





A message from our Founder & Chairman – Sir Rod Aldridge OBE



I am pleased to present our latest Annual Impact Report for the academic year 2021/2022. This year we celebrated 15 years of Aldridge philanthropic work and positive impact on thousands of children and young people. We have achieved so much but there is still so much more to do to ensure all young people have an equal chance in life.

Our overall aim is to break the cycle where the disadvantages and consequences of living in communities where poverty is dominant leads to under ambition, lack of educational progress, and barriers to quality employment and therefore further deprivation.

Our approach is not just to provide one-off support initiatives but instead we focus on helping young people to develop the core life and employability skills they need, alongside their academic learning, to create better, rewarding and productive lives for themselves. This supports more sustainable social mobility and helps transform not only the young people's lives but also has a wider positive impact on the communities in which they live.

We seek to equip young people with the skills and experiences to open their eyes to opportunities, remain engaged in education, raise their ambitions, and support their next steps into further education and rewarding careers – all with the aim of supporting greater upward social mobility.

Looking back on our 15 years, we reviewed and celebrated the evolution and significant impact of the charity over this period. Looking forward, we recognise that there is even more we can do to reach and support a greater number of young people.

The Foundation now has a clear and established focus on five core programmes that we believe deliver valuable impact and outcomes. Over the next two years, we will be taking steps to more deeply analyse our work and codify and operationalise our service models, to ensure that we can effectively share our service models to benefit even more young people beyond those we currently support.

As a charity we need to keep evolving and we will be building on our strategy and seeking further funding support and employer partnerships to ensure we are best placed to continue helping the current, and next, generations of young people have an equal chance at life.

"We are fortunate to work with so many talented young people however we see many of them facing challenges and barriers that make it difficult for them to follow their dreams when they leave school. We're helping them to overcome these challenges, develop the confidence to believe that anything is possible and to begin the career journey they choose."

Sir Rod Aldridge OBE

An introduction from our Chief Executive – Shona Nichols

The past twelve months have seen the Aldridge Foundation's work benefit even more young people and we are delighted to share some of their successes with you in this report. Our team has continued to work hard to further enhance our programmes and improve our evaluation to ensure that we can best meet the needs of the young people we support. We and our young people have achieved so much against a challenging backdrop.

Although the COVID-19 lockdowns and immediate challenges of the pandemic appear to be behind us, the past twelve months continued to reveal further post COVID-19 challenges. The disadvantaged young people from deprived communities we support continue to be disproportionately affected by the pandemic and associated lockdowns and isolations, with:

- high levels of school absenteeism, greater numbers of school refusers, higher levels of social immaturity and an increase in problematic behaviour,
- significant gaps in learning remaining even though significant efforts through extra teaching and tutoring have been deployed, and
- heightened numbers of young people with mental health issues and many with lower physical wellbeing.

All of these issues will result in even greater future challenges for them.

So once again, the Foundation found that it had to consider adapting its programmes and interventions to address these challenges.

In the year, we:

- continued helping to close the learning gaps before they can no longer be addressed
- provided tailored support for those young people most affected by the pandemic
- increased our focus on supporting those taking their next steps post school into further education and the world of work, and
- piloted and assessed new initiatives to enhance our core programmes and continued to develop our suite of digital resources to reach a greater number of young people beyond the core communities we serve.

The positive impact our programmes and service collaborations have on these young people's lives is proving even more essential. The disproportionate effects of COVID-19, now combined with the additional cost-of-living crisis, could send them into a deeper cyclical decline of greater disadvantage and further deprivation, making our efforts to break this circle more difficult. Our work remains as necessary as ever to give young people an equal chance of succeeding in life and gaining greater social mobility.



In this report we are delighted to celebrate the individual success stories of the young people we directly support. However, we are also striving to extend our reach and share our learnings and service models so that more young people from challenging communities can be equipped with the skills to create brighter futures for themselves.

Our work is only possible due to the wide range of supporters and donors who so generously give their time, expertise and money. A heartful thanks to you all from everyone at the Aldridge Foundation. Together we are helping to truly transform the lives of young people.

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Who we are

We work with young people from areas of low socio-economic wealth to raise their aspirations and help equip them with the life and employability skills that will give them an equal chance in life. We want to ensure that the young people we work with are better placed to achieve their dreams and live the rewarding, productive

lives they choose. We open young peoples' eyes to opportunities in the world beyond school and help them build valuable skills and attributes through enterprise learning, experiential learning, skills development through sport and the creative arts.

Our purpose is to give all young people an equal chance at life – because we believe no one should be held back by where they come from.

Why do we exist?

There is a very real achievement gap between young people from deprived backgrounds and those who are better off.

4.3 million young people are living in poverty today* and are less likely to do well at school with fewer than 30% of young people from the poorest households achieving five good GCSEs, compared with more than 70% of children from the richest families**.

We want to close the achievement gap, increase social mobility and regenerate communities. We help young people who are living in poverty, or come from challenging backgrounds, to realise their ambitions, reach their potential and create better life chances for themselves.

20%

We support young people attending schools and colleges all situated in communities that rank in the top 20% most deprived communities in the UK across the North West, Inner London and the South East coast

38.6%

of the young people we support are eligible to receive Pupil Premium (National 27.1%)

38.3%

of young people we support receive Free School Meals (National 22.5%)

*Joseph Rowntree Foundation 2022 **IFS 2022



Our theory of change

We develop and deliver programmes that help young people from disadvantaged backgrounds to develop the enterprise and life skills they need to succeed, even when the odds are stacked against them.



Transferable skills

view of
ilities, goals
eams, so young
can aspire to
and achievable
s.
Developing important
employability and
life skills (Aldridge
Attributes), so young
people are prepared fo
life after school.

Equal chances

life skills (Aldridge
Attributes), so young
people are prepared for
life after school.

Arming young people
with experiences,
resources,
opportunities and a
positive mindset, to
give them an equal
chance of achieving
their dreams.

EQUAL FUTURES

Outputs: Creating the best chances for all the young people we support, to become bold, independent, confident individuals with the self awareness, empathy and communication skills they need to achieve the rewarding, productive lives they choose.

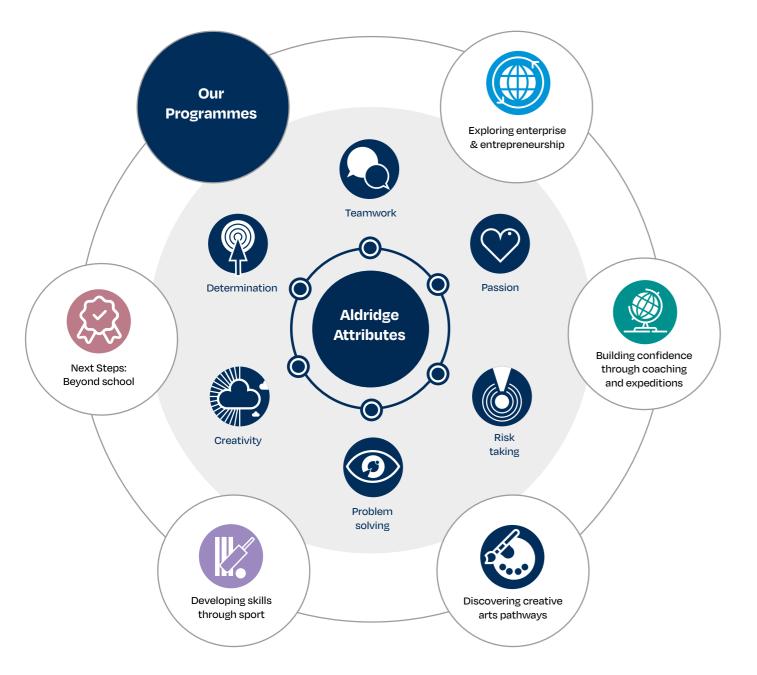
Outcomes: Young people are more prepared for the future, are able to reach their potential and more likely to go onto further education and sustainable employment.

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Our programmes

Through inspiring experiences and a range of programmes we help to develop young people's abilities, aspirations and confidence. We focus on five main programmes which, constantly informed by our work and experience, reflect the different ways we have identified that individual young people's interest is ignited and how they each most effectively learn and need to be supported.

These skills and traits, that we call the Aldridge Attributes, go beyond traditional academic education and can help young people experiencing disadvantages to aim high and overcome the obstacles and barriers that others don't have to face.



OUR REACH 2021/22



8,255

young people benefitted from our programmes last year, helping them to develop essential life and employability skills and be equipped to have a more equal chance at life

Breakdown by core programme:



3,332

young people explored enterprise and entrepreneurship



534

young people discovered creative arts careers pathways



1,132

young people received careers related support



2,150

young people received bursaries or hardship support



96

young people facing personal challenges built confidence and core skills through coaching and outdoor experiences



1,011

young people developed life and employability skills through sport

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Exploring enterprise & entrepreneurship

PROGRAMME AIM: To encourage creativity, build confidence and develop key enterprise, life and employability skills and give young people an insight into different careers.

