



WE MIND THE  
GAAP.<sup>TM</sup>

**Commissioning Us**

Registered charity number: 1161504

**We transform lives with love and meaningful opportunities. Join us.**



**“I have changed so much for the better. I discovered I love having friends and I have finally found out where I want my career to go. I have made memories that will last forever.”**

**“Putting unemployed and marginalized young adults to work in real career paths isn’t a miracle. WeMindTheGap has proven that it’s an achievable reality when they are given access to real care and real opportunity.”**

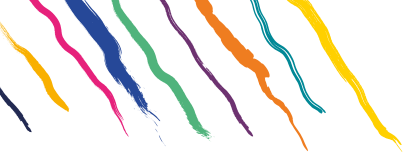
**“WeMindTheGap has given me so many opportunities that I would never have dreamed possible, including winning a six-month place on Raleigh International. Next month I’m off to Nepal! I can’t wait to tell you how I get on.”**



The background of the slide is dark blue, decorated with numerous wavy, brush-stroke-like lines in various colors including yellow, orange, red, pink, purple, blue, green, and teal. These lines are scattered across the page, with a higher density on the left and right sides.

**“The best of the best at  
dealing with young people  
with attachment issues’.”**

– Patron Sir John Timpson



# We transform lives with love and meaningful opportunities. **How?**

By giving new opportunities in life and work to under-served young people in our local communities through the provision of totally holistic programmes that address any gaps in maturation, aspiration, confidence, care and skills.

This is not about CV-writing workshops and tea and toast for poor unfortunates...or ticking boxes...

This is about delivering real and lasting change for young people who deserve better.

**This is social mobility in action.**



WeMindTheGap addresses 9 of the 17 UN Sustainable Development Goals

# Three programmes



## WE DISCOVER

3 months

A virtual programme for 16 – 18 year olds. A chance to gain new skills and experiences and with the support of a mentor, build a plan for a bright future.



## WE GROW

12 months

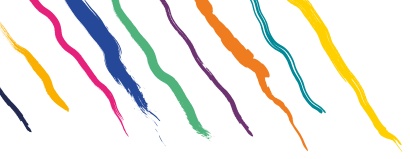
A life-changing programme for 18 – 25 year olds including six-months' paid employment, work placements, coaching and mentoring sessions, activity days and experiences.



## WE BELONG

Lifetime

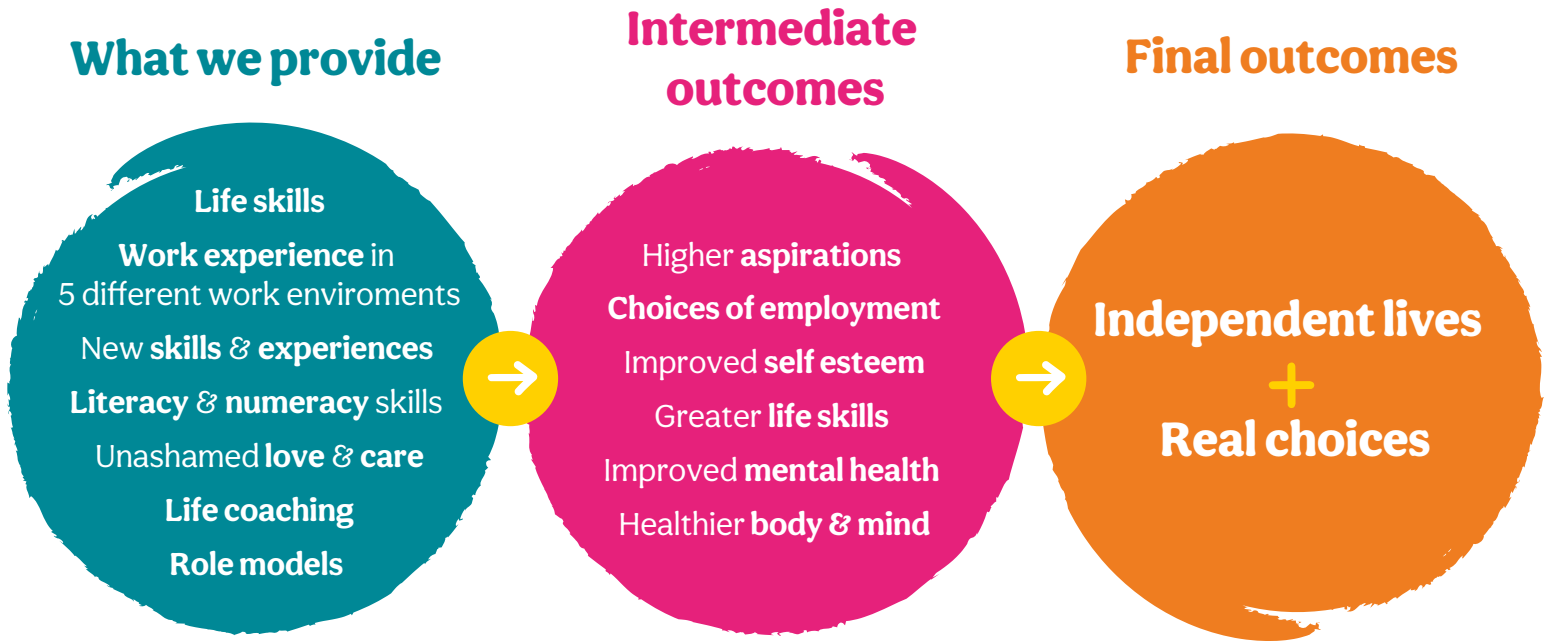
All gappies stay part of the WeMindTheGap family. We offer lifelong support and a safe and trusted person to talk to – whether that's help with careers, housing, money, wellbeing or relationships.



