

93



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BBC

**The
Guardian**

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**The
Economist**

The Telegraph

THE IRISH TIMES

Forbes



Sophie Pender
Founder and CEO

2023, WHAT A YEAR!

In 2023, The 93% Club celebrated its sixth birthday. When I founded our first branch at Bristol, I could not have imagined all we would achieve together, let alone in the last year. Each page of this impact report bears testament to the tireless work of our student leaders, the support of our founding professional members, and championship of our corporate partners.

One of our most significant achievements lies in the continued growth of our student community and campus-based society network. Onboarding an average of 300 students per month, the record growth of our online and campus-based student community not only demonstrates the continuing need for our community across the country, but underscores the shared conviction that state educated students are entitled to the same opportunities as their independently-educated counterparts.

Another significant development this year was the introduction of 93% Professionals, the UK's least exclusive members' club. In response to growing calls from state-educated professionals across the UK, this new community has been established to ensure that - once state-educated people get into the workplace - they are empowered to thrive and are set up for sustained success.

Our flagship event, The Social Mobility Factory also returned in 2023, solidifying itself as the cornerstone of our efforts to deliver huge impact in one day. We also built on the legacy of Level Up Manchester with the State School Roadshow, a nationwide tour that saw us host our signature non-pretentious networking across Bristol, Manchester, Birmingham and Newcastle.

For the first time, we stepped in to support schools on Results Day. It was joyous to see our network spring into action across nine pilot schools, where we celebrated the success of state-educated students and supported those who needed it through the clearing process. And we didn't stop there, across the year we worked with key partners to demystify a range of different sectors from corporate law to the Civil Service, providing valuable insights that empowered our student members to chart a path into the dream roles.

Amongst all of the achievements, the thing I'm most proud of is the brilliance of our student leaders. For as long as I can recall, state educated students have been under resourced, underestimated, and left to navigate educational and corporate institutions that often feel alien to them. Despite that, our student leaders work tirelessly to make their university a better place not only for themselves, but for those around them. Between them, our student clubs delivered 385 events. That's 1.05 events a day!

I'll stop now, but as you delve into our 2023 report, I hope you will join me in celebrating the work our volunteers are undertaking every day across the UK to ensure state-educated people are empowered to thrive in contemporary Britain.

- Sophie

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In case you're new, here's our... NON-PROFIT STRUCTURE

THE NATIONAL CHARITY

THE
SOCIAL
MOBILITY
FACTORY

WHAT
SCHOOL
DID YOU GO TO?

93

STATE SCHOOL
Sessions

STATE
SCHOOL
ROADSHOW

Our national charity, The 93 Percent Club Foundation ('The 93% Club') (registered number: 1192823), is the heart of the organisation and operates our flagship national events and initiatives, managing our student and professional communities.

OPERATES

OPERATES

93% STUDENTS

93

NATIONWIDE STUDENT NETWORK
INCLUDING 51 ON-CAMPUS SOCIETIES

Grassroots, student led, with each university having a complete unique approach to delivering impact, tailored to their members' needs. The perfect leadership training opportunity for their future careers. 93% Students provides the foundations for our members to build their networks.

93% TALENT



OUR WORK WITH EMPLOYERS TO HELP THEM TO
RECRUIT MORE STATE EDUCATED TALENT

The 93% Club provides recruitment, marketing and consulting services to our employer partners through our social enterprise company, 93% Talent. The company is a wholly-owned subsidiary of The 93% Percent Club Foundation and 100% of profits are reinvested within the charity to fund our nationwide activities as well as contributing to our charity overheads.

93% PROFESSIONALS



THE UK'S LEAST EXCLUSIVE MEMBERS' CLUB FOR
PROFESSIONALS

Our network supporting state educated professionals to thrive in their dream roles. We connect professionals across the UK on our online platform and bring them together for in person and online events. Each membership is pay-it-forward, meaning that 50% of each professional membership pays for a student member, with the remaining 50% being invested back into events and our online platform.

The background consists of a dense, overlapping pattern of red and white stickers. Each sticker features the text 'STATE SCHOOL PROUD' in a bold, stylized font. The stickers are arranged in a way that creates a sense of depth and movement, with some appearing more prominent than others. The overall color palette is dominated by red and white, with some blue and yellow accents from the sticker designs.

THE NATIONAL CHARITY

+ its flagship events

WE HOSTED THE SECOND EDITION OF THE SOCIAL MOBILITY FACTORY

Across the day student attendees were able to walk into The Social Mobility Factory without a LinkedIn headshot, any experience of mock interviews, a polished CV, knowledge of industries, or influential connections, and they could leave with it all - at zero cost to them.



600+

PEOPLE IN THE ROOM

including over 400 students from 58 universities

We live streamed the event in our online platform to make it accessible for all.



80+

MOCK INTERVIEWS

We were **hugely** oversubscribed for interview slots, with our students saying they were invaluable.



50+

CVs REVIEWED

We provided practical tips and tricks to maximise students' success in landing a new job.



150+

HEADSHOTS SNAPPED

We took over 100 LinkedIn photos for students to give them the best chance to look the part as they grow their professional network.



A HEAP OF

INDUSTRIES EXPLORED

We hosted panels that provide our members with insider knowledge and insights into a host of different careers.

THE 93% CLUB difference



+



+



+



ZERO COST TO STUDENTS

Access to dream jobs shouldn't come at a cost. The money we raise for the event ensures that students do not have to pay for travel.

CONSCIOUS OF STUDENT TIME

Students from low income backgrounds are time poor. Balancing part time jobs and studies, it's unrealistic and unfair to ask for so much time from them.

Packing our impact into one day ensures that our students can access employers and opportunities whilst balancing their other responsibilities.

ZERO PROFITS POCKETED

The 93% Club is a proud non-profit. By funding this year's event, you guarantee that 100% of your contribution goes towards delivering impact for our students.

GEN Z FRIENDLY

Our members should walk into a space where they can be #StateSchoolProud. For that reason, the social and careers elements of the event are prioritised equally.

We pick breathtaking, unpretentious venues, where our members can feel both excited and right at home.

OUR 2023 EVENT WAS WHERE STUDENTS LIKE MAJA AND LEXI MET THEIR FUTURE COLLEAGUES



MAJA MET ENTERPRISE

“The 93% Club’s Social Mobility Factory has allowed me to network with a variety of businesses, professionals and potential employers. This led me to a fast-track interview at Enterprise! I am so grateful to be part of the Club and be surrounded by such a supportive network.”

Maja Raczkowska
Management Trainee at Enterprise Mobility



LEXI MET RADICALLY DIGITAL

“During the networking drinks, I spoke to Bobby about his career journey and we discussed my own aspirations. The conversation left me feeling inspired, so I reached out to him on LinkedIn and he kindly set up another meeting. Following the conversation, I decided to apply for the Operations Associate graduate role - and I was successful!”

Lexi Priestly
Internal Operations Associate at Radically Digital

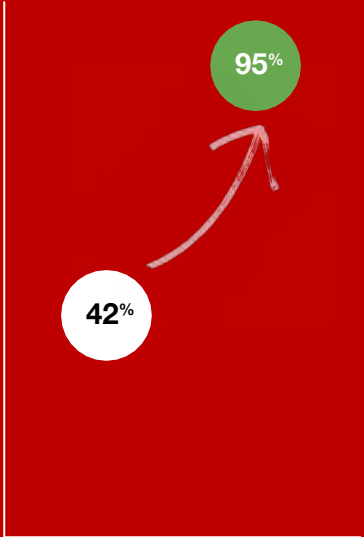


THE IMPACT WAS TANGIBLE AND COLLECTED IN REAL TIME

We surveyed our students as they entered the event, and asked them the same questions as they left. This allows us to see the immediate impact we made on their confidence and their network.

Awareness of career opportunities

% of students who said they were aware of the options available to them



BEFORE AFTER

Confidence applying for graduate roles

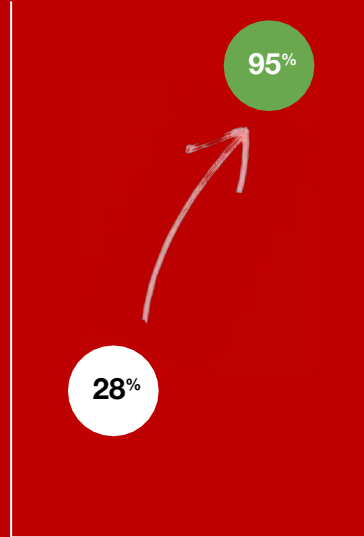
% of students who said they felt prepared to apply for their desired job



BEFORE AFTER

Ability to network effectively

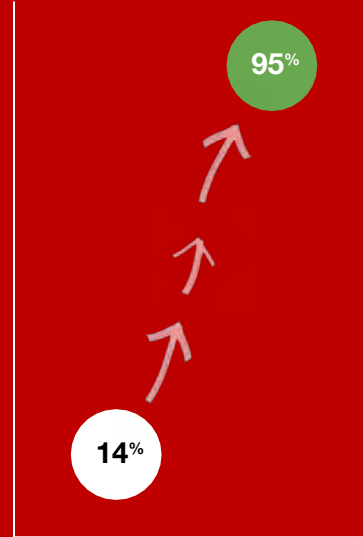
% of students who said they felt confident networking effectively



BEFORE AFTER

Size of professional network

% of students who said they had a sizeable professional network before and after the event



BEFORE AFTER

DON'T TAKE OUR WORD FOR IT



Rochelle
City, 2024

I had a brilliant time, The 93% Club keeps going from strength to strength and is continually raising the bar!



Aurum
Nottingham, 2023

The event was a perfect platform to gain insights into various industries and the talks made me realise the amount of flexibility I could truly have in developing my career.



Antonia
Cambridge, 2024

I've left the day feeling more determined and confident to pursue a creative career that has a positive social impact, even if that path isn't immediately visible to me like some other graduate jobs.

The Social Mobility Factory was such an impactful day, which helped me upskill and empowered me to be proud of my background.



Esuri
Birmingham, 2024

What an event! It was great to meet so many employers and fellow students from around the country.



Samuel
Lancaster, 2026

WE BUILT ON THE LEGACY OF LEVEL UP MANCHESTER WITH THE

THE STATE SCHOOL ROADSHOW



FOUR

On our State School Roadshow we visited four cities: Bristol, Manchester, Birmingham and Newcastle.



259

Over 250 students attended our roadshow events, where they had the opportunity to listen to industry experts and meet members of their sister clubs.



81

Over 80 professionals attended our networking events across the UK to support students as they begin to consider post-university opportunities.



FOUR

We worked alongside four employer and university partners to showcase opportunities to students across the UK.

THE STATE SCHOOL ROADSHOW HAD A TANGIBLE IMPACT ACROSS THE UK'S REGIONS



94%

Of attendees said The State School Roadshow helped them build and bolster effective professional networks.



100%

Of attendees ranked our employer insight panels as 'Good' or 'Excellent' in improving their knowledge of the working world.



100%

Of attendees would recommend an event hosted by The 93% Club to a friend.



THE POWER OF PARTNERSHIPS

WHAT SCHOOL DID YOU GO TO?

'What School Did You Go To?' is The 93% Club's podcast. Hosted by our founder, Sophie Pender, the podcast invites c-suite executives and leaders to share their state school stories.

3000+

Streams since
launch

Top 5

In the Spotify business
podcast charts

10+

Senior leaders and
C-suite executives



*Paul Polman
ex-Unilever*



*Andy Burnham
Mayor of
Manchester*



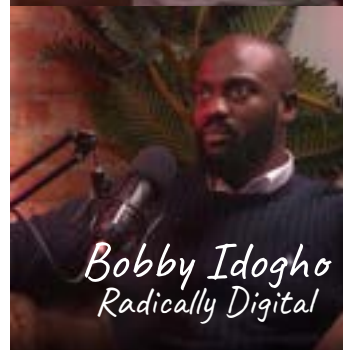
*Ray Berg
Osborne Clarke*



*Sharon
Blyfield OBE
Coca-Cola*



*Eve Williams
eBay*



*Bobby Idogho
Radically Digital*



*Alex
Marsh
ex-Klarna*



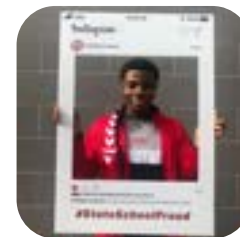
*Amy Marren
Paralympian*

RESULTS DAY 2023

IN COLLABORATION WITH ARK AND OAT ACADEMY TRUSTS

In 2023, The 93% Club deployed volunteers into state schools across the UK as part of a pilot scheme to support state school students and teachers on results day. For students who secured their first or back-up choices, we celebrated their successes and signed them up to their local 93% Club so they would have a community ready and waiting for them when they arrived on campus in September.

For those who missed their grades and didn't know what to do, our volunteers spent hours on the phone and online advocating on their behalf and supporting them through the clearing process.



NINE

We visited nine schools across the South East and Midlands on results day

25

Volunteers parachuted into schools to aid students with clearing and adjustment

WHO DO YOU THINK WE ARE?

IN COLLABORATION WITH SLAUGHTER AND MAY

In 2023, The 93% Club worked alongside Slaughter and May to host a bespoke event introducing our student members to the firm and world of commercial law. Across the afternoon members heard from an inspiring panel of partners, associates and trainees who candidly shared their advice on how they broke into and thrived in the legal sector. Topped off with an evening of non-pretentious networking, members were able to speak with the firm's trainee recruitment team and social mobility network about their experiences at Slaughter and May.



103

students attended in-person at Slaughter and May's London HQ



37%

of attendees were eligible or recipients of free school meals



65%

of attendees identified as female



8%

of attendees were from black minority ethnic backgrounds



19%

of attendees were from asian minority ethnic backgrounds



20%

of attendees identified as having a disability

SOCIAL MOBILITY DAY

HOSTED AT SALESFORCE TOWER

On 15 June, we brought together diversity, equity and inclusion leaders from across the UK for Social Mobility Day at Salesforce Tower. Featuring an in-conversation with event with Alastair Campbell and our signature non-pretentious networking, we were able to come together to discuss state education in the UK and what the city can do to support the next generation of state educated individuals.



100+

Social mobility and DEI
leaders in attendance

ONE

Keynote conversation
with Alastair Campbell

ELEVATE

IN COLLABORATION WITH THE HOME OFFICE

In 2023, we launched Elevate, our Civil Service insight program, in collaboration with the UK Home Office. This six-week initiative aimed to immerse participants in life as a Civil Servant, introducing them to the culture and values of the service, the workstreams and opportunities available, as well as practical advice on applying to the fast stream.



90%

said that Elevate has helped them expand their professional networks



100%

said that Elevate has provided them with skills they will apply during their applications for the Civil Service.



100%

said that Elevate has improved their confidence when applying for a role post-university.



97%

said that Elevate has improved their knowledge of the Civil Service.



40

participants from 19 different universities across the UK.



SIX

students on the programme received either a placement or graduate role in the civil service.





Nottingham

Durham

Cardiff

Oxford

IWD '23

Warwick

Cambridge

LSE

Nottingham Trent

IT'S TIME TO MAKE OLD BOYS OLD NEWS

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93

STATE SCHOOL PROUD

STATE SCHOOL PROUD

students



From left to right: Finley Wright, Jamie Rogers, Alice Bassett, Sophie Pender, Caroline Manakit & Naima Ali
Former Presidents: UCL, Lancaster, Bristol, York & KCL

BY STUDENTS, FOR STUDENTS

The 93% Club started as a small Facebook page of state educated students at the University of Bristol. Today, the Club is the largest network of state educated students across the UK. We have 51 student societies, or “Clubs” at 51 universities. These are led by students, for students, and each of these Clubs delivers a unique impact which is relevant and personalised to the challenges faced by state educated students at their university.

The differences between Clubs are what make The 93% Club unique. Whether it's Edinburgh's campaign to introduce class into anti-bias training for the first time ever across UK universities, Warwick's free breakfasts for their members struggling with the cost of living crisis, or Oxford's state school friendly balls which allow their members to immerse themselves in the Oxbridge experience at a fraction of the cost, our Clubs have their ear to the ground and tailor their impact to what their members need.

Our club activities broadly fall into three buckets: professional development, belonging, and advocacy. For our Clubs at institutions that typically attract a higher % of privately educated students, you will see advocacy and belonging high on the list. For our Clubs who operate on campuses with a higher proportion of state educated students, we see the activities focused primarily on careers - with attracting employers being the number one priority.

Between them, our Clubs delivered 385 events in 2023. ***That's an average of 1.05 events per day!***

In 2024 we will build on our support for the Clubs with our newly established Club Fund - which will provide financial and operational support for Clubs on the ground, whilst maintaining each Club's autonomy and originality.

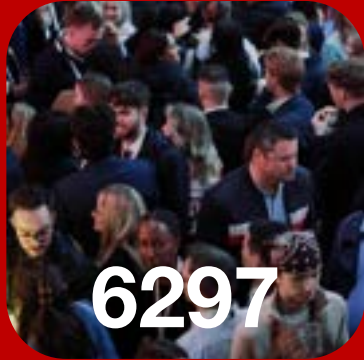
Our Clubs are the lifeblood of The 93% Club and we are so proud of everything they have achieved.

- Fin



WHO ARE OUR MEMBERS?

OUR STUDENT MEMBERSHIP CONTINUED TO GROW



6297

NATIONAL CLUB MEMBERS

We now have 6297 members of our online community.



51

UNIVERSITIES REPRESENTED

We have a presence at 51 universities across the UK, from Aberdeen to Exeter.



61

DEGREE DISCIPLINES

Our student membership study 61 different degree subjects and specialisms.

Our membership on campus continues to grow year-to-year, with the Club onboarding 4262 new members in 2023, that's over 300 new members each month!

Members continue to support one another, with many offering peer-to-peer support and advice on applications and job searches.

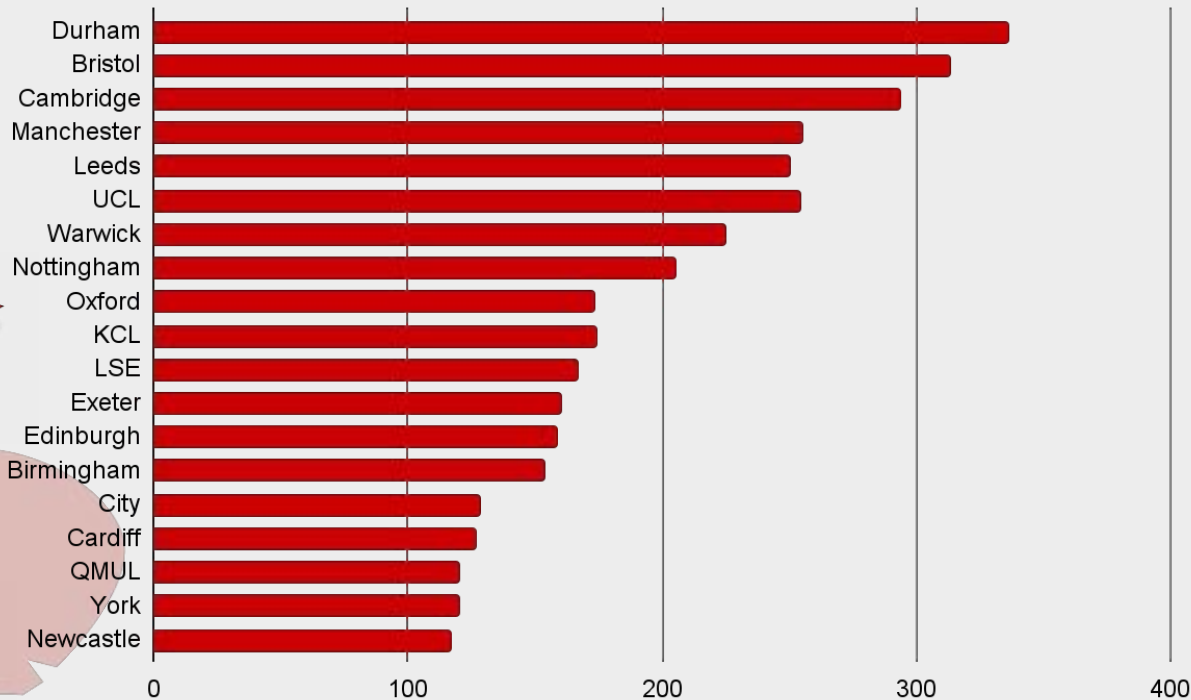
OUR STUDENT MEMBERS ARE ACROSS THE LENGTH AND BREADTH OF THE UK

MEMBERS SPREAD
ACROSS

51

UK UNIVERSITIES

Our network brings together state-educated students from Aberdeen to Plymouth



TANGIBLE IMPACT

Our intersectional approach to tackling social mobility ensures that everybody benefits from our work.

