

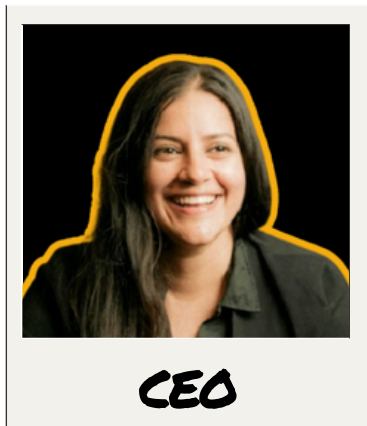


ADVOCACY
ACADEMY

THE ADVOCACY ACADEMY

***POWERING A GENERATION
OF CHANGEMAKERS***

WELCOME NOTES



Over the past decade, The Advocacy Academy has fought relentlessly for what we believe in. We began in bedrooms, coffee shops, and borrowed spaces – driven by a belief that young people shut out of opportunity deserve the tools, networks, and agency to lead real change across society.

That belief – and the communities who stood with us – carried us through three years of searching, negotiating, and fundraising to build The Liberation Centre: the UK's first dedicated youth organising centre for racially and otherwise marginalised young people, in the heart of Brixton. At a time when youth centres have been closing across the country, The Liberation Centre stands as a commitment to the crucial importance of physical spaces where young people can organise, belong, and build power.

Today, as we grow nationally, we are building the infrastructure young people need not just to imagine a better future, but to create it.

SABA SHAFI

Chief Executive Officer

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I felt a connection to The Advocacy Academy from the moment I came across it. The values, the passion, the commitment to doing right by young people – it spoke to me straight away.

It's been three years since I joined the Board, and I've seen this organisation go from strength to strength. I've watched young people I first met as teenagers go on to lead national campaigns – even become Mayor of Lambeth. I've seen us open The Liberation Centre in Brixton – something that would have been a dream when TAA was starting out.

What we're building here matters. It shows what's possible when you back young people properly – when you trust them, invest in them, and give them the space to lead.

It's an exciting time for TAA, and I'm proud to still be standing alongside them as we take the next step and launch our openly accessible youth centre, and build our national strategy.

DANIEL TAYLOR MBE FRSA

Chair of Trustees



WHO WE ARE



The Advocacy Academy is the UK's first and only dedicated youth organising centre. We equip marginalised young people to develop as civic leaders and community organisers. Since 2014, we've supported young people from working-class and racialised backgrounds to build the skills, networks, and confidence they need to lead change in their lives, communities, and beyond.

Over the past decade, we've grown into one of the most respected youth organisations in the country – developing a resilient, values-led model that's redefining what youth leadership can look like. In a sector where most charities operate at under £100k a year, our place in the top 20% by income speaks to the depth of our impact and the trust we've built.

Our core programmes have trained over 250 young leaders – with five applicants for every place and a 0% drop-out rate. We've reached over 15,000 young people, in schools across Lambeth, Lewisham, Southwark and beyond. We've built partnerships with more than 400 organisations nationwide.

“

TAA has truly improved the way I see the world and how I interact with the people in it. Doing this programme ... practically edified me through learning how to meet deadlines, network and speak in public

”

FELLOWSHIP MEMBER, 2024



THE ADVOCACY ACADEMY IN NUMBERS ⁴



**1ST NATIONAL
INFRASTRUCTURE
FOR YOUTH-LED
CIVIC ACTION**



**5 APPLICANTS FOR
EVERY 1 PLACE**



400+

**NATIONAL
PARTNERS**

**INCLUDING UNIVERSAL
MUSIC GROUP, GUCCI,
AND GREATER LONDON
AUTHORITY**



20%

**TOP 20% OF
UK CHARITIES
BY INCOME**



**IN 2024 WE OPENED THE LIBERATION CENTRE:
THE UK'S HUB FOR YOUNG PEOPLE TACKLING
THE MOST PRESSING ISSUES OF OUR TIME**

1K+

**1K+ PEOPLE USED THE SPACE IN THE FIRST 3
MONTHS ALONE!**





15K

YOUNG PEOPLE REACHED



66%

MEMBERSHIP ENGAGEMENT



0%

DROP-OUT RATE: EVERY YOUNG LEADER STAYS THE COURSE

94%



FELT DRIVEN TO
ACHIEVE THE **CHANGE**
 THEY WANT TO SEE

35+



YOUTH-LED
CAMPAIGNS
 DEVELOPED
 OVER THE LAST
10 YEARS

100%



CAN NOW **CONFIDENTLY**
DISCUSS A WIDE
 VARIETY OF DIFFERENT
 SOCIAL ISSUES FACING
 BRITISH SOCIETY

*based on our 2024 Fellowship programme



WHAT WE DO



We equip young people from underserved communities with an understanding of social and economic systems, and train them in exercising their democratic rights to challenge injustice, and lead change. Through this, they develop the knowledge, skills, relationships, and strategies needed to drive sustained action across their communities and wider society.

Our young leaders turn their anger and lived experience into national campaigns addressing the most pressing issues of our time. They influence policy, and take up space where decisions are made.

SO, WHAT IS YOUTH ORGANISING ?!

Youth organising is what enables young people to turn whatever resources they have into the power they need to compel the change they want to see. In practice, this means mobilising around social issues and leading campaigns for justice - taking action through youth-led forums, power-mapping, policy consultations, networking with decision-makers, engaging in civic spaces, and organising within schools, youth centres, community organisations, councils, and Parliament.

