



The Young Lives Foundation

STRATEGY

2023 - 2028

LISTEN ● **SUPPORT** ● **EMPOWER**

The Young Lives Foundation

Looking Ahead 2023 - 2028

Revamping YLF's Strategy for Long-Term Sustainability

In the past few years, YLF has experienced a period of uncertainty that has led to reactive decision-making and short-term planning. However, YLF is now in a position to reassess, enhance, and implement an ambitious strategy that will promote our sustainability and enable us to fulfill our charity objectives. Our new five-year strategy will ensure that YLF and its young people continue to thrive.

As part of this process, we are implementing a new structure and operational approach where there are identifiable differences within the programmes offered at YLF. This allows for the opportunity to grow and develop, in addition to offering clarity on our 'brand' and messaging.

Our staff, volunteers, partners and supporters will all play an essential role in nurturing and developing YLF to ensure we can meet all the objectives set out in this ambitious strategy.



“Without the humans who will bring it to life, strategy is just a bit of paper.”

“I am confident and excited about leading this thriving charity on a journey to be the best we can be, in an ever changing world.”

Stephen Gray, CEO



Our Purpose

Vision



We want all young people to live in communities where they are heard, are safe and supported; with opportunities to thrive

Mission



We aim to support young people to thrive through highly effective and accessible programmes where they:

- **are given a voice, are heard and empowered**
- **are supported by consistent adults through times of challenge and change**
- **have opportunities and resources to be happy and thrive**

YLF is an award winning children's charity that listens to and effectively supports disadvantaged young people in Kent. Through its tailored Advocacy and Youth Programmes, the charity provides opportunities to empower and improve the resilience, skills and potential of the next generation.



Our Values

Our values serve as guiding principles that help us to remain aligned with our mission, vision, and overall purpose. They contribute to our reputation, accountability, adaptability and enhance overall engagement and organisational effectiveness. Our staff and volunteers demonstrate our values in every aspect of their role.



Recognising and valuing the contributions and support of others, always saying thank you for the gifts of time, money and support

Grateful

Passionate

We are a charity that genuinely cares about young people and is driven by our passion and setting high standards

Integrity

Transparent and honest with strong moral principles and clear about what we do and why

CORE

Listen • Support
the Young Lives
foundation
Empower

Stable & Consistent

Offering long term support and a stable presence in our communities and people's lives

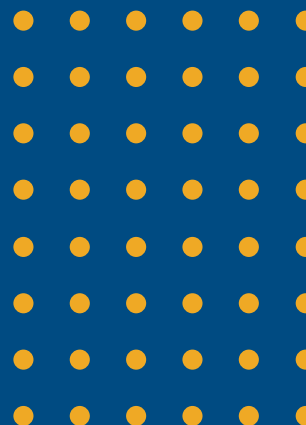
VALUES

Innovative & Flexible

A 'can do' charity, agile and adaptable to change. Open to new ways of working with courage and ambition to learn, grow and offer value

