SINCE 2002 INTOUNIVERSITY HAS TRANSFORMED THE FUTURES OF MORE THAN 50,000 STUDENTS FROM SOME OF THE UK’S POOREST HOMES.

THE AMBITION FOR THE BIG LEAP IS TO TRANSFORM THE LIVES OF 200,000 MORE.
A BOLD VISION

Working from centres in Britain’s toughest neighbourhoods, we support students from disadvantaged backgrounds to aim and achieve higher.

Starting with students as young as seven, we plant the idea that Higher Education is not only possible, but life-changing. Then we guide students along their journey to university and employment. We have reached over 50,000 students, but we know there are many more who need our help.

The Big Leap is a campaign to transform the lives of a further 200,000 young people.

It’s ambitious, but it’s certainly achievable, and our model has been tested with outstanding results. Our success rate for university admission far surpasses national averages for students from deprived areas.

To achieve this growth we will expand our network, adding to our centres across the country and launching initiatives which target the UK’s most vulnerable students.

But it doesn’t end there because there is a multiplier effect: students we support will go on to influence their siblings, their peers and, in time, their own children.

The impact of the Big Leap will not only help young people today, it will reach down across the generations.
Students from the most disadvantaged backgrounds are nearly four times less likely to go to university than their peers from the most advantaged backgrounds, and they are over ten-and-a-half times less likely to attend the most selective universities. This makes it harder for them to succeed in a competitive job market. It also means they are much more likely to remain in poverty as adults.

IntoUniversity was founded to address this issue.

We’ve opened 22 centres across seven cities. We’ve created partnerships with the UK’s top universities. We’ve trained more than 200 graduates to become skilled Education Workers in our centres. In doing this we’ve offered exceptional opportunities to our young people.

IntoUniversity is also recognised as a leader in measuring impact. Eight out of ten young people working with IntoUniversity progress to Higher Education, compared with a national average of just two in ten for students from similar socio-economic backgrounds.

So we know our programme works.
OVER THE PAST TEN YEARS INTOUNIVERSITY HAS MADE A REAL DIFFERENCE. THE BIG LEAP WILL UNLOCK THE POTENTIAL OF HUNDREDS OF THOUSANDS MORE YOUNG PEOPLE.

NICOLA BRENTNALL MVO DIRECTOR, THE QUEEN’S TRUST
REAL INCOMES AND SOCIAL MOBILITY HAVE STALLED, AND THE CORRELATION BETWEEN ECONOMIC DEPRIVATION, POOR EDUCATION AND LIMITED LIFE CHANCES REMAINS MUCH TOO HIGH.

SIR RICHARD LAMBERT
CHAIR OF THE FAIR EDUCATION ALLIANCE

WHY WE NEED TO ACT NOW: THE GROWING OPPORTUNITY GAP

The UK is living through a period of significant change, with dangerous fault lines opening up along geographical and social boundaries. We must work harder than ever to ensure that young people already at risk of underachievement and unemployment do not fall further behind.

Improving access to Higher Education is vital for the future prospects of individual students. But it is also essential to narrow the education and opportunity gaps that divide different parts of the country. In some of the most deprived areas young people’s chances of going to university are fewer than one in ten.

This is where IntoUniversity’s model is particularly powerful. Our centres are based at the heart of some of the UK’s toughest neighbourhoods. Our dedicated teams of young graduates work with whole communities to raise aspiration and achieve success.

IntoUniversity’s vision is to provide a national network of learning centres. Over the next 10 years we believe we can make significant progress towards this goal, reaching more than 200,000 young people and opening up a world of opportunity for each student we support.
THE INTOUNIVERSITY PROGRAMME HAS A POSITIVE, TRANSFORMATIONAL IMPACT ON CHILDREN AND YOUNG PEOPLE... INTOUNIVERSITY HAS PLAYED A KEY ROLE IN HELPING CHILDREN AND YOUNG PEOPLE IN CLARIFYING, SUPPORTING AND STRENGTHENING THEIR ASPIRATIONS AND ACHIEVING THEIR GOALS.

THE NATIONAL FOUNDATION FOR EDUCATIONAL RESEARCH

NFER is the UK’s largest independent provider of research, assessment and information services for education, training and children’s services.
MENTORING

University and corporate volunteers provide inspiring role models and promote essential skills such as teamwork and confident communication.

ACADEMIC SUPPORT

We provide weekly support with trained tutors to develop curious, independent and successful learners.

HOW WE CHANGE LIVES: OUR PROGRAMME

We provide the support that is often taken for granted in better-off homes: young people need help with their academic work, and someone who will notice if they are falling behind. They need role-models, otherwise they will never know what is possible. And they need to be inspired by the wider world beyond their local community.

Above all they need to feel resilient, confident and capable of succeeding.

ASPIRATION BUILDING

Our FOCUS Programme of study weeks, workshops and activities supports young people’s journey to university or another ambition.
IntoUniversity is the only organisation offering learning centres at the heart of some of the most disadvantaged communities in the UK.

Our centre-based approach allows us to reach communities where there are currently few services for young people and where young people and their parents feel left behind.

Take our Oxford centre for example. The Blackbird Leys estate is one of the most deprived areas in the country – fewer than one in ten students will go to university. Our centre is located on the estate itself, so our students can easily reach us from home or school.

Our Oxford centre is run in partnership with the University of Oxford and Christ Church, Oxford. This model of working closely with universities is a key part of our expansion strategy.

We’re aware that there are many more areas in the UK like Blackbird Leys, where our centres could bring new opportunities to local young people.
WE START WORKING WITH CHILDREN AT PRIMARY SCHOOL TO SOW THE SEEDS OF AMBITION.

