



## 'Opportunities for Young People'



# About YHFF

Young Hammersmith & Fulham Foundation (YHFF) is a local charity with the mission to support Opportunities for Young People in collaboration with its Members, Partners and Supporters.





# Who are Members?

Any organisation or individual that is delivering opportunities for ages 0-25, that live, learn, play or work in H & F.

A history of providing opportunities under the themes YHFF is focussed on.





# How do we Support?

- Income Generation
- Training for Staff & Volunteers
- Organisational Development
- Grants\*
- Information
- Networking

*\*Dependent on turnover  
and amount of delivery in  
Hammersmith and Fulham*



# Thematically Focussed



*To tackle deeply entrenched and complex social problems, each theme will have a Theory of Change developed in collaboration with our YHFF Staff, Trustees, Members, Partners, Young People, Consultants and the Community*

Via its Members and Partners, YHFF will concentrate on addressing the following topics:

- **Mental Health** – Improve emotional wellbeing and strive for zero suicides for people under 25
- **Employability** – Increase confidence in finding meaningful and sustainable employment
- **Education** – Achieving equality in educational outcomes
- **Youth Justice** – Maintaining of placement in Mainstream education
- **Healthier Lifestyles** – Improve the energy imbalance in Key Stage 2

*The choice of these themes have been informed by the Youth Partnership Report, Hammersmith and Fulham Make Your Mark Results and the LBHF Youth Council Manifesto 2017/18*

# Partners

Partners can be any stakeholders that are committed to the Mission, Values & aims of YHFF.

For example, these could be providers of Schools, Businesses, Public Sector and Funders

Requirements of all Partners are:

- To help support members of YHFF to deliver high quality youth services
- To promote and contribute towards fundraising initiatives
- To contribute to the development of a platform for shared venue and delivery space including being prepared to offer these spaces where appropriate
- To actively participate in the networks created by YHFF

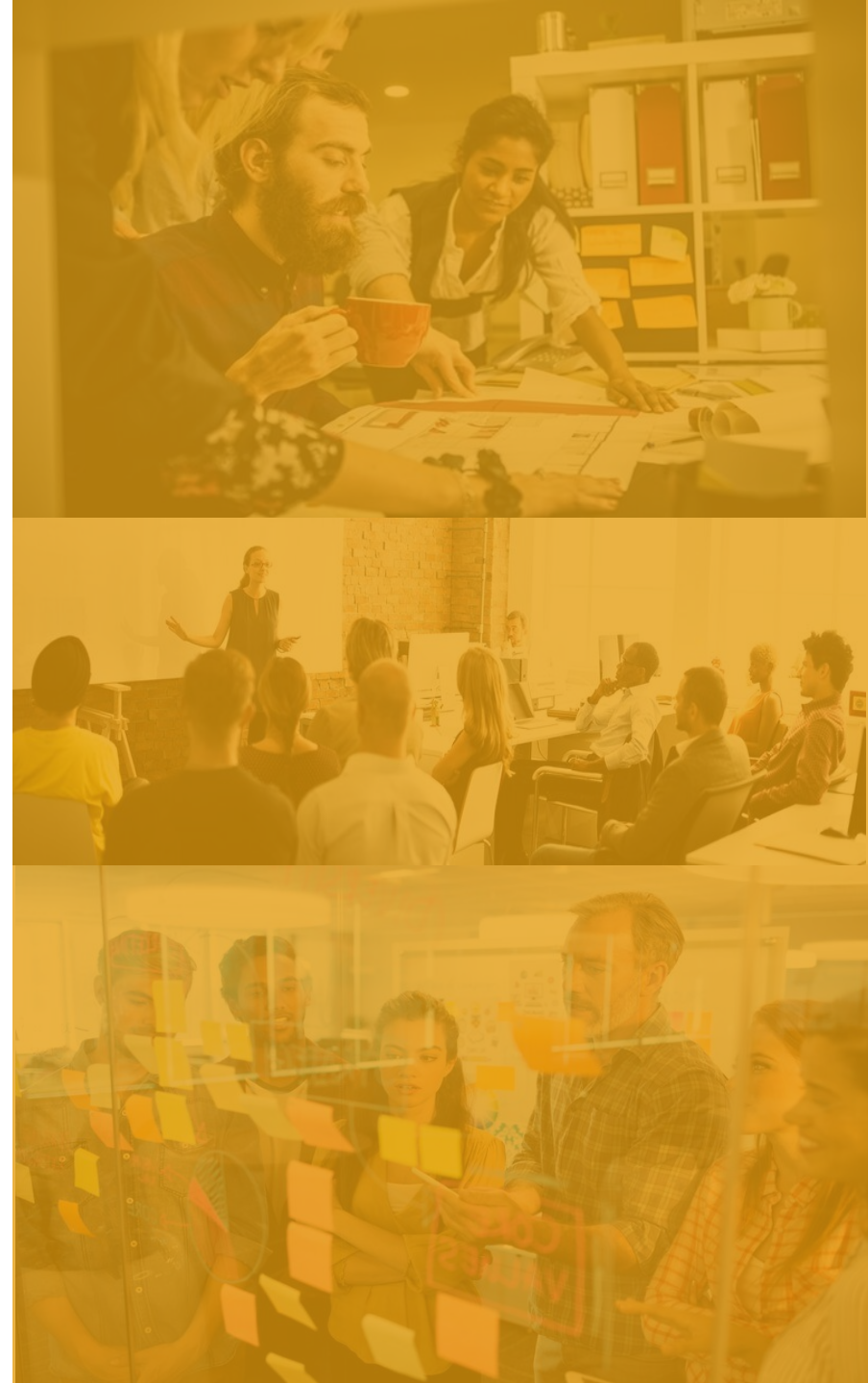




# Partners

They will be able to help by providing support to Members such as:

- Access to venues
- Volunteering
- Specific career skills e.g. social media, photoshop, video editing etc.
- Marketing
- Strategy/Business Planning
- Events
- Leadership and Teamwork
- Infrastructure support
- Project Management
- IT and HR



# Partners Benefits

Opportunities to  
build innovative  
networks and  
partnerships

Raise awareness of  
your organisation  
and various  
programmes it  
delivers

Help schools meet  
requirements  
set by Ofsted

Have access to a  
network of schools  
and youth organisations

Streamlined approach  
to tackling issues  
affecting young people

Improved awareness of  
how, where  
and why funding is spent

Have a greater  
understanding of the  
key issues that Young  
People face

Find prospective  
Apprentices for  
your business

Boost employee  
engagement and  
increase the  
development of your  
staff through diverse  
and improved  
volunteering roles.

Gain access to a  
unique network of  
diverse stakeholders.



# Fundraising



## *Do you have a fundraising strategy?*

- It helps you take directional decisions
- It helps you list important actions
- It helps you answer key internal and external questions
- It keeps your investment in fundraising balanced with the needs/future needs of your service delivery

# Fundraising Strategy



- No right or wrong way
- Builds on proven successes
- Takes account of opportunities
- Answers questions

All should consider:

Donor – Financial – Learning & Growth – Internal process

**Underpinned by your Vision & Strategy**

# Some things to consider??



- Over what time period do you plan and why?
- Who is involved in developing strategy and why?
- How do you decide to get into and out of different fundraising areas?
- Growth or Decline – what are the key areas for change?





## Internal Review

- Your current funding sources/methods
- Performance against external standards or benchmarks
- Existing fundraising skills in your organisation ☐
- Past fundraising experience – what worked?
- Can be summarised as fundraising Strengths and Weakness

## External Review: Competitor Analysis

- To gain an understanding of fundraising activity of similar charities and assess their strengths/weaknesses in this area.
- To identify and learn from trends within fundraising in charities in this area as well as any examples of innovation/best practice.

PESTLE & SWOT

# *‘Opportunities for Young People’*



## How Much Do I Need?

- Go back to your charity’s strategic or business plan.
- What do you plan to deliver and how much will it cost?

Some questions to consider:

- What new projects would your charity like to deliver?
  - What existing projects do you need to continue funding for?
  - What other needs are there to consider?
- 
- At this point don’t focus on how much you have –it is not about shortfall but the total amount of income needed.

# *‘Opportunities for Young People’*

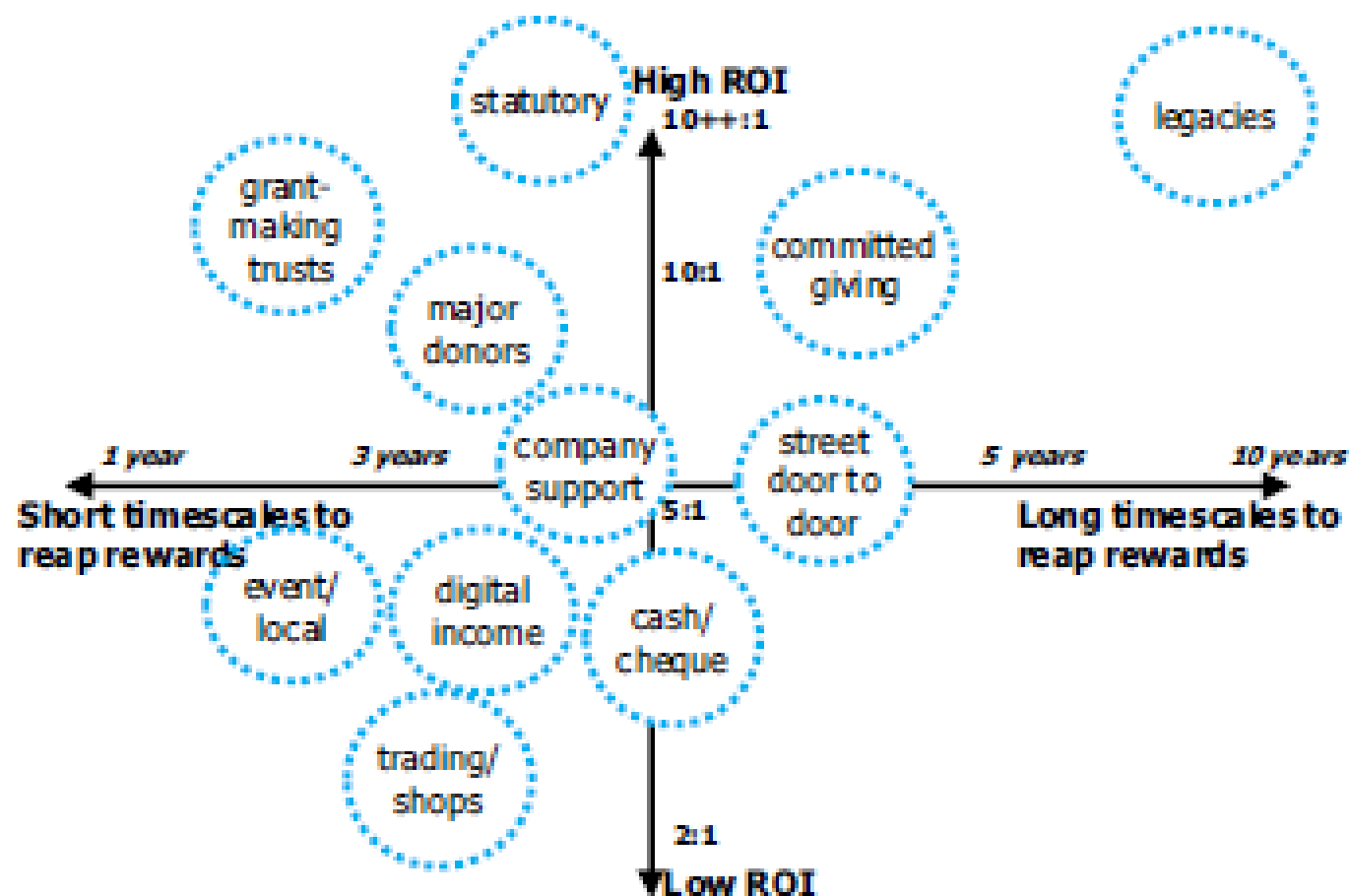
Where will it come from?

Potential sources of income:

- ❖ Grants – Trusts & Foundations
- ❖ Individual Giving (one off or regular)
- ❖ Major Donors
- ❖ Legacies
- ❖ Community/Events
- ❖ Corporate, including sponsorship
- ❖ Earned income
- ❖ Statutory