# Focus on: WeGrow

Six-months of paid employment during which ten young people at a time have a unique opportunity to develop skills, enjoy new experiences, broaden horizons, build friendships, grow confidence, discover talents, grow ambition and basically discover the power of having choices in life and work.

Participants – we like to call them ‘gappies’ – are unemployed young people aged 18-25, referred by agencies such as Leaving Care, Youth Justice, Women’s Aid and local homeless hostels, who are often veterans of many work schemes, and for whom the system has run out of options.

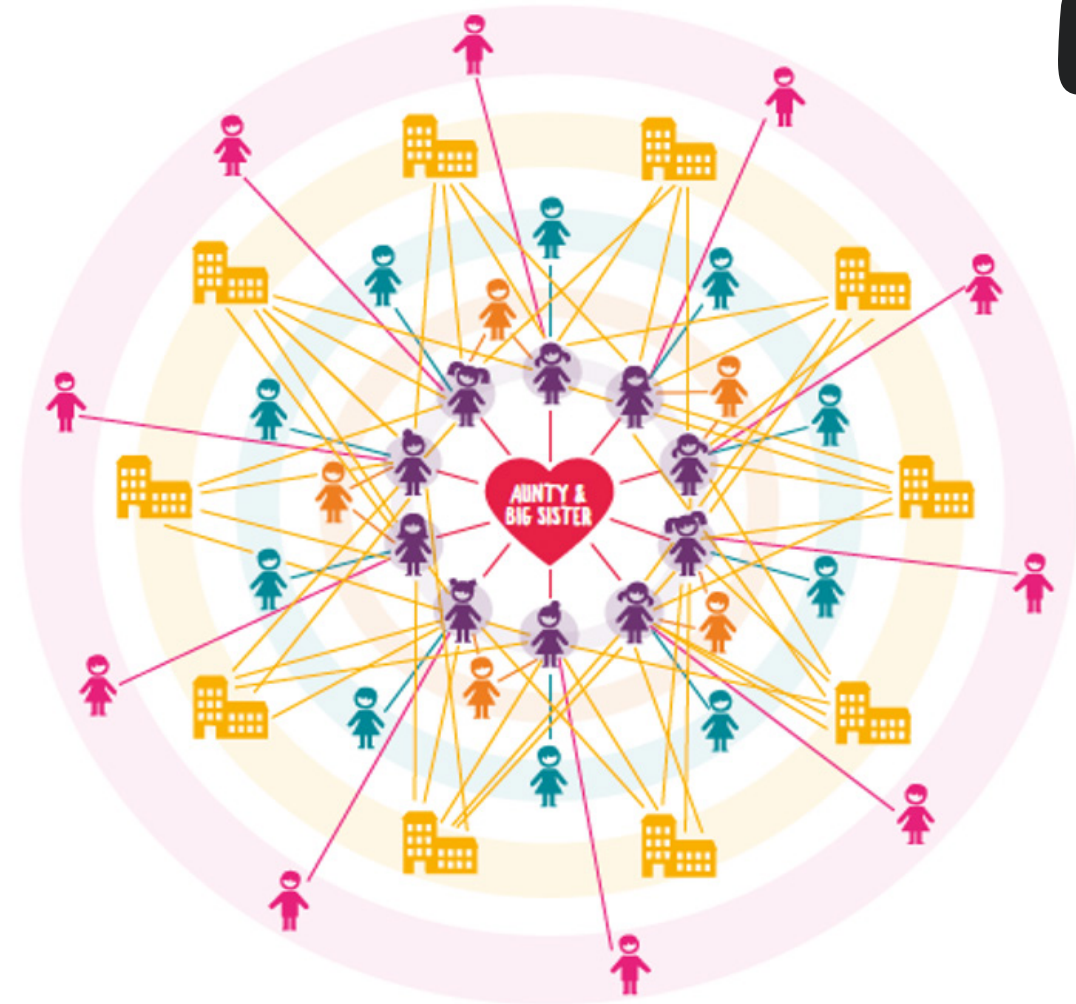







Totally holistic, developing confidence and life skills as well as employability and further education.

