

Invitation to tender to evaluate the importance of place in youth social action and the work of the Foundation's Young Change Makers

Executive Summary

The Virgin Money Foundation is inviting tenders from parties interested in evaluating the impact of place in Youth Social Action programmes funded through the #iwill Take Action Fund and the development of the Foundation's Young Change Makers. When place is given central importance in youth social action we would like to better understand the impact this has both on the young person's sense of belonging to that place and the impact on others in that place.

The second #iwill Take Action Fund takes our learning from the first round (2017 to 2019), advice from the Foundation's Youth Advisors and current funded organisations to re-launch the programme with new themes to reflect young people's current experiences and concerns. Whilst the themes are different, our aim remains to increase the number of opportunities for young people to volunteer and fundraise for, or campaign on, issues that are important to them.

The Young Change Makers Fellowship is a partnership programme from Virgin Money Foundation, The National Lottery Community Fund, Northern Soul and the Foundation's Youth Advisors to directly support young people with the potential to change society for the better, starting in their local community with funding, mentoring and leadership development.

Background.

The Virgin Money Foundation launched in August 2015 as an independent charitable foundation focused initially on community projects in the North-East of England. The Foundation supports organisations with the vision to change their community for the better.

www.virginmoneyfoundation.org.uk

The #iwill campaign is a collective effort involving over 800 partners from across the public, voluntary, education and business sectors with a vision to make meaningful social action part of life for 10 to 20 year olds, wherever they live and whatever their background. The #iwill campaign was launched in 2013 with cross-party and cross-sector support after research into how the business, education, public and voluntary sectors could support young people to engage in social action.

The campaign was launched and coordinated by Step Up To Serve until 2020. For more information, visit www.iwill.org.uk and follow @iwill_campaign The National Lottery Community Fund and the Department for Digital, Culture, Media & Sport each invested £25 million seed funding to create the #iwill Fund. The Virgin Money Foundation is match funding £250,000 from the #iwill Fund to create a £500,000, social action programme for the North East in 2021.

Key features of the programmes

The #iwill Take Action Fund

The Fund will award grants of up to £50,000 to support youth-led social action.

We expect to make between 10-15 grants to spend the £500,000 budget.

The #iwill Take Action Fund will provide grants under three themes:

- Crisis, Poverty and Isolation: we want to support youth led initiatives supporting local communities through the challenges that COVID has brought.
- Arts and Heritage: we want to support youth-led initiatives creating new ways of delivering the arts during a period where social distancing has re-shaped our use of collective spaces in our communities.
- Community Justice: we want to support youth-led projects that examine and act upon inequalities including equity and justice in our communities.

We expect to award the final grants through the programme in January 2022.

The programme was designed alongside the Foundation's Youth Advisors. All decisions made through the #iwill Take Action Fund are supported by the Foundation's Youth Advisors. You can learn more about our Youth Advisors here: <https://virginmoneyfoundation.org.uk/about-the-foundation/youth-advisors.html>

Young Change Makers Fellowship

The Young Change Makers Fellowship is a pilot partnership programme from Virgin Money Foundation, The National Lottery Community Fund, Northern Soul and the Foundation's Youth Advisors. It directly supports young people who have the potential to change society for the better, starting in their local community, by providing funding, mentoring and leadership development support.

Through the programme young people get:

1. a grant of up to £10,000, paid monthly over a period of six months to give young people time to develop and launch their idea
2. a travel bursary to cover the cost of up to four weeks travel to research other community driven projects in the UK or abroad
3. access to a supportive peer group of exceptional young people committed to creating change
4. opportunities to meet social entrepreneurs who've created successful initiatives that drive change
5. introduced to other organisations who can help after they have completed the programme.

The Foundation and Northern Soul are currently supporting nine young change makers from across the North of England (North East, North West and Yorkshire and the Humber) on the first of two pilot programmes in 2021/2022. More information on each and their plans for their community are below. In total twenty young people will complete the Fellowship.

Information on each Young Change Maker is included as **appendix 1**.

The Tender

With the Youth Advisors we want the evaluation to help us to better understand the impact of place in Youth Social Action programmes funded through the second round of the #iwill Take Action Fund and the development of the Foundation's Young Change Makers, on both the young person and others in their community. We want to understand better and

evidence what community action means to both the place and the people who live in that community, their connection and ties, and if that leads to better or different outcomes for or from Youth Social Action and the young people leading social change.

The Foundation team and the Youth Advisors are keen that the output from the evaluation is not just a written report. A previous evaluation on Youth Voice through the first round of the #iwill Take Action Fund can be seen here: <https://vimeo.com/365795339>. We are also keen that young people are given opportunities to be involved in the evaluation.

The tender should include:

- a detailed outline of your proposed process
- how the evaluation will be presented, thinking creatively about film, photo documentaries and other ideas
- your experience of evaluating projects aimed at supporting young people
- CVs of the key personnel involved in the evaluation
- a budget.

The tender should provide a detailed breakdown of all relevant costs with the available budget of £17,000 (inclusive of VAT). We expect the proposals to use the available budget in full; proposals will be scored on quality alone.

Timescales

The delivery organisation will be recruited in March 2022. Tender proposals should be submitted by Monday 7th February at 12 noon.

The evaluation will then run for a year. During 2022 you will work with the Foundation team, organisations and individuals funded through the programme and the Foundation's Youth Advisors.

We would like an interim report in September 2022 and a final report in March 2023.

If you have any questions or would like to discuss the proposal in more detail please contact Rachel Kyle-Barclay, Grants and Learning Manager, rachel.kyle-barclay@virginmoneyfoundation.org.uk who would be very happy to speak to you further.

Tenders should be sent to Rachel Kyle-Barclay, Grants and Learning Manager, Virgin Money Foundation rachel.kyle-barclay@virginmoneyfoundation.org.uk by Monday 7th February at 12 noon.

APPENDIX 1

Ella Grace

Ella-Grace set up a performing arts organisation 'EGG Performing Arts and Wellbeing' on a council estate in Preston at the age of 18 with the ambition to be a 'sounding board' and mentor and provide encouragement, support and inspiration to those who are referred or join. EGG works to inspire young people from the area to 'aim higher', getting them to engage in positive, high quality and purpose-driven activities. It is based at the Streetwise Community Centre and offers heavily subsidised or free classes.

Ella-Grace wants to build the organisation to support as many young people as she can from her local community, particularly around their mental health and wellbeing. In addition Ella-Grace works in schools, community centres and with armed services children, she organises competitions, shows, movie days, parties, youth clubs and more. Ella-Grace will use the Fellowship to help her to take the next steps in growing the organisation. <https://www.eggperformingartsandwellbeing.com/>

Gage

Gage set up Oxygen Films as a teenager and wants to grow the organisation. Oxygen Films, a not-for-profit CIC has never received funding or financial support. Through Oxygen Films, Gage champions young creators from diverse and historically underrepresented backgrounds to access paid film-work. To date giving over 100 young people access to work on film shoots which have won awards around the World. The work is typically queer-focused, and through this Gage has developed relationships with other charities and organisations which have supported both Oxygen's audience and crew. <https://www.oxygenfilms.co.uk/>

Jaiden

Jaiden wants every young person to dream beyond the barriers of their postcode; to not allow a bad start in life to determine the rest of their life. This programme will allow him to continue and grow the work he has started in Salford, inspiring other working class young men to value themselves, to recognise that it is okay to swim against the tide and be an outlier. Manchester Outliers will build trust and amplify the voices of young people in Jaiden's community who are doing exceptional things, those who are creating change. Jaiden wants to start a 'movement' and he has the vision. The Fellowship will allow Jaiden to establish the organisation, enable the physical work to take place; the podcasts, the workshops and the creation of northern stories. To be the leader of change, bringing the community back together after a year of feeling failed by those in power.

Kobie

Kobie is currently a tutor and a football coach which he does as a volunteer around his studies. Kobie wants to build this and provide opportunities to more young people from his local area. He wants to use his own experiences to help to guide young people, to show them it is not too late to "choose a different path" and that with the right tools and support they can push past the barriers he feels are imposed on them by the label of 'coming from Toxteth'.

Kobie wants to find talented young individuals from Toxteth and pay them to help him to build, establish and market a new organisation 'Against the Odds'. Through Against the Odds, Kobie will share stories to "inspire a generation". He wants to work alongside local hubs, schools and community centres to organise an 'education fair' something the local schools are not providing, where young people have the opportunity to meet and speak to

people specialising in areas such as law, science, sports or art. Eventually the ambition is to build a pool of Toxteth mentors. Kobie wants more young people in the area to feel they are able to follow their hearts, understand that they can be an individual who follows a different path – defeat the odds!

Louisa-Rose

In January 2021 Louisa set up her own grassroots production company - Northern Fortress Films: <https://www.northernfortressfilms.com/>. The aim is to shine a spotlight on Northern talent, giving Northern voices the chance to tell their stories. Diversity and representation is at the core of all the films Louisa makes as she wants to change the culture of the industry. She wants Northern Fortress Films to be a force for good, focusing on community spirit, education and challenging identity. Louisa is passionate about telling real world stories that affect real people in her community, she doesn't "shy away from taboo issues" and believes that shining a light on people and areas of society that are often neglected on screen is the best way to create conversations, challenge stereotypes and instigate social change while shifting the narrative away from the negative one often portrayed by the UK media.

Maxamed (Max)

Max has been running a gardening community initiative in Moss Side, Longsight and Gorton in South Manchester and is passionate about promoting gardening in urban inner city communities and the appreciation of plants, nature and the artistic display of community gardens. He has been running the project on a shoe string, with donated equipment, getting other young people involved in supporting him, setting up their own small gardening projects as an alternative way to earn some money while getting to know and appreciating their local community.

The benefits of gardening are well known; its good exercise, reduces stress and combats anxiety. Max wants to promote it as a viable vocation for young people from the inner city. He wants young people to take and feel pride in their area, hopeful that it will reduce crime. Through the Fellowship he wants to grow his social business, work with local schools and community groups and establish gardening workshops in person and online to earn money and support his other work. The Fellowship will help Max to develop his business, practical and entrepreneurial skills and hone his energy and talents. All for the benefit of his local community.

Roukagia

In the aftermath of the Manchester Arena bombings, Muslim women began facing a dangerously high increase in hate crime. Whether it is being harassed on the street, being called a "terrorist" and told "go back to your country", being bullied for wearing the hijab, being discriminated against in job interviews or being given a lack of career opportunities. Roukagia co-founded 'Faith Reclaimed': an initiative which educated others on who young Muslim women are.

Muslim women from Manchester are mentoring year eight Muslim girls, and supporting them to run educational workshops in their schools to teach their peers and staff members how to deal with Islamophobia and the stigma that comes with it. Through the Fellowship, Roukagia wants to build on this work. Firstly she would like to create a documentary with women from her community in Manchester on their current experiences of hate crime, how it affects them and for them to share their faith in a positive light. Secondly Roukagia wants to create a social media campaign for Muslim women of Manchester to share stories through videos and blogs – allowing people to see how real islamophobia is and tackle the false narrative

presented in the media. Finally she would like to run workshops for employers to educate them on islamophobia and the stigma around the hijab, Ramadan and Eid in the workplace.

Sarah

Sarah started a small community interest company called OurLives Gateshead in September 2020 during the pandemic so she could help the community around her. She started with a Halloween house decorating competition, then decided to hold a Christmas House decorating competition and then applied for funding to get the residents to reconnect to nature and get involved in community planters. Next she worked with local residents to fundraise for and install memorial benches to remember loved ones who had recently taken their lives. Sarah spoke to the community, sent out a survey and 100% of the residents answered yes to the question, do you feel your community has been forgotten? For Sarah, enough is enough her neighbours, friends, family and children all deserve more.

Sarah sees children that have had no positive influences, who feel they have no options. She has watched friends, family members and neighbours struggle with this cycle and believes it can change. She hopes OurLives CIC can bridge the gap by working with residents, services, businesses and the council to get everyone working together collaboratively. The Fellowship will be huge for Sarah, to help her to build her confidence alongside the other young change makers but also to help her to develop the practical skills she needs to develop OurLives CIC into an established organisation.

Savannah

Savannah wants to set up a new Foundation providing support to both veteran and serving military personnel starting in her local community and building on her current volunteering and experience. She started by highlighting the "several" areas of change she wants to see with the Army welfare and legal services. The challenges for veteran and serving military personnel are well known with Post Traumatic Stress Disorder (PTSD), substance misuse, higher levels of suicide, offending and unemployment amongst veterans. Savannah wants to ensure that personnel suffering with poor mental health and feeling overwhelmed are better supported. She also wants to support their wider families. Savannah hopes the Foundation will be run by paid and volunteer veterans and their families and will work with and within the whole community to support veterans to reintegrate into civilian life and in turn, work to improve the local area.