

Proudly supporting  
youth social action



Department for  
Digital, Culture  
Media & Sport



NATIONAL  
LOTTERY FUNDED

East End  
COMMUNITY FOUNDATION

## Youth Social Action Fund Guidelines

*“Young people taking practical action in the service of others in order to create positive social change that is of benefit to the wider community as well as to the young person themselves”*

**Young Foundation**



### Introduction

Youth social action has huge potential to create enjoyable opportunities and skills development for young people, benefitting local people and places. The aim of this programme is to raise the level and quality of youth social action and increase youth social action by 50% by 2020 taking the percentage of young people that volunteer from 40% to 60%.

Social action involves activities such as campaigning, fundraising and volunteering, all of which enable participants to make a positive difference to their communities.

Social action develops the skills and knowledge of young people that employers look for.

The definition of young people is between 10 and 20, and up to 25 for disabled young people.

Big Lottery Fund and the Office for Civil Society have invested £2million this year to fund groups delivering local youth social action opportunities. Local fundraising is also a key part of the Youth Social Action programme.

**East End Community Foundation is one of the delivery partners and will be delivering the programme across the City of London, Hackney, Newham and Tower Hamlets.**

## 1. How much can groups bid for?

The value of the Youth Social Action Fund is £30,000.

The Youth Social Action Fund will provide funding of between £1,000 and £5,000 for each project.

## 2. Which groups can bid?

### What will Youth Social Action Fund?

- The funding is for community groups working in England.
- This fund is open to registered charities, constituted community groups and other charitable organisations including Social Enterprises and CICs.
- National organisations with local branches (with their own management committee and bank account) can apply.
- New groups that fulfil all the other criteria are welcome to apply.
- **Projects do not have to be led by a youth group.**
- The fund is to deliver social action opportunities amongst young people age 10 to 20 years old when the programme begins, or 25 for disabled people.
- Applications should be for a project that lasts up to a year.
- Projects do not have to last a year, e.g. they can be **one-off events**
- Repeat funding is a possibility.
- Community groups that can draw in match-funding are encouraged to apply. The presence of match funding will not affect our assessment of your application.
- Projects can deliver opportunities in a range of contexts and settings: for example online, extracurricular, in clubs and groups, informally, or as part of structured programmes.
- Groups should engage young people in on-going regular volunteering OR demonstrate how another youth-led method will be as effective at engaging young people in social action. (For example regular on-going volunteering may not be achievable for the young people you engage).
- Core costs are eligible if the other criteria are met, including how the project meets the principles of great youth social action.

### Groups must demonstrate that their programme can meet the following quality principles of great youth social action:

- Reflective
- Challenging
- Youth-led
- Socially Impactful
- Progressive
- Embedded

More details about the principles can be found on [the #iwill website](#). It is important to read these before applying.

### **We will prioritise projects that:**

- Seek to increase participation from young people from lower social economic groups and people who might not usually take part in social action, e.g. engage new volunteers.
- Embed skills in young people / the wider community while delivering. For example, listening skills, maths and English, cooking, media and communications, evaluation and capturing success.
- Clearly demonstrate principles of great youth social action. For example: an enjoyable project that enhances young people's social lives, provides the opportunity to meet new people, positively impacts the wider community and develops longer term connections between volunteers and the wider community.
- Have a plan to measure and report positive changes made.
- Demonstrate sustainability beyond the life of this grant.

### **A note on incentives**

Appropriate incentives for young people can be used if they will genuinely engage people who might not otherwise be engaged. Cash incentives cannot be used (although expenses incurred while volunteering can be paid in cash). Incentives should emphasise social activities when possible. For example those that take part in youth social action would be in with a chance to win vouchers, time credits, tickets to a show, or a social dinner in a restaurant together.

## **3. Ineligibility**

### **Youth Social Action funding cannot be used for:**

- Statutory services – statutory organisations cannot bid for the fund.
- Activities promoting party political activity.
- Capital costs / equipment. (Purchase of refreshments for volunteers is okay).
- Individual sponsorship.
- Activities generating private profit.
- Faith groups are welcome to apply but activities which evangelise or proselytise religious beliefs will not be eligible. Projects that only work with one faith are also not eligible.

## **4. Due Diligence Documents**

### **We will ask for the following documents:**

- A copy of your governing document (e.g. constitution, memorandum & articles or set of rules).
- A copy of your most recent annual accounts or management accounts if these are unavailable.
- A photocopy of a bank statement no more than 3 months old. The bank account must be in the name of the organisation applying.
- Copies of your safeguarding and equal opportunities policies, if you need support with safeguarding we suggest seeking guidance from the Safe Network. [http://www.safenetwork.org.uk/resources/Pages/policies\\_and\\_procedures.aspx](http://www.safenetwork.org.uk/resources/Pages/policies_and_procedures.aspx)
- A list of the names and addresses of your management committee. You need a minimum of three unrelated management committee members to be eligible for the grant.

## 5. What we are looking for?

### We are looking to fund projects ranging:

- **From** traditional social action such as regular youth volunteering at a care home.
- **To** newer ways to create positive social impact such as micro-volunteering activities where individual young people decide what they want to do. For example a group of friends might create a social media campaign promoting positive body image.

**We want to fund enjoyable projects that build and share skills and demonstrate positive impact on the wider community.**

### We anticipate projects will:

- Increase empathy and understanding of the positive impact young people make.
- Bring benefits to older people, children, local business, schools and those that supported / tutored the young people.

### And positive elements for young people will include:

- Having fun
- Making friends
- Trying new things
- Talking about things in new ways with new people
- New skills & Improving CV's
- Being invited to help with more activities

### Some ideas to show the range of possible activities include:

- A drop in where young people teach others new skills such as coding/bike maintenance/nail art (or all three).
- Bite-size events for young people to train an organisation's staff on the latest social media.
- Teaching young people interview and video editing skills and then supporting the young people to interview stakeholders and create a set of voxpop videos for the website of a local organisation.
- Growing vegetables at the city farm and then selling them (which build more skills and relationships than painting the farm's shed).
- See **Appendix 1** for case studies below too.

## 6. Tips

- Involve young people in planning, delivery and evaluation – ask young people for advice.
- Sociable enjoyable activities where young people can be with their friends or make new friends are likely to work well.
- Opportunities to learn useful skills and demonstrate reliability are valued.
- Regular activities held at the same time every week may work well, but may not always be the right formula.
- Flexibility and responsiveness is key to maximum engagement.
- Email, text and social media mean convenient sessions can be planned and publicised quickly.
- Bite size events are a good option and help overcome bookings and timings challenges.

- Consider prioritising warm weather but not exam time. Many people don't like to go out in the rain, especially in winter.

## 7. How to apply for funding

Please [click here](#) to access the application form. We recommend that organisations contact the EECF Grants Team before submitting a proposal to discuss their project on 020 7345 4444 or [grants@eastendcf.org](mailto:grants@eastendcf.org).

An outcome will be available 10-12 weeks after the application deadline. Details of the next application deadline can be found on our website [www.eastendcf.org](http://www.eastendcf.org)

## 8. Monitoring and evaluating your work

If your application is successful, you must be able to spend the funds within 12 months of the grant being awarded. You will need to keep financial records of how the grant is spent as well as a record of how many people have benefited, and the difference the project has made to them and the wider community.

All the monitoring information collected must be submitted in an end of grant report in line with the dates detailed in the award letter. East End Community Foundation will also request a case story from a participant and photographs where possible so it is important to gather information throughout the duration of the activities.

The contribution of #iwill fund, Big Lottery Fund, the Department of Culture, Media and Sport and East End Community Foundation must be acknowledged in any promotional literature or annual report issued on your behalf within twelve months of receiving the grant or any instalment of the grant. Copies of such material must be supplied to East End Community Foundation free of charge.

We reserve the right to use any photographs or details of the project in any future literature and/or promotion.

### Monitoring data from young people

There will be an online questionnaire for participants to complete before and after the project, a link to this will be sent to all successful applicants.

## Appendix 1: Examples of projects from a previous round

**Turtle Dove** received £3,500 to support 15 young women to plan, deliver and review intergenerational social community events and workshops.

The young women were experiencing various issues such as economic deprivation, social isolation, mental health issues, disadvantaged family background, housing and homelessness issues and a lack of educational attainment. They had low self-esteem and low confidence in accessing education, employment, training and voluntary work.



The women engaged with older people through intergenerational events run with other partners including Dementia Compass and Ditchburn Place housing scheme.

Events include afternoon teas, tea dances, art workshops and social activities for older people in the community.

**Benefits for the young women included:** Improved employability such as time keeping, communication skills, problem solving skills, teamwork, money handling, and skills such as food hygiene knowledge, design and promotion and awareness of working with older people. The young women also received time credits or gift vouchers for participation.

**Benefits to the community included:** Improved perception of young people; reduced isolation and improved mental health for those involved.

This positive impact on wider society through the young women's participation and consequent improved mental health and employability may also help reduce pressure on local services.

**Waterbeach and Landbeach Action for Youth (WAY)** received £2,851 to provide an Aspirational Lives Training programme for young people aged 11-16 years.

The programme was designed to teach the young people how to make healthy lifestyle choices and become valuable members of their community.

Sessions included maintaining good mental health; building self-esteem; healthy eating and cooking; volunteering and community development.

The community volunteering sessions included four organised community litter picks; a Christmas present collection which the young members delivered to the local Teenage Cancer Unit, and a Christmas meal that the young members provided for isolated local residents.

74 young people volunteered at 14 different community events. The majority had never volunteered before and for almost half of the young people it was their first time being involved with a community event.

The project has helped the young people to grow in confidence by supporting them to participate in things they would not normally have chosen to do. 22 of the young people are now engaged in regular volunteering as a result of the project, with many more hoping to get involved soon.

**Porch Project** received a grant of £5,000 towards the cost of setting up and running the Street Reach Project, to encourage youth volunteering in and around Hadleigh.

Young people took part in a competition to produce a logo for the event. A working group of young people co-ordinated the project, considering what procedures need to be put in place, including first aid training and safeguarding.

The event ran over a May weekend with the main aim of the project being to support anyone in Hadleigh that needed help, including shopping, gardening, street cleaning etc. Young people formed four teams, with ten young people and two team leaders in each team.

For example a 90-year-old lady asked for help with her overgrown garden. The brambles, weeds and grasses were waist high. The young volunteers weeded strimmed and mowed. By the end of the morning the garden was clear and her lovely rose bushes were once again visible. When the team returned later in the day to collect equipment, this frail elderly lady was sitting out in her garden with a very big smile and she was effusive in her thanks. The difference the young people made to the quality of life of this lady was immense.

