

TFN Impact Report

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| Name of your Organisation: | Incredible Brilliant Youth |
| Date of TFN event which you pitched at? | 08/03/18 |
| Name of the project TFN funded: | IBY Impact measurement and growth |
| Were you able to undertake your project as you outlined in the application? | Yes |
| Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives? | <p>The funding provided by TFN and PwC has been instrumental in creating change at Incredible Brilliant Youth. As per our pitch, we have been able to write and produce an impact report measuring our work over the last six years. We've worked with over 2000 young people over the years, and have collected the responses of 723 participants who took part in our workshops on self-esteem, education, employment, body image, relationships and beauty. Here are the results:</p> <ul style="list-style-type: none"> 95% of participants said they would recommend Incredible Brilliant Youth to a friend 93% of participants found our workshops enjoyable 84% of participants said their expectations were met by our workshops <p>We've worked with young people from 15 different ethnic backgrounds in 13 London boroughs and one in Essex. 66% of our beneficiaries come from inner London. We've delivered 74 workshops, alongside nine events and our mentoring and coaching programme, and have worked with six corporate partners across the city. 72% of our beneficiaries are aged 13-19, so we are working with them at a crucial stage of their lives, particularly as they transition into adulthood. From our wellbeing evaluations trialled with 73 participants, we have found that 57% felt more confident as a result of taking part in our workshops and 66% felt more relaxed.</p> <p>With the funding provided, we were able to 'pay it forward' and have two social impact graduate interns come in over the summer from Student Hubs on six week placements. They helped to collate the information, and together we analysed it, putting the report together which was launched in Dec 2018. Thanks to you, we were also able to send these young people to specialist training sessions on creating a Theory of Change, outcomes measurement tools and analysing and reporting outcomes. We also had a specialist Excel training session with a staff member from PwC. Further to this, we also had two students come in on shorter placements to help improve our website and social media. The funding received helped pay for desk space, resources, their lunch and travel expenses.</p> <p>In addition to the above, the IBY Youth Board were able to have training in public speaking which they enjoyed immensely and found</p> |

TFN Impact Report

very useful. Overall, their confidence in public speaking increased by 38% which is a leap for all of them and they stated that they expect it to increase further as they put their training into practice. Two out of three of our board members that attended the TFN & PwC event have completed their social action project with great results. One of our members wrote and delivered a wonderful workshop on self love entitled 'Awaken the Love Within' which was fully booked with 18 people in attendance. 72% had a positive increase in their awareness of self love, 89% agreed or strongly agreed that the training materials were relevant and helpful (which is especially fantastic as everything was written and produced by the IBY Youth Board member), 78% said the information gained would be useful to them in the future, and 100% would recommend it to others. One of the audience member's applied to join the IBY Youth Board after hearing about it at the event and is now one of our newest members! We held another project on budgeting as another youth board member felt (as we do) that it is important to teach young people financial literacy skills and ensure that they are equipped with financial knowledge for the future. Unfortunately the turn out for this was quite low with five people in attendance but it was an excellent workshop with great discussions about ISA's, savings, how to manage a student loan, saving for a house and mortgages. We have collectively decided that the projects will be run again as the topics are so important. Their final project is on preparation for university and mental health (helping to manage the transition from school/college to university) for which we are seeking a corporate partner who will hopefully be able to host it as we'd like to offer the opportunity to attend to as many schools and young people as possible.

We were also able to access bursary support from Social Starters, and had Tine de Bock, an Assistant Professor of Marketing from KU Leuven University in Belgium volunteer with us for three months producing our fundraising and communication strategy which has been very helpful in planning our next steps.

We have critically developed our evaluation system, which was a huge task. We believe that it is really important to have young people involved in as many areas of our work as possible so our interns and a Youth Board member were involved in question development and the design of the questionnaire. We want to make sure it works and can be easily filled out by young people so the best way to make this happen is to have them involved in the process! We now have pre and post course and mentoring questionnaires, an improved evaluation form for our workshops and events and an updated version of our training evaluation form for professionals.

We have begun the process of re-piloting our work so we can collect more specific results on the changes in confidence and self-esteem that our beneficiaries make whilst taking part in our workshop

TFN Impact Report

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| | <p>programme and mentoring scheme, but this has proved to be a bit tricky as it has been difficult to organise this with schools, but we hope to have this completed by the end of this school year. One of our mentees in particular has made fantastic progress. As well as measuring at the start and end, we now conduct 'mid-point checks' when our mentees are half way through their time with us. Please find her start and mid-point results below:</p> <p>Leadership: 5 MP: 7 Communication: 5 MP:8 Self-Esteem: 5 MP: 7 Problem Solving: 5 MP: 8 Resilience: 7 MP: 7 Managing Feelings: 7 MP: 8 Relationships with others: 9 MP: 8 Initiative: 7 MP: 8 Time Management: 3 MP:8</p> <p>This student is no longer getting in to trouble with her teacher for handing in her work late. She is far more organised and willing to take control of situations and solve issues before they become problematic. She says: "From mentoring I have learnt to manage my time accordingly, alongside making sure my bad habits such as forgetting to hand in homework on time does not happen again by replacing it with good habits. I made a schedule to stick to for time management and to this day is working efficiently. I also have learnt to take control over my actions and have good resilience and maintain my anger in order to better myself and approach situations with the intent to make it better."</p> |
| What portion of the project did TFN fund? | 100% |
| How many direct beneficiaries did the TFN funded project reach? | 10 and counting |
| How many indirect beneficiaries did the TFN funded project reach? | 23+ |
| Were you able to leverage further funding as a result of TFN support? | No |
| Did you receive any pro-bono support, volunteer offers or introductions as a result of the event? | Yes |
| If yes, can you provide details on | We had in kind support amounting to approx £10000. This includes training, free use of space for the social action projects and launch of |

TFN Impact Report

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| the support you received. | our impact report from WAH Nails and The Mercers' and consultancy from Social Starters. |
| How important was TFN funding in helping you achieve your objectives? | We wouldn't have been able to achieve our objectives without TFN funding |
| Do you have any other comments or feedback on the experience of the TFN process? | It's been great!! Thank you so much for everything, as you can see we've made the most of the funding and it have been both a platform and springboard for much needed support and change. |
| Can you tell us any personal stories to highlight the value of the project? | Being able to see so many young people benefit from the funding provided has been amazing. Seeing how so many of them, including our interns has progressed and moved forward has been so rewarding. The increase in confidence and resilience has been fantastic. |