



JOHN LYON'S
CHARITY

2021-2022

Young Ealing Foundation Annual Report

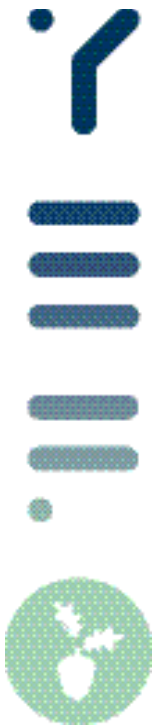


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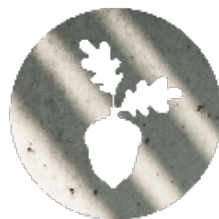


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Message from Chairman and Chief Exec



Over the last year, the Young Ealing Foundation (YEF) and our members have continued to deal with the fall out of the COVID-19 pandemic. As restrictions have been slowly lifted, we have seen the impact of disrupted education, massive changes in funding and the economic impact on families. We have seen a rise in children and young people suffering from poor mental health, and more families than ever before facing poverty, whilst enduring ongoing cuts to local and national public services, leaving a voluntary sector struggling to meet the increasing needs of people who are systematically and socially disadvantaged.

The YEF and our members have been responding to these challenges. For example, we have continued to deliver the Southall food hub, for which the need is still rising, and worked with partners to deliver a long-term solution to meet that need. We have also increased our support to stabilise our members' future and work towards sustainability through fundraising and strategic support and our small grants programme. We have driven forward our commitment to empowering young people by developing our youth voice programme, Ealing Young Champions, who worked on a well-publicised campaign to save a local youth centre from closure, culminating with a presentation at a full council meeting.

There have been changes to the YEF team during the year. We have welcomed Jevgenijs into the team as a full-time events and special project administrator, and said goodbye to our Fundraiser Rachel, who is sorely missed. Over the next year, we will strengthen our team with fundraising support to replace Rachel, and with a new Youth Voice and Membership Manager, as well as looking to appoint an operations manager to support our grants programme and membership offer.

We will continue to develop the Ealing Young Champions programme to ensure that services in the borough represent the voice of those they are meant to serve, as well as ensuring our forums, training and one to ones are stepped up to support the myriad needs of the wonderful voluntary sector groups in the borough. We will be hosting our first annual Young Ealing Foundation Awards celebrating the achievements of children and young people in the borough, and we will generally be doing all we can to ensure that there are diverse, high-quality opportunities for children and young people to enable them to thrive.

**Elly Heaton-Virgo, CEO &
Paul Bradford, Chair of Trustees**

Introduction

The Trustees present their Annual Report and Financial Statements of the Young Ealing Foundation (“YEF”) for the year ended 31st March 2022. The Trustees confirm that these Annual Report and Financial Statements comply with the current statutory requirements, the requirements of the Foundation’s governing document and the provisions of the Statement of Recommended Practice (SORP) Financial Reporting Standard (FRS) 102 issued in 2015.

Ealing is the third largest London borough in terms of population and research suggests it will be one of the boroughs least likely to recover from the impact of the COVID-19 crisis. There had been over £1 million in cuts prior to the pandemic and further to be expected in the near future. Ealing has a large and very active voluntary and community sector working to address the key issues impacting children and young people. The Young Ealing Foundation exists as a membership organisation to support these vital delivery groups and provide them with the skills to not just survive recent crises, but to become sustainable in this difficult climate.

Objectives and Activities

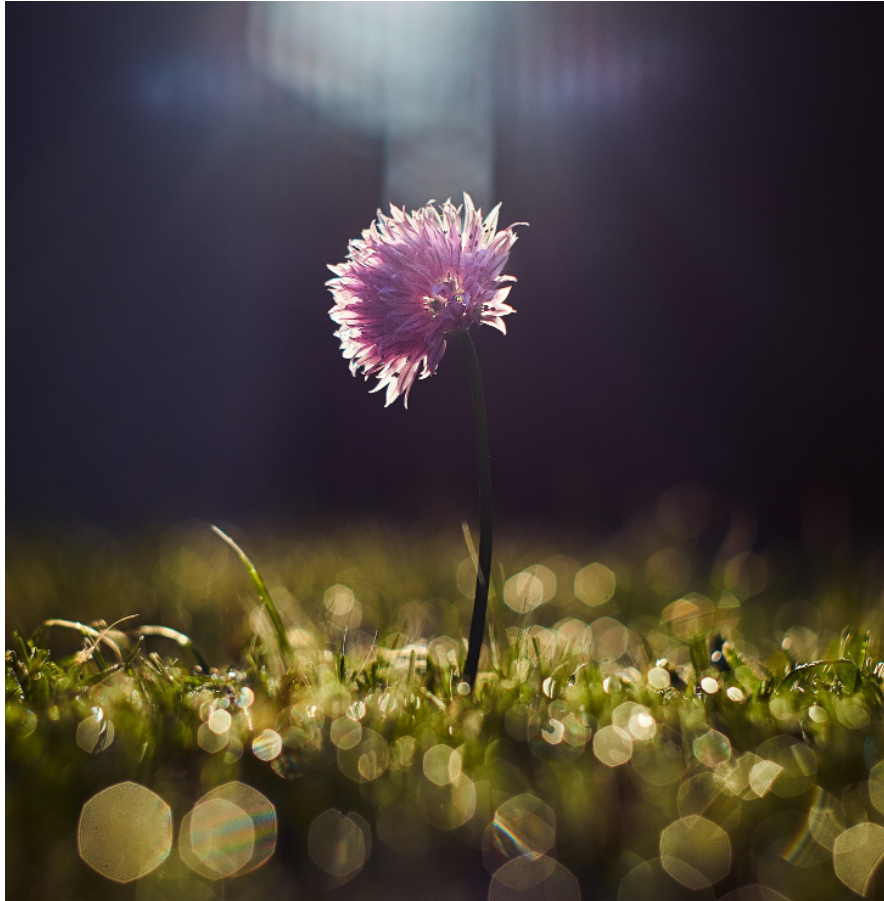
The Young Ealing Foundation (YEF) is an independent registered charity established in 2017. We are part of the Young People’s Foundation network created by John Lyon’s Charity. They developed the network in response to the ongoing challenges faced by the children and young people’s sector.

Since we opened our doors four years ago, we have acquired 67 members, and are working with lots more voluntary sector groups to provide a range of support. We also work across the public and private sector with a range of key local stakeholders to ensure we align our priorities with the local vision for Ealing.

Young People’s Foundations bring together the public, private and voluntary sectors to effect positive change for young people. Young People’s Foundations are currently operating in Barnet, Brent, Harrow, Camden, Ealing, Hammersmith & Fulham, Westminster, Kensington & Chelsea and Manchester.

Vision:

To ensure all young people in Ealing can access the opportunities and support they need to grow up and lead happy and safe lives, fulfil their potential and become a valued and listened to part of the local community.



Mission:

To work with and in the community to empower small, local charities to thrive and flourish in order to enable sustainable, high quality service provision for children and young people and promote great youth work in all its forms.

Values:

Our values inform all of the work we do, and guide our staff in our approach to supporting organisations.

Objective

We are independent and impartial of any local or national priorities and are led purely by the needs of our members

Brave

We are thought-leaders in the sector, and are not afraid to lead from the front and respond quickly and decisively in times of crisis

Trusted

Our staff are experienced, approachable and focused, and can provide the expertise and support most needed by our members

Collaborative

We model and promote genuine partnership working, and contribute to a strong, non-competitive and cohesive sector

Member Overview

67 MEMBERS

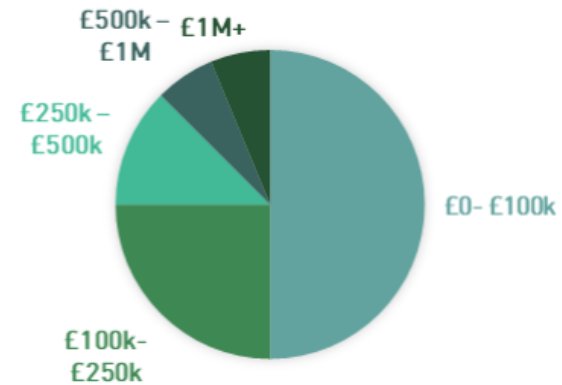
SERVING

10-15,000

CHILDREN AND YOUNG
PEOPLE PER YEAR IN EALING



ANNUAL TURNOVER

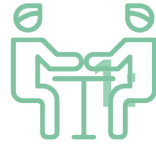


TOP 5 MAIN ACTIVITIES:

- MENTAL HEALTH
- MENTORING
- SPORTS AND PHYSICAL ACTIVITY
- LIFE SKILLS
- HOLIDAY PROGRAMMES

How did we perform against our objectives?

Objective 1:



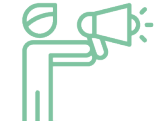
Promote, lead and model effective collaboration and partnership work

One of the main ways we lead effective collaboration and partnership work is via our networks and forums:

- We had a total of **10** network meetings this year
- There were **60** unique attendees from over **45** organisations at our 4 Tackling Youth Violence Forums.
- Ealing Arts and Health Alliance had 6 meetings with **21** unique attendees from **17** organisations
- Launched our Website Directory with over 2000 visitors across **83** projects.
- Attended and presented at numerous Ealing Events and forums

Outcome: Members gain improved awareness of other organisations and best practice, as well as being provided with opportunities to collaborate.

Objective 2:



Champion the voice of children and young people in our own and members' services and throughout the borough

This year saw the launch of our 'Ealing Young Champions' (EYC) which consisted of 21 local young people aged 14–25 who came together to give a voice to young people in Ealing and tackle the issues that are important to their peers.

- We had a total of **18** sessions across the year, covering a variety of themes including political literacy, public speaking and campaigning
- The EYC identified Mental Health, Online and Physical Safety and Positive Opportunities as their top three priority areas
- The EYC launched a campaign to save a local youth club from demolition

Outcome: Young people have the opportunity to steer the direction of services for themselves and their peers in the borough.

CASE STUDY: Save The YAC

When the Ealing Young Champions heard that one of only three youth centres in Ealing was earmarked for demolition by Ealing Council, to be replaced with houses, they decided that they wanted to do something about it

With support from the Young Ealing Foundation team, they launched a campaign to #SaveTheYAC. The campaign consisted of creating a petition to Ealing Council, hosting a demonstration outside Ealing Town Hall, as well as presenting the petition in front of the entire Council. Despite a fantastic campaign, ultimately the Council decided that it had no choice but to still demolish the Youth Centre.

Even though this is not the result any of us wanted to see, there have been some brilliant achievements with the Ealing Young Champions' campaign to #SaveTheYAC and it was a success in many ways:

- They managed to secure over **1,500** signatures on their petition – enough signatures to be debated at a full Council meeting!
- Prior to the campaign, there were absolutely no plans to build a replacement youth centre – the Council were just going to demolish it and move everything to the much smaller Dormers Hub. As a direct result of the campaign, the council have promised to replace the youth centre with a bigger, better facility, designed by young people, for young people. This is a momentous achievement which will have a lasting effect on the young people of Southall and beyond.
- During a public consultation event, Peter Mason guaranteed that **£2.5 million** from the YAC development is earmarked for building the new youth centre. This is a huge amount, and a direct result of the Ealing Young Champions' campaign.
- The campaign was featured in local and national press and had the support of big funders such as the John Lyon's Charity.
- On top of all of this, as a result of the campaign, Ealing Council have realised that young people in the Borough **do** care and **will** use their voices to hold them accountable.

CASE STUDY: Save The YAC



Wednesday, July 7, 2021

Grant-makers John Lyon's Charity has joined a campaign to prevent a youth centre in London from being demolished.



Campaigners are fighting to save the 40-year-old youth club. Picture: Young Ealing Foundation

The Young Adult Centre (YAC) in Ealing, west London, is at risk of permanent closure under plans proposed by Ealing Council to redevelop the site for housing.

The youth club has been run on the site since the 1980s and is "pivotal in the lives of young people in Ealing", said John Lyon's Charity that is campaigning for YAC to remain open.

The charity says the YAC's location in the Southall area of the borough is one of the most deprived areas in England.

"As the biggest funder for children and young people in North and West London, we urge Ealing Council to reconsider its decision to demolish the YAC and work with John Lyon's Charity and other funders to keep it as a thriving community hub," said John Lyon's Charity chief executive Lynne Guyton.



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Teenage group fighting to save Southall youth centre

2nd July 2021



Share 0 Comments

A TEENAGE group known as the Young Ealing Champions are fighting to save their youth club from demolition.

The Young Adult Centre has been a safe space and community to many since the 1980s but is now at risk of permanent closure under council plans to demolish it and redevelop the site for housing.

Objective 3:



Provide high-quality, impactful support to build our members' capacity to deliver excellent service

The Young Ealing Foundation has worked towards making a strong and sustainable sector. Our support to build capacity has included:

- **148** attendees to **11** training courses delivered remotely across a variety of areas including Child Protection, Impact Measurement and Mentoring.
- Elly supporting **3** Members with becoming CIOs, as well as providing **6** Members with strategy development (including funding strategy support).
- Running extremely successful Youth Mental Health First Aid Training for practitioners in partnership with London Youth and Thrive Ldn. **31** more Youth Mental Health First Aiders now in Ealing.
- We've conducted **14** new membership meetings, **33** membership renewal meetings. and reviewed over **300** Member policies.

Outcome: Members develop the skills, knowledge and expertise in order to be able to operate legally, safely and not just survive, but thrive.

Objective 4:



Improve sustainability and resilience in the sector through improved access to funding

This year, for the first time, we offered small grants to all members. We tried to make the grant funding as accessible as possible and to ensure our application process was simple in order to encourage smaller organisations who traditionally struggle to get funding to apply.

- In total we awarded **18** grants with a value of **£85,463**.
- The organisations we funded ranged from **£1,500** to **£320,000** annual turnover, with an average turnover of **£85,515**.
- In addition to our Small Grants programme, we also ran our Supplementary Schools Grant programme where **6 supplementary schools** were funded for a total amount of **£18,000**.

Outcome: Supporting the sector in this way gives an increased confidence in the long term future of these vital organisations.

Objective 5:

Work with our members to reduce child poverty in key areas identified in our Build Back Better research



In addition to the forums and networks already referenced, YEF has run three discrete pieces of work over the year to feed into our Build Back Better Priorities:

- The Southall Food Hub project supported over **800** people in more than **350** households
- SIGNAL Poverty Project: SIGNAL is a metric and a methodology which Young Ealing Foundation have facilitated through a partnership with GOSAD, Ealing Learning Partnership and Ealing Foodbank. They support individuals through an animated survey where they self-assess their life circumstances, express their story, and determine those things they would like to work on to improve their quality of life.
- Digital Inclusion Taskforce: In December 2021, after three quarterly meetings and a successful joint funding bid, YEF handed over management of the Digital Inclusion Taskforce to Ealing Community Network, as there was a significant focus on adult and older people's services.

Outcome:

The Young Ealing Foundation has ensured we are known for needs-led, high quality services which are truly reflective of the community we serve.

Fundraising

The Young Ealing Foundation undertakes all fundraising activities in line with the Fundraising Code of Practice. The charity is committed to fundraising which is legal, open, honest and respectful. If fundraising activities are managed on the charity's behalf by volunteers, appropriate support is provided to ensure their fundraising activities protect both the reputation of the charity and its supporters.

The Board of Trustees and CEO actively review risks to income generation and support the Fundraising Development Manager to deliver a clear fundraising strategy. The majority of the Young Ealing Foundation's income is secured from charitable trusts and foundations. Despite the many challenges presented by pandemic, the Young Ealing Foundation achieved considerable growth in diversifying income and raising the profile of the charity to funders and the local community.

We would like to extend our sincerest thanks to those who supported our work over the past year.



Volunteers

Volunteering roles at the Young Ealing Foundation give individuals and groups the opportunity to develop new skills and utilise their experience and knowledge.



Over the past year, we are extremely grateful to our volunteers who have provided over 700 hours of support, representative of over one third of the charity's annual operational hours.

At the Southall Food Hub we have many long-standing volunteers, who despite facing significant personal challenges because of the pandemic, have supported the project with the packing and delivery of food parcels. Their support has been instrumental to the success of the project and reflects the power of a cohesive and supportive community. The majority of the volunteers who support us have come from the local community and we have a number of volunteers who have previously been beneficiaries of our projects.

We also had a special cohort of volunteers from Year 6's at Dairy Meadow Primary School. Volunteers are managed by the Young Ealing Foundation's Special Projects and Volunteers Manager. Whilst supporting the charity, all volunteers are provided with appropriate training to support their understanding of the Young Ealing Foundation's aims. Their skills and experience are appropriately matched and they are respected and listened to as a vital member of the team. Their role is regularly reviewed to ensure volunteering remains rewarding and beneficial to both parties.

Financial Review of the Year

Total net incoming resources for the year was **£380,715** details of which are shown in the Statement of Financial Activities.

Total expenditure for the year was **£367,137**.

The balance of funds at the end of the year was **£213,002** of which **£47,887** is restricted.

The balance of unrestricted funds carried forward includes a General Reserve of **£60,000**. The remaining **£105,115** will be required for the running costs of the charity in 2022–23.



Looking Forward

The Young Ealing Foundation launched a new three-year strategy at the beginning of the 2021/22 financial year. The strategy has been developed during the Covid-19 Pandemic and builds on the extensive experience of staff in designing and delivering reactive services, and participating in and leading forums, research and discussion groups during this period.

At the start of the 2022/23 financial year, the staff and trustees agreed the following priorities for the upcoming year:

- Reviewing our marketing and communications strategy, including refining and updating our case for support and identifying member opportunities
- Renewing our member offer and updating our new and renewing member processes
- Continuing to build Ealing Young Champions by recruiting new participants, co-producing a programme which includes opportunities for peer research and social action
- Completing the Signal Poverty Project pilot and producing a long-term plan
- Focus on our priority around Tackling Youth Violence to support a partnership bid for diversionary activities in Northolt, lead research on the need for services in Southall & Norwood Green and partner with LBE on the VRU parent/carer Champions project
- Deliver a comprehensive programme of training and workshops, run key forums and provide meet-the-funder opportunities
- Continue to develop strong, local partnerships through the Youth Offer Partnership, Ealing Community Network and other local strategic forums
- Provide £125k in small grants to members through general and targeted funding rounds
- Continue to build the Directory of Opportunities to ensure it is comprehensive in showing all services for CYP in Ealing

Structure, Governance & Management

Throughout the year the board was made up of ten trustees. Four of these were new trustees who reflected the need for greater local representation from the statutory and voluntary sector, as well as a young trustee and a trustee with significant fundraising experience.

Board decisions are taken at bi-monthly board meetings, with new trustees being officially appointed by members at the AGM. There were no sub-committees of the board, although ad-hoc task and finish groups have been set up throughout the year to support the CEO on specific items such as staff appraisals and remuneration; risk management and fundraising.

New Trustees are subject to an in-depth induction process, which includes providing:

- Information about roles and duties of Trustees from the charity commission
- Memorandum and Articles of Association
- Dates of Board meetings

- List of Trustees with contact details
- Business / Strategic Plan
- Trustee Code of Conduct
- Trustee handbook including key policies
- Annual Report and Summarised Accounts
- Organisation Chart
- Information about current projects

Trustees also meet key staff members including the CEO to discuss current priorities and projects, and are subject to references, DBS checks and eligibility checks. Trustees are not remunerated, however they can apply for expenses for attending meetings including travel and childcare costs associated with attending.

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