

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: YouthNet	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Islington	
Contact person: Ms Hayley Matthews	Position: Senior Government and Trusts Executive
Website: http://www.youthnet.org	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1048995
When was your organisation established? 06/03/1995	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Improving Londoners' Mental Health
Which of the programme outcome(s) does your application aim to achieve? More children and young people receiving specialist help, resulting in improved mental health
Please describe the purpose of your funding request in one sentence. To enhance YouthNet's existing Live Chat service to engage more young men from London in peer support to improve their mental wellbeing.
When will the funding be required? 01/06/2014
How much funding are you requesting? Year 1: £44,695 Year 2: £0 Year 3: £0 Total: £44,695

Aims of your organisation:

YouthNet believe that every young person should have a trusted place to turn. We know that when young people need help they turn to digital services first -- that's why YouthNet have been providing online support for young people since 1995. We have a family of digital support products, our core being TheSite and we currently provide trusted information, expert advice and emotional support to 1 million young people a year. We are ambitious for the role of digital in young people's lives and have equally ambitious plans for the future. By 2016, we aim to reach 1.6 million young people - 20% of the youth population and more than any other charity. 30,000 of these young people will form our digital peer to peer support network and work with us to co-create powerful solutions for future generations.

Main activities of your organisation:

Via our core service TheSite, we provide information, advice and support on everything from sex and relationships to housing, mental health, money and the law. Because it's a digital service, TheSite is available whenever young people need it; 24 hours a day. It's a safe, trusted space where young people can find:

- Information: Trusted, unbiased and engaging content through 2,000 articles, factsheets, blogs and films;
- Emotional support: 47,000 young people are registered members of TheSite's safe, moderated online community. They can connect with other young people, discuss problems and explore solutions via live chat sessions and discussion boards.
- 1-2-1 Relationships Advice: Trained relationships advisors provide personal advice to young people in need via our confidential online Q&A service.
- A bridge to further support: Sometimes young people need on-the-ground support but don't know where to go or are scared to take the next step. TheSite helps them locate and make best use of these services so they can take action.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
38	0	9	350

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?
Leased	May 2017

Summary of grant request

YouthNet is grateful for the City Bridge Trust's support over the last two years. It's ensured that young Londoners can access high quality peer support, by allowing us to improve the training for our peer volunteers. It's enabled us to shape services that help young people overcome the barriers they face when accessing mental health support. Over 10,000 young Londoners have benefitted as a result.

But we need to do more. As we have reported to the City Bridge Trust, satisfaction with the service we have provided has been high. Although our service users are very diverse (34% are NEET, 14% BME, 7% disabled, 19% LGBT), we have consistently found it difficult to reach and engage young men: just 33% of our users are male. We believe that digital services have huge potential to make a difference, by offering a safe, anonymous space in which young men can feel comfortable opening up about the issues they face. Engaging more young men is a key strategic priority for YouthNet.

This project seeks to build on our established track record of digital peer support to better meet the needs of young men, including those in London. We want to build on what we've learned through our work with the City Bridge Trust to enhance our peer support for young men. In particular, we want to make TheSite's Live Chat service more 'men-friendly', and create a space where young men experiencing poor mental wellbeing can connect with others and get the support they need, before problems escalate.

TheSite's Live Chat offers a safe, anonymous place for young people to turn when they feel lonely, stressed and need advice or emotional support. Around 100 young people a month use the service and in about 90% of these sessions they choose to talk about mental wellbeing issues. With the help of YouthNet staff and trained volunteers, they share their concerns, discuss their problems and explore solutions with their peers. Our approach to achieving positive outcomes is based on the principals of the recovery model -- many people with mental health problems are experts by experience and can use their insight to support others.

At the heart of this project will be a focus group of 10 young men from London. We will recruit these young men to work with us over a month-long period. Through on- and offline workshops they will share their experiences and help us pinpoint enhancements to make the Live Chat service more engaging for young men.

