They offer integrated services, including supported housing, learning opportunities, training programs, counselling, employment support, and health improvement initiatives. Their mission is to empower people to discover their potential, overcome obstacles, and build their own positive futures.



Street League uses the power of sport to engage with young people in some of Scotland's most disadvantaged communities. Their programs combine sports activities with employability workshops, helping participants develop essential life skills, gain qualifications, and move into sustainable employment or education. By fostering confidence and motivation, Street League empowers young people to overcome personal barriers and achieve their full potential.



FARE Scotland is a voluntary organisation working within disadvantaged communities across Central Scotland. Based in Easterhouse, Glasgow, FARE aims to transform lives and support people of all ages to have a positive impact on their communities. They provide holistic support through educational programs, employability training, and community development initiatives, addressing issues such as poverty, anti-social behaviour, and lack of opportunities.



Enable Works is committed to supporting individuals with learning disabilities and additional support needs in Scotland. They offer a variety of tailored programs focused on employment, training, and personal development. By providing one-on-one coaching, skills development, and employer partnerships, Enable Works assists individuals in overcoming barriers to employment, fostering independence, and promoting social inclusion.



Action for Children is driven by the vision that every child and young person should have a safe and happy childhood, along with the foundations they need to thrive. They provide practical support and protection to vulnerable children and young people, while also campaigning for lasting change. Their work encompasses early intervention, prevention, and advocacy, aiming to address issues before they escalate and ensuring that children's voices are heard in matters affecting their lives.



The Distillers' Charity also partnered with The Talk About Trust (formerly the Alcohol Education Trust) since the Youth Action Fund's inception.

Talk About's support in Scotland provided to the employability charity partners has ranged from in-depth, one-on-one sessions to practical workshops and training, contributing to improved future life outcomes for young people.



We've been doing some wonderful work across Scotland with the Youth Action Fund partners and Inspiring Scotland and more recently beginning to support children in all schools across Glasgow and Clyde, one of the most deprived areas in the UK.

Helena Conibear
Founder & CEO, The Talk About Trust

There is a deep understanding of the issues facing young people and a genuine commitment to young people's futures amongst all the partners making the Youth Action Fund possible. This is exemplified by the Talk About Trust supporting the portfolio of charity partners with expert training on alcohol, cannabis and vaping.

Dougie Stevenson
CEO, Street League

Being part of the YAF Portfolio allows us to support each other, share information and experiences allowing us to better serve our young people and develop our delivery and if a young person comes to us but is unsuitable for one of our programmes we have a greater understanding of the provision the other partners provide so can refer them to one of their programmes if more suitable.

Deborah Condie
Children's Services Manager
Action for Children



Transforming Young People's Lives

THE WORK OF THE DISTILLERS' CHARITY IS FAR-REACHING

As a Livery charity at the heart of the distilling industry, we are guided by our overarching mission to transform the lives of young people, including those within the industry, to reach their full potential.

Sitting alongside the Youth Action Fund, the charity delivers a considerable depth of work across two additional and distinctive, but interrelated grant-making areas:

DISTILLERS CITY & LIVERY GIVING

Supported by the generosity of our Livery members, further enhanced with a contribution from the proceeds from the Distillers One of One Auction, the charity funds a broad range of worthwhile causes across **employment, education, and wellbeing.**

The work is funded by Livery members through donations, volunteering, and legacies. Since the establishment of the

DISTILLERS VOCATIONAL TRAINING AND EDUCATION

Distillers One of One Auction, 10% of the hammer price proceeds has been distributed to The Distillers' Charity for its general charitable purposes, adding further invaluable support to Distillers' Vocational Training & Education and City & Livery Giving and ensuring we continue to make a meaningful difference.





Distillers' City & Livery Giving

Our Vision

City & Livery Giving stands as a key pillar of The Distillers' Charity. Our vision is to enhance the philanthropic efforts of the Livery, strengthening its position as a leading charitable force that is actively engaged with the City of London and the wider Livery movement, supported by the active involvement of our Company.