DR RACHEL CARR OBE
INTOUNIVERSITY CHIEF EXECUTIVE AND CO-FOUNDER

BEING CERTAIN ABOUT HIGHER EDUCATION BY AGE TEN... MEANS A CHILD IS 2.6 TIMES MORE LIKELY TO END UP AT A MORE COMPETITIVE UNIVERSITY.

UCAS, 2016

UCAS is an independent charity providing information, advice, and admissions services to inspire and facilitate educational progression.
Our first centre was established in 2002 to serve young people from Lancaster West, a disadvantaged estate in West London. The programme proved effective so we developed a scale-up strategy and launched our second centre in Lambeth in 2007.

This triggered a decade of growth for IntoUniversity and we now operate centres across the country - in London, Nottingham, Bristol, Leeds, Brighton, Oxford and Southampton. Our ambition for the Big Leap is to extend our network even further, targeting areas where young people are contending with extreme disadvantage.

We now need your help to build a better future for this generation and the next.

EXTENDING OUR NETWORK WHERE THE NEED IS GREATEST

More centres to come, with your help.
ALL CHILDREN DESERVE ACCESS TO THE SAME OPPORTUNITIES.

“But it is much, much harder for a young person from a disadvantaged background to go to university in this country than for a child whose parents have a higher socio-economic status. That simply should not be the case.

And IntoUniversity is showing us that it doesn’t have to be. Their model of early intervention and long-term support for students is making a significant and lasting change.”

SIR PETER LAMPL
THE SUTTON TRUST

The Sutton Trust was founded in 1997 by Sir Peter Lampl to improve social mobility through education.
HOW WE WILL MAKE THE BIG LEAP

WE WILL ADD NEW CENTRES TO OUR NETWORK IN NEW CITIES
WE WILL BUILD CAPACITY ACROSS OUR CENTRES TO REACH MORE STUDENTS
WE WILL EXTEND OUR PROGRAMME TO YOUNGER STUDENTS AND STUDENTS AT UNIVERSITY

WE WILL IMPACT THE LIVES OF 200,000 YOUNG PEOPLE

TO ACHIEVE THIS WE NEED TO RAISE

£40 MILLION
“IntoUniversity is the most powerful engine for social mobility in the UK.”

MARY ANN SIEGHART
JOURNALIST AND BROADCASTER
Sam first came into contact with IntoUniversity through workshops and trips with his sixth form, including a trip to the New College of Humanities and a business engagement day with Deutsche Bank.

“I started coming to the IntoUniversity centre in Hammersmith for help with my personal statement. The team were really helpful and offered me so many great opportunities – I kept coming back.

The IntoUniversity team paired me with a Corporate Mentor, Kunal, who works at BlackRock. Kunal helped me find out more about the world of finance, and even showed me round his offices on Liverpool Street. He was also amazing at helping me choose the right university and prepare my application, which was really helpful. In 2015 I was offered a place to study Economics and History at Manchester University.”

Sam is now in his second year at Manchester. When he graduates, he wants to go into a career in Asset Management or Investment Banking.

“I wanted to go to a top university but I didn’t get the grades the first time around. Then IntoUniversity came to my sixth form and gave me extra support to achieve my ambitions. Thanks to them – and my own self-determination – I’m now studying at the University of Manchester.”
Kodie is 13 and lives in Brighton. She began her journey with IntoUniversity shortly after our Brighton centre opened on her estate in January 2015 and has attended the centre every week since.

“Before I started coming to IntoUniversity I struggled to get homework done. I have a younger brother and it was hard to find space to study. I found a quiet place at IntoUniversity where there are laptops, dictionaries and textbooks I can use. I get a lot of help from the staff there too.

Coming to IntoUniversity has also helped me discover reading. I used to just find it challenging and never read for fun. But since getting one-to-one support I read more in my free time, I’m proud that I can read without making mistakes. IntoUniversity has changed my school life too, and I got ‘outstanding’ for effort in every subject in my latest school report. My family is sure it’s down to the support I’ve been getting.”

Kodie was one of the first students to join our Brighton mentoring scheme. The relationship Kodie has developed with her University of Sussex student mentor has dramatically improved her confidence. She now wants to study Chemistry at university.

“I CAN GO UP IN FRONT OF THE CLASS, PUT MY HAND UP AND WRITE THINGS ON THE BOARD. I LIKE BEING ABLE TO TALK TO MY MENTOR WITHOUT BEING SHY. I COULDN’T DO THAT BEFORE.”
IT’S THE MULTIPLIER EFFECT THAT EXCITES ME: SUPPORTING INTOUNIVERSITY WILL IMPACT STUDENTS FROM THIS GENERATION... AND THEIR CHILDREN.

THE BIG LEAP IS AN OPPORTUNITY FOR PEOPLE WHO WANT THEIR PHILANTHROPY TO BE TRANSFORMATIVE FOR INDIVIDUALS AND SOCIETY.

OLIVER HAARMANN
CHAIR, BIG LEAP CAMPAIGN BOARD
The Big Leap will transform Higher Education access for some of the UK’s poorest students, changing the lives of thousands of young people.

Building on our proven programme and extending our network across the country, we will have a decisive impact on the UK’s social mobility crisis.

We will provide a route out of poverty for young people living in the toughest neighbourhoods and open up new worlds of opportunity.

To achieve this we need to raise £40 million.

But we can’t do this alone.

All young people featured in this booklet are students who have benefited from the IntoUniversity programme.