100%

Educated in a state school

42.8%

First in family that went to university

32.2%

Eligible for free school meals

7.3%

Were educated outside the UK

7.2%

From other ethnic minority backgrounds

62.7%

Identify as a woman

26.3%

Identify as LGBTQ+

9.8%

From black minority ethnic backgrounds

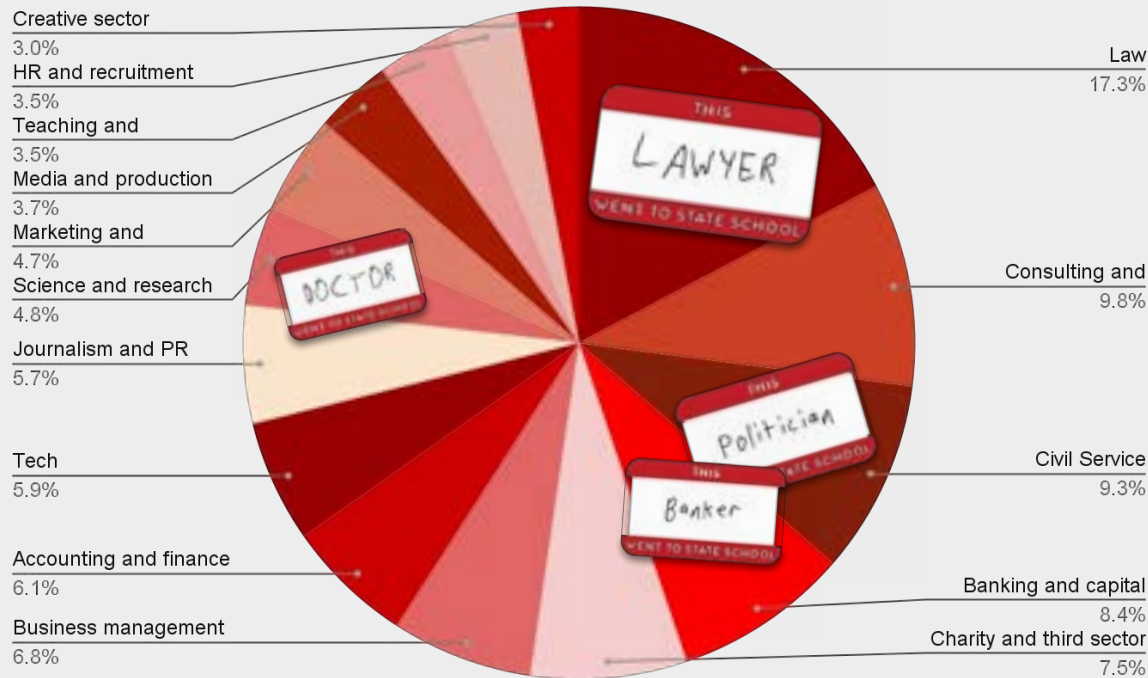
22.3%

From Asian minority ethnic backgrounds

6.5%

From mixed ethnic minority backgrounds

OUR STUDENT MEMBERS ARE **AMBITIOUS** AND HAVE DIVERSE CAREER GOALS

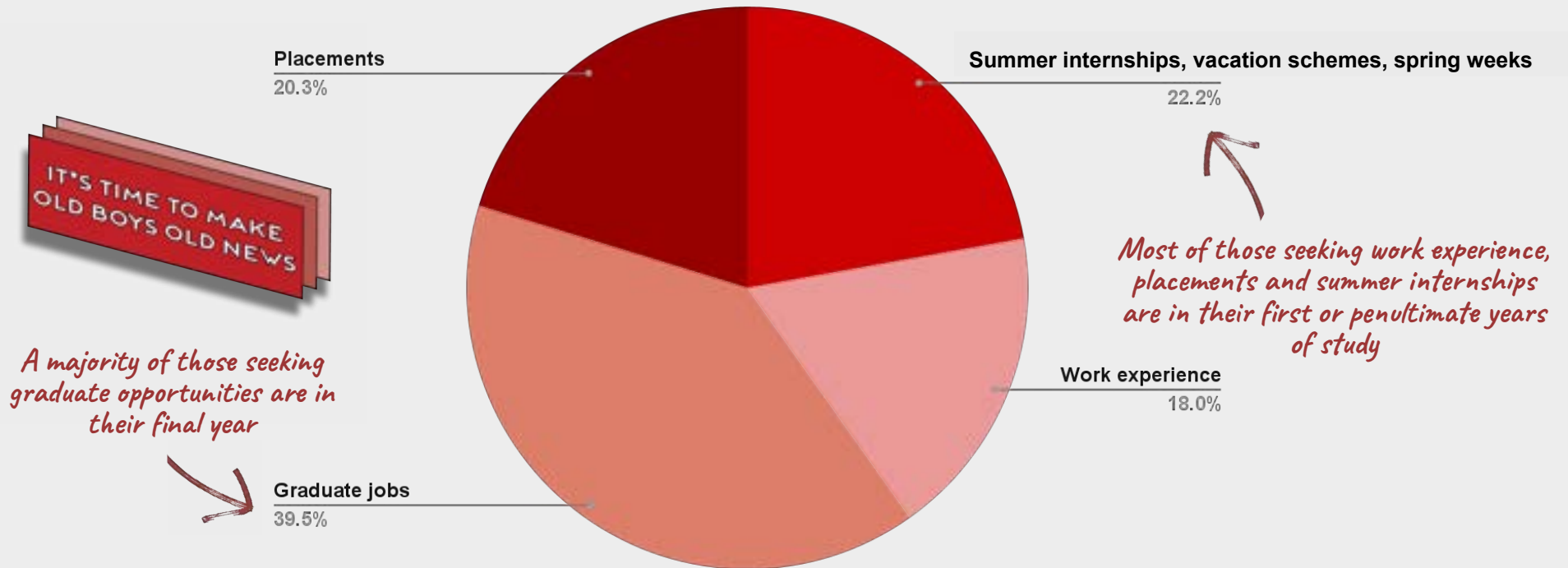


OUR MEMBERSHIP'S CAREER
ASPIRATIONS ARE DIVERSE,
SPREADING ACROSS

25+
INDUSTRIES

To reflect the diverse aspirations of our network,
we are doubling down on our partnerships to
ensure they are supported into their dream roles.

OUR STUDENT MEMBERS ARE *ACTIVELY SEEKING* OPPORTUNITIES REGARDLESS OF THEIR GRADUATION YEAR



Our members see The 93% Club as a place to source their dream career. They trust us to find them opportunities at incredible companies and we help them to demystify the process.



IN 2023 OUR STUDENT
CLUBS HOSTED

385

IMPACTFUL EVENTS

That is an average of 1.05 events every day!

WHAT OUR CLUBS HAVE BEEN UP TO...



159

Social and community based activities designed to create a sense of community and belonging on campus.



139

'93% Toolkit' events providing students with professional headshots, CV reviews, mock interviews and assessment centres, and mentors.



88

Sector focussed events designed to introduce members to prospective employers.



59

Advocacy events designed to raise awareness of social mobility and wider issues impacting state-educated students.



30

On campus networking events designed to help students members grow their professional networks.

from careers to advocacy, community and wellbeing!

CASE STUDY: ADVOCACY

SPEAKING OUT: TACKLING ELITISM AT AN ELITE UNIVERSITY

THE 93% CLUB EDINBURGH

“In November, we hosted an event documenting the problem of accentism and classism on campus. Over a year in the making, we collaborated with Tackling Elitism and a lecturer in sociolinguistics to host the event.”

We invited two preeminent researchers from Manchester Metropolitan University and the University of Leeds to discuss the topic of accentism and opened the event to everyone in our network, whether that be fellow students, academics or wider staff. The event was oversubscribed three times, requiring us to move to a larger venue. In the end we had over 200 people in attendance, with some attendees travelling across the UK to attend. “

As a club, we’ve found that the University often fails to name the problem of class, so this year The 93% Club Edinburgh are campaigning to introduce mandatory training on classism and accent discrimination for all staff, so this event was the perfect accompaniment to that campaign! We’re delighted to say that we’re now working with a lecturer to develop staff training as part of his academic research, so watch this space!”

Grace Mai Clark
President, The 93% Club Edinburgh



THE UNIVERSITY
of EDINBURGH



Images courtesy of Andrew Perry/The 93% Club Edinburgh



CASE STUDY: PROFESSIONAL DEVELOPMENT **END OF YEAR NETWORKING RECEPTION**

THE 93% CLUB WARWICK

“In December, we hosted our first ever annual Christmas Networking Event. Over the course of the evening we helped deliver a range of ‘93% Toolkits’ providing over 100 members with free headshots and the opportunity to network with six of our sponsors, including Deutsche Bank, Nomura and Taylor Wessing. We’re extremely proud of this hugely successful event, which saw us double attendance from our previous networking event.”

At the event we also launched the third edition of our member led-magazine: Mobilise. This edition focussed on accessibility and how the topic links to social mobility, with articles discussing the impacts of the cost of living, the financial burdens of studying abroad, and bias against working class accents.”

Matthew Stephenson
President, The 93% Club Warwick

CASE STUDY: COMMUNITY
OXFORD BLOSSOM BALL

THE 93% CLUB OXFORD

“Expanding on the success of our earlier Winter Party, we expanded our efforts to improve inclusivity by hosting a Spring ‘Blossom Ball’. Hosted at Oxford’s historic Examination Schools, the ball provided an affordable alternative to the classic balls and ceremonies held at the university. Recognising the financial constraints many students face, we aimed to make the tradition of spring balls inclusive for state-educated and socially mobile individuals.

Our ticket prices were set at less than half the usual cost for events of similar scale, ensuring that the ‘Blossom Ball’ remained accessible and welcoming to all. The event successfully bridged the experience gap between those from lower socioeconomic backgrounds on campus, and their more affluent peers, ensuring the traditional ‘Oxford experience’ is available to all.”

Anagha Gupta
Ball Committee President, The 93% Club Oxford



Images courtesy of Andrew Perry/The 93% Club Oxford



CASE STUDY: WELFARE
**COST OF LIVING BREAKFAST
CLUB**

THE 93% CLUB WARWICK

“Recognising the increasing challenges posed by the rising cost of living, The 93% Club Warwick took a proactive step to offer our members complimentary bi-weekly breakfasts before their lectures.

“For students facing a squeeze on their finances, these free breakfasts served as a modest form of support, ensuring that everyone can start their day on a positive note - at least twice a month.

Aligning with The 93% Club's ethos, we structured the free breakfasts in a similar fashion to lunch-and-learn sessions in the workplace, where members can not only get to know one another, but also learn and share valuable knowledge along the way.”

Matthew Stephenson
President, The 93% Club Warwick



93 PROFESSIONALS





Imogen Carr
Head of Events and Professional Development

INTRODUCING OUR NEW PROFESSIONAL NETWORK

Before we can even spell our own names, people in the UK are sorted into two camps: the 7% of us who will go on to represent 65% of judges, 61% of doctors, 60% of bankers, 43% of newspaper reporters, and 48% of FTSE 350 CEOs - and those of us who won't.

Since 2016, we've been on a mission to change this narrative. Working alongside incredible partners, we have supported students from across the country achieve their aspirations and land their dream graduate job.

However, we missed a crucial piece of the puzzle. For those of us who break into our dream roles, we're often met with a different set of challenges. So much so that a report from the Bridge Group found that employees from lower socioeconomic backgrounds take 25% longer to progress through the ranks, despite no evidence of poorer performance.

We realised this trend is not due to a lack of talent amongst state educated people, it's about the size and strength of your professional network. The old proverb of 'it's not what you know, it's who you know' continues to ring true.

So in response, and in collaboration with our founding members - BGC, EY, Slaughter and May and JLL, we formed 93% Professionals: the UK's least exclusive members' club.

I'll leave you to take a deeper dive into all we've achieved, but I am truly inspired by what the network has already achieved. We've onboarded over 1100 members from across the UK, held two impactful launch events, supported 50 students via our #Support-a-student function, set off a social media storm and attracted national press coverage.

And that is all in 12 weeks, imagine what our first 12 months will look like!

- *Immie*



SINCE LAUNCH GROWTH HAS BEEN STEADY AND CONTROLLED



ACTIVE MEMBERS

We have welcomed over 1113 new members to our network since it launched.



MESSAGES SHARED

We facilitated over 2000 interactions in our Slack community, showcasing the power of community.

Membership has grown steadily but in a controlled way.

By the end of 2023, there were **1,113** members in the Slack community, with the number of weekly active members continuing to increase. Engagement remains strong, despite most users already having made their introduction in the say-hi channel, which would have caused an artificial spike in active member data early on.

Members continue to interact with each other, with **2,863** messages shared by members since the community was created.

Interestingly, **48%** of messages sent have been in direct messages. This means that almost half of the conversations are happening outside of public channels. This suggests that individuals are making connections with their peers and networking without our input, which is ***evidence that we are building a community, and not just an audience.***

OUR FOUNDING PARTNERS COMMENCED ONBOARDING

Our partners have commenced their respective onboarding processes with new members being automatically added to dedicated EY, BCG, JLL and Slaughter and May channels.



93% PROFESSIONALS PLACED SOCIAL MOBILITY FIRMLY ON THE CITY'S AGENDA

The launch of 93% Professionals received notable coverage across key national and trade media generating **over 10 million impressions**. Founding members have published the network across their social media channels creating over 200+ posts across LinkedIn.



200+ LINKEDIN POSTS

Over 260 people have downloaded and shared our 'Founding Member' assets on LinkedIn

The Telegraph

Sophie Pender: The City lawyer smashing the old boys' network

Her professional network has attracted almost 7,000 members and already has support from four corporate giants - BCG, EY, JLL and Slaughter and May. The 93pc Club offers CV and interview workshops, professional headshots and networking opportunities.

Pender believes that one way to close the class gap is to mimic the networking that comes from attending some of the country's most exclusive schools.

THE TIMES

Levelling the playing field

Leading City firms including EY and Slaughter and May have joined forces with social impact organisation The 93% Club to launch a professional network to improve outcomes for state school-educated people in the workplace.

Christopher Woolard, a partner at EY, said: "An individual's starting point in life should not determine their destination. All talent should have the opportunity to access and achieve a fabulous career."

CITYAM

Meet the group shaking up the City old boys' club

Dubbing itself the UK's "least exclusive members club", it's now trying to take on and provide an alternative to the traditional 'leg ups' associated with connections in the City - running mock interviews, CV workshops and taking professional LinkedIn headshots for those trying to find jobs at big corporates.

Employers are getting on board. It already counts firms like EY, BCG and Slaughter and May among its backers, all of whom now source junior employees through its initiatives.

And for her own efforts Pender has won inclusion to Forbes 30 under 30 and a list of fans across the political divide including Alastair Campbell and former Tory education secretary Justine Greening.



A photograph of four women standing together at a social event, likely a conference or networking gathering. They are all smiling and looking towards the camera. Each woman is wearing a red lanyard with a name tag. The woman on the far left is wearing a grey and black patterned top. The woman next to her is wearing a black top with a white floral pattern. The woman in the center is wearing a black turtleneck and holding a glass of wine. The woman on the far right is wearing a black turtleneck and also holding a glass of wine. The background is slightly blurred, showing other people and warm indoor lighting.

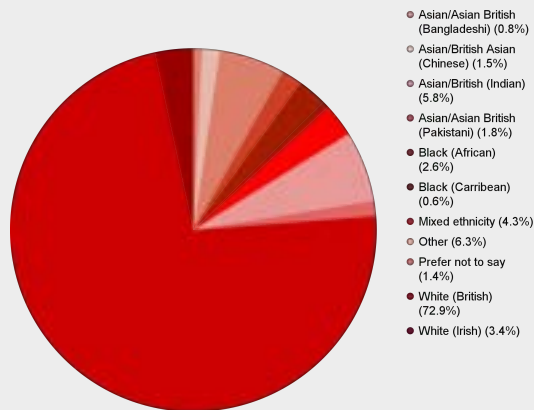
WHO ARE OUR MEMBERS?

93 PROFESSIONALS

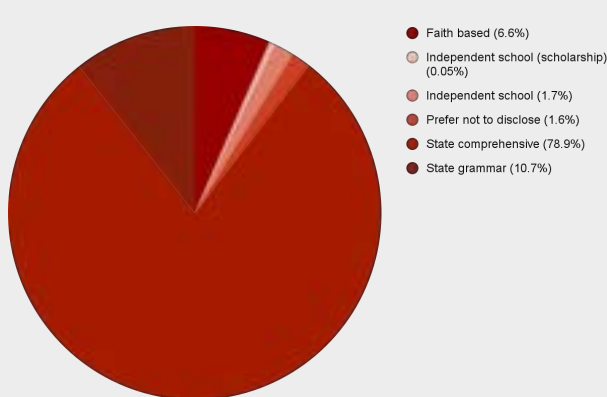


CHARACTERISTICS AND SOCIOECONOMIC INDICATORS

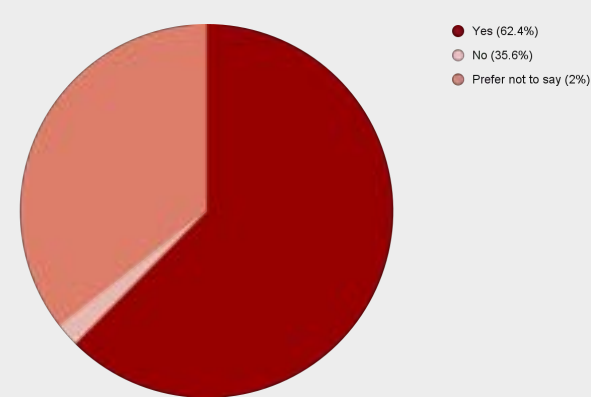
ETHNICITY



SCHOOL TYPE



FIRST GENERATION

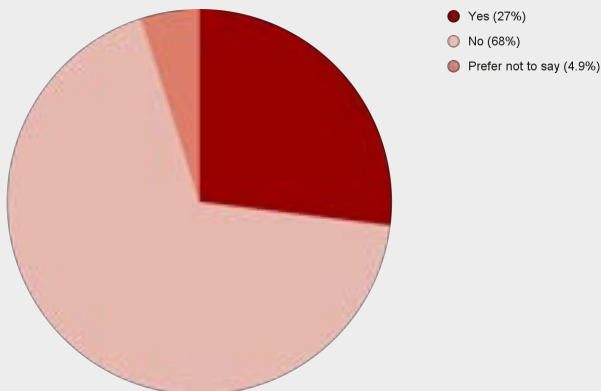


We're pleased to see such a high proportion of first generation members, individuals from state comprehensives, and those eligible for free school meals.

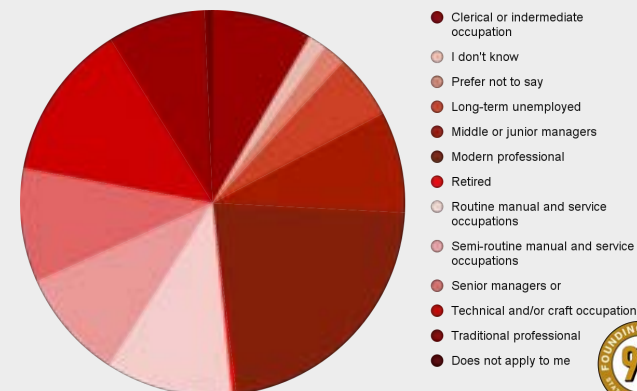
We expected to see a much higher proportion of individuals from Asian (particularly Indian and Pakistani) and Black heritage, which would accord with our incredibly diverse student population. Our hypothesis for this, having reflected on our practices and discussed the %s with members in the network, is a lack of outbound outreach given the focus on ensuring operations were sound, as well as the competing demands on the time and energy of individuals who belong to a number of marginalised groups.

We think this will be hugely improved in future by our pipeline of students, but we will be making a conscious effort in Q1 and Q2 to address this.

FREE SCHOOL MEAL RECIPIENT



PARENTAL EDUCATION



OUR COMMITMENT TO BEING THE UK'S LEAST EXCLUSIVE MEMBERS' CLUB

As part of our commitment to be the UK's least exclusive members' club, we offered an option for subsidised memberships. These are £2.30 per month for job seekers or those struggling with the cost of living crisis (**Horizon membership**), and £5.30 per month for recent graduates (**Rising membership**).

The total number of people who applied for subsidised memberships

316

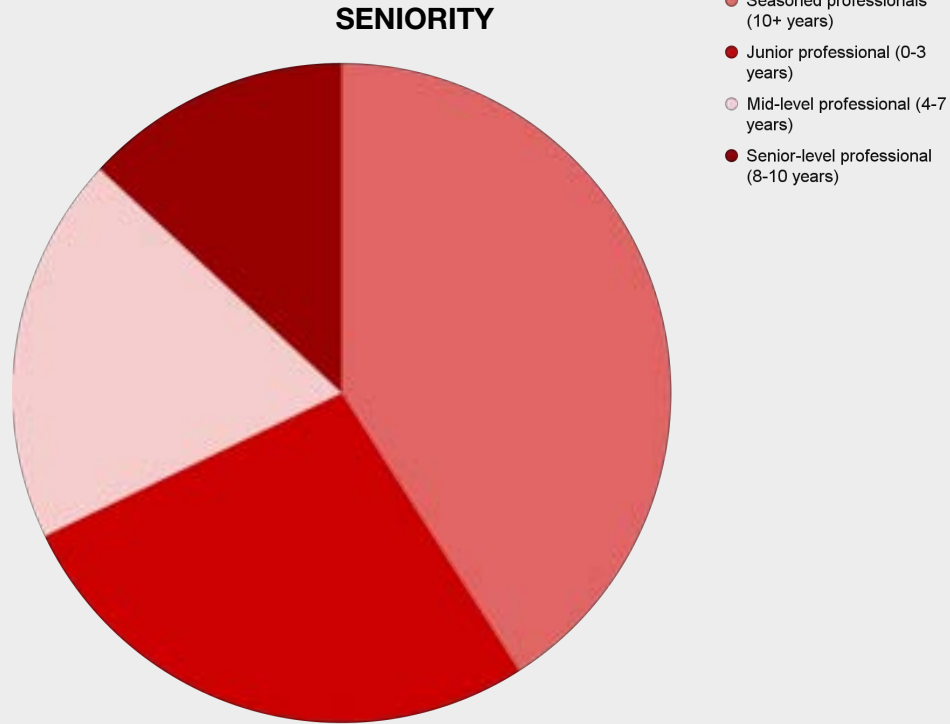
The number of people who applied for Horizon memberships

92

The number of people who applied for Rising memberships

224

OUR MEMBERS SPAN ACROSS SENIORITY LEVELS



Our members both want to give back to their peers and receive help and support from more experienced professionals.

We were encouraged to see a much higher turn out of senior professionals than we had expected, which is great because it means:

- more wisdom for those coming up through the ranks;
- greater buy in for social mobility at a senior level across the city; and
- a ready pool of mentors.

People want to give more than they want to get:

82%

Want to volunteer their time

63%

Would like to receive a mentor

82%

Want to be a mentor

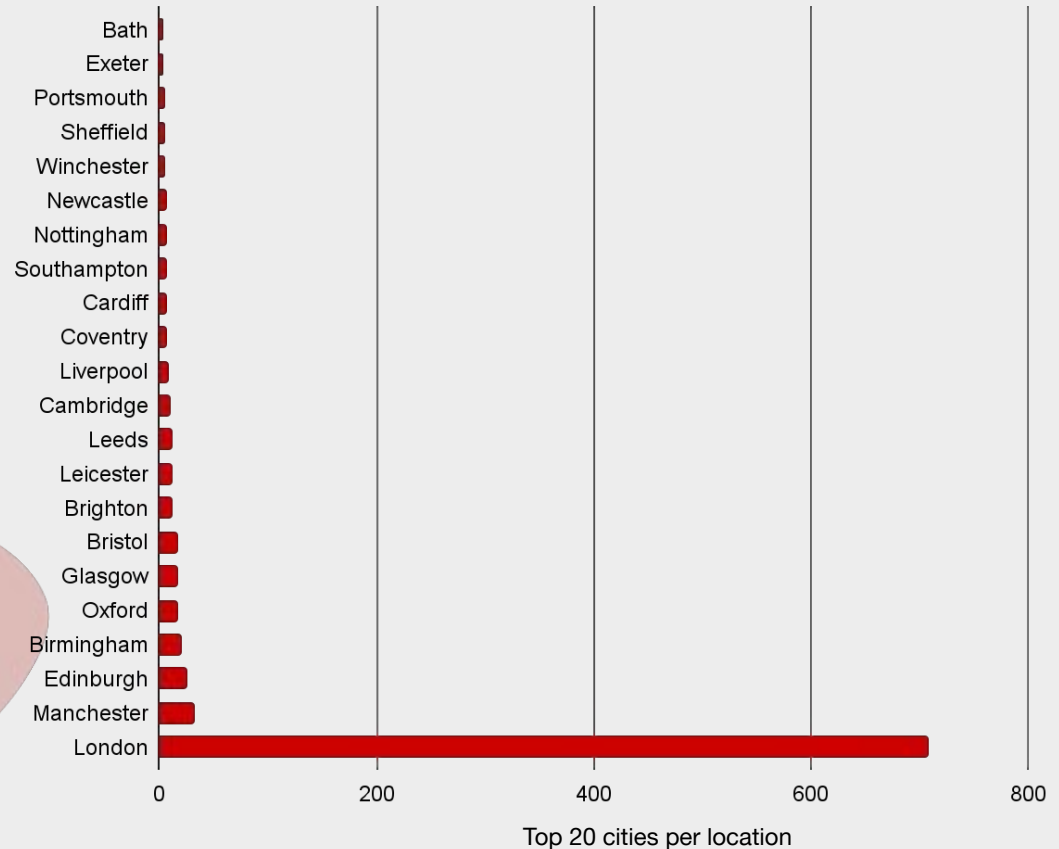
OUR PROFESSIONAL MEMBERS ARE CONCENTRATED IN LONDON BUT SPREAD ACROSS THE UK

MEMBERS SPREAD
ACROSS

56

UK CITIES

Our network brings together state-educated professionals from Aberdeen to Plymouth, and our hybrid approach to networks allows us to bring them together





93

Founding Corporate
Members at our November
launch event



CHANNEL OVERVIEW: #SAY-HI



INTERACTIONS

Over 800 people have posted in our landing channel #say-hi



INTRODUCTORY MESSAGES

258 people have introduced themselves to fellow state-educated professionals,

Lots of conversations are happening following these introductions, with people actively reaching out and finding connections.