740 young people came up with a business idea to address social and environmental issues

216 young people took part in a workshop to help them transition from primary to secondary school

84 young people received virtual tutoring

> **2,292** young people participated in a young enterprise programme or received careers

related support

were eligible for free school

were eligible

had special educational

for pupil premium

spoke English as a second language

ENTERPRISE PROGRAMMES

Through continuing our partnership with Young Enterprise (YE) all the schools we support have had access to YE programmes at no cost, enabling students to incrementally build their enterprise and financial skills throughout their lives at school. The YE modules complement the Foundation's other enterprise learning initiatives and help to prepare students for life beyond school.

3,332

With the Covid-19 pandemic still impacting many businesses and restricting work experience placements, we supported Duke's Aldridge Academy with their work experience week, helping find placements for over 100 young people with our corporate partners and delivered an in-school programme alongside our network of volunteers to deliver CV workshops. entrepreneurial challenges, mock interviews and inspiring careers talks and Q&A sessions.



SOCIAL ENTERPRISE BOOTCAMP & CHALLENGE

Following a one-day Social Enterprise Bootcamp, designed and facilitated in partnership with Startup Sherpas, 639 young people completed regular 'missions' over two school terms, exploring topics such as branding, marketing and customer profiling, to come up with new and innovative business ideas to solve some of society's biggest problems. Teams were selected from across each of the participating schools to attend a celebration event hosted at ?WhatIf! Towers, part of Accenture plc, which culminated in young people pitching their ideas to entrepreneurs and business leaders.

Throughout the day, young people took part in group activities to help increase their confidence and encourage their creativity. They also got to meet entrepreneurs and business leaders from large, well-known corporations including Accenture, Natwest and Taylor Wessing, to learn what working in an office setting is all about and discover some of the career pathways available to them when they leave school. Finally, they pitched their ideas to a panel of judges who gave them encouraging feedback and tips on how to sell their ideas.

PROGRAMME IMPACT:



young people can now set goals and plan next steps



young people can now create and manage a budget



young people know where to find information about different career



young people know about different types of CV and cover



young people know more about their personal strengths and areas they need to develop



young people are planning follow-on actions to improve their employability and job searching

PROGRAMME IMPACT:

"I now have the confidence that I could go and start a business in the future with my team."

Social Enterprise Bootcamp participant

"Being in London makes me realise how vast the world is and how I can use it to my advantage."

Social Enterprise Bootcamp participant



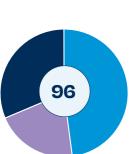
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Building confidence through outdoor experiences and coaching

PROGRAMME AIM: To support young people as they reflect on their challenges and behaviour and develop the social, communication and leadership skills they need to manage and overcome challenges they may face in everyday life - at home, in school and beyond.

30 young people participated in the Bright Futures coaching and outdoor learning programme



46 young people attended a residential combining sport, outdoor activities and cultural experiences

20 children participated in an outdoor adventure day



were eligible for free school meals

for pupil

premium



had special educational needs



were eligible

spoke English as a second language

BRIGHT FUTURES

The programme is designed for young people aged 13-15 who are lacking confidence, experiencing personal challenges such as social anxiety, or who are at risk of disengaging with education. Following our pilot in 2020/21, we expanded the programme to provide regular in-school coaching sessions to complement and build on the skills developed through the expedition and outdoor experiences provided by our partners; British Exploring Society and Nant BH. The programme gives young people the opportunity to safely step outside of their comfort zones and usual environments to challenge themselves physically and mentally to try something new, meet students from across the Aldridge family of schools and

take time without the distractions of technology to reflect and build key life skills and confidence.

30 young people from 3 schools participated in a coaching programme, using game-focussed exercises to break down barriers, build confidence and communicate confidently in a group setting and be prepared to participate in outdoor learning experiences.

19 young people attended a 3-day residential in Snowdonia hosted by Nant BH Education Centre. Young people stayed in dormitory style accommodation, surrounded by beautiful scenery - mountains, waterfalls, vast green valleys and



tumbling streams - the perfect setting for adventure, skills development, self-reflection and creating new friendships. They participated in a range of activities including canoeing and gorge scrambling that gave them the opportunity to challenge themselves physically and mentally to try something new, meet young people from different settings and parts of the country and develop their social, communication and leadership skills.

