

POWER UP: PHASE ONE IMPACT



FEBRUARY 2020 - JUNE 2021*

Power Up is a pioneering initiative, run by Good Things Foundation with the financial support of J.P. Morgan Chase Foundation. Working with community-based grantees, Power Up is driving economic inclusion by embedding digital skills into employability, financial inclusion and small business support.




POWER UP IN NUMBERS


2,330
beneficiaries engaged


15
grantee projects


922 
grantee staff and volunteers received digital skills training

Projects delivered either

-  Financial inclusion support
-  Employability support
-  Small business support

DEMOGRAPHICS

INCOME


92%
of beneficiaries had an income less than 80% of the UK median

EMPLOYMENT


41%
of beneficiaries were unemployed at point of engagement

Power Up locations



DIGITAL SKILLS OUTCOMES

96% of beneficiaries supported by Power Up reported gaining digital skills.**

76%

Learned to stay safe online and reduce risks



76%

Learned how to search for information to solve a problem



67%

Learned how to use online money saving tools



SMALL BUSINESS


61%
of businesses supported were sole traders


24%
were micro-businesses

GOALS OF THOSE ACCESSING SUPPORT

98%

Promoting business using online tools

90%


Selling online

74%

Increase customer base

OUTCOMES People supported by Power Up achieved a range of outcomes.

 Learners' original goals

 What they achieved

EMPLOYABILITY GOALS AND OUTCOMES



Start informal learning



Gain work experience



Budget more effectively



Manage or reduce debt



Save more money

FINANCIAL HEALTH GOALS AND OUTCOMES

*This phase of Power Up took place during the coronavirus pandemic. **Data collected from 1766 beneficiaries who completed impact surveys.