

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: YWCA England & Wales	
If your organisation is part of a larger organisation, what is its name? n/a	
In which London Borough is your organisation based? Islington	
Contact person: Mr Richard Grassby-Lewis	Position: Trusts and Foundations Manager
Website: http://www.youngwomenstrust.org	Social Media Accounts: @YWTrust (Twitter) @youngwomenstrust (Facebook)
What Quality Marks does your organisation currently hold? None	

Legal Status

Legal status of organisation: Registered Charity			
Charity Number: 217868	Company Number: 137113	CIC Number:	Bencom Number:
When was your organisation established? 21/07/1914			
Aims of your organisation: Since launching in 2013, Young Women's Trust has become a leading voice for disadvantaged young women with over 2,500 press mentions last year. Our mission is to help and support young women aged 16-30 who face poverty and discrimination, particularly in the workplace. We take three complementary routes to achieve our mission: 1. Direct services to individuals to help them overcome their personal barriers to work 2. Research and campaigns to spur change within employment policy and practice 3. Involving the voices of disadvantaged young women and amplifying them in the corridors of power			

Main activities of your organisation:

Our direct service, "Work It Out", offers up to six free sessions of cutting edge solution-focused coaching over the telephone with professional coaches, and/or a free personalised CV or job application upgrade via email from HR professionals.

Our Policy, Campaigns and Communications team conduct issue research and campaigns to level the playing field for disadvantaged young women. We are currently running a campaign for the National Living Wage to be extended to under 25s. Other campaigns have included Making Apprenticeships Work for Young Women, and What Matters to Young Mums.

Our Participation team runs activities to involve and upskill young women with experience of living on a low income. This includes two residential courses per year; a Champions scheme; a 30 member Advisory Panel; an Ambassadors scheme; opportunities for young women to speak at public events; and a closed online group of over 200 young women.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
10	10	13	100

Do you have a Safeguarding policy? **Yes**

Are the following people in your organisation subject to DBS checks?

Paid Staff Yes	Volunteers No	Trustees / Management Committee Members Yes
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Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	5 years

Environmental Impact**What action have you taken in the past year to progress environmentally sustainability principles and practice?**

We take simple steps to reduce our carbon and refuse footprint such as opening the windows instead of turning on the air conditioning, encouraging staff to only print essential documents, and ensuring that every member of staff knows exactly what and where to recycle. We are not in control of our energy bills. We would be very interested in an eco-audit.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	31/03/2017	31/03/2019	
Grants & donations:	£522,000	£550,000	£0
Earned Income:	£621,000	£620,000	£0
Other income:	£35,000	£39,000	£0
Total income:	1,178,000	£1,290,000	£0
Charitable activity costs:	£1,124,000	£1,300,000	£0
Cost of raising funds:	£292,000	£175,000	£0
Other costs:	£362,000	£490,000	£0
Total expenditure:	£1,778,000	£1,965,000	£0
Free unrestricted reserves held at year end:	£1,160,000	£955,000	£0

What is your organisation's reserves policy?

In accordance with Charity Commission guidance, Young Women's Trust defines free reserves as those funds which are available to spend because they are not endowments, not restricted, not tied up in fixed assets and not otherwise designated.

Having taken into account the major risks faced by the Charity, the Trustees aim to hold sufficient free reserves to fund our planned operating activities for 6 months in case of loss of income. For 2017/2018 this equates to around £955,000.

As at 31 March 2017 the reserves fund is £1.16 million which equates to just over 6 months predicted expenditure for 2017/2018.

For your most recent financial year, what % of your income was from statutory sources?
0%

Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.

None.

Grant Request

Under which of City Bridge Trust's programmes are you applying?

Advice and Support

Which of the programme outcome(s) does your application aim to achieve?

Advice & Support\More Londoners have improved economic circumstances

Please describe the purpose of your funding request in one sentence.

We are requesting a grant to enable us to improve the confidence and employability of 4000 young women in Greater London over the next three years.

When will the funding be required? **01/11/2018**

Is this request to continue work that is currently funded or has been funded in the last year by:

City Bridge Trust?

No

Another funder? (if so which)

We have had various small grants to support our work in London but no

How much funding are you requesting?

Year 1:
£34,000

Year 2:
£33,000

Year 3:
£33,000

Year 4:
£0

Year 5:
£0

Total Requested: £100,000

You and your grant request

What, specifically, are you applying for (your project)?

Work It Out offers up to six free sessions of solution-focused coaching over the telephone or online, and a free CV/job application upgrade via email. Young women can 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-face services do not often provide. We are applying for funding towards the direct costs associated with delivering our Work It Out service to 4000 young disadvantaged women aged 16 to 30 in London over the next three years. Specifically, the funding will contribute to the cost of paying the sessional fees of the professional coaches who provide the coaching service, administration and training of the volunteers who provide the CV/job application feedback service, marketing and promotion, and monitoring and evaluation.

What are the changes you hope to achieve?

The coaching service quickly helps struggling young women to become more self-confident and employable. Coaches help young women to recognise their strengths and skills and be able to articulate those in an interview or job application. Last year, 84% of coaching beneficiaries reported improvements in their employment status. The CV/job application feedback service is provided by volunteer HR professionals that give highly personalised and detailed advice based on the type of work and industry/sector the young woman is applying to. Last year, 74% of feedback beneficiaries said they gained more interviews as a result. Through the services, beneficiaries learn what employers are looking for and how to demonstrate those attributes; how to present their work, life and education experiences in the best light; how to manage feelings of low self-esteem; and how to maintain their aspirations in the face of difficulties. These are skills that will last a lifetime.

How do you know there's a need for this work?

We conducted a national survey in 2013 and found that over one million UK women aged between 16 and 30 struggle to afford the basic necessities of life such as food, rent, clothing, transport or items of personal hygiene. This figure is made up of those who are unemployed, NEETs and economically inactive. In London, youth unemployment and economic inactivity is higher than the national average (2018 London Councils). Thus there are roughly 30,000 unemployed young women in London, and if adding in economically inactive and NEETs, we estimate the number to be around 60,000. We launched the Work it Out project in response to an extensive consultation process with young women that had experience of living on low incomes. In 2014 we delivered to just a few hundred Londoners. In 2017 we delivered to well over 2000 young women across the country, demonstrating the increasing demand for the service.

How will the work be delivered - specifically, what will you do?

Work It Out offers free provision of up to six sessions of one-to-one support by telephone or online from a professional coach who remains with the young woman throughout her journey. The coaching is practical and highly effective at helping young women to identify approaches to succeeding in the workplace. Coaches also address confidence, self-esteem and other personal issues that impact on a young woman's ability to find and keep work. The service is available at short notice and out of normal working hours including evenings and weekends, making it flexible, fully accessible and inclusive. Young women can also get their CVs and/or job applications upgraded by experienced recruiters to help them get more interviews and more chance of landing a decent job. CV turnaround is within five working days. Marketing is largely online through social media but we do advertise the service elsewhere and have referral partners.

Why are you the right organisation to do this work?

We are the only national organisation representing and supporting young disadvantaged women. Our research and campaigns team conduct extensive Interviews and focus groups with young women who have direct experience of living on low incomes and we base all our work on their views. We also identified that young women suffer discrimination (e.g. just being offered 'traditional' women's work) and stigmatisation (e.g. being labelled as 'workshy') by many of the existing careers support services and that a gap existed for an online service. All of our key delivery staff have been with us since the start and are highly experienced at delivering the project. We take an 'asset-based' approach that uses the strengths and skills a young woman has to quickly and effectively boost confidence and employability. Our online methodology allows young women that find it difficult to access face-to-face services to easily avail themselves of a high quality intervention.

How does your work complement and not duplicate other services within your area?

In 2016 we 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 face-to-face services were:

- ? Caring for others
- ? Low confidence
- ? Poor mental and physical well being

We also looked at the limitations of other services and found that many do not offer any soft skills development despite these being valued by employers; careers advice is narrow and tends to point young women to any job rather than one they want; and young women often hold negative opinions about Job Centres and recruitment agencies and think the advice could be improved.

Work It Out's easy access and high quality thus makes an excellent addition and/or alternative to face-to-face services. This is further evidenced by our referral relationships with Job Centre Plus, Prince's Trust, UpRising, The Mix, and British Red Cross.

How will this proposal meet the Programme Outcome(s) under which you are applying?

We want to improve the employability and self-confidence of 4000 disadvantaged young female Londoners. At least 80% will improve their employment status within six months and 90% will improve their confidence immediately. Thus the project will meet the Programme Outcome of 'more Londoners will have improved economic circumstances'. One young woman said: "Before I started coaching, I struggled to name anything I liked about myself. My coach pointed out nice things about me and we made a list. At first I didn't believe a thing on there, but I kept the list and I kept looking at it. Then I began to be able to read job adverts and match my skills with those employers were looking for and the interviews came rolling in! Now my life is totally different. I love my new job and I intend to stay for as long as I can."

How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?

We offer every young woman who uses the Work It Out services opportunities to feedback her views and comments to us and we offer her various ways to get more involved with our work (please see below). Views and comments are collated into a quarterly report that is presented to project managers that helps to shape and direct the service.

How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?

Our Participation Team runs activities to ensure participation at every level of our work by young women affected by the issues we tackle. This includes: two residential courses per year; a Young Women's Champions scheme; a 30-strong Advisory Panel; an Ambassadors scheme; opportunities for young women to speak at public events to influence policymakers/employers; and consulting with a closed online group of over 200 young women. We also take on two trainees per year in our office and have two former service users sitting on our Board of Trustees. Last year, 213 young women with experience of living on low incomes took part in 206 different activities. Other recent achievements include the Advisory Panel designing and delivering a media training day for young women in Birmingham, and peer-interviewing 57 extremely 'hard to reach' young women across the country for our Economic Inactivity research project.

Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?