10 young people attended a British Exploring Society training weekend in the Peak District and two of them went on to complete a two-week expedition, wild camping in Scotland.

All of the young people reported feeling an improvement in their social and life skills, in particular, teamwork, determination and risk-taking. They overcame fears, made new friends and supported each other to achieve more than they thought they could. After the experiences we worked with the young people to understand how they could use their new and increased confidence in these skills to benefit their home and school lives. Together we set targets for the new academic year - targets to help keep them focussed on learning and coping well with life as they prepare for exams, further education and beyond.

PROGRAMME IMPACT:



of young people said they overcame a fear



of young people said they developed teamworking skills



of young people increased their confidence and ability to communicate

"My favourite activity was gorge scrambling because it brought us closer to nature. It also helped me to overcome my fear of water."

Bright Futures 2022

PROGRAMME IMPACT:



of young people said they felt more determined



of young people said they developed problem-solving skills



of young people found methods of better managing their anxieties



Bright Futures 2022

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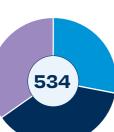


Discovering creative arts pathways

PROGRAMME AIM: To inspire, inform and develop confidence in young people, to raise their aspirations and explore how their talent could lead to a career in the arts or creative industries.

188 entries submitted to the Aldridge Junior Signature Art Prize

197 young people participated in a workshop with a professional artist



149 entries submitted to the Christmas card competition



were eligible for free school meals



had special educational needs



were eligible for pupil premium 16%

spoke English as a second language

ART WORKSHOPS

Renowned artist, Ian Murphy, ran workshops for young people aged between 13-18, teaching them a number of new, mixed media techniques that they could use to enhance and develop their own skills and individual creative styles. These workshops help to increase young people's confidence in their own abilities, encourage more applications to the Aldridge Junior Signature Art Prize, and open their eyes to arts career pathways.

"I enjoyed how lan was open to everyone's different art styles and was willing to show us techniques that would help us, as artists, develop more."

Art workshop participant



ALDRIDGE JUNIOR SIGNATURE ART PRIZE

With generous sponsorship from Callsign, the Digital Trust pioneer, we ran our annual art competition in partnership with leading online art gallery DegreeArt.com, alongside their international art competition. The Aldridge Junior Signature Art Prize inspires, informs and develops confidence in young people to raise their aspirations and explore how their talent could lead to a career in the arts or creative industries. Entries were submitted across film, photography, textiles, graphics and fine art categories to be judged by professionals from the art industry. The 15 Finalists had their work shown in a prestigious exhibition in central London.

"We believe that being chosen for this award will help us massively because it puts us forward ahead of other artists and shows that we've got professionalism and can present ourselves around other artists and in the industry."

Holly & Ella, Aldridge Junior Signature Art Prize Winners 2022

PROGRAMME IMPACT:



said they developed a new skill



said they were pursuing a creative career "Students have gained confidence in their abilities and as the day progressed, become more experimental and skilful in the techniques used. I believe some of the students produced their best work yet."

Jude Scott, Art Teacher,

Darwen Aldridge Community Academy

PROGRAMME IMPACT:



young people sold their artwork at the Junior Prize exhibition



gallery internship at DegreeArt.com was awarded to the overall winner



young person was commissioned to produce artwork for RSL, music education providers



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Developing skills through sport

PROGRAMME AIM: To use competitive sport to help young people to build confidence, develop a positive attitude and acquire transferable life and employability skills that will benefit their academic studies and future career paths, and improve the health and wellbeing of young people.

c200 young people have taken part in the Cricket Academy programme

452 girls and boys, across 24 schools, took part in the Girls Cricket project



100+ girls participated in school holiday clubs

259 young people participated in EACDT led programme

ALDRIDGE CRICKET PROGRAMMES

We continue to support a best-in-class Cricket programme at the Aldridge Cricket Academy (ACA) at Brighton Aldridge Community Academy (BACA) and a community programme to encourage women and girls to play cricket. Both are in association with a unique partnership with Sussex Cricket who see BACA as its state school of choice for aspiring cricketers to develop their skills. BACA has been recognised by "The Cricketer" magazine as being in the Top100 Cricket schools in the country with 94 being from the independent school sector.

For the past 8 years, the centre and school has been running a two-year sixth form cricket academy, which has enabled pupils to combine high-level sixth form academic studies with an intensive cricket development programme. In this period, approaching 200 boys and girls from many parts of Brighton & Hove and Sussex successfully took part in the programme. Launched last year, the junior cricket academy pathway for 11- to 13-year-olds has extended the benefits of the programme beyond the sixth form.