Our Mission

As a London based Livery charity with national reach, we are dedicated to transforming the lives of young people, particularly those from disadvantaged backgrounds, and supporting members of our industry who may be experiencing hardship. Our work focuses on the geographic areas and professions closely tied to our heritage as Livery connected to the global spirits industry.

Our Guiding Principles

- Inspiring engagement with Livery members
- Remaining relevant to our trade and industry
- Donating imaginatively where our grants can make a real impact
- Leveraging our vast resource of skill, experience, and goodwill alongside our financial support



Our experienced and resourceful Livery has a long-standing commitment to transforming the lives of young people and strengthening communities through our uniquely wide-ranging support and engagement.

Richard Watling
Lead Trustee



How We Work:

City & Livery Giving is focused on three areas of need:

- Supporting individuals within the drinks industry facing hardship or mental health challenges
- Working to help young people stay safe around alcohol
- Contributing to the wider philanthropic work of the City of London Livery Companies

Our long-standing commitment to these causes spans the core areas of education and employability supporting young people from disadvantaged backgrounds to reach their full potential and become valuable members of their communities.

These goals are achieved through valued, long-standing partnerships with a range of charitable organisations:



The Impact We're Making

The newly formed City & Livery Group has made significant progress in advancing its mission. We have expanded our support, bringing on board three new charities dedicated to equipping young people in London with skills and opportunities for a fulfilling future.

By funding initiatives that equip young people with essential skills, we have enabled more young people across London to access life-changing opportunities in education, employment, and personal development. From improving numeracy and hospitality training to expanding access to sports and mentorship, our support has directly contributed to better prospects for those facing disadvantage.

With continued investment, we are not only strengthening our partnerships but also ensuring sustainable, long-term impact - helping young people build brighter futures and develop the confidence to succeed.

Through careful choices of grantee organisations whose values we share - and with whom we can develop close relationships and active support opportunities for our Livery to take up - we believe we can produce the best outcomes at whatever scale we are able to work

Our choice of charities to support with grants is based on a careful evaluation of each organisation's leadership, alignment with our objectives and guiding principles. Central to our continued support is our partners' ability to have a direct positive influence on the lives of the young people they serve.

Our Charity Partners

The Drinks Trust

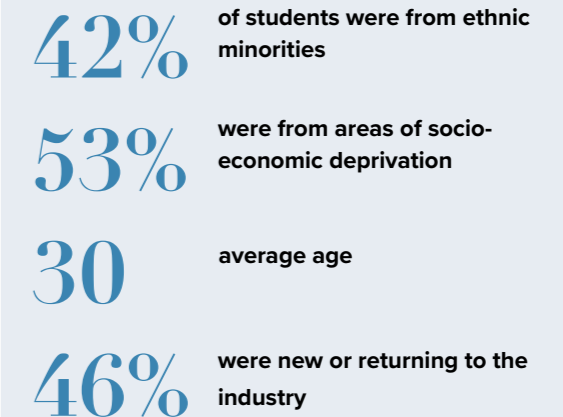
Committed to supporting drinks hospitality colleagues, past and present, in their time of need.

The Trust is dedicated to supporting drinks and hospitality professionals, The Drinks Trust provides financial aid, wellbeing services, and skills development with compassion and respect. Over the decades, our partnership has evolved, strengthening support for young people aspiring to build a career in the industry.

CLOSE TO THE HEART OF OUR INDUSTRY, THE DRINKS TRUST WAS THE FIRST BENEFICIARY OF THE DISTILLERS' CHARITY WHEN OUR LIVERY CHARITY WAS ESTABLISHED IN 1955

The Drinks Trusts' Mission is to create an equitable industry where everyone has the opportunity to thrive, helping to build a skilled and engaged workforce.

IN 2024...



