

TFN Impact Report

Name of your Organisation:	Startupnow
Name of the project TFN funded:	Startuponline
Date Funded by TFN:	24 th October 2016
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>When Startup applied to TFN Strategic Funding Group last year, the charity had been looking at ways to expand the income stream and find more sustainable income to build reserves, through contracts.</p> <p>We were specifically looking to strengthen the Startup team with the addition of a permanent Training Director to help us carry out the following action. The results over the year have been included below to show where this was achieved.</p> <ul style="list-style-type: none"> Develop and deliver specific training programmes targeted directly at the needs of the young “at risk” women supported in Breaking the Cycle. <p>The end year (November 30th) target of 200 young women has already been exceeded, with delivery of the 2 days life skills/employability training to 209 young women living in hostels in the Thames Valley. Out of these 148 (target 100) have gone to the next stage of completing a business plan, visiting a College Open Day or completing a CV/job interviews and to date 56 (target 50) have moved towards/reached their goals. Out of the 56: 15 have accessed further education (including college courses and 1 University place!), 13 have become self-employed, 22 employed, 5 work experience and 1 apprenticeship.</p> <ul style="list-style-type: none"> Reduce revenue costs in Breaking the Cycle budget currently incorporating TD consultancy . <p>When we applied for funding the budget for the Breaking the Cycle project was £187,745. The budget going forward two further years with Breaking the Cycle 2 is now £150,103 per year so the goal to reduce revenue costs in the budget was achieved.</p> <ul style="list-style-type: none"> Scale up peer mentor resources, starting with training 45 new peer mentors <p>The Training Director, along with the Peer Mentor Manager, have made great progress over the year updating the peer mentoring programme to fit around the younger women's needs and abilities. They have run smaller training groups and have simplified some of the content. However, they have not yet reached the goal set of training 45 new peer mentors this year, currently the figure stands at 26, mainly due to the lack of maturity and experience of the younger women we're working with.</p> <ul style="list-style-type: none"> Enhance evaluation to meet the Mentoring and Befriending

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	<p>Accreditation guidelines</p> <p>As above, the TD and PMM's efforts over the year have had a significant impact on improving and updating the peer mentoring programme and this has now brought the evaluation up to Mentoring and Befriending Accreditation guidelines.</p> <ul style="list-style-type: none"> • Contribute to the work and decision making of the Advisory panel <p>The Advisory panel has 5 members, 2 staff and 3 peer mentors, elected on a rolling basis and was set up to provide valuable input to the Trustee Board. The TD has certainly contributed to the work of the Advisory panel over the last year, ensuring feedback forms, Rosenberg surveys have been collected after delivery as well as helping peer mentors to run focus groups to see what has worked and why as well as what could be improved. The Trustee Board has welcomed the input from the Advisory panel and the peer mentors have also reported how much they appreciated/enjoyed the experience of being actively involved in the design and delivery of the project.</p>
What portion of the project did TFN fund?	12.70%
How many direct beneficiaries did the TFN funded project reach?	209
How many indirect beneficiaries did the TFN funded project reach?	26
Were you able to leverage further funding as a result of TFN support?	Yes
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
How important was TFN funding in helping you achieve your objectives?	We wouldn't have been able to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	We now have 2 years of pilot work/Breaking the Cycle track record which is helping us move towards more sustainable income from contracts in addition to charitable trust grant funding. In February, the charity secured a £50,000 Oxford Council LEP/ESF contract supporting unemployed living in Oxfordshire. Although the reporting for this, particularly the paperwork required from beneficiaries, is proving to be onerous it was great to get the first step into County funding. We

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	<p>have been strengthening our relationship with the Oxfordshire Community Foundation which is introducing us to a number of local businesses keen to develop volunteer involvement linked to CSR funding which is also a step forward. In March we held a peer mentor led workshop in Oxford with Virgin Unite staff attending and they invited some of the Breaking the Cycle beneficiaries to their offices for a social media workshop. Startup has also attended conferences sharing best practice with the Paul Hamlyn Youth Fund, been represented on BBC Radio 4 'prison to profit' programme at the start of the year and are planning more collaborative events with funders, local businesses and charities working in the sector to promote the Breaking the Cycle project. We are now looking to continue to build the proof of concept through Breaking the Cycle 2 project over the next 2 years, delivering to a further 400 young women and looking to roll the project out further afield.</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>Emily was introduced to Startup at a workshop run in Oxford House, a hostel for young mothers and babies in Bicester. She was 19 years old and had a fractured relationship with her family and was no longer a partner of the father of her 1 year old daughter, although he did have contact with the child.</p> <p>Emily was keen to continue her studies and achieve accountancy qualifications that could one day allow her to set up her own business. She felt that her lack of confidence had held her back getting a job and she much preferred working in a small office environment. Also, being self-employed could offer her flexibility around child-care and potentially being there to pick her daughter from school every day.</p> <p>Startup supported Emily in a group setting as well as with 1:1 meetings to update her CV and prepare for interviews. We were able to introduce her to a small accountancy firm in Ambrosden, a 15 minute bus ride from Bicester, where she secured a 3 month work experience following her accountancy exams. Startup was able to support Emily, attending the interviews and visiting her work place, as well as covering her travel/food expenses for the days of her work experience.</p> <p>Emily so impressed the local employer that he has offered her an apprenticeship which includes study at the local College for her next exams as well as 3 paid days of work. Emily started this year on a very positive note as she was re-housed from the hostel in Bicester to her own house in Ambrosden, very close to her work and she has re-connected with her mother who is helping with childcare. Emily has continued to keep in contact with Startup and has had peer mentor training, now sharing her experiences with other young women in the Breaking the Cycle project.</p>