From the say-hi introductions, it is clear that the **network has attracted professionals we do not typically engage**. Our supporters have historically been from the professional services, but now we have an incredible spread of industries, including the creative industries and STEM sectors which allows us to expand the support available to student members, as well as access stakeholders in influential industries outside of the city.

We have also seen introductions sparking conversations about various aspects of our education and how they differ. This is happening naturally, even before we have built a forum to encourage these conversations formally. Members have discussed everything from the subjects available to them to their experiences in the workplace as a state educated individual.

CHANNEL OVERVIEW: #VOLUNTEERING



VOLUNTEERING OPPORTUNITIES

Members have been putting their hands up to not just support one another but give a helping hand to students looking for advice and coaching.

Over 60 different members have messaged in the channel, most of which have volunteered as part of our #Support-a-Student initiative, where we pass requests on from our student network and ask for our professionals to support these requests.

Many of these requests cover support with an application. This has been for internships, vacation schemes, graduate schemes, broader work experience and entry-level roles. We have also had support-a-student requests for mock interview practice and general career advice. Requests have spanned a wide range of industries including:

- Law
- Real estate
- Finance & banking
- STEM
- Consulting

Other messages are from members requesting support from volunteers, or professionals asking about additional volunteer opportunities as they are so keen.

CHANNEL OVERVIEW: #DREAM-JOB



OPPORTUNITIES SHARED

Members have been sharing vacancies from across varying levels of their organisations.

Opportunities in the following areas have been shared:

- Law
- Diversity & inclusion
- Marketing
- Consulting
- PR
- Research
- Education
- Learning & development
- Conveyancy
- Product
- Business management
- Data engineering
- Cybersecurity
- International development

These opportunities have varied in seniority, with roles for apprenticeships and graduates through to roles that require more experience. Members have also shared full careers pages and offered to be a point of contact for these.

This channel also serves a secondary function, with several members using the dream-jobs channel to share that they're actively looking for work too.

CHANNEL OVERVIEW: #ASK-THE-NETWORK



QUERIES SHARED

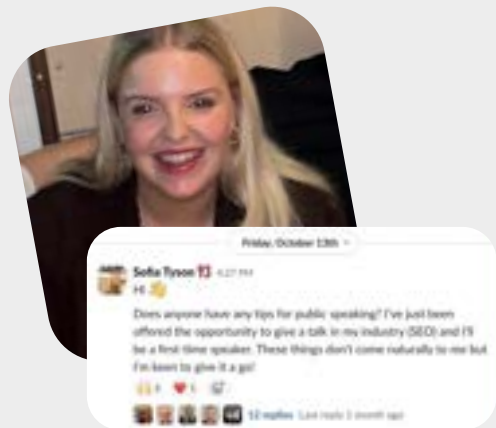
Members have been using this channel for a variety of purposes, from light-hearted to highly specific questions.

Some highlights from that channel include:

- **A member sharing a scheme offered by Queen Mary that supports entrepreneurs** and students by allocating funding for SMEs to employ students on a short-term basis. He asked interested individuals to reach out.
- **A member reaching out to ask for support on building a business case to set up a social mobility network** in his organisation. He was given lots of advice and access to resources, including from the ex-Head of Diversity, Equity and Inclusion at EY.
- **A member sparking debate about the relationship between pesto and working class upbringings.** Lots of members replied to share their first experiences trying or learning of pesto, sparking discussion about the types of food we had access to growing up.
- **Several members offering additional resources to the club,** from spaces to host events to extra hands and PR opportunities.
- **Members sharing public speaker requests and requests for sponsorship** for important topics. We've also had members request opportunities to have writing and proposals reviewed.

#ASK-THE-NETWORK CASE STUDY

SOFIA TYSON



INTRODUCING SOFIA TYSON

Ahead of her address to SEO conference Search London, Sofia sought advice from fellow professionals on public speaking do's and don'ts.

Within a few days, I had received numerous responses in the thread with tips and advice, or offers to support me privately. People were:

1. **Extremely honest and vulnerable with their advice**, drawing upon the types of public speaking they struggle most with, or reasons why they find it difficult. They made me feel like it was normal to be nervous and confident that it was something I could overcome.
2. **Very detailed and willing with their support, offering detailed and actionable advice** and resource recommendations. People offered detailed lists of tips and even specific mantras they use. This happened both in the thread and in direct messages.
3. **Really encouraging. People were extremely positive and reassuring**, even checking in with me in the run up to my talk to ask how I was getting on and how I felt.

I then asked members that reached out to me whether they'd be willing to help me pay their advice and support forward by contributing to an upcoming public speaking playbook that can help others in the community and potentially students in the future.

Every single member was quick to say yes, offering their time and contributions to the asset. They have been such a pleasure to learn from and work with.

WHAT ARE OUR MEMBERS SAYING ABOUT US?

This new network has helped me navigate a work environment dominated by people with a totally different lived experience to me. It's been so refreshing to be surrounded by people - particularly senior professionals - who I identify with!

Eleanor
Founding member,
Ministry of Justice

This new network has filled me with renewed confidence. I would absolutely pay more to be part of this community. It is paving the way for lasting change.

Lauren
Founding member,
JLL

Joining the 93% Club, I was inspired to get in touch with my old school. I will be presenting to their Sixth Form next week and hopefully doing more work with them in 2024. I wouldn't have done it if it hadn't been for being inspired by fellow members.

Rory
Founding member,
MPLC



OUR EVENTS SO FAR...

LAUNCH RECEPTION

NOVEMBER 2023



**75+
ATTENDEES**

We welcomed over 75 colleagues from our founding partners for an exclusive launch event at JLL's Canary Wharf Office.



**ONE INSIGHTFUL
PANEL**

We had the privilege of an insightful and candid panel featuring representatives from our founding corporate members.

WINTER NETWORKING RECEPTION

DECEMBER 2023



100%

Of attendees said that their membership of 93% Professionals has expanded their professional network, with respondents adding **an average of six new people to their network** over the course of the evening.



93%

Of attendees said their membership of 93% Professionals has empowered them to embrace and celebrate their state educated background in the workplace.





Founding Corporate
Members at our November
launch event





THANK YOU!

To our student leaders, founding members, generous funders and corporate partners for your support across 2023!

WANT TO WORK WITH THE 93% CLUB?

GET IN TOUCH WITH THE TEAM



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93

TIME
TO
MAKE
OLD
BOYS
OLD
NEWS

93

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