

Impact Report

At Unifrog, we're committed to helping every young person access the opportunities they need to succeed.

"We reached some great milestones this year: over 2 million students using Unifrog across 3,000 UK schools and 1,000 international schools, and collaborative partnerships with 300 universities and employers.

Together, we created meaningful opportunities through employer insight days, university workshops, teacher conferences, and new features like Talent pool, helping students connect directly with universities and employers.

We also made big strides as an organisation, maintaining our B Corp status and being recognised as the 'Best Workplace' for Development, Wellbeing, Women, and Tech. We were proud to be named again among Escape the City's top 1% of employers, reflecting the incredible culture of our team, which is now 115 people strong!

2

million students

We're really pleased with how far we've come, and excited to keep pushing forward. In 25/26, we'll focus on extending our impact by expanding Unifrog for primary schools, hosting our first teachers' conference in Scotland, and making continued developments to our platform.

Together with our partners across education, we're building a future where every student can take their best next step."

Dan Keller, CEO

The issue we're tackling

A young person's background and access to information about post-school pathways often determine their next steps...

1 in 7 young people were NEET in the UK by end of 2024 - an 11 year high

1 in 2 UK state school students leave school without completing any work experience

Internationally, **4 out of 10 students** are unclear about their career expectations

We want to **change** this.

Our mission is to make sure that every student, regardless of background, finds their best future.

Our journey so far

2013
UK university tool

2014
Apprenticeships tool

2015
Skills and activity recording

2016
CV and personal statement tools

2021
Common App integration launches

2019
First psychometric tool

2018
Hong Kong office opens

2016
First international uni tool

2021
Placements tool

2023
Edinburgh office opens

2023
PSHE and SEL pack launch

2024
Talent pool

A year of milestones

160,000+ teachers & counselors

4,000+ partner schools worldwide

2.2+ million students

"Transformational for our careers programme... it just gets better every year."

Natasha Roberts, Assistant Head of College, Melton Vale Sixth Form College

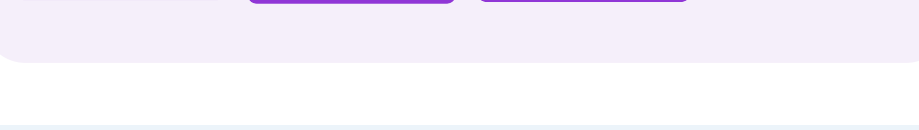
An international milestone

We welcomed Bavarian International School as our **1000th international school**, a major step toward becoming the one-stop platform for careers and university guidance worldwide.

1000 international schools

131 countries

New in 2025:



"Unifrog empowers students to make well-informed decisions about their futures and makes the whole college search process far more intentional."

Laura Neves, Counselor at Colegio Marista schools, Brazil

Levelling the playing field in the UK

We started working with our **3000th** UK secondary school



We're **reaching more students from disadvantaged backgrounds** than ever before, something that has been fundamental to our work from day one.

"It's our mission to ensure that all of our students, no matter what their background, have access to the best careers advice - and Unifrog is fundamental in enabling us to achieve this goal."

Jo Wood, Head of Student Development and Careers Programme Leader, The Sixth Form College Birkenhead

Connecting young people with employers & universities through:

Insight days

6 in-person events for students across the UK with employers including:



Virtual events

90 virtual events, attended by **22,300+** students.



Talent pool

8,800+ students in Y12 and 13 received **tailored opportunities** from employers and universities.



Making global connections

We gave:

4,300+ students from **75 countries** the opportunity to meet universities from across the globe.

We connected:

320 counselors with **265 universities** for one-to-one networking opportunities.

"I really enjoyed the fair, it was nice hearing advice directly from current students' perspective because I feel reassured knowing they were in my position a couple years ago."



"For us in Africa - far off the locations of most universities that our students are applying to, this is an excellent opportunity for our students to connect with universities."

Unifrog team snapshot

No. of team members	107
% of team who identify as women	66%
% of senior management who identify as women	57%
% of leadership team who identify as women	38%
% of team who identify as part of an ethnic minority group	20%
% of senior management who identify as part of an ethnic minority group	14%
% of leadership team who identify as part of an ethnic minority group	13%
% of team whose parents didn't go to university	48%
Average age	33
Gender pay gap	8.8%

More than half of our senior managers identify as female.

A fifth of the team identify as part of an ethnic minority group.

We report our gender pay gap early for transparency and to drive lasting equity.

Going further in 2025/26

Placements employer database

Connecting UK schools with local employers open to work experience students.

Unifrog for primary schools

Bringing Unifrog to primary schools across the world to challenge stereotypes and raise aspirations from age 4.

Parent accounts

Increasing the support we offer our 120,000+ global parent and carer users with bespoke parent Unifrog accounts and tailored events.

Unifrog team

Move our gender pay gap towards 0% by having gender diversity in all our teams, and at all levels of seniority.

Who we work with:



Get in touch: info@unifrog.org

unifrog.org

