

Report back to The Funding Network

1. Name of your organisation and date funded by TFN:

United AllStars, funded in March 2016.

2. What was the project you sought funding for from TFN?

What are its aims and objectives? Have these changed since receiving TFN funding?

The project aims to improve the lives of disadvantaged children and young people in north Peckham, acting as a lasting legacy to the life and dreams of Damilola Taylor

Our objectives in order to achieve these aims are:

- To improve the health of young people
- To support young people to make positive choices and develop positive patterns of behaviour
- To give young people the chance to gain recognised qualifications and accreditations
- To develop young people's confidence and self discipline through involvement in sports and fitness activities

We have re-written our objectives over the past 12 months in order to clarify our objectives but they remain fundamentally the same. Our main addition is that within "health" we now are starting to look at adolescent mental health as well as physical health. We have started the process of training young people in "Mental Health First Aid" to provide informal initial advice and signposting for young people in relation to maintaining positive mental health.

3. Were you able to do this work as you described it in your application and presentation?

Yes

What evidence do you have for the success or failure of the funded project?

Our key project targets were:

- Engaging and training 18 new teenage 'street leaders' – young people trained to become role models, coaches and mentors for their younger peers
- These street leaders to collectively engage another 160 children in social action projects and positive activities in the neighbourhood

Our actual delivery numbers were:

- 19 new street leaders initially engaged but with 3 dropping out this ending with 16
- 196 children engaged in social action projects and positive activities

Thus, whilst we ended up with 16 rather than 18 street leaders, we engaged 22% more children

4. If you were not able, please explain what happened and why?

Can you quantify any changes? Eg ...expanding number of employees, number of projects, geographical scope.

Whilst meeting our overall engagement targets, the project was delivered in a slightly different manner than envisaged as much of the work was based at Peckham Rye Park where we have a temporary clubhouse rather than at the Damilola Taylor Centre. It had been envisaged that we would have taken over community management of the venue during the lifetime of the project but the politics around this have proven very challenging. Thus, whilst some activity was based at the Centre, the majority was physically delivered at Peckham Rye. This did not materially affect the outcomes of the project.

5. Can you measure, assess or describe the change that happened as a result of this work?

What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)?

Over the 12 month period, the TFN funding supported around 40% of project costs as we secured further funding from Children In Need to enable us to spend more on the project ensuring that we had a really good quality project and impact on the young people and children that we were working with.

We carried out initial assessments on both street leaders and participating children in order to measure their “starting point”. For example, in relation to the street leaders we recorded their level of qualifications, aspirations and fitness, as well as “soft measurements” such as self confidence. We carried out a similar exercise with participating under 14s which focused more on patterns of behaviour in school and at home.

We carried out an assessment of the same factors in order to measure changes in comparison to their individually assessed starting points.

We used the Children In Need impact measurement categories of “no progress”, “some progress” and “significant progress” for participants. recording their personal development by the end of the project in comparison to their starting point. 14% made no progress. 65% made some progress and 21% made significant progress. These are the overall percentages for both street leaders and the younger participants. Of the street leaders, all made either some or significant progress.

6. As a result of presenting at TFN, did you experience any of the following;

new subscribers to your mailing list
new volunteers to your organisation
further funding from individual donors
further funding from institutional funders
an introduction that benefited your organisation (e.g. to an individual, business or other organisation)
other benefit (please describe)

We had previously only ever received short term, small grant funding from Children In Need. As a result of the success of this project, we have recently been awarded a three year “major grant” worth around £120,000. The TFN funding was a significant piece of leverage for us to secure that funding.

7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?

As stated above, 212 young people took part in the overall project. They then took part in delivery of a number of sub projects, many of which were around cleaning up or improving their neighbourhood. It is difficult to quantify the number of people who would have been “reached” due to their parks being cleaned up by the participating young people, or by large numbers of children participating in positive activities rather than hanging around on the street.

8. Can you tell us any personal stories to highlight the value of funding from TFN?

TFN funding has enabled John [name changed] who was formerly peripherally involved in drug dealing to leave behind that history and act as an example to younger children in the neighbourhood that you can get respect and personal development from being involved in positive rather than negative activities. He qualified as a coach and mentor with younger children and speaks to them about how to make positive choices as well as working on our parks clean up social action projects. He has subsequently been working with the Police on raising money for charity. Without TFN funding, we would not have been able to provide this opportunity for John to continue his positive path in life.

9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN).

We have not undergone any significant changes to date. However, our major grant from Children In Need has just been awarded for three years as of February 2017. Thus, we are now in a position to recruit a part time member of staff and to further broaden our project to engage more disadvantaged children and young people.

10. Do you have any other comments regarding TFN funding?

TFN funding is so valuable because it is flexible. We are required to meet our aims and objectives and within that have the flexibility to spend the funds in a way that can achieve the most positive outcomes for young people. We are very grateful to TFN and all its members and donors for helping us to help young people to improve their lives and the lives of their younger peers.