“TAA has absolutely transformed my life forever. Who I want to be, how I want to earn money, the friendships I make, and how I am in relationship with them. Experiencing the programme as a young person is a truly magical experience that I will never forget

CLASS OF 2018 ACTIVE MEMBER, 2024

”



NATION - SHAKING CAMPAIGNS

JUST SOME OF OUR YOUTH-LED CAMPAIGNS :

HALO COLLECTIVE

Halo are fighting to end discrimination against afro-textured hair in schools and workplaces. They have three core demands: adopt the Halo Code, slay the stigma, and fix up the law – over 1,000 institutions, including Dove and Unilever, have already signed on.



COLLECTIVE PUNISHMENT

CPC exists to raise awareness and tackle the impact of parental imprisonment on children and families. It is demanding policy change for the 312,000 children impacted by parental imprisonment in the UK – and campaigning for an end to punishing families for someone else's crime.

LAMBETH COMMUNITY LAND TRUST

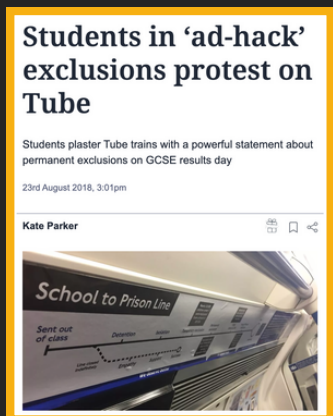
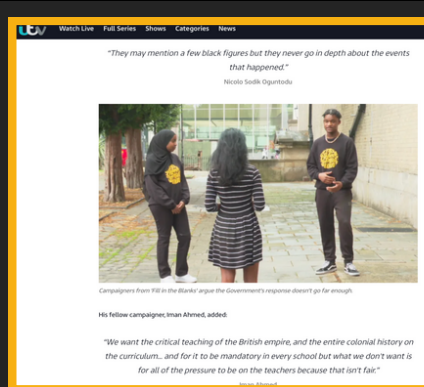
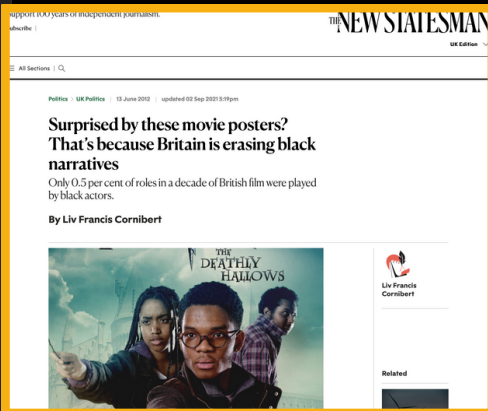
A decade-strong campaign that in 2018 secured an initial commitment for a £5m plot of land from Transport for London, in partnership with Citizens UK and London CLT, to build 25 truly affordable homes as part of Lambeth's first Community Land Trust.



CHOKED UP

Launched in 2020, Choked Up is a youth-led campaign demanding clean air for all, starting with the communities most harmed by pollution. Founded by four Black and Brown TAA members, the group has shaped national policy debates, partnered with Client Earth and Asthma UK, and helped influence the Mayor of London's ULEZ expansion to protect marginalised communities.

HOT OFF THE PRESS!



...AND MANY MORE!



MOMENTUM & MILESTONES

PROFILE & PRESS

We're funded by Mission 44, Lewis Hamilton's foundation. Our young people have been featured in The Guardian, spoken with Ed Miliband on the Reasons to be Cheerful podcast, and one member won a BAFTA for their documentary, *What Do You Mean I Can't Change the World?*

FROM TAA TO TOWN HALL

During his time at TAA, 2016 alumnus John-Paul Ennis campaigned on affordable housing in Lambeth, went on to become a local councillor, and then the Mayor of Lambeth in 2024!

HIGH - IMPACT AMBASSADORS & PATRONS

Helen Hayes MP for Dulwich and West Norwood and Chair of the Education Select Committee, is our Patron. Our Ambassador programme is growing fast, with recruits like Hassan Damluji (best-selling author and global development expert) and Jamie Crummie (founder of Too Good To Go) helping expand our reach and influence.

STRATEGIC PARTNERSHIPS

Collaborations with leading organisations across industries, including Gucci, Universal Music Group, Greater London Authority, National Youth Agency, and more.

THE LIBERATION CENTRE

Opened in 2024 by the Deputy Mayor of London – is our one-of-a-kind, two-floor, purpose-built home for youth organising in the heart of Brixton. In the first three months alone, the space has been used by over a thousand community members, corporate partners, and young people.



JP CLASS OF '16 MAYOR OF LAMBETH!



HELEN HAYES MP



THE LIBERATION CENTRE!

WHERE ARE YOU FROM?

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WE OH OH OH

THIS IS THE TIME



WHAT'S NEXT?



We're building the UK's first national infrastructure for youth-led civic action - scaling our model to connect and support a powerful, coordinated network of young people driving change on the most pressing issues of our time.

Our national expansion will focus on three interconnected strands: first, launching youth organising hubs across the country, where young people will lead campaigns on issues from housing and education to climate and racial justice; second, providing essential infrastructure - fiscal hosting, legal support, strategic tools, and campaigning systems - to enable grassroots efforts to grow and succeed; and third, hosting an annual national leadership summit to bring young organisers together for training, collaboration, and movement-building.

Across the country, young people are ready to lead - but too often, they are denied the tools and support they need. We are building the infrastructure to change that, ensuring that young people are not just invited into civic life, but empowered to transform it.

Young people deserve real opportunities to co-create the future - not as token participants, but as architects of lasting, transformative change.





ADVOCACY ACADEMY

CONTACT US



farah@theadvocacyacademy.com



www.theadvocacyacademy.com



[advocacyacademy](https://www.instagram.com/advocacyacademy)



[The Advocacy Academy](https://www.linkedin.com/company/the-advocacy-academy)



Unit 1, 2 Beehive Place, SW9 7QR