

YOU SAID WE DID

YOUNG HARROW FOUNDATION
ANNUAL EVALUATION

NOVEMBER 2020



CEO STATEMENT

Firstly, I would like to extend a huge message of thanks to you all for everything you have achieved and accomplished during this Covid pandemic, one of the most challenging periods presented to us in recent years. I am proud to be working in Harrow at a time where effective partnership and collaboration meant those hungry were fed, those struggling to cope were supported and those willing to help in the best way possible were empowered to lend a hand resulting in positive and lasting impact.

We are aware that the Covid related statistics for Harrow do not paint our borough in a good light. Yet what they fail to capture is that Harrow was the first borough in the country to activate our one hospital to directly support patients suffering from Covid, and that our local Charities, Businesses, Statutory partners and Schools never stopped in their quest to do everything possible in order to help the residents, of all ages, across the borough.

I would also like to take this opportunity to say thank you to everyone who took the time to complete the survey - we know this year, with the added section around Covid, that this was an epic task. I personally wanted to pull this short update together with the help of the YHF Team in an effort to let you all know what we have done with your comments and suggestions so far and how we hope they will benefit you and all of our Members moving forward.



DAN BURKE
CEO

2020 Highlights

We continue to offer a range of funding support, partnership opportunities and development, in line with our strategic plan. Below are some key figures and highlights so far...



307 signed up members, associates, strategic and business partners, funders/trusts and schools forming part of our overall network – all working together



TOTAL FUNDS raised for HARROW since April 2020 - £1.6 million

Working together with both Harrow Council and a range of partners we have managed to secure a phenomenal **£1.3 million** facilitating partnership/consortium funding all being used to deliver opportunities and support to residents of Harrow.

Working closely on a one-to-one basis with members we have secured **£219k** from Trusts and Foundations and a further **£186k** through diversifying income from corporate partners and donors.

96 members

have participated in fundraising training and **273** have engaged in a wide range of development training and support.

KEY AREAS

We continue to deliver a wide range of support and opportunities to our members. This report is designed to highlight the additional areas we are developing as a result of our recent Annual Member Survey and to let you know that we are actioning your support requests.

The report will cover the 6 key areas concluded from our Annual Survey, by the external evaluator for our consideration and action. Work is being planned or carried out under each one, and this document captures the progress. The six areas in summary, are:

1. Support with funding and organisational capabilities
2. Mentoring support
3. Taking forward the Black Lives Matter agenda
4. Continue to help charities link with schools
5. Take on a coordinating role in creation of a new mental health offer
6. Supporting connections with organisations in other boroughs.



SUPPORT WITH FUNDING AND ORGANISATIONAL CAPABILITIES

Support with funding and organisational capabilities

(Areas of support identified in the Annual Review include: *Social Media, Communications, Mentoring and Fundraising*)

SOCIAL MEDIA

What did we do?

We started with the YHF Christmas Giveaway. This social media programme saw members create a one-minute video (a huge challenge in itself but good exercise in really drilling down and condensing your key messages) then engage their respective followers to vote and share the video. YHF did the same and extended the coverage as widely as possible, sharing the message and featuring the videos – we even offered voter incentive by providing 4 great prizes for an end of programme raffle. The whole programme was designed not only to increase exposure; but to help raise funding and awareness and potentially secure new donors.

How did we support members?

Firstly, we organised a practical training webinar, inviting 3 member organisations to join YHF in sharing their expertise, experience and ideas including: how to develop an impacting social media platform, building on your network and turning a network into potential donors. If you haven't already seen the video you can watch it [HERE](#).

Secondly, we developed and led on the practical campaign which took place over two weeks with a £3,000 funding incentive for two winners in our Christmas Challenge (as set out above). 11 Members took part in this programme and we are pleased to say that the event garnered 25,313 engagements and 1,872 new followers across all the accounts.

The general 'buzz' and footfall generated across social media was phenomenal. We were able to identify many learnings and will be reviewing and understanding each member's data with them, to help improve future social media campaigns.

Thirdly, we organised a training session in partnership with Flash Consulting/LinkUP London. We offered places to our members and associate members and 9 organisations took up the offer to participate in an online session to be paired up with a volunteer. The focus of this event was on Digital Marketing including: Marketing Strategy (Digital Marketing – Email Marketing – SEO – Paid Social Media Marketing) and Social Media (Strategy – Planning – Management). This event went really well, and we hope there may be some long-term support as a result – we plan to work with LinkUP London in the future so there will be more opportunities to take part moving forward.

SUPPORT WITH FUNDING AND ORGANISATIONAL CAPABILITIES

COMMUNICATIONS

We now have two strong online platforms for Harrow that will help extend our member's reach and partnership work in the community. The YHF [website](#) is the directory of ALL youth offers in Harrow, with a focus on early intervention. It is open to all of our members, associate members and strategic partners to upload their local offers – for Young People, for Schools, for Parents and Charities.