To complement this, we will increase the visibility of young men within the Live Chat service by recruiting and training 7 young men from London as volunteer Chat Moderators. All of these young men will complete volunteer training, based on that we developed with the support of the City Bridge Trust, and will be assigned a volunteer manager who will support them through their training and volunteering.

We know that young men characteristically don't seek support for their mental wellbeing. This means we need to reach them where they are: on social media platforms and specialist sites, including those for gaming, music and sports. We'll promote Live Chat to young men in London via a combination of advertising on platforms such as Spotify and specialist sites, and social media activity. Over a period of 2-3 months, we'll grow the number of young men using the service in a sustainable way.

Over a year, we'll support young men in London on 500 occasions, and support a further 17 to develop their skills and confidence by volunteering as a Chat Moderator or joining the focus group.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

NA

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Recruit 10 young men from London to join our focus group, to consider how we can better support and engage young men from London experiencing poor mental wellbeing.

Implement changes identified by the focus group, including beginning targeted sessions for men.

Targeted marketing campaign to engage more young men in our peer support service.

Train 7 young men from London as volunteer chat moderators, to increase the visibility of young men within the service.

Provide 500 instances of support to young men from London through Live Chat.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

10 young men join the young men's focus group; 7 are trained as chat moderators. As a result:

- **80% say they develop skills or gain knowledge;**
- **80% say they have increased confidence.**

500 instances of support to young men from London through Live Chat. As a result:

- **75% say they better understand their situation;**
- **75% say they feel better and more equipped to handle their situation;**
- **60% say they've built confidence and feel more optimistic about their future.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

Supporting young men's mental wellbeing, including those in London, is a key strategic priority for YouthNet. We will continue to support this work through our core fundraising strategy beyond this project. We will submit a funding request to Comic Relief to support this work, and are in conversations with other potential funders.

Who will benefit?

About your beneficiaries

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

517

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

London-wide (100%)

What age group(s) will benefit?

16-24

What gender will beneficiaries be?

Male

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

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

Expenditure heading	Year 1	Year 2	Year 3	Total
Young men's focus group	5,335	0	0	5,335
Live Chat	15,251	0	0	15,251
Marketing and Outreach	23,839	0	0	23,839
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	44,695	0	0	44,695
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	0	0	0	0
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	0	0	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Young men's focus group	5,335	0	0	5,335
Live Chat	15,521	0	0	15,521
Marketing and Outreach	23,839	0	0	23,839
	0	0	0	0
	0	0	0	0

TOTAL:	44,695	0	0	44,695
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Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: June	Year: 2013
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Income received from:	£
Voluntary income	2,516,147
Activities for generating funds	0
Investment income	3,082
Income from charitable activities	81,304
Other sources	75,256
Total Income:	2,675,789

Expenditure:	£
Charitable activities	2,612,256
Governance costs	70,528
Cost of generating funds	373,537
Other	0
Total Expenditure:	3,056,321
Net (deficit)/surplus:	-380,532
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	0

Asset position at year end	£
Fixed assets	6,824
Investments	200
Net current assets	669,381
Long-term liabilities	0
*Total Assets (A):	676,405

Reserves at year end	£
Restricted funds	96,156
Endowment Funds	0
Unrestricted funds	580,249
*Total Reserves (B):	676,405

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
21-30%

Organisational changes

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

In 2013, YouthNet's trustees made the decision to transition our volunteering service, Do-it, to a new provider. We completed this process at the end of November 2013, when we transferred ownership of the Do-it service to a partnership of organisations, led by The Red Trust.

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	1,195,550	810,994	550,114
Other statutory bodies	303,053	0	100,168

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Big Lottery Fund	295,760	314,155	308,184
The Vodafone Foundation	301,016	0	0
J Paul Getty Jr Trust	250,000	0	0
Paul Hamlyn Foundation	74,558	72,883	0
Comic Relief	15,400	31,250	56,827

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: **Will Knock**

Role within **Corporate Development Manager**
Organisation: