



Building Better Futures Together



Thursday 24 June 2021

13:00 – 14:15

#BetterFutures



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1:00pm Welcome & introduction

Yasmin Mohamed and Tom Candlish (event hosts)

1:05pm Keynote speech

Paul Dennett, elected City Mayor of Salford

1:15pm Strategy: 2021 – 2024

Phil East, Chief Executive 

1:30pm Project Showcases

KickStart – young people's social action

Indigo & RISE – tackling domestic abuse

The Shed – supporting men to build better futures

1:55pm Panel Discussion

Becky Bibby, Assistant Director, Salford City Council

Terry George, Salford Foundation volunteer

Katherine Potier, A&E Consultant and Salford Foundation trustee

Katy Simpson, Corporate Account Executive, Bupa

2:10pm Closing Thoughts and Next Steps

Liz Potier, Chair of Trustees



Building Better Futures Together

Strategy: 2021 - 2024

Vision and mission

We want to create a fair society in which everyone has the opportunities and resources to reach their full potential.

We provide education, training and intensive support to children, young people and adults. All the opportunities we provide are aimed at helping people reach their potential and build better futures. As we recover and build back from the pandemic we will use all of our assets flexibly, creatively and collaboratively to fulfil our mission. Even and especially in a period of uncertainty and economic challenges, we are determined to go deeper and further to enable people to thrive and flourish.



What we do

Whilst our work varies and we will remain agile to meet changing needs, we have four broad areas of operation:

- *Child and Youth Development.* Projects that promote young people's personal, social and vocational development.
- *Targeted Youth Support.* We provide intensive support to young people facing significant additional challenges caused through issues such as exclusion, violence, exploitation and family conflict.
- *Women's Services.* Projects which help women experiencing complex and multiple challenges to progress and change. This includes work with female offenders and victims of domestic abuse.
- *Targeted Adult Support.* We provide intensive support to adults facing substantial barriers to their full participation in society due to issues such as offending, worklessness, poverty and health challenges.



How and Why?

It's not just *what* we do, it's *how* and *why* we do it that makes us Salford Foundation.

- *We are a values-driven organisation.* Our core values run through everything we do, like the word 'Blackpool' in a stick of rock.
- *We're passionate about full social inclusion.* We have a special commitment to and expertise in reaching and supporting the most disadvantaged people in our communities.
- *We focus on the 'whole person.'* We help people holistically, building on their strengths and abilities. This makes positive change more empowering and sustainable.
- *We believe that people change people* – not systems, processes or projects. In order to help people to change, we've assembled a richly diverse team of paid staff, trustees and volunteers – including 'experts by experience' and those from the private sector.



The Next 3 years

We know that the next three years will be especially tough. As a society and communities, we need to come through the pandemic and emerge to rebuild socially, economically and culturally. We will have a mission-led approach to developing and delivering our projects and services. We will not simply be guided by the priorities of funders but will use our own assets proactively and astutely in a way that we never have before. We will also have a critical approach to innovation. Society has changed irrevocably during the pandemic. We are committed to a deep learning culture in which we are comfortable pivoting, innovating and developing new services. However, we are not obsessed with 'prototypes.' We will keep doing things that are proven to work well, even if they fall out of favour for a period with funders.



We will have three special areas of focus:

- Supporting young people to recover from the pandemic. We are committed to learning the lessons of COVID and supporting our young people to emerge from the pandemic and thrive.
- A focus on domestic abuse. We have seen prevalence, need and demand for support increase during the pandemic. We will redouble our efforts to support people affected by domestic abuse.
- A focus on 'The Shed.' For many years we have supported women experiencing multiple and complex challenges. There is a similar group of men, facing a similar range of interconnected challenges. We will develop and deliver The Shed as a holistic response to the needs of these men.



Resources and Networks

Our resources and networks enable us to do great work effectively and efficiently. They need to develop and evolve, to drive the impact we are creating.

- *St Mary's and Foundation House.* We will transform the physical environments in which we work, building a new women's centre and reconfiguring Foundation House as a new base for staff and service users.
- *Diversifying and growing income streams.* We will be ambitious in the use of our business development and fundraising capacity so that we can help more people.
- *Business improvement and transformation.* We will continue to improve our systems and processes so that we are as efficient and effective as possible. In particular, this will include full implementation of our Digital Strategy.
- *Telling our Story.* We will continue to improve how we tell our story to our partners and supporters, so that the impact and change we make is visible and can be celebrated by everyone.
- *Developing partnerships.* We will continue to invest time and energy in developing our relationships with partners in the public, private and charitable sector. We will position ourselves very intentionally as a collaborator, not a competitor.



IMPACT REPORT

2020/21

We worked with

9,317

people across our 25 projects.

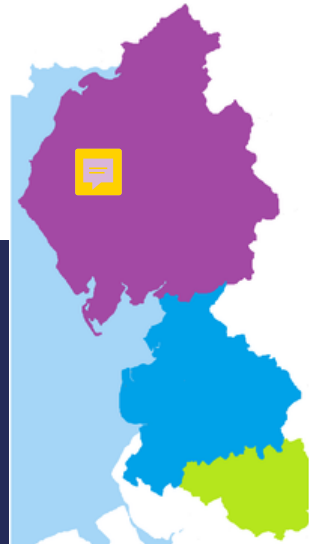
Which includes

2,727

people supported to deal with the immediate impacts of COVID



We have invested £1.7m into our people and services



'I now feel incredibly positive about my future and myself. The work we have undertaken together has helped me no end and there has been a noticeable difference in my attitude and mindset.'

Participant on Achieve

We helped people across all 10 boroughs of Greater Manchester as well as Cheshire, Lancashire & Cumbria

1,119

People have been supported to improve their health and wellbeing



We completed

41

social action projects with the help of

330

young people



176

people have increased their digital literacy

824

Young people completed a mentoring project

We supported

564

people in the criminal justice system

456

people were helped to achieve education and employment outcomes



1,450

Young people increased their financial literacy



68%

WOMEN'S SERVICES

We have worked with 466 women through our projects including Emerge, Evolve, TWP and Freedom - a 68% increase on last year.

131

corporate volunteers dedicated

8,919

volunteer hours

to our people and services

Get in touch:



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www.salfordfoundation.org.uk



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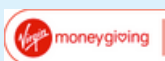
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