YHF Website

Currently we have 236 opportunities for children and young people and a range of support information for charities to access. The website further allows local charities to promote their school-based offers and we are working increasingly with schools to ensure they engage with the website. If you are not already signed up and using your free online portal, please do so [here](#) or contact ceri.morris@youngharrow.org for more information. Over the next two years we are committed to publicising member organisations and your support and services for young people, by getting our website in front of as many audiences as possible, including professionals, families and children and young people themselves.

Help Harrow

Our more recent and equally exciting new platform Helpharrow.org is being delivered in partnership with Harrow Council. The Help Harrow portal is a way of referring people of all ages in Harrow, with an acute need in a specific social problem, to local support. At the moment the system offers support for food poverty, advice, and mental health, via an integrated single point of contact system. Referrals can be made directly by the person in need or via an Access Point (organisations and schools able to submit requests of support on the person's behalf). Next year will see new themes added – e.g. employment and youth violence. There is a process for becoming a service delivery partner on this system. For more information contact shaunte.harris@youngharrow.org

The logo for 'Help Harrow' features the word 'Help' in a bold, red, sans-serif font, followed by 'Harrow' in a bold, dark blue, sans-serif font. The letter 'o' in 'Harrow' is replaced by a red lifebuoy icon with white text on it.

SUPPORT WITH FUNDING AND ORGANISATIONAL CAPABILITIES

FUNDRAISING

We continue to support partnership and consortium funding bids and to offer our members one-to-one fundraising support. Opportunities for new funding in response to Covid has enabled us to support even more organisations to secure additional funding to support their work during this pandemic. We have increased the number of online fundraising support webinars designed to share information and advice on applying for specific funding pots including: Harrow Giving Coronavirus Fund, London Community Response Fund (Waves 1-4), Social Media, BBC Children in Need, John Lyon's Charity and practical support in developing a Fundraising Strategy.

Our partnership with Harrow School has developed with a contribution of **£200,000** over this period alone (made up of fundraising and facilities). We were able to give out **£120,000** worth of small grants to local organisations to provide summer activities, make use of Harrow School facilities and have just announced our Build Back Better Funding programme to support both core costs and ensure a range of opportunities for children and young people in 2021. This has all been possible because of Harrow School's commitment to local causes, and is only the beginning of their support.

We would also like to share some great news that YHF's offices will be moving to the School in 2021 and we will be working together to unlock even more opportunities that benefit our Members and the Harrow Community.

Harrow Giving

As a result of a highly respected partnership made up of Voluntary Action Harrow (VAH), Harrow Community Action (HCA), Harrow Voluntary and Community Sector Forum (VCS) and Young Harrow Foundation it has been possible to secure generous support from Harrow Council and work together to administer, support and deliver services in response to the crisis. To date the partnership has given out £550,000 in over 85 different grants between April and September 2020, with a further £150,000 to give out in January 2021.

This does not include the additional grants for food which supported 38,184 people.

MENTORING SUPPORT

YHF Mentor Programme

This concept has been developed in direct response to what you have requested in the Annual Review with our members telling us that they need more specific help in the following areas: Policy Review, Programme Design, Organisational Structure, Monitoring and Evaluation, Digital Implementation of services and Governance (make up and effectiveness). Given both the capacity of our team and the expertise amongst our membership, we thought a 'mentor/buddy' style scheme would work well whilst releasing additional resources locally, within the sector.

How will it work?

We plan to develop this with a small pilot project which is currently underway. We will match your needs with an organisation/mentor who has a proven track record/ expertise in any given area. There will be no cost to your organisation, and you will be eligible for between 5 and 15 hours of support. YHF has been funded to pay the mentor organisation.

We plan to roll this out more widely in the Spring of 2021.

Support to get right skills-set on Trustee Board

We plan to explore this request in more detail with Voluntary Action Harrow (VAH) as this is their area of expertise. We have worked closely in partnership with VAH since our set up to ensure the best support for all and would like to take this opportunity to give them a special thank you. In the meantime, you can always advertise for additional Trustees/Volunteers using your free portal on our website.



BLACK LIVES MATTER

Harrow Council are working to develop a robust strategic approach to address Equalities, Diversity and Inclusion (EDI), which will be enhanced through working closely with a range of local agencies, statutory partners and the voluntary sector. The Council approach is based around addressing inequality in life outcomes; reviewing their services; and improving their role as an employer. The work will initially be focused on race and ethnicity with a view to broadening this to cover all protected characteristics as this work expands.

Harrow Council has commissioned one of the key speakers from the BLM Webinar, Patrick Vernon to review and support Equality and Diversity internally to the Council. You can see the BLM Webinar presentation [HERE](#) The sub-group are developing a new programme to support the BLM sub-committee members through three provisions of funding to deliver targeted intervention in 2021. This is a one-year pilot project funded through the Violence Reduction Unit (VRU) and the London Crime Prevention Fund (LPCF) to deliver a range of activities benefiting young people and parents. The fund focuses on two thematic areas for delivery: reducing school exclusions in Black Caribbean boys and a programme for Black African and Afro-Caribbean parents. The programme of interventions should be created with a view of creating a sustainable model that can be bought in by schools and wider partners.

We are also extremely pleased that Donna John (Executive Director) IGNITE Youth and YHF member organisation is chairing the BLM sub-group.

YHF will be working closely with Harrow Council, partners and you, our members, to ensure we are proactive in this important agenda moving forward.

LINKING CHARITIES WITH SCHOOLS

Survey

We have been working with Public Health Harrow to develop a school-based young person's Needs Analysis survey to follow on from the "This is Harrow" survey we carried out in 2018. The new survey "How Are You Harrow" (HAY Harrow) is designed to understand to help us better understand the health and wellbeing needs of young people in Harrow aged 9-18, in 2021.

The results, much as the last time, will help you make the case for your services as the evidence and direct feedback from young people will be available to members and will further help schools and colleges to make important changes and additions to improve support for their students. We are working even more closely with local schools this time around and already have sign up from 20 schools. Every survey is anonymous and is being rolled out through schools and colleges during January & February 2021.

Our plan is to build on the newly developed and strengthened relationship through the school survey and through more schools using our website as the main access point to see that data. Once the data has been compiled, we will be working across sectors to design "You Said - We Did" which will include and promote a range of partnership opportunities for you as members to work with schools to deliver services to ensure, as a borough we are addressing issues and gaps in current provision. Across our various platforms, in particular through our website and HelpHarrow, YHF will be working closely with schools to tap into your services and to directly connect with local charities. As this works is quickly developing it is even more imperative that your services and offers are frequently updated on your YHF Portal.

The next stage in this process will be for our Change Champions to develop their work on Youth Voice with a focus on how to increase relationships between SCHOOLS and CHARITIES with co-production of offers that will benefit and support young people. For more information on the work involving our Change Champions over the past 18 months please see the report [HERE](#).

COORDINATING ROLE IN NEW MENTAL HEALTH OFFER.

HelpHarrow

The Mental Health partnership and referral pathway on Help Harrow has 11 organisations working together to provide a new joint offer for Children and Young People across the borough.

Clinical Commissioning Group (CCG) and Schools

Young Harrow Foundation is working with Harrow CCG on The Ana Freud Link Programme Designed to bring together education and mental health professionals to improve their joint working and to ensure children and young people get the help and support they need, when they need it. This will be delivered through a combination of seven online modules and two live workshops.



CONNECTIONS WITH ORGANISATIONS IN OTHER BOROUGHS

YHF is currently one of 9 Young People's Foundations – 8 across NW London (and one in Manchester). We work very closely together and those of you who deliver work in more than one borough are already members of more than one Foundation. During the initial pandemic period we brought you a series of webinars facilitated jointly across the YPF's bringing members from across the boroughs together.

The newly established YPF Trust will act as an umbrella organisation for the YPF's to help with shared resources, learning, support, advocacy, and research.

We also continue to work closely with a range of Strategic Partners to establish effective working relationships and to try to reduce duplication, including: Partnership for Young Londoners (PYL), London Sport, National youth Agency (NYA), London Youth and Street Games.

ACTION FOR CHANGE Tool

Following extensive workshops last year in which many of you played a vital role and the resulting report 'Action for Change' which was the focus of our post AGM webinar we brought together a small group of strategic partners to discuss and agree on the potential of Children and Young Peoples' Plan or equivalent with the vision of having this sit underneath the borough's 10 Year Plan given that the needs of children, young people and their families is cross cutting against each of the 8 key areas. This will be less about funding and more about the redesigning of services and working better together to deliver more effective and appropriate offers borough-wide. We have created a template to try and support a more effective partnership working model which we are currently piloting in a couple of planning groups connected to the Borough Plan.

MESSAGE FROM THE NEWLY APPOINTED CHAIR OF YOUNG HARROW FOUNDATION

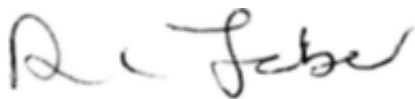
The children and young people we all support in Harrow are incredible. During this tough year of the pandemic, they are continuing their education and dealing with the adverse conditions of lockdown, in addition to whatever their own life circumstances may be.

Our mission at Young Harrow Foundation is more vital than ever, to ensure access to a range of high-quality support services, so that together we help young people to be happy, healthy, and safe with more opportunities to reach their potential.

This year has been fraught with physical and emotional health difficulties as well as financial challenges for many of our members and the communities you serve, and we may be faced with even more uncertainty as 2021 approaches. As the new Chair I pledge to support our member's, key partners and importantly the staff team so that together we will remain resilient, responsive, and sustainable.

We said that we will listen to, learn from and collaborate with our members to inform our work, and create opportunities for you to be even more closely involved with the Young Harrow Foundation. This report highlights the activities that we have been involved in, the work taking place and the campaigning and partnership work that Young Harrow Foundation does on behalf of its members.

As a Foundation we have been agile in response to pandemic restrictions, which has allowed new ways of engaging to become a mainstay. Considering this makes me grateful to be part of an organisation where we have dedicated staff to support our members, who have responded throughout this crisis while bearing their own significant and personal challenges and my thanks go to my colleagues for all their contributions over this difficult year.



ROWENA JABER

YHF Chair and CEO of The WISH Centre (YHF Member organisation)