"I was quite a cheeky kid. I wouldn't always listen to instructions or show respect to people. The cricket academy programme has definitely changed me as a person – to be more respectful, more professional, to have better time management and to become the role model I wanted to be on the field and off the field." Seaver, Aldridge Cricket Academy graduate

Our community programme, focussed on women and girls, not only develops an interest in cricket but also shows young people the physical and mental wellbeing benefits of participating in regular exercise. Through the Girls' Cricket Project we're seeing an increase in girls interest in cricket and we hope to see this reflected in an increase in girls joining the Aldridge Cricket Academy programme.

Our support has stimulated the interest in the game of cricket with now 67 local cricket clubs in the county running active community cricket programmes with many boys and girls attending local community cricket hubs, and taking part in cricket holiday camps.

KENYAN CRICKET AND CHARACTER DEVELOPMENT PROGRAMME

We have collaborated with the East Africa Character
Development Trust (EACDT) to provide funding and share
learning to enable Cricket and Character Development
Programmes to reach hundreds of disadvantaged young
Kenyans in Nairobi and help them transform their lives
through sport and education. Our funding has enabled two
main and two satellite cricket hubs to be established and the
programme is growing from strength to strength.

PROGRAMME IMPACT:

"It's given me confidence. Before I started playing and studying cricket I just hid. I didn't talk to anyone or even say hello. Since I started playing cricket my Mum has started to notice a real difference and says I have come on leaps and bounds. The ability of sport and the confidence it gives you sort of changed everything. I think it just showed me that I was good at something and you can use that as a sort of reason to keep doing all sorts of other stuff."

Connor, Aldridge Cricket Academy graduate

PROGRAMME IMPACT:

"I was able to participate in an international cricket tour in South Africa thanks to the financial assistance provided by the Next Steps Bursary and the preparation and training provided by the Cricket Academy. The skills I've learned and the experiences I've had have only fueled my desire to play professional cricket and eventually sign a contract once I finish my studies."

Frankie, Aldridge Cricket Academy student



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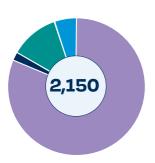
Next Steps: Beyond School

PROGRAMME AIM: To open young people's eyes to the wide range of careers available to them and inspire and support them as they follow their individual paths into further education and the world of work.

108 users on Futures Hub

250 followers on Aldridge Connect

40 young people awarded bursaries



1,752

young people received mental health support and access to IT equipment



resources available on our Futures Hub



total value of support awarded to the 2022 cohort of bursary recipients. including mentoring and internships

ONLINE CAREERS SUPPORT AND CONNECTIONS

Building on our 'World of Work Hub' launched during the Covid-19 pandemic, we created and launched our 'Futures Hub' in partnership with wellbeing technology specialist Frog Systems. The digital platform is for students thinking about and taking their next steps post school, giving them access to a variety of information, resources and signposting in one place, to help inform their individual paths to achieve their dream careers and have an equal chance a life, whatever their backgrounds and circumstances.

We've also seen an increase in followers on Aldridge Connect, our online community on the professional networking platform LinkedIn. It allows us to continue supporting young people as they leave school and help them to build a supportive and useful network of their own. We do this through sharing live opportunities, from internships to job vacancies and online training courses, as well as inspiring articles and blogs.

NEXT STEPS BURSARY PROGRAMME

We understand that even when armed with skills, aspirations and self-belief, there will still be barriers to young people achieving their dreams, so, to celebrate our 15th anniversary year, we launched our Next Steps Bursary programme. The programme, consisting of both financial and other valuable tailored support (mentoring, internships and networking) will help our awardees overcome challenges as they take their next steps beyond school into further education and towards the careers to which they aspire.

Each young person will receive academic and career mentoring, pastoral support and quality internships provided by the Foundation, The Talent Tap and The Company of Entrepreneurs and other corporate partners and individuals. We truly value their support and the key roles they play in the young people's progression.

"I am grateful to the Aldridge

Foundation for placing their

confidence in me and for rewarding

my efforts so far. The bursary will support me with my first year living expenses but I am also really looking forward to the mentoring as I think an experienced adult will be able

to positively influence my decision

this added boost to my biomedical

making. Thank you so much for

engineering university studies."

