



50 giving stories shared as part of
The Marketors' Trust's 50th Anniversary celebrations in 2026

No 22: Unloc: developing young potential



Not every young person grows up believing the future holds much for them. Unloc exists to change that. A non-profit social enterprise, it sets out, in its own words, 'to "unloc" the potential of young people, helping them develop the confidence, skills and leadership to shape their own futures and the world around them'. Its guiding belief is a simple one: young people are not just the leaders of tomorrow, they are the changemakers of today.

When The Marketors' Trust began its support, Unloc was already working with more than 500 schools and colleges across London, Hampshire and Cambridgeshire, reaching over 10,000 young people every year. Through empowering programmes on enterprise, leadership, careers and student voice, it helps young people find their voice and build the skills employers value. It is a proven model: 94% of young people say Unloc's programmes developed both their skills and their confidence.

The Marketors' Trust supported Unloc for five years, and our funding helped it grow in two important ways.

The first brought technology into Unloc's entrepreneurship workshops, where young people design and build real marketing campaigns for their own business ideas. A set of iPads, funded by the Trust,

gave them the tools to research, create and pitch, and is expected to be used by around 20,000 young people over the course of their lifetime.

The second extended Unloc's enterprise workshops to primary aged children, in the belief that ambition and an entrepreneurial mindset are best nurtured early. The Trust's support funded a series of new half-day workshops designed especially for younger pupils, planting the seed of possibility sooner.

It is work the Trust has been proud to support alongside our Outreach Committee, and a natural fit for a company of marketers: giving the next generation the confidence to stand up, pitch an idea, and believe it might just work. Fifty years of giving has always been, in part, about investing in the people who come next.

Website: www.unloc.org.uk

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

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