

MEETING: 09/05/2019

Ref: 14899

ASSESSMENT CATEGORY: Bridging Divides - Advice and Support

YWCA England & Wales

Adv: Shegufta Slawther

Base: Islington

Amount requested: £100,000

Benefit: London-wide

Amount recommended: £100,000

The Applicant

YWCA England & Wales, which trades as Young Women's Trust (YWT), launched in 1914 and registered as a charity in 1969. The charity's mission is to help and support young women aged 16-30 who face poverty and discrimination, particularly in the workplace. YWT has three complementary routes to achieve this mission: direct services to individuals to help them overcome their personal barriers to work; research and campaigns to spur change within employment policy and practice; and involving the voice of disadvantaged young women and amplifying them in the corridors of power.

The Application

The charity is seeking funding for its Work It Out service which offers up to six free sessions of solution-focussed coaching over the telephone or online, and a free CV/job application upgrade via email. Young women are able to access either or both at times to suit themselves, including evenings and weekends. Thus, young women unable to afford transport, those with disabilities, and young mothers unable to afford childcare can easily access a high quality and effective service which face-to-service services often do not provide.

The Recommendation

In 2013, YWT conducted a national survey that found over one million UK women aged between 16 and 30 struggled to afford the basic necessities of life such as food, rent, clothing, transport or items of personal hygiene. This figure included those who are unemployed, NEETs and economically inactive. In London, youth unemployment and economic inactivity is higher than the national average¹. Work It Out was launched in 2014 in response to this consultation process. A few hundred young women were supported in London, by 2017 this had increased to over 2,000, demonstrating the increasing demand for this service. Significant funding has been secured from other trusts and foundations, as well as the charity committing some of its own unrestricted funds to this service. A grant is recommended:

£100,000 over three years (£34,000, £33,000, £33,000) towards the project running costs for Work It Out in London.

Funding History

None

Background and detail of proposal

Through extensive consultation and scoping, the charity was able to identify some of the needs of young women in addressing issues related to poverty and include them in the design of this service. Coaching was identified as the core offer; it was clear

¹ London Councils, 2018

that there was a demand for support that felt different to that on offer through Job Centre Plus, without the negative implications of sanctions or just securing any 'job'. Coaching was felt to be more of a positive connotation offering the opportunity for improvements. In 2016, the charity conducted a review of employment services for young women and found that, alongside job and transport availability, other issues that limited young women's opportunities to access fact-to-face services were caring responsibilities for others, low confidence, and poor physical and mental health. It was also felt that other services did not offer any soft skills development despite these being valued by employers; careers advice is often narrow and tends to point young women to any job rather than one they want, and the advice from recruitment agencies could be improved.

There are two elements to Work It Out; the coaches, who are professionals themselves and qualified to ask informed questions, and the help with CV's and job applications. The latter was initially piloted with Barclays' HR team who volunteered their time to look and assess anonymised CV's and job applications and provide detailed, personalised feedback. This has now grown to a team of over 150 volunteers, including Corporates across all sectors and young women are able to request a preference of industry should they wish.

Financial Information

The charity has a significant endowment fund which has been built up over 150 years by donors wishing to provide longer-term support to girls and young women. £8m is classified as a permanent endowment for the purpose of investment and provide annual income to YWT. £6.7m is an expendable endowment over which the Trustees have discretion on use. As such, the charity operates with planned operational budget deficits each year. The organisation has designated funds with a plan to invest in fixed assets over five years with £1.6m planned for funding the charity's expansion plans through to 2020.

Year end as at 31st March	2018 Accounts	2019 Forecast	2020 Budget
Income & expenditure:			
Income	1,142,000	1,296,465	1,315,275
- % of income confirmed as at 04/04/2019	n/a	100%	24%
Expenditure	(3,213,000)	(1,790,000)	(2,045,000)
Net gains/(losses) on investments and other	159,000	not forecast	not forecast
Total surplus/(deficit)	(1,912,000)	(493,535)	(729,725)
Split between:			
- Restricted surplus/(deficit)	70,000	0	0
- Unrestricted surplus/(deficit)	(2,041,000)	(639,535)	(864,725)
- Endowment surplus/(deficit)	59,000	146,000	135,000
	(1,912,000)	(493,535)	(729,725)
Cost of Raising Funds	327,000	318,000	331,000
- % of income	28.6%	24.5%	25.2%
Operating expenditure (unrestricted funds)	1,543,000	1,378,000	1,605,000
Free unrestricted reserves:			
Free unrestricted reserves held at year end	2,243,000	1,603,465	738,740
No of months of operating expenditure	17.4	14.0	5.5
Reserves policy target	980,000	689,000	802,500
No of months of operating expenditure	7.6	6.0	6.0
Free reserves over/(under) target	1,263,000	914,465	(63,760)