



Young
Westminster
Foundation



FIVE YEARS YOUNG

INVEST IN BRIGHTER FUTURES FOR YOUNG PEOPLE IN WESTMINSTER



Young Westminster Foundation turns five this year. We bring together youth organisations, young people, businesses, Westminster City Council, schools and the wider community to create opportunities for Westminster's 70 000+ young people. Through working together more effectively at a local level, we believe we can find solutions to some of London's greatest challenges including emotional health & wellbeing, serious youth violence and employability.

I am hugely proud of our community and the unwavering support provided by youth workers across our membership for local young people. For me, this only reinforces the importance of YWF's mission to champion Westminster's youth charities and the services they provide. You can find out more about the work of our members [here](#).

Our anniversary campaign runs throughout the year to celebrate the impact of our members, partners, supporters and young ambassadors; including a community event at the National Gallery this Autumn.

To mark this important milestone, ***we invite you to become a Growth Partner of the Foundation***, building upon, and elevating our existing partnership and contributing to our ambitious fundraising target so our work can continue to grow into the future.

There is a brilliant opportunity to showcase your credentials as a responsible business to your customers, partners and clients by contributing to the positive impact made by youth clubs, charities and organisations across the borough. We're looking for an investment of £10 000 - £20 000 per year.

We work hard to develop long-term, sustainable partnerships with our corporate partners. Understanding how we can best support you and your employees to maximise your CSR objectives.

As always please get in touch to discuss ideas and opportunities; find out more the team and our Board [on our website](#).

I look forward to working with you over the coming years.

Phil Barron, CEO

WHY IS OUR WORK NEEDED?

We believe that all young people in Westminster should grow up healthy, safe & happy with the best opportunities for brighter futures. The borough stretches from Pimlico in the South, to Queen's Park in the North, with areas of affluence but also some of the highest levels of child poverty in the capital.

Youth workers offer life changing support for young people and our wider community. Young Westminster Foundation exists to help keep local youth services open, innovative and impactful; at a time when London has lost 101 youth clubs and 733 youth workers in recent years.

Through bringing together youth organisations, young people, businesses, and partners such as Westminster City Council, we have worked to address some of these disparities.

Continued investment is required to keep youth clubs open, and programmes thriving. In particular around our three key themes:

- Youth Employability
- Serious Youth Violence
- Mental health and wellbeing



Health and Wellbeing:

Over 60% of young people felt that mental health issues were either **'somewhat common'** or **'very common'** amongst their peers.

Impact of Covid-19:

44% of young people expressed that Covid-19 had a significant impact on their plans for the next 6 to 12 months.



FINDINGS FROM OUR 2021 REPORT 'OUR CITY, OUR FUTURE'

OUR 2020 'WE ARE TOGETHER' CAMPAIGN ON THE PICCADILLY LIGHTS



"YWF CONTINUES TO BE AN EXEMPLARY EXAMPLE OF HOW A SINGLE ORGANISATION THROUGH BEING FLEXIBLE, OPEN, ENGAGING AND DYNAMIC CAN BRING TOGETHER A DISPARATE AND DIVERSE SET OF GROUPS AND SERVICES TO ACHIEVE A UNIFIED MISSION WITH REAL IMPACTS ON THE LIVES OF YOUNG PEOPLE"

YWF MEMBER, 2021

OUR COMMITMENT TO INVESTORS:

Maximise your Sustainability and Diversity & Inclusion objectives, including support towards becoming B-Corp certified

Facilitate opportunities for your employees to get involved in the Young Westminster community – including fundraising, skill sharing, mentoring opportunities

Support inclusive work experience programmes and access to local future talent and diversify your recruitment through our Mastering My Future employability programme

Networking opportunities with our members, partners, supporters, young people, including Westminster City Council Teams

Consultation and research with local young people through our team of Young Ambassadors

Gain a high profile for your business through the Five Years Young event at the National Gallery and wider anniversary campaign

Ongoing ideas sharing for future opportunities and projects.

"YOUNG WESTMINSTER FOUNDATION IS THE VEHICLE I HAD BEEN LOOKING FOR TO SUPPORT YOUNG PEOPLE LOCALLY"

YWF FOUNDING PARTNER & TRUSTEE BRIAN BICKELL, CHIEF EXECUTIVE SHAFTESBURY PLC

JOIN OUR COMMUNITY OF INVESTORS SUSTAINING BRIGHTER FUTURES FOR YOUNG LONDONERS



OUR IMPACT 2017-2022:

2 Needs Analysis Reports

Listening to the views of young people to inform our work, through our published research: **A City Within A City** (2018) and **Our City, Our Future** (2021). Highlighting the huge worries that exist for Westminster's young people around their mental health, body image, housing, staying safe, exam pressure and future employability.



120+ Members

Local organisations who work passionately to enrich the lives of over **8000** young people. From large youth clubs to local grassroots charities to specialist groups supporting young carers, young people facing homelessness and young people with disabilities.



£1 Million

Grants awarded to our members since 2017, including via our annual Brighter Futures Fund. Supporting projects from mental health to music to sport to mentoring.



1,000+ Young People

Signed up to take part in free local activities and programmes through the **Our City** website (ourcity.org.uk).



600+ Young People

Participants of **Mastering My Future**, our flagship youth employability programme in Westminster.



Cross-sector collaboration

Our network of **75+** partners who work with us and our local community. Participating in networking events and skill sharing webinars around themes including:

- Diversity & Inclusion
- Workplace Wellbeing
- Future Green Jobs



1,850+ Laptops

Provided to local families during the Covid-19 pandemic to tackle **digital exclusion**.



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THANK YOU



TO DISCUSS FURTHER PLEASE EMAIL: PHIL@YOUNGWESTMINSTER.COM

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