Next Steps Aldridge Scholar

PROGRAMME IMPACT:

"The Futures Hub provides all the tools students need to begin to understand the world of work, not only by providing an overview of professional life, but also by giving young people a platform to share their own experiences with the next generation – it's something I would have found valuable when I was at school and I hope that by sharing my own experiences, I can help others."









Bobbie, Next Steps Aldridge Scholar

PROGRAMME IMPACT:

"We are facing a recession and having enough to support myself due to the wonderful people at the Aldridge Foundation has given me peace of mind, as long as I stick to my budget, there is less stress with regards to money. Plus the network of people that I have been fortunate to be introduced to has really helped me be confident with my career prospects, whilst allowing me to focus on my academics."



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Our aims for the year ahead

Aim	What we did in 2022	What we're doing in 2023
We will listen and make decisions with, not just for, young people	Supporting our wider advocacy, our Youth Committee took part in a panel discussion to help inform an independent research report exploring the disparity of engagement with enrichment activities and experiences of young people from poorer backgrounds compared to wealthier peers. We adopted a more organic approach to engaging with the young people we support. Rather than working just with one committee of young people, we also sought out the views of additional groups of young people ensuring a greater number of the young people we support could help inform our work.	Creating a symposium which will bring together young people and businesses to listen and learn from each other about how meaningful social mobility can be realised. We'll use the outcomes to inform our work, and to produce a paper setting out the findings and a call for action for businesses to better engage with and support the widest group of young people in their journey into quality work and realise the benefit of more genuine diversity of experience and thinking. Continuing to build our community of young people, so that we gain a broader and deeper voice of young people in our work and create a network of young people to inspire and help the next generation.
We will use technology to extend our reach and impact to support more young people	We launched our Futures Hub in partnership with technology specialist Frog Systems. The digital platform is a 'one stop shop' for students thinking about and taking their next steps post school, giving them access to a collection of articles, resources, and templates to help them as they go on to further education and the world of work.	Working with our young people to create a better visitor journey on our site to assist young people better. Expanding the content available on the Futures Hub to better support the families and wider communities of the young people we support.
We will develop existing partnerships and create new ones to evolve our work	We continued working with brilliant partners including the British Exploring Society, Arundel Castle Cricket Foundation and The Talent Tap and welcomed new partners, including Startup Sherpas and NantHB, to offer the young people we support access to additional programmes and resources.	Further developing and strengthening existing partnerships, sharing resources where possible to enhance our programmes, make our organisation more efficient and ultimately benefit as many young people as possible.
We will develop our evaluation methods to inform our future work	Further developed and began to roll out the Ameko app, allowing young people to track their development of life and employability skill and build a portfolio of examples of where they have demonstrated their use. Refined and moved towards a more consistent method of data collection and evaluation across all our programmes to better track impact and outcomes.	Continuing to enhance our evaluation techniques. Operationalising and codifying our service models so that we can share our learnings with others to help support a greater number of other social mobility organisations and the young people they support.
We will create a Bursary programme to support young people as they take their next steps beyond school	Launched our Next Steps Bursary programme, providing financial and other tailored support to young people up to the age of 25. (See page 17).	Reviewing and improving the application process based on learnings from the previous year. Creating a safe, engaging community network for Aldridge Next Steps Scholars, so that they can learn from, support and celebrate each other and begin forming their own all-important networks.



Thank you to our friends, supporters and partners – we are incredibly grateful to work with organisations and individuals who share our passion and values, and without whom our work would not be possible.

Partners & Supporters

- AMS
- Artellite Ltd
- Arundel Castle Cricket Foundation
- Bookmark Reading Charity
- Business in the Community (BITC)
- British Exploring Society
- Future Foundations
- Ian Murphy
- Soul Ltd
- Startup Sherpas
- The Company of Entrepreneurs
- The Talent Tap
- Willis Towers Watson
- Young Enterprise

And all the other businesses and individuals who volunteer and give their valuable time to us

Donors

- Bridgepoint Group plc
- Callsign
- Garfield Weston Foundation
- Golden Bottle Trust
- Literacy Capital plc
- Lower Green Foundation
- Newcore Capital Management LLP
- Peter Cundill Foundation
- Shaftesbury Enterprise, Harrow School

And all the generous individuals and those who wish to remain anonymous

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The Aldridge Foundation opens young people's eyes to opportunities in the world beyond school and helps them build valuable skills and attributes through enterprise learning, expeditionary experiences, sport and the arts.

If you'd like to find out how you can support our work, visit our website:

www.aldridgefoundation.com/support-us

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