# WeGrow

We believe that ‘it takes a village to raise a child’ and so we build a powerful community of positive individuals and caring organisations around our gappies, so that they can benefit from every opportunity that our programmes bring.

Over 26 clearly structured weeks, a dedicated and supportive team – comprising a ‘Skipper’ (Project Lead), a ‘First Mate’ (Welfare Officer), five life coaches, five employer partners, and a variety of role models and inspiring workshop leaders – provide care, skill, knowledge and experience to allow our gappies to move from being ‘prisoners of circumstance to pilots of their own lives’.



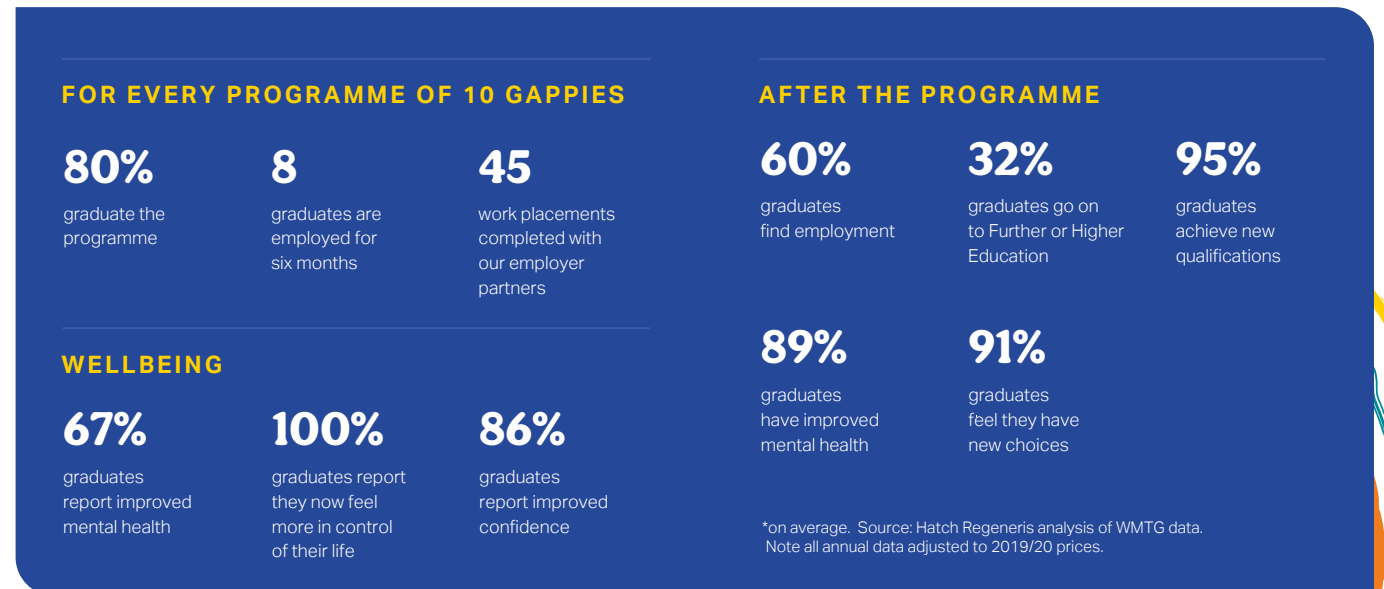
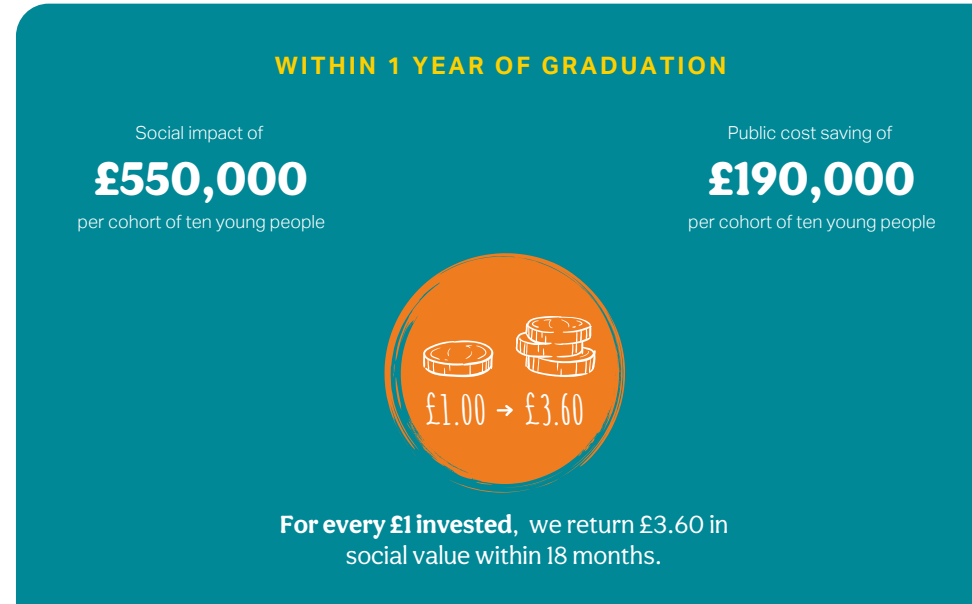
- Participants 
- Coaches 
- Mentors 
- Employer partners 
- Volunteers, role models, tutors 