Yes our project meets an identifiable need. Whilst young women that access the project will be at different stages on their journey, our project is not designed to be preventative in any other way than preventing joblessness or inactivity from becoming a way of life. It achieves this by increasing a young woman's resilience, skills, confidence, wellbeing and knowledge, including self-knowledge.

Who might you need to work closely with in delivering this project - whether before, during or afterwards?

We will work closely with the Prince's Trust with whom we have a referral partnership for London. Prince's Trust also hold job fairs and other recruitment drives to which we signpost our young women if appropriate. We will also be working closely with Job Centre plus, particularly in areas of high deprivation. Young Women's Trust Ambassadors from these areas will earn voucher points for putting up posters and leaflets promoting our work in Job Centres.

Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?

Most young women will be at the Surviving or Coping stages. Work It Out will quickly move them on through Adapting into Thriving. Here's what one young woman had to say: "I was feeling like I was at the edge of a black hole. I was unemployed and couldn't afford to pay my rent. I saw an ad on Facebook for the Work It Out service and signed up. My coach really helped me quickly see what I was good at and helped me feel great about myself. I saw this lovely part time job and when I sent in my brand new CV they invited me for an interview and I was offered the job on the spot! Because I was feeling so much better about myself, I was able to impress them and after three weeks they asked me if I wanted to go full time. Brilliant!"

Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?

Our service is highly efficient. With a staff of only 20 (FTE 17.39) we are able to help thousands of young women every year, run effective national campaigns, and put young women with lived experience at the heart of our work. This keeps our overheads, and carbon and refuse footprint very low as we have no need for permanent delivery premises nor staff.

What are the main activities or outputs you want to deliver?

Coaching service. The average number of coaching sessions a young woman has is three. We would expect about half of those engaged to take up the coaching. These will occur consistently throughout the requested grant period.

CV/job application feedback service. Young women sign up to the service and email in their CVs or job applications. We guarantee turn around within 5 working days (or faster if they have a deadline). Again this will occur consistently over the requested grant period.

What 3 main differences or outcomes do you hope the activities you have described above will achieve?

Improve the employability of young women through coaching sessions and CV/job application upgrades. 85% will improve their employment status (e.g. gaining employment, changing to a better job, increasing their working hours, or getting a promotion/pay rise). 75% will improve the number of interviews they get.

Improve the self-confidence of young women through coaching sessions and CV/job application upgrades. 95% will say the coaching service makes them feel more confident and able to find and keep work. 90% will feel confident their upgraded CV will improve their chances of getting the job they want.

Improve young women's understanding of what they are good at and how to transfer those skills through coaching sessions and CV/job application upgrades. 85% will improve their understanding of their skills and how to transfer them.

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Coaching costs (sessional fees)	136,500	182,000	228,250	0	0	546,750
Volunteers (administration, training)	25,000	33,325	41,650	0	0	99,975
Marketing (on and offline)	10,000	10,000	10,000	0	0	30,000
Monitoring and Evaluation	6,000	6,000	6,000	0	0	18,000
Overheads @15% (rent, utilities, HR, Finance, IT)	26,625	34,699	42,885	0	0	104,209
TOTAL:	204,125	266,024	328,785	0	0	798,934

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Trusts and Foundations	59,500	59,500	0	0	0	119,000
Individual donations	50,000	50,000	50,000	0	0	150,000
TOTAL:	109,500	109,500	50,000	0	0	269,000

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Drapers? Charitable Fund	10,000	0	0	0	0	10,000
John Lewis Foundation	30,000	30,000	30,000	0	0	90,000
ACT Foundation	10,000	10,000	10,000	0	0	30,000
TOTAL:	50,000	40,000	40,000	0	0	130,000

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Coaching costs (sessional fees)	26,000	26,000	26,000	0	0	78,000
Volunteers (administration, training)	5,800	4,800	4,800	0	0	15,400
Marketing (on and offline)	1,350	1,350	1,350	0	0	4,050
Monitoring and Evaluation	850	850	850	0	0	2,550
Overheads @15% (rent, utilities, HR, Finance, IT)	0	0	0	0	0	0
TOTAL:	34,000	33,000	33,000	0	0	100,000

Who will benefit?

How many people will directly benefit from the grant per year?

1,333

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide

Does this project specifically target any groups or communities?

This project will specifically work with the following age groups:

16-24

This project will specifically work with the following gender groups:

Female

This project will specifically work with the following ethnic groups:

Asian/ Asian British (including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

No

This project will specifically work with LGBTQI groups:

No

This project will specifically work with other groups or communities:

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

We use the National Indices of Deprivation to target areas of greatest need. We have four years experience of delivering Work It Out.

Are there any groups or communities you think your organisation will find hard to include through this project?

Yes - please specify

If yes, please specify which groups or communities? Where possible using the categories listed above.

Young women without a mobile phone or internet connection.

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

We will promote our services via referral partnerships with organisations on the ground.

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Richard Grassby-Lewis**

Role within **Trusts and Foundations Manager**
Organisation: