

The Loop



People Help People

Charity No: 1002482

Aspirations & Opportunities



Phil East

Chief Executive's Message

Irrespective of your age and any relationship you may (or may not) have with school-aged children – for many of us, September will always be “back to school” month. So, there’s no better time for an issue of ‘The Loop’ to focus on our “aspirations and opportunities” work with young people.

During Q1 (April – June) we supported 2,230 children and young people in 41 schools across Greater Manchester through this work. I’m sure that demonstrates what a central focus it is for Salford Foundation, within the broad range of things we do to help people build better futures and reach their full potential.

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Our aspirations and opportunities work has never been as important as it is just now. You may have seen press reports this summer about the drop in attendance rates in schools since the pandemic.

Around 20% of children and young people nationally have an attendance rate lower than 90%. That means they are missing at least one day of school every fortnight. Evidence shows there is a direct correlation between attendance, attainment and life chances. We also know that children from less privileged backgrounds are being left behind in terms of their literacy, numeracy and communication skills.

All of these are fundamental to young people's ability to make good transitions into work and critical to their broader personal and social development. As a society we need to do all we can to give our children and young people the best start in life possible. That's what all our 'aspirations and opportunities' work that you'll read about in this issue is fundamentally concerned with.

More than any other area of our work, there are a vast array of opportunities to help us support children and young people. In Q1 97 volunteers contributed 652 hours with us to help children and young people build better futures. If you're inspired by any of the projects you read about in this issue, do get in touch to see how you and your colleagues could help.

Email: raisingaspirations@salfordfoundation.org.uk

Our Service Areas

**Targeted
Adult
Services**

**Women's
&
Survivors
Services**

**Targeted
Youth
Services**

**Aspirations
&
Opportunities**

NCS Press Release.....

Salford Foundation awarded NCS grant for delivery of experiences to help local teens become 'world ready and work ready'

Salford Foundation have today announced a new community experience programme funded by NCS (National Citizen Service) that will support young people across Salford, Trafford, Wigan and Bolton.

The grant is part of a significant £20m funding package that NCS Trust have awarded to organisations across England for the delivery of community-based experiences at a local and grassroots level.

These new experiences will complement NCS' existing away from home residential offer, by providing more opportunities for teenagers to engage in local activities that foster skills development, deepen their understanding of the community and empower them to contribute positively to its improvement. The grants will also support organisations that cater to specific groups of young people who may not have participated in previous NCS initiatives.

In collaboration with the National Youth Agency and StreetGames, NCS assessed more than 400 applications and Salford Foundation was selected as one of around 100 organisations to receive funding.

Mark Gifford, CEO of NCS Trust, added: "I am delighted to welcome a diverse range of local, grassroots and community organisations from across the youth sector to deliver reimagined NCS experiences. This allows us to reach more young people than ever before, ensuring they are equipped with the skills and perspective to become work ready and world ready. Additionally, our grants for targeted experiences will enable us to reach underserved young people and communities."

Gifford added, ***"Together, we will work towards creating a country of confident, connected, caring citizens where everyone feels at home."***

Over the past decade, more than 800,000 young people have benefitted from an NCS experience, dedicating over 18 million hours to community based social action, while gaining invaluable life experiences.





We love to shout about some of our wonderful partners and the great contributions they make in supporting not just our work through the raising aspirations team, but also the schools and students in communities across Greater Manchester. This edition of the Loop highlights the work of Capgemini, a strategic partner who will help you ask the tough questions - and find the right answers - by harnessing the power of technology.

Capgemini help to address the needs of your business through strategy and transformation, applications and technology, engineering, and operations. They focus on helping drive value in three key areas: customer experience, intelligent industry, and enterprise management. As they do this, they help their clients embrace key technologies such as cloud, data, and artificial intelligence, and work to improve their and environmental impact.

Capgemini started to partner with us in January this year and have been very quick to get involved and support at all angles. Since the first event they attended in March, we have had 19 different staff members join us from their Manchester office, as well as contributing around 100 hours towards activities in schools and colleges across Greater Manchester to support students in developing their skills for work, and providing labour and industry related information to inform students of what is available for them when they move into employment in the technology industry.



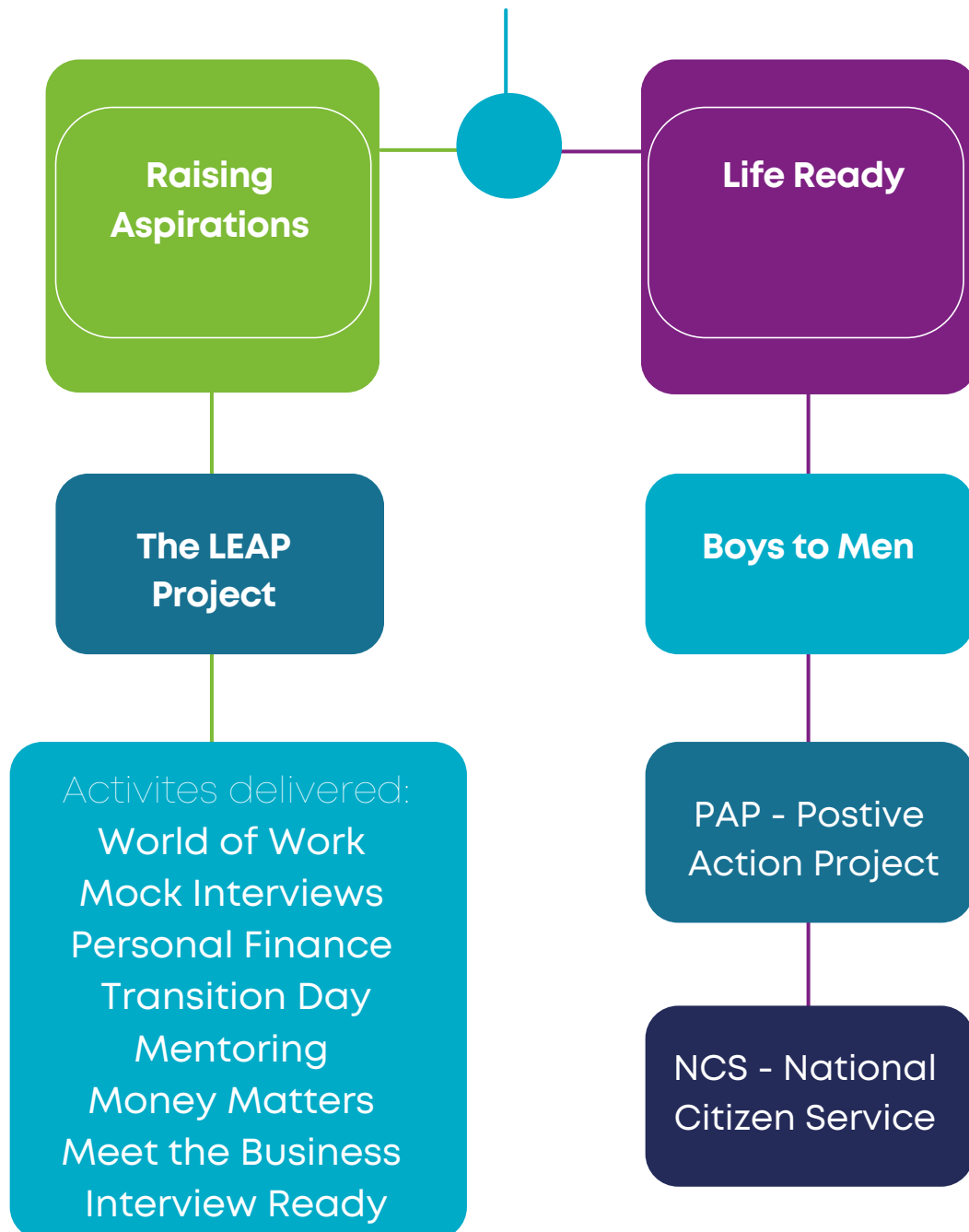
BNY MELLON

The Bank of New York Mellon have been a supporter of the work the foundation has done for nearly a decade and none more so than the work with our Raising Aspirations team. BNY Mellon have not only volunteered their staff and office spaces but have financially contributed to the team's mission. What we wanted to share with you was a little of their strategy and celebrate the wonderful work of our volunteer champion.

This year at BNY Mellon (Manchester), they have established a volunteer champion for each of their charity partners. Our volunteer champion is the wonderful Amy, and her role is to fly the flag internally to over 2000 staff at the manchester office. Amy helps us to advertise our opportunities for volunteering, as well as coordinating events and helping us to dream bigger with what is possible.