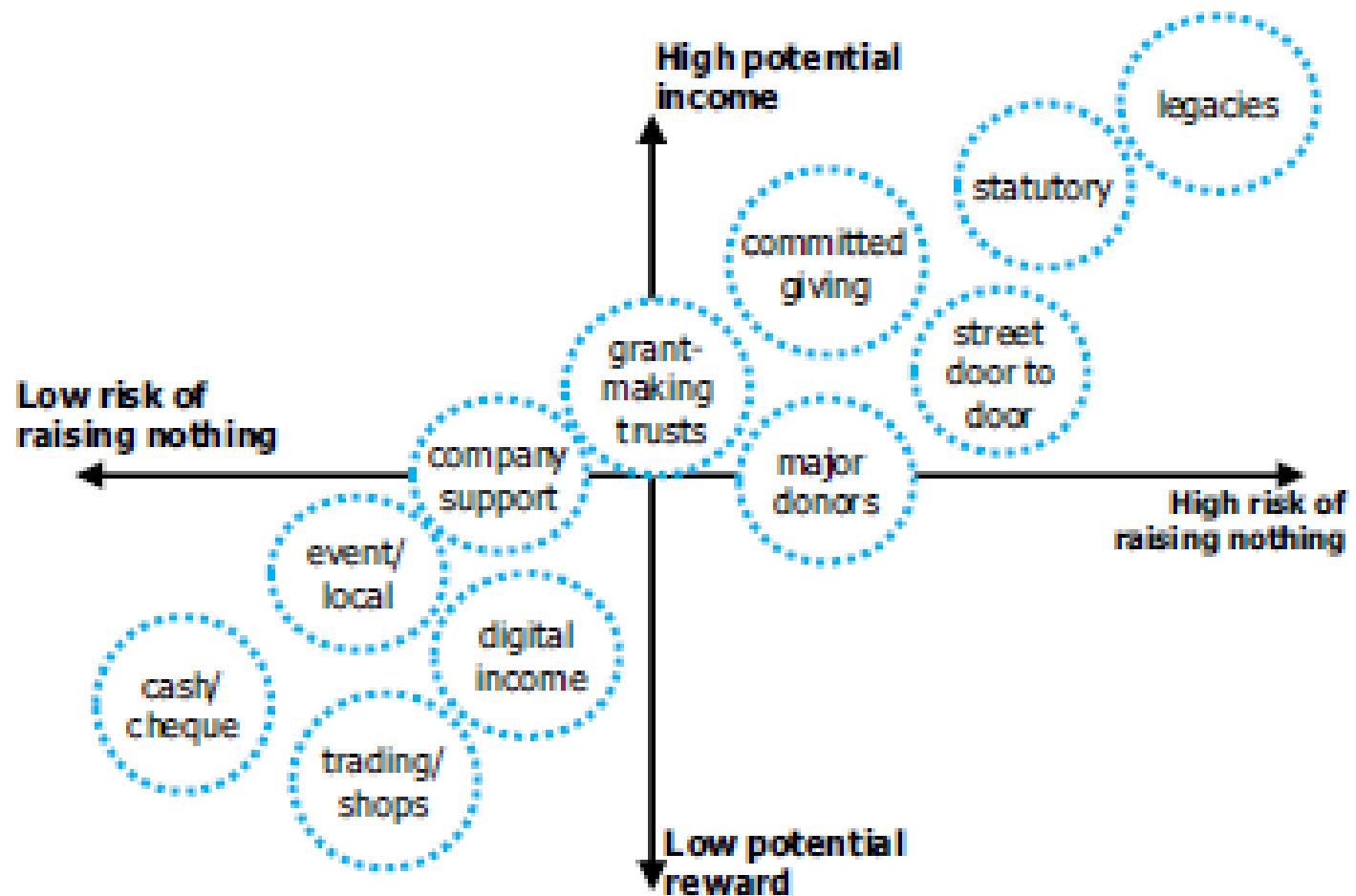


**Chart 1: Timescales to raise money vs income potential for different fundraising techniques**



nfpSynergy: Where does your fundraising fit?

**Chart 2: Risk vs return matrix for different fundraising techniques**



nfpSynergy: Where does your fundraising fit?

## *Now for the detail....*

- What needs to be done and when?
- Who is responsible?
- What resources do we need?
- Priorities

Set your SMART objectives e.g.

1. Increase individual committed giving from £10,000 in 13/14 to £15,000 by end of 15/16.
2. Maintain existing levels of Trust & Foundation income at £50,000 in 2015/16

Decide your tactics, e.g. To maintain existing levels of Trust & Foundation income at £50,000

1. Maintain 2 x current funders through effective stewardship and reporting back.
1. Review current areas of work to identify unfunded projects or services





## *Now for the detail....*

Summarise it in a work plan, which identifies

- What have you already secured to date?
- What are your key actions and timeframes
- Key performance indicators – what will you measure to monitor success?
- Responsibility –who will have overall responsibility for this area of work?
- Resources –what additional resources will you require?



# Thematically Focussed



## Some Final Advice...

- Create a culture where fundraising is seen as one of your charity's greatest assets.
- Involve the Board of Trustees and Senior Team –make them responsible for fundraising. Trustees to lead from the front –can't be MISSING IN ACTION
- Develop a fundraising strategy that has clear and realistic goals and has an expense budget that goes beyond staff salary benefits –invest to raise funds.
- Be clear –understand there are no quick wins (or at least don't plan on them).
- Get the skills –many organisations provide training in fundraising methodologies i.e. Foundation for Social Improvement, Small Charities Coalition etc.
- Steward your supporters and donors –it's much easier to secure a second gift than a new donor!

## Opportunities for Young People

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