Supporting Career Progression Through DEVELOP

Through a dedicated partnership with the Wine & Spirit Education Trust (WSET) and The WCD Vocational Training & Education Committee, The Drinks Trust provides bursaries

for individuals facing financial hardship to advance their careers in the drinks industry.

THE DRINKS TRUST PROVIDES A RANGE OF DEDICATED SERVICES



supporting mental and physical health



programs offering industry-specific training and resources



for industry professionals facing hardship

Equal Measures.

Equal Measures

DRIVING INCLUSIVITY IN THE DRINKS & HOSPITALITY INDUSTRY

Created in collaboration with The Drinks Trust, Equal Measures is a new and dynamic organisation founded by DJ Deano Montcrieffe. The initiative is dedicated to delivering diversity, from bar to boardroom, in the drinks and hospitality industries. Its mission, working with members of marginalised communities, is providing education, mentorship, and other support to anyone who has experienced barriers to their progression, helping young people to succeed in the hospitality trade.

By supporting Equal Measures, the Charity champions an innovative and youthful approach to diversity & inclusion, while strengthening its links to the hospitality industry.

In 2024, Equal Measures became a **Community Interest Company**

The organisation's beneficiary count grew from 621 to 1,102 including workers from marginalised backgrounds and aspirant industry professionals.

Equal Measures have been **recognised with several awards** including the **DEI Innovation Award (UnderOne 2024)** and **The Spirits Business' Ethical Award 2024**.



The Talk About Trust (National)

HELPING YOUNG PEOPLE MAKE SAFER CHOICES AROUND ALCOHOL

Formerly known as The Alcohol Education Trust, The Talk About Trust equips young people with the skills and resilience to make safer choices around alcohol and other substances. Supported by The Distillers' Charity for over a decade, the Trust delivers evidence-based programmes nationwide, reducing alcohol-related harm for less than £1 per child.

Through lessons, workshops, assemblies, and parent talks, the Trust engages young people across high-risk areas each year. Specialist staff deliver targeted outreach to vulnerable groups, including children with additional learning needs and those in care, providing 150 tailored sessions a year.

WITH 16+ WORKSHOPS FOR YOUNG PEOPLE ON ALCOHOL AND CANNABIS

- 100%** felt able to make more informed choices going forward
- 9/10** understood the effects of alcohol and cannabis
- 90%** felt confident to resist peer pressure

TESTIMONIAL

"What I really liked was the practical and visual experiments with what alcohol measures look like. I think this is hugely important, and we will use everything learnt going forward".

Helena Conibear
Founder and CEO

FUNDING BY THE DISTILLERS' CHARITY HELPS TOWARDS:

(January - December 2024)

7,553

people supported, an increase from 5,000 in 2023

2,000

individuals received financial assistance

OVER 680

DEVELOP student interventions

3,500

employees supported through the Business Advisory Programme WCD
Bursary supported 25 WSET students in 2024:
7 WSET Level 3 Award in Spirits
and 18 WSET level 2 Award in Spirits

141

total WSET funded qualifications in 2024 through DEVELOP

DEMAND FOR LEVEL 2 AND 3 COURSE FUNDING INCREASED BY 55% IN 2024

45% OF DEVELOP STUDENTS WERE FROM MINORITY ETHNIC BACKGROUNDS IN 2024



TALK ABOUT TRUST'S IMPACT AND REACH 2023/24

With regionally based staff, the Trust reaches more young people in different settings and can target the geographical areas where alcohol-related harms for under 25s are highest.



Future Youth Zone

Future Youth Zone's mission is to provide young people in Barking & Dagenham with a safe, inspiring space during their free time. A long-standing partner of The Distillers' Charity, this state-of-the-art youth facility offers access to over 20 activities across 15 specialised rooms, all supported by professional youth workers.

Open 7 days a week, 52 weeks a year, Future Youth Zone gives young people somewhere to go, something to do, and someone to talk to.

Part of a proven model for positive and lasting change, Future addresses decades of underinvestment in disadvantaged communities.

Guided by positive role models, young people can explore their passions in a nurturing environment. From climbing walls to cooking classes, sport, fitness, dance, arts, music, and personal development, young people build skills and grow in confidence as individuals. Youth



We know that while potential is everywhere, opportunity isn't. That's why our youth workers are on hand to inspire young people from London's most deprived borough to lead healthier and more positive lives.

Philip Howell-Williams
Head of Fundraising

Workers and volunteers form trusted relationships, weekly sessions support young people with additional needs, and a dedicated careers programme helps shape brighter futures.

The impact is reflected in young people's engagement, health and happiness, confidence, resilience and aspirations. Future is an environment that helps to improve lives - whether realising employability, or simply making today better than yesterday.

IN 2024,
FUTURE YOUTH
ZONE'S FIFTH
ANNIVERSARY:

47,000
VISITS BY YOUNG PEOPLE

WE SERVED
27,973
HOT MEALS, (15,142 FREE!)

4,511
YOUNG PEOPLE WELCOMED
THROUGH OUR DOORS ON
REGULAR OCCASIONS

NEARLY 9 OUT OF 10
(88%)

SAY SELF ESTEEM HAS
IMPROVED OR STAYED THE
SAME

OVER THREE QUARTERS
(76%) OF YOUNG PEOPLE
HAVE MADE NEW FRIENDS,
EITHER AT FUTURE OR
SCHOOL, THANKS TO THE
ACTIVITIES PROVIDED.



The Lord Mayor's Appeal

A BETTER CITY FOR ALL

The Distillers' Charity proudly supports The Lord Mayor's Appeal, a charitable initiative leading the charge for a "Better City For All". This initiative addresses some of the most pressing societal issues in London and beyond. Through its fundraising for the Lord Mayor's Appeal, Distillers' Charity has supported:

National Numeracy & The Duke of Edinburgh's Awards

IN THE UK:

49%

OF THE WORKING-AGE POPULATION HAVE NUMERACY SKILLS EQUIVALENT TO A PRIMARY SCHOOL LEAVER

30%

OF SCHOOL-LEAVERS (AGED 18-24) FEEL ANXIOUS ABOUT USING MATHS AND NUMBERS

POOR NUMERACY COSTS THE UK ECONOMY UP TO

£25

BILLION ANNUALLY

National Numeracy

This year, The Worshipful Company of Distillers selected National Numeracy from The Lord Mayor's Appeal charity portfolio. This campaign helps Londoners to develop a positive mindset towards mathematics and to feel confident and competent with numbers. The UK's numeracy levels are significantly below the average for developed countries. Poor numeracy limits learning opportunities, career progression, and life prospects, posing a barrier to upward social mobility.



Through the **National Numeracy Challenge**, a free online tool, the charity is addressing this issue head-on. To date, over 500,000 people have used this tool to improve their numeracy skills, opening up opportunities for career progression, enhancing effectiveness in education and work, and improving daily life and health outcomes.



Good numeracy is the best protection against unemployment, low wages and poor health.

Andreas Schleicher
Director for Education and Skills, OECD





The Duke of Edinburgh's Award

YOUTH WITHOUT LIMITS

In 2024, funds raised by the Velo Club contributed to the Duke of Edinburgh's Award, a programme that inspires hundreds of thousands of young people each year to develop skills, resilience and self-belief. DofE encourages participants to tackle personal challenges, discover talents and passions, and make a positive impact in their communities.

DofE is open to any young person aged 14-24. Each young person builds their own DofE programme – picking their own activities and choosing which cause to volunteer for – in order to achieve a Bronze, Silver or Gold DofE Award. The DofE is run in schools, youth clubs, hospitals, fostering agencies, prisons, sports clubs and more, all over the UK.

“

The DofE has made me more passionate about life, I have gained self-belief.

Duke of Edinburgh's Gold Award holder, 22



Distillers Charity of the Year

LONDON SPORTS TRUST

Inspiring positive change through the power of sport

The Distillers' Charity of the Year supports a cause closely aligned with its central mission. Chosen through vote by Livery members, the 2024 recipient is **London Sports Trust**, an organisation dedicated to improving life outcomes and enhancing physical and mental health for young people, using sport as a catalyst for change.

London Sports Trusts' Mission is to inspire positive change for disadvantaged young Londoners through the power of sport, training and life skills to improve life outcomes as well as physical and mental health.



THE TRUST SUPPORTS OVER

2,500

YOUNG PEOPLE EVERY WEEK THROUGH ITS PROGRAMMES.

The Trust's highly trained and motivated teams provide sports teaching at London Schools. Among many activities using sport as the theme, they run safe camps to occupy young people positively during holidays and kayaking experiences on London canals to build resilience and physical stamina.

“

The kayaking sessions have really benefited my children, building their confidence and encouraging interaction with others.

Parent

The Sheriffs' & Recorder's Fund



SUPPORTING LONDON'S PRISON LEAVERS SINCE 1808

The Sheriffs' & Recorder's Fund provides invaluable guidance to prison leavers, helping them to find work and rebuild their lives. The assistance is often straightforward but transformative: clothing, temporary accommodation, interview support, training courses, or perhaps the tools of a trade to get started in a new business.

AT ANY ONE TIME THERE ARE

88,000 PRISONERS IN THE UK

ON AVERAGE,

70% WILL RE-OFFEND, WITH 60% DOING SO WITHIN SIX MONTHS.

THE FUND PROVIDES GUIDANCE ON RELEASE, HELPING PRISONERS AT A CRITICAL MOMENT.

“

Working for the Prison Radio Association (PRA) on release has helped me a lot by being able to earn some money whilst going back to complete my education. PRA gave me something to focus on when I came out of prison. Often you come out and don't know where to start and you get back into doing the wrong things.

Former prisoner and producer for National Prison Radio at HMP Brixton

REECE JACKSON

Reece, 17, from White City Estate, has been involved with London Sports Trust for over five years, attending holiday camps and community sports sessions. Recently, he completed the Trust's life skills programme, gaining practical experience in DIY, communication, and cooking.

Over the past year, Reece has volunteered with the Trust, working with young children and assisting coaches. His dedication and growth led to an employment opportunity, and he was hired as a paid coach for the summer programme - an experience that has helped him build confidence, skills, and a pathway for future opportunities.



Distillers' Vocational Training & Education

Developing the Next Generation of Talent in the Spirits Trade



Last year, with the support of Distillers' Charity, the Livery and its members helped a record number of people across a wide range of bursaries, scholarships and training opportunities. With our education partners, we continue to build a strong charitable programme to further the knowledge and skills benefiting the next generation working in our industry.

Chris Pitcher
Chair, VTE



Inspired by the Livery's centuries-old tradition of preserving and advancing crafts, setting of standards, and passing of skills to future generations, the Distillers Vocational Training and Education (VTE) programme is dedicated to developing the next generation of talent in the spirits trade.

Through educational support, bursaries, and mentoring, VTE helps people enter and build meaningful careers in the spirits industry, while sharing the incredible wealth of knowledge within the Livery. Assisted by a growing level of funding from The Distillers' Charity, this work has accelerated in recent years, expanding opportunities for aspiring professionals.

A wider range of training, increased practical support, and mentoring collaborations have emerged. By communicating these initiatives through accessible online platforms, we are able to connect with a broader audience, particularly those from underrepresented communities who may not have the access or means to advance their qualifications and appreciation of distilled spirits.

By investing in emerging talent today, we are shaping the custodians - and the future - of our industry, ensuring that our centuries-old Livery Company remains as relevant and impactful in today's modern age as it has ever been.

Our Mission

The Vocational Training and Education programme has been created to enhance the standards and availability of distilled spirits knowledge, training and education. Its aim is to enable and inspire the next generation of distillers and industry participants to achieve the highest standards of distilling practice and management.

Our Education Partners



Our qualification partners - The Wine and Spirit Education Trust (WSET), Chartered Institute of Brewers and Distillers (CIBD), and the International Centre for Brewing and Distilling (ICBD) at Heriot-Watt University - each offer a programme of tailored educational support.

Access to the diverse range of courses and qualifications of these highly respected institutions allows us to provide

bursaries for a wide range of students; from entry-level courses for those taking their first steps into the industry, to technical qualifications for professionals advancing their careers. Substantial work and innovation continued this year in collaboration with our qualification partners, covering career pathways and supporting aspiring distillers across the full breadth of the spirits industry.

How We Work: The Impact We're Making

In 2024 The Distillers' Charity, through its Vocational Training and Education initiatives, supported **149** people in advancing their technical knowledge and appreciation of the distilled spirits industry. This represents a notable increase from 112 people supported the previous year.

This progress was made possible through strengthened

collaborations with all our education partners, particularly the Wine & Spirits Education Trust and The Drinks Trust, which enabled us, in response to heightened demand, to expand the number of bursaries awarded: 27 awards with WSET in 2024, with 25 Level Two and Level Three bursaries and two scholarships.

WE ALSO INCREASED THE NUMBER OF ACTIVE PARTICIPANTS IN THREE AREAS OF OUR WORK:

- Our **mentoring programme**
- **Business of Spirits Seminar**, though a new programme tailored for the Gin Guild,
- The new **Entrepreneurs Award** for students at the International Centre for Brewing and Distilling at Heriot-Watt University.

How We Work

Our Education Partners

The Livery's Vocational Training and Educational Support is a varied and vibrant offering. In 2024 the programme worked closely with The Drinks Trust to target a more diverse audience for greater inclusion in our awards.

Our **three-pillar approach** comprises:

- **Bursary-supported qualifications and scholarships**
- **Mentoring**
- **Seminars**

Qualifications, Awards and Scholarships

In calendar year **2024**, The Distillers' Charity awarded **31 grants** funding a variety of courses and prizes, including:

- **Wine & Spirit Education Trust (WSET):** Level Two and Three Spirits courses
- **Chartered Institute of Brewers and Distillers (CIBD):** Diploma in Distilling and General Certificate in Distilling
- **International Centre for Brewing and Distilling (ICBD):** Research grant for an MSc in Distilling at Heriot-Watt University
- **Entrepreneurs Award:** Supporting the launch of a new distillery in Hawaii

These grants enable individuals to build essential skills and knowledge, advance their education and research, and contribute to innovation and growth within the spirits industry.

Education - The Business of Spirits

Our Business of Spirits seminars, held annually in London and Edinburgh, are one-day events packed with industry insights and practical guidance. Designed in collaboration with our education partners, these seminars bring together Livery members to share their expertise with aspiring distillers and entrepreneurs.

Topics include:

- Pricing and market segmentation
- Innovation and brand development
- Real-world examples of successful product launches and distillery business plans

By bridging the gap between technical knowledge and commercial strategy, the seminar brings the business side of distilling to life, offering invaluable insights to the next generation of spirits professionals.

Mentoring

Our one-on-one mentoring programme pairs aspiring distillers with experienced members of the Livery. These mentors share a wealth of knowledge, wisdom, and practical advice, helping to guide and inspire young talent.

Thanks to the dedication of volunteer mentors and the Vocational Training & Education team, the programme has grown significantly, with almost **50 active mentorships** now in place. This initiative exemplifies Distillers' commitment to fostering talent and supporting the industry's future leaders.