Moving forward Amy will be working alongside Jason, our senior team leader on Raising Aspiration, to plan in new events, including a site visit to the bank with some students from Salford, as well as a 'marquee' event, which will see up to 50 students take part in an immersive day of activities and staff interactions, giving an insight into the multitude of industry specific activities and apprenticeship opportunities they can access when they leave college.

This champion has really stepped up BNY Mellon volunteering, with over 35 different staff getting involved this year, with around 175 already contributed to the work of the Raising Aspirations team and the wider foundation. If you feel the volunteer champion initiative could work in your GM-based office, then please contact Jason at Jason.king@salfordfoundation.org.uk to find out how we could support your staff in getting out into the community.

**Aspirations & Opportunities
Service**

Hi i'm John I'm the Operations Manager for Aspirations and Opportunities department which provides services to young people of different ages.

We offer workshops throughout the school year to upskill young people and raise ambitions in addition to personal and social development programmes during school holidays. Currently I balance operational management with business priorities as well as leading on all things health & safety throughout the charity.



Meet the Life Ready Team

Hi I'm Joanne Meekin, I've been at Salford Foundation since September 2012 starting on the National Citizen Service Programme. I'm currently the senior team leader of the Life Ready team and I have strategic oversight of the two projects within the team. My focus is to create and develop relationships with schools in Salford and Bolton to ensure every young person is being offered these universal projects and they get the opportunity to take part in good quality sessions.



My name is Jack McGeehan. I joined Salford Foundation in January 2023 and work on the Boys to Men project. Along with my colleague, Carolina, I plan and deliver in-school sessions to boys across Salford and Bolton. Through our education and social action based sessions, I work to promote the discussion and knowledge of positive masculinity while learning what masculinity means to these young people.



Hi, I'm Carolina Hinojosa. I've been working at Salford Foundation since May 2023 as part of the Life Ready team. I am a co-ordinator on the 'Boys to Men' positive masculinity project. My role involves planning and delivering in school sessions around this topic to boys across Salford and Bolton. Doing so enables me to collect data from boys about their opinions on what masculinity means to them.



Hi, my name is Grace Duffield and I joined Salford Foundation in Sept 2021. I work on the Positive Action Project (PAP) which has recently partnered with Ofcom to create an increasingly relevant and exciting project. PAP aims to upskill young people aged 10-14 on their media literacy and online safety skills. I plan and deliver in-school sessions that work to empower young people to make their own well-informed decisions when it comes to tackling the online world.



Meet the Raising Aspirations Team

Hi I'm Jason King, I've been at the Foundation since January 2017 starting on the Business Education Partnership. I'm currently the senior team leader of the Raising Aspirations team and I have strategic oversight of all three projects within the team. My focus is to work in partnership with businesses across Greater Manchester to successfully implement employee volunteering opportunities across all our projects to ultimately help raise the aspirations of young people when it comes to the world of work.



My name is Fiona Cruice, I have been working at the Foundation since October 2019, starting on the Targeted Youth Team and moving on to the Raising Aspirations Team in August 2021. I currently plan and deliver The Leap Project which aims to train and up-skill Year 8 students to deliver their own peer-to-peer support programme to Year 6 students, focusing on the topic of transitioning from primary school to secondary school.



Hi I'm Ruby Mimmack, I've been working at Salford Foundation since September 2023. I'm currently a co-ordinator on the Raising Aspirations team. I work on the Business Education Partnership, specifically liaising with high schools across Greater Manchester to provide students with events that raise their aspirations and introduce them to the world of work. I also work closely with corporate businesses, giving employees the chance to volunteer at our school events and give back to the local community.



My name is Harry Stacks. I started working at Salford Foundation in January 2022 through the National Citizens Service project. In September 2022, I moved over to the Raising Aspiration team as a co-ordinator on the Working Futures project. Working Futures introduces college-aged students to specific industries and provides exposure to the world of work, through practice interviews and sessions with businesses, who they could possibly one day work for. These events aim to raise their aspirations to help students feel more confident when approaching their next stage in life, after education.





