



CHANGE A GIRL'S LIFE

MATALAN

THE CONTEXT: 50 YEARS OF IMPACT

For 50 years, The King's Trust has supported young people to build brighter, more secure futures.

The Trust's social impact report, **50 Years of Working for Young People**, marks this milestone and highlights the scale of its work, with £11.4 billion of social value created and more than 1.3 million young people supported across the UK. At a time when almost 950,000 young people are not in work, education or training, this support has never been more vital.

THE CHALLENGES YOUNG WOMEN FACE

The King's Trust research has consistently shown a growing gap between young women and young men in confidence, happiness and career aspirations.

- **86% of young women** report facing at least one barrier to achieving their career goals, compared to **79% of young men**
- Young women are less likely to be encouraged to find or secure work experience
- **64% of young women** feel unprepared for how competitive the job market is, compared to **56% of young men**
- Young women are more likely to report a lack of opportunities to secure the job they want

These challenges are driven by factors such as low confidence, financial hardship, caring responsibilities and limited access to opportunities.

TOGETHER WE CAN CHANGE A GIRL'S LIFE

WHY CHANGE A GIRL'S LIFE EXISTS

Change a Girl's Life is The King's Trust's dedicated campaign to support young women facing barriers to work, education or enterprise.

Through tailored programmes, one-to-one support and funding, the campaign helps young women build confidence, develop skills and remove practical barriers to progress. Support includes training courses, mentoring, employability programmes and grants for essentials such as transport, equipment, interview clothing or childcare.

MATALAN'S SUPPORT

Since 2024, **Matalan has committed £100,000 per year over three years** through the sale of participating women's five-pack briefs, raising vital funds while increasing awareness of Change a Girl's Life year-round, both in store and online. **To date, £200,000 has been donated**, directly supporting young women across the UK

- **£25** could cover the travel costs for an isolated young woman to attend a one-week King's Trust course, helping her build vital skills and gain valuable work experience, meaning **Matalan's support could've impacted 8,000 young women.**
- **£100** could provide the essential equipment a young entrepreneur needs to launch her business, meaning **2,000 young women could've been supported.**
- **For every £250**, a young woman can be equipped with a laptop, giving her the tools to build skills and take her next steps, meaning **800 young women could've been supported.**

“ Before I went to The Trust, I felt my mum was the only one who believed in me. When she passed, I didn't know where I would find that feeling from again, but my youth worker at The Trust really did believe in me. It was nice to know I had someone to help me get to where I wanted to go. If someone believes in you, it can just help you to flourish.”

Georgia, King's Trust supported young person



Pictured: The King's Trust Change A Girl's Life 2026 Young Ambassadors. Young women supported by The Trust. All pictured were excited to select items from Matalan to make them feel their most confident and empowered for this campaign photoshoot.