# Our impact

In 2020, we commissioned a report to assess WeMindTheGap's Social Return on Investment (SROI).

This report showed that for every ten young people taking part in WeGrow:

- 550,000 in social value, and an SROI of over £1 : £3.60 within 18 months of graduation.
- £190,000 in public cost savings per cohort within one year of graduation.
- 92% of programme graduates are in stable employment, training or education within 12 months of graduation.
- 7 out of 10 graduates move into fulltime work or education.







## The costs

By working with WeMindTheGap, local authorities, housing associations and corporate bodies can provide a proven, impactful opportunity that delivers real change in real lives and a significant social return on investment.

A pilot programme for 8 young people costs £144,000. A third of the costs are supported by a private donor, meaning the actual cost for a pilot programme is only £94,000.

Following the success of the pilot programme, numbers increase to ten and we work with you to secure funding for the total programme cost of £180,000 for 10 young people.

### Each WeGrow programme includes:

- Age based NMW salary for 30 hours per week for six months (wage value circa £60,000).
- Two residential weeks of personal resilience and challenge activities.
- Coaching and focused employment-readiness skills training.
- One hour of life coaching every 2 weeks, plus weekly mentoring and supervision delivered over six months.
- Life skills training, including cooking and nutrition courses, budgeting and basic home maintenance.
- Communication skills training.
- Basic First Aid qualification.
- Maths and English support.
- Transport and insurance to attend programme locations.
- A graduation celebration on completion of 26 weeks of the programme.
- Life-long follow-up support (WeBelong programme).



## Funding

Commissioners range from local authorities to housing associations. It is expected that, having funded and seen the impact of the pilot programme, commissioners then commit to facilitating the programme for at least a further two years and will help WeMindTheGap leverage local corporate and stakeholder groups to raise the full funding.

The result is funding partnerships that straddle both the public and private sectors and can comprise of grant funders, housing associations and trusts, local authority social care teams, large corporates, local employers, businesses, and private donations.

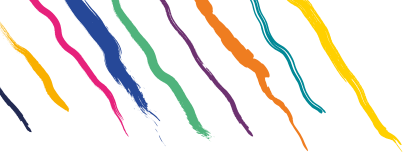


WE MIND THE  
**GAP.**

**“After running the pilot scheme last year and observing the very real impact on these young women, and the unprecedented number that have remained outside the benefits system, we have commissioned WeMindTheGap to run the programme every year.”**

– Colin Everette, CEO, Flintshire Country Council





## Funding:

# Manchester – a case study

**Manchester City Council’s Children’s Services invited WeMindTheGap to provide new opportunities to care leavers.**

After proving the concept, the Council and WeMindTheGap developed a partnership approach by leveraging additional funding from corporate and community partners to ensure longer term sustainability of the programme: the Council’s financial commitment is lessened while delivering to corporates’ ESG goals.

**Corporate partners, who provide funding, include:** Evolution Money, DWF Solicitors and High Legh Golf Club (who chose WeMindTheGap as their charity of the year).