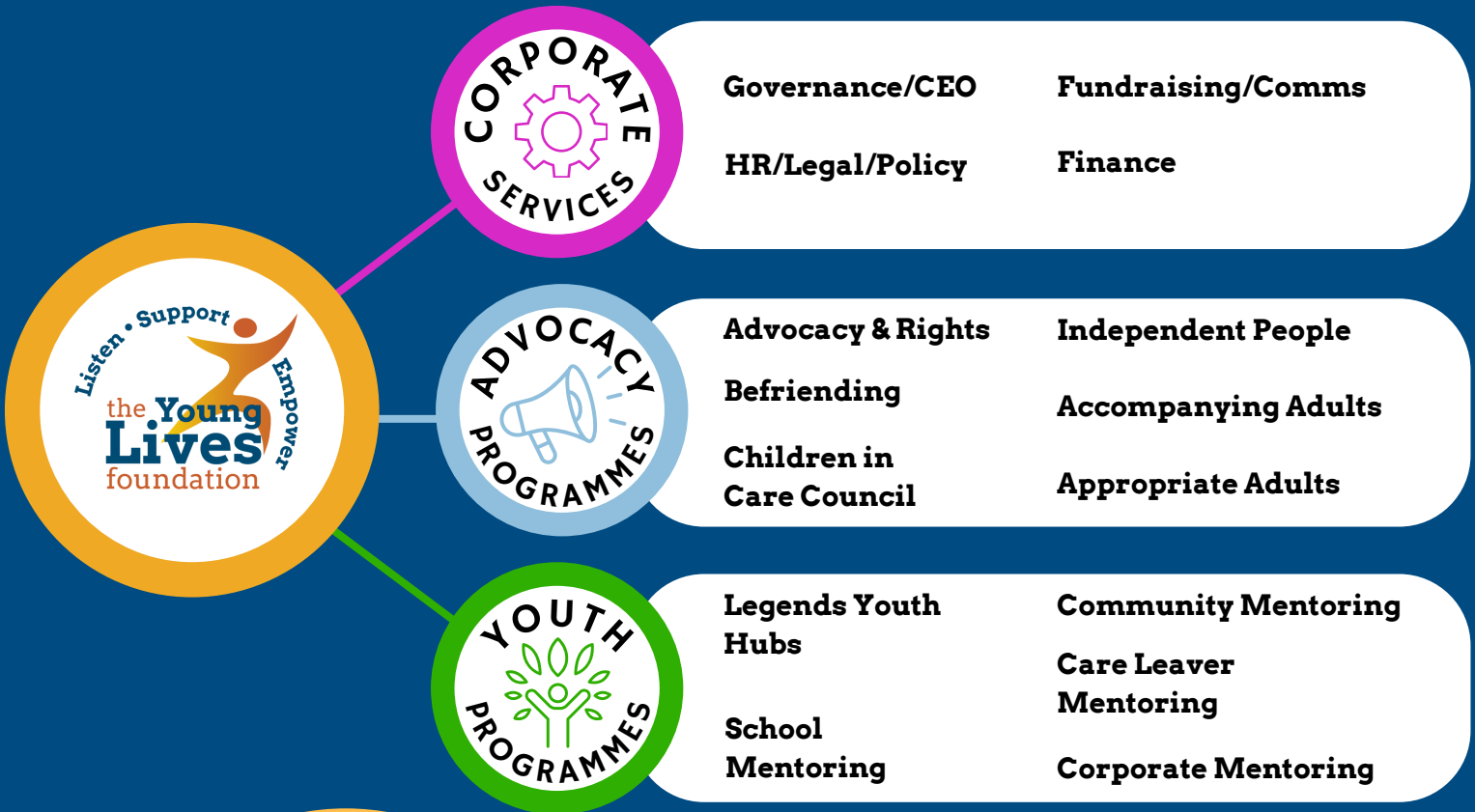
Respectful

Treating all people equally and fairly



Our Structure

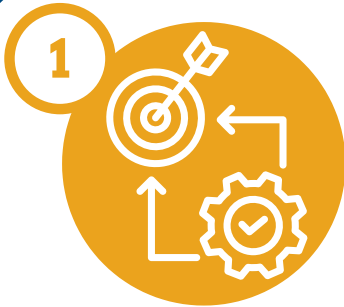
The revised organisational structure and operational approach reveal noticeable distinctions among the programmes provided by YLF. This allows the opportunity to grow and develop, in addition to offering clarity on our brand and messaging.



Strategic Aims



To protect, build and strengthen the charity to ensure we sustain and develop activity and support and be the best we can be through:



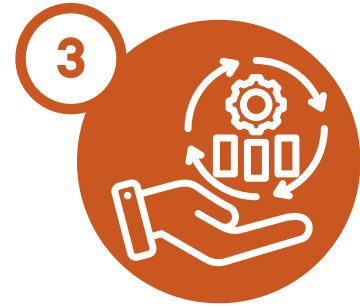
Effective Programmes

Led by the needs of young people, providing high quality programmes which are measurable, efficient, innovative and offer added social value



Empowered People

Sustain our reputation as an outstanding employer and place to volunteer, a champion of development, inclusion, recognition and aspiration



Sustainable & Resilient Infrastructure

Maintain and grow our financial sustainability and resilience towards a self-sustaining, secure charity, maximizing resources and is resilient to change and challenges

1

Be the Best We Can Be Through Effective and Responsive Programmes

Be Effective

- Embed a variety of inclusive measuring tools to review and evidence quality and impact on young people's lives
- Guarantee programmes meet National Standards and undertake collaborative benchmarking with partners to inform and improve practice
- Demonstrate and communicate impact and added social value across all programmes and the 'YLF Way' (being the best we can be) to a wider audience

Be Responsive

- Increase organizational capacity to meet the needs of young people in a timely way
- Increase and maximize technologies and resources in the digital world to ensure programmes are accessible and inclusive for young people, volunteers, and donors/supporters

Increase Reach

- Increase programmes that are flexible and innovative to ensure more young people can be supported year on year
- Grow effective collaborations internally and externally to ensure young people can access the best support available
- Increase availability of new, well-resourced, and innovative spaces for young people and volunteers to access and work from

Strategic Aims

2 Empowering People to Be The Best They Can

Empowering strong and effective individuals, teams, leadership and governance

- Embed a set of key competencies and opportunities with training and development programmes to build appropriate skills and expertise across the charity

Ensure the YLF volunteer experience is the best it can be, and volunteers are valued and embedded in the charity (The YLF Way)

- Have an effective Volunteer Recruitment Strategy ensuring capacity to meet demand and that recruitment processes are accessible and timely
- Develop effective support packages for volunteers across programmes with reward and recognition built in, so that volunteers are retained and get the best volunteering experience (The YLF Way)

3 Investment in Resources Towards a Self-Sustaining and Resilient Charity

Develop and implement an ambitious fundraising strategy

- Increase reach across a wide-ranging audience, utilising a variety of fundraising tools which are inclusive, accessible, time and cost efficient
- Retain and improve relationships with donors and offer regular communications about our work, and the difference they make through their donations and support

Develop innovative and ambitious strategies for YLF trading and social enterprises

- Increase opportunities and business models for compliant charity trading to generate income
- Develop structures for delivering entrepreneurial programmes as social enterprises to generate income

Ensuring the charity remains financially secure

- Maintain responsible levels of reserves in line with the reserves policy, investing in low-risk investments to generate income
- Ensure overhead costs are constantly minimized



LISTEN • SUPPORT • EMPOWER





The Young Lives Foundation
71 College Road, Maidstone, Kent ME15 6SX
01622 693459
enquiries@yfl.org.uk

www.yfl.org.uk

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