

# YOUNG WOMEN'S TRUST STRATEGY

## 2017-2020

### Why we are needed

Young Women's Trust supports and represents women aged 16-30 struggling to live on low or no pay in England and Wales who are at risk of being trapped in poverty.

Our work is needed because over one million young women face a lifetime of financial, social and emotional disadvantage as they don't have a job or are in low paid, insecure work. Young women remain more likely to be out of work or in low paid jobs with few prospects – even though on average they do better academically than boys. Anxiety levels are also very high amongst young women and their aspirations are more limited.

### Our values and how we work

We work in three main ways, and want to grow our impact in each of these areas over the next three years:

- Influencing change through research, policy, communications and campaigns.
- Work It Out: Supporting young women with confidence and employability.
- Participation: Supporting young women to have their voices heard.

All of our work will be informed by the following values:

- Use resources effectively to have the greatest impact.
- Not replicating the activities of others.
- Develop services which are scalable and sustainable.
- Have the potential to influence broadly.

### Influencing change through research, policy, communications and campaigns

We want to create the systemic change needed to ensure young women on low or no pay have equal opportunities to access fair financial futures.

We will be taking forward ambitious work aimed at securing investment in jobs and skills for young women; ensuring employment support for young women is flexible, personalised and responsive to their needs; ending age discrimination against young people; making work an affordable option for people with caring responsibilities and mainstreaming gender equality across Government, assessing the impact of its decisions on women.

Over the next three years we plan to:

- Undertake and commission analysis and research, including through greater partnership working with academic and other organisations, on issues including positive action,

economic inactivity, work and wellbeing, gender segregation in the workplace, universal credit and routes into employment.

- Transforming our website and digital activities, so we are better able to inform and engage with young women including through improved online content.
- Working across the political spectrum to improve opportunities for young women to get into quality work and progress in the workplace.
- Supporting young women to talk publicly about their experiences of being out of work or on low pay.
- Building relationships with employers, trade bodies, unions and other relevant organisations across the public, private and voluntary sectors in order to change policy and practice to benefit young women on low or no pay.

## **Work It Out: Supporting young women with confidence and employability**

Work It Out is our innovative service that supports young women to increase their employability and move towards work or progress within employment. Work It Out provides free flexible employability and confidence coaching over the phone and online and personalised feedback from HR professionals on CVs, covering letters and job applications via email.

Over the next three years we plan to:

- Increase the number of young women using Work It Out year-on-year, with an initial annual target of supporting 2,000 young women in 2017/18.
- Evaluate the pilot of our Grants Service aimed at addressing practical barriers and supporting young women into employment, and act on the learning.
- Increase the diversity of who Work It Out supports, with a particular focus on increasing the geographical diversity and numbers of women accessing the service with no or few qualifications.
- Build more partnerships to support referrals to Work It Out, and to ensure we have sufficient CV feedback volunteers.
- Focus on ensuring the long-term sustainability of Work It Out, as we grow the service.

## **Participation: Supporting young women to have their voices heard**

Listening to young women's views and experiences is a vital part of our work, both to shape our own priorities and so that we can provide support for young women to be seen and heard where it matters. Working together, we believe we can build a powerful voice to challenge discrimination and disadvantage, and improve opportunities for young women.

Over the next three years we plan to:

- Ensure young women continue to shape and influence all aspects of our work – from fundraising events, through to service design, implementation and evaluation, and research, policy, communications and campaigns – based on their experiences of living on low or no pay.
- Continue to run the Young Women's Advisory Panel and research ways to enrich the experience and develop members' skills and knowledge further.
- Continue to grow the membership of the YWT Lounge and explore ways to continue to engage young women effectively through online platforms.
- Continue to run the Work It Out Ambassadors programme, where young women who have used our Work It Out service go on to support us in promoting it and encouraging other



young women to sign-up. We will also incorporate learnings from the pilot we undertook in 2017.

- Further raise awareness about how young women can engage with us and position ourselves as the go to organisation for young women's views.

## **Raising funds to take forward our work**

We aim to grow our fundraising income to enable us to reach more young women through our direct services and our policy and campaigns work. We are working to increase our fundraising income by 50 per cent over the next three years.

Over the next three years we plan to:

- Maximise the potential of our current income streams by expanding our reach to Trusts and Foundations and through individual philanthropy.
- Diversify our funding portfolio by developing new income streams through working with the corporate sector and by creating new mid-level philanthropy offers.
- Protect and maintain the strength of our regular giving programme and by growing our community fundraising activity.
- Secure future income for the organisation through legacy giving.