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

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.

Employability Goals and Outcomes

- 20% start informal learning
- 20% gain work experience

Financial Health Goals and Outcomes

- 9% budget more effectively
- 23% manage or reduce debt
- 14% save more money

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