



Joseph Levy
Foundation

2025–2030 Strategy: Supporting Young People



Introduction	3
60 Years Making a Difference	4
2025–2030 Strategy: Supporting Young People	6
Strategy in Action	7
Grants	8
Grants Process	9
Beyond Grants: Future Ambitions	10
Our Team	11

Introduction

It is with great pride that I introduce the new strategy for the Joseph Levy Foundation.

2025 marks 60 years since my father, the late Joseph Levy, established the Foundation.

He believed wholeheartedly that the more you put into life, the more you get out – but he also understood that disadvantage makes this far more difficult. Through decades of supporting young people, he saw firsthand both the challenges they faced and the profound impact the right support could have.

For six decades, the Foundation has been committed to making a meaningful difference. With our new strategy, we will build on this legacy and ensure we continue to do so.

Disadvantaged young people will be our focus.

We want a future where every young person has fair access to the opportunities and resources they need to flourish. We will achieve this by funding and supporting organisations and individuals that have ambitious ideas to help disadvantaged young people.

Defining what we mean when we refer to young people is important. Every person is unique, and this extends to how quickly someone transitions into adulthood. Unnecessarily stringent age brackets can strip support from a young person when they need it most. To ensure we can support all young people to transition well into adulthood, we are committed to a vision where disadvantaged people under 35 have fair access to everything they need to flourish.

Making a meaningful difference goes beyond grant-making. Financial support alone is not enough. We will continue to listen, collaborate, and commit to equitable funding practices – ensuring that resources reach those who

need them most. We will use our privilege and position to foster meaningful connections, champion important causes, and strengthen the organisations working to support young people.

This new chapter for the Foundation remains true to my father's vision: to support disadvantaged young people, back the lesser-known causes, and help smaller organisations to thrive.

The strategy was developed collaboratively with our Trustees, the Foundation's team, organisations that support young people, and – most importantly – young people themselves. I'd like to express my particular thanks to Abdual, Jhemar, Joshua, Geeta, Hannah, Leon, Tammy, Laverne, Ty, Elizabeth, Simone, Shah, and Chloe for their invaluable contributions. Your insights, experiences, and voices have helped shape a strategy that truly reflects the needs of young people today.

We want our funding and support to make a meaningful difference to the organisations and individuals that we back. Their success is vital in quelling the tide of disadvantage afflicting many young people.

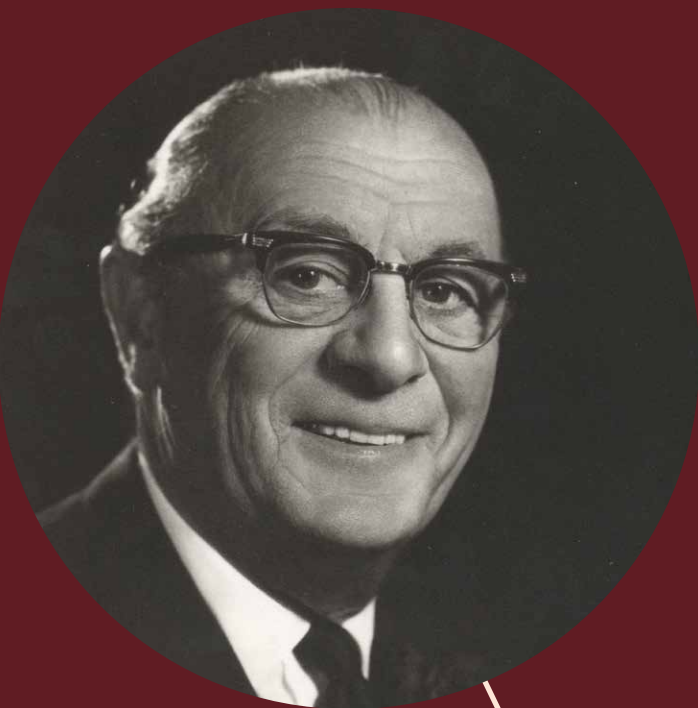
Jane Jason OBE

Chair of the Joseph Levy Foundation



60 Years Making a Difference

Joseph Levy (1906–1990) was a property pioneer who helped regenerate London after the Second World War



The Joseph Levy Foundation started in 1965

60 years has made a meaningful difference

Cystic Fibrosis

Joe helped establish the Cystic Fibrosis Research Trust in 1963 and the Cystic Fibrosis Holiday Fund followed in 1984 – the Foundation has helped thousands of young people with cystic fibrosis

Over £30M

given to charitable causes since 1965

Dementia

Dementia UK, as the charity is known today, was founded by the family of Joseph Levy, who was affectionately known as ‘Admiral Joe’ due to his love of sailing – their dementia specialist Admiral Nurses are named in his honour

Joe spent decades championing young people



Volunteer and manager at the Brady Boys’ Club



Barker at the Variety Club of Great Britain



Long-time supporter of the Romford Drum and Trumpets Corps

Looking ahead



We will focus on supporting disadvantaged young people



Fairness will guide our work



Organisations and individuals supporting young people most in need will be prioritised

2025–2030 Strategy

Supporting Young People

Values

Equity and Inclusivity: Some people experience greater disadvantage than others – we will prioritise young people who are most in need

Connectivity and Collaboration: We will work alongside others and use our convening power to connect people, projects, and ideas

Commitment and Integrity: We are reliable, dedicated, open, honest, and clear in intention

Innovation and Imagination: Complex problems require creative solutions – we will work with ambition and seek new ways of doing things

Engagement and Joy for Life: We are engaged with communities who support young people – we will develop trusted relationships

Mission



We will fund and support organisations and individuals that have **ambitious ideas to help disadvantaged young people** – and – we will work with organisations and individuals who are trusted by young people

Vision

We want to contribute to a future where everyone **under 35** has fair access to **everything they need to flourish**



Strategy in Action

1 Impact-focused, common-sense funding



We will fund sustainable support for disadvantaged young people

How?

- We will work with organisations and individuals that are trusted by young people
- We will work alongside young people to understand what they need
- We will utilise a transparent assessment process
- We will use clear language and avoid jargon

3 Continuously listening and learning



We will share what we learn and work collaboratively with others

How?

- We will review our strategic aims every 3 years in consultation with young people and the organisations who support them
- We will seek feedback from every organisation and individual we fund
- We will look outwards and establish impactful partnerships

2 Flexible, fair support



We will provide additional support when it's needed

How?

- We will develop trusted relationships with the organisations and individuals we fund
- We will develop networks so that we can connect organisations and individuals to the support they need

4 Guided by experience



We will work alongside people with lived experience to achieve our ambitions

How?

- We will create spaces to listen to people with lived experience
- We will seek to employ a staff team that reflects the communities we support
- We will incorporate what we learn into our work

Grants



Our offer

We're aiming to
give out at least
£300K every year

Annual grants up to £25K

For organisations and individuals that have ambitious ideas to help disadvantaged young people

Our grants

- Usually unrestricted
- Common-sense reporting
- Access to additional networks and support

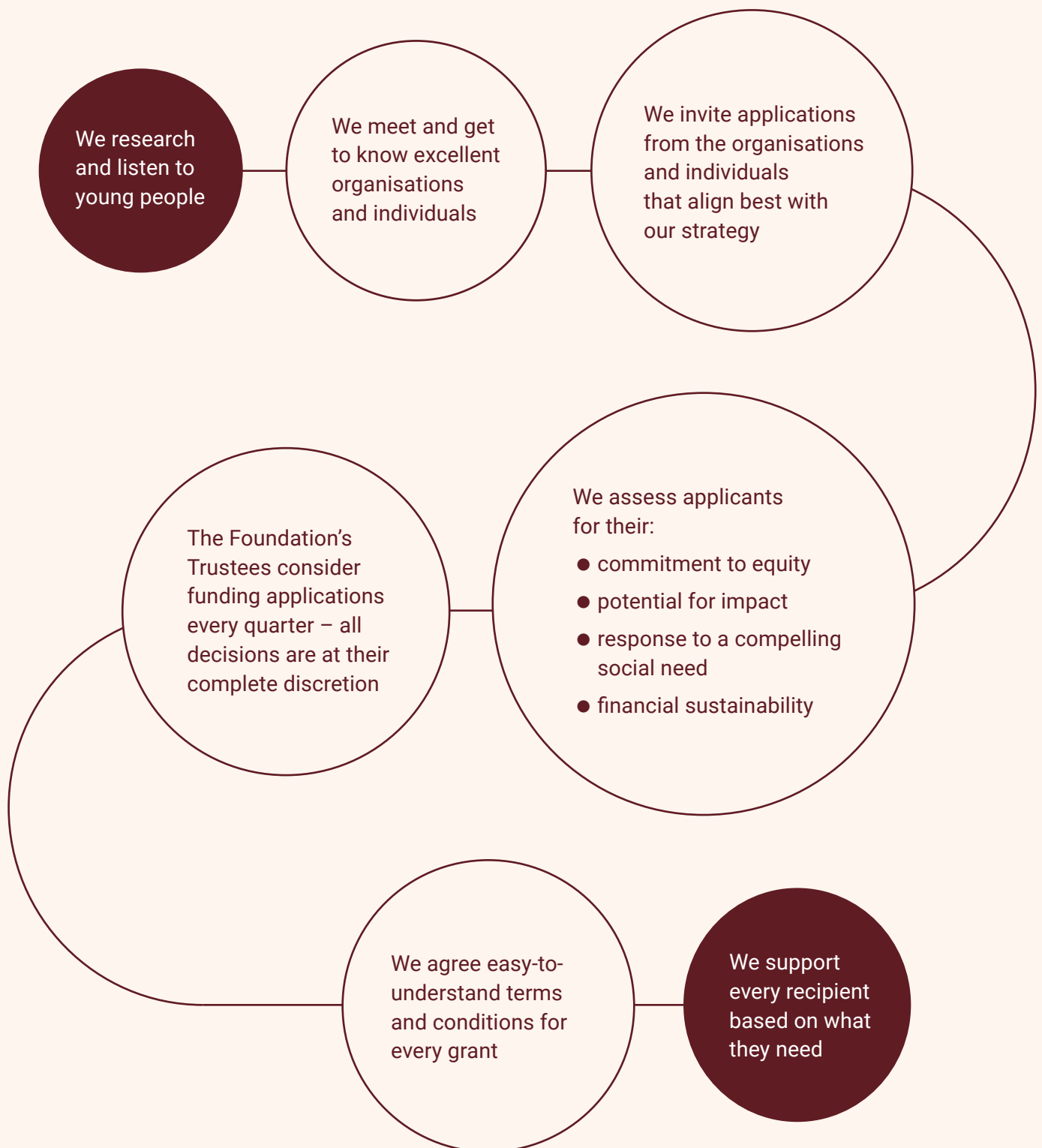
On a case-by-case basis, we support a small number of organisations for more than one year *and we also* provide limited top-up funding (less than £5K) to cover immediate needs

Our eligibility

✓	Set up for delivering charitable purposes*
✓	Committed to supporting young people
✓	Robust approach to safeguarding
✓	Up-to-date accounts and reporting
✓	Based in the UK

*E.g. charity, CIC, or company with a clear social purpose

Grants Process



Beyond Grants

Future Ambitions



**Making a
meaningful
difference
goes beyond
grant-making –
financial
support alone
is not enough**

Young Advisory Board

We will recruit 6–8 young people to advise the Board on current trends, needs, and opportunities. Each member will be paid and have access to training and volunteering opportunities. The group will recommend 1 organisation per year for funding.

Cultural learning days

Young people connected to the organisations we fund will get to participate in learning days and residentials. These sessions will facilitate opportunities for cultural and knowledge exchange.

Partnerships

We will establish partnerships with organisations that share our ambition to support disadvantaged young people. We are particularly interested in collaborations that help us effectively support young people who are most in need. We know we can do more together.

Our Team

Trustees



Jane Jason OBE
(Chair)



James Jason



Mark Jason



Katy Ellison



Claire Brown



Henry Donne

Trustees are legally responsible for the Foundation. They approve strategic direction, oversee operations, and make funding decisions. The Executive Director leads strategic direction and operational delivery. The Executive Director and Trustees meet regularly to make sure the strategy is being delivered.

Staff



Denise Ramsey
Executive Director



Ragini Majithia
Finance Manager



Ben Brahams
Assistant
Administrator



Alex Murtough
Operations Manager

Where does our money come from?

The Foundation was established in 1965 by Joseph Levy who was a property pioneer who helped regenerate London after the Second World War.

Lawrence Levy, Joseph's youngest son, was a successful sports photographer and he set up his own charitable trust – following Lawrence's death in 1995, the Lawrence Levy Charitable Trust was merged with the Joseph Levy Foundation.

The Foundation has an endowment (currently valued at £23m) which is invested to generate a return, which is used to fund grants and operational costs.

How can I apply?

The Foundation is a small organisation with a small team. To manage our resources effectively, we do not accept unsolicited applications. We meet and get to know excellent organisations and individuals first, and we invite applications from those that align best with our strategy.

If you support disadvantaged young people and meet our eligibility criteria, we'll be glad to get to know you.

info@jlf.org.uk

Photo credits: Cover: iStock.com/PixelVista, page 6: Unsplash/Devin Avery and Unsplash/Yingchou han, page 8: iStock.com/SolStock, page 10: Unsplash/Sam Balye and iStock.com/SolStock

Designed by Lucy Peers