By Carolina & Jack
BTM Co-ordinators

The Boys to Men project will help boys and young men to explore 'positive masculinity' and improve gender-related behaviours and attitudes in primary and secondary school.

Boys to Men (BTM) aims to capture an understanding of what boys aged 9-13 in Salford and Bolton think of masculinity. This is achieved via delivering sessions within schools where we collect data from the boys and facilitate group conversations to support them in adopting a positive approach to masculinity and how they can show this to others through their actions and behaviors.

74%

of boys became more confident in defining what a good man is.

The program consists of six sessions. Four main topics are addressed during the first three sessions; traits associated with positive masculinity, identifying role models around us, healthy relationships and how our emotions and actions affect others.

The final three sessions are for social action projects which aim to help boys reflect on their conversations during education weeks and share positive messages with others within their community in school and online.

65%

of boys felt more confident when defining what a healthy relationship is.

So far this year, we have seen boys plan and deliver school assemblies, create TikTok videos, posters and card games as well as Twitter takeovers all with the goal of promoting positive messages about masculinity within their communities. As of July 2023, we have worked with 308 boys across 8 schools with many schools expressing their interest in continuing working with us in September and even more signing up.

- **Good male role models and attributes**
- **Healthy relationships**
- **How to control your emotions, feelings and attitude**





By Grace
PAP Co-ordinator

At the beginning of the year the Positive Action Project (PAP) was lucky enough to partner with Ofcom to create an exciting opportunity for the young people of Salford. The project aims to upskill young people aged 10-14 on their media literacy and online safety skills. PAP runs in both primary and secondary school, as well as youth groups within the community, and has a large focus on young people who are considered as more at risk than others.

“I’m really glad I got to do this project because I had no idea that I even had a digital footprint or that it could be bad for my future if I’m not careful now.” –

Year 8 student, Ellesmere Park High School

As we all know the digital world is something we cannot escape but partnering with Ofcom has enabled over 127 young people so far to become more empowered and confident when dealing with this digital world. The project has notably helped young people to make well-informed decisions and navigate their online interactions in a much safer way.

“I never realised how easily influenced I was by social media, but I’ll definitely start fact checking things I see now because it isn’t all real.” –
Year 8 student, The Albion Academy

As well as developing their online skills the project has also aided their collaboration skills. Each cohort gets the opportunity to create a social action project where they channel their learning into something that makes it palatable and enjoyable for others their age to understand.

Some of these projects have been running school assemblies, creating t-shirts, making informative TikToks and even designing boardgames. As a result of this project, it’s relevance to young people and it’s emphasis on peer to peer education, many young people throughout Salford have gained valuable skills which will benefit them throughout their lives.

To find out more about our Boys to Men
or the Positive Action Projects,
please get in touch
joanne.meekin@salfordfoundation.org.uk

Support Raising Aspirations



Meet the business
MENTORING

WORLD OF WORK

Salford Foundation has been working with local businesses for over 30 years.

Would you like to support children and young people to Raise their Aspirations in your local community or have an idea for a bespoke project you would like to collaborate on, get in touch.

Through partnership Salford Foundation, can organise and facilitate activities in local schools and colleges for you, whilst encouraging your staff and our network of volunteers to participate.

Mock Interviews

We can support you to achieve your corporate social responsibility goals, nurture future talent and increase opportunities.

Join our business network: get in touch.

We'll also make a huge noise on social media to show the impact you are having by supporting the Raising Aspirations programme. To register your interest <https://forms.office.com/r/GgmiJ4byLc>

Survival Island



MONEY MATTERS

Simple Easy wins. We are registered with and ready for your support through these platforms:

JustGiving™

Fundraise for Salford Foundation using our JustGiving page or simply scan our QR code
<https://justgiving.com/salfordfoundationltd>



 **ACTIONFUNDER**

Making it quicker & easier for businesses to find and fund local non-profits through grant giving.

We are registered with Donr a leading text giving platform. If your business would like to create a text fundraising campaign get in touch with Helen Fenton

donr 

 **neighbourly**

Neighbourly is a giving platform that helps businesses make a positive impact in their communities by donating volunteer time, money and surplus products, all in one place.

Corporate organisations can choose to donate time and money via the benevity platform whilst monitoring their ROI.

 **benevity**

For further information if you would like to fundraise please contact
helen.fenton@salfordfoundation.org.uk