CASE STUDY: EDUCATION

IN 2021, ROSEANNE POWELL RECEIVED A BURSARY FROM THE LIVERY FOR THE NOW CHARTERED IBD DIPLOMA IN DISTILLING. AFTER THREE YEARS OF DEDICATED STUDY, SHE SUCCESSFULLY COMPLETED HER DIPLOMA LAST YEAR.

ROSEANNE BEGAN HER CAREER IN PRODUCTION AT IN THE WELSH WIND

DISTILLERY, WHERE SHE HELPED ESTABLISH THEIR WELSH ORIGIN WHISKY PROJECT - LATER PRESENTING HER WORK AT THE WORLD DISTILLED SPIRITS CONFERENCE IN EDINBURGH (2023). HER SKILLS AND QUALIFICATIONS HELPED HER SECURE A SENIOR OPERATOR ROLE AT TALISKER DISTILLERY IN AUGUST 2023.



I would not have been able to complete all of the above without doing the IBD Distilling Diploma. I have greatly benefited from it and am extremely grateful.

This experience highlights the transformative power of mentorship, where both parties benefit from guidance, growth, and a renewed perspective.

CASE STUDY: BURSARIES

LAST YEAR, THE LIVERY AND WSET SUPPORTED 25 INDIVIDUALS FACING FINANCIAL BARRIERS, ENABLING THEM TO TAKE WSET SPIRITS COURSES. ONE OF THOSE RECIPIENTS, CHRIS, SHARED HIS JOURNEY:



I completed my WSET Level 3 Award in Spirits in early 2024 through WCD X DEVELOP funding. My ambition was to become a spirits educator, and after achieving a Distinction, I've since started that journey. Living in Cornwall, where opportunities for spirits training are limited, this funding made all the difference by covering the cost of the course.

CASE STUDY: THE BUSINESS OF SPIRITS

THE BUSINESS OF SPIRITS SEMINARS CONTINUE TO PROVIDE INVALUABLE INDUSTRY INSIGHTS, DRAWING ON THE VAST KNOWLEDGE OF THE LIVERY TO HELP ATTENDEES ADVANCE THEIR CAREERS. FEEDBACK FROM RECENT SESSIONS HIGHLIGHTS THEIR IMPACT:



Fascinating tour of the spirits industry - I feel like I've learned more in six hours than in the last two years!"
 "Great knowledge from different aspects of the industry - this could easily be a two-day seminar." are limited, this funding made all the difference by covering the cost of the course.

Every attendee from the 2024 CIBD and Gin Guild seminars who provided feedback said they would recommend the event to a colleague. These sessions demonstrate how the Livery's expertise directly contributes to training, education, and career progression in the spirits industry.

Through our focus on employability, education and community engagement, Distillers' Charity is transforming young people's lives. Building upon the values of the Worshipful Company, Distillers' Charity represents one of the main foundations of our Guild and is here for the long-term.



THE DISTILLERS
ONE OF ONE

The Distillers One of One Auction

10TH OCTOBER 2025



The Worshipful Company of Distillers and The Distillers' Charity are delighted to announce that The Distillers One of One Auction will be returning for a third edition on Friday 10th October 2025, with a preview evening on 9th October.

Hosted in the resplendent Hopetoun House, widely considered to be one of Scotland's finest stately homes, this is an unmissable showcase of rare and remarkable Scotch whisky.

Distillers One of One and Sotheby's are partnering once again to host this third auction of ultra-rare and unique Scotch whiskies and experiences. Once again, 100% of the hammer proceeds will be donated to charity, principally to benefit the Youth Action Fund, which aims to transform the life chances of young people in Scotland.

If you would like to hear more about The Distillers One of One Auction, or are interested in participating as a Donor or Sponsor, please contact: Beanie Espey, Managing Director, beanie.espey@distillers.org.uk





THE
DISTILLERS'
CHARITY

IMPACT REPORT 2024

The Distillers' Office

Apothecaries' Hall
Black Friars Lane
London
EC4V 6ER

+44 7721 249846

info@distillerscharity.org

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