MANCHESTER  
CITY COUNCIL



**Employer partners, who provide gappies with meaningful work experience, include:** The Lowry Hotel, Fareshare, AutoTrader, Chill Factore, Little Black Dress and Solvay Engineering.

Manchester Chamber of Commerce is providing both 2021 WeGrow programmes with a physical base in Elliot House on Deansgate.

# Funding:

## Manchester – a case study



MANCHESTER  
CITY COUNCIL



**2018**

WeMindTheGap commissioned to run a pilot WeGrow programme exclusively for 7 young women care leavers and, simultaneously, to deliver coaching training to their Care Leaving team.

5 participants graduated and are now in full-time work or education.



**2019**

Recommissioned to run full WeGrow programme for 10 young women, not exclusively care leavers.  
8 graduates in fulltime work or education.



**2020**

Programmes postponed due to Covid.



**2021**

Two WeGrow programmes are running, one for young women and a pilot for young men.



# Funding:

## Manchester – a case study



MANCHESTER  
CITY COUNCIL



WeGrow programme no.	For who	Participants		Cost	10 year Social Return on Investment	10 year Public Cost Savings	Contributor	Contribution
1 Pilot 2018	Young women Care leavers	7	5	£100,000	£1,680,000	£950,000	MCC	£100,000
2 2019	Young women	10	7	£150,000	£2,400,000	£1,266,666	MCC	£80,000
							Grant Funder	£20,000
							Corporate 1	£30,000
							Foundation	£9,000
3 2021	Young women	10	?	£160,000	£2,400,000	£1,266,666	MCC	£80,000
							Grant Funder	£20,000
							Corporate 1	£30,000
							Corporate 2	£10,000
							Corporate 3	£15,000
							Foundation	£9,000
							Kickstart	£15,000
4 2021		10	?	£160,000	£2,400,000	£1,266,666	MCC	£80,000
							Grant Funder	£20,000
							Corporate 1	£30,000
							Corporate 3	£15,000
							Corporate 4	£10,000
							Foundation	£9,000
							Kickstart	£15,000
<b>Total</b>		<b>37</b>		<b>£570,000</b>	<b>£8,880,000</b>	<b>£4,749,998</b>		

Through a partnership approach, Manchester City Council has transformed the lives of 37 under-served young people and has delivered a social return on investment of £570,000 and savings to the public purse of nearly £5 million.





## Funding:

# Flintshire – a case study

**WeGrow is an integral part of Flintshire County Council’s young people’s strategy and informs their work with vulnerable groups, and a programme has been commissioned annually since 2016. We work closely with the Council’s Director of Social Value to ensure our programme meets their needs.**

In 2017 the Council introduced us Clwyd Alyn Housing Group in 2017, now a lead partner who:

- Sponsor two gappies.
- Provide a physical base for our programme.
- Recruit at least one gappie a year into their own team as part of the ‘grow your own’ strategy.

**Corporate partners, who provide funding include:** Clwyd Alyn, Crime Prevention Services, Clear Data Group, Redrow Homes (who also all provide work placements) and Procure Plus.

**Employer partners, who provide gappies with meaningful work experience, include:** Daisy Nursery, Village Hotels, Pendine Park.



# Funding:

## Flintshire – a case study

Of 37 past participants, 35 graduated and all have either moved into sustainable employment, further/ higher education or are currently engaged with WeBelong and receiving ongoing support.

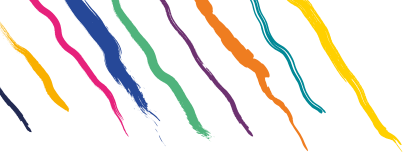
Flintshire County Council provided proof of concept, and introduced WeMindTheGap to local stakeholders with the same focus on young people to ensure longer term sustainability of the programme: the Council's financial commitment is lessened while delivering to corporates' ESG goals.



**“After running the pilot scheme last year and observing the very real impact on these young women, and the unprecedented number that have remained outside the benefits system, we have commissioned WeMindTheGap to run the programme every year.”**

– Colin Everette, CEO, Flintshire Country Council





# Delivery option: Single commissioning body

## **OPTION 1: Full funding by single commissioner**

- Pilot project for 8 young people within your area/post code.
- £94,000 (approximately 65% of total costs) funding required for pilot programme to start in following January or October.
- Success criteria for pilot programme agreed and would, if reached, lead to a funding commitment for at least a further two years of programme delivery at a cost of £180,000 per year (today's cost).
- If three-year commitment is agreed, total programme costs to be held at 2021 fees for at least 3 years.

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**Assuming that the pilot programme is successful (and all have been to date), for an investment of £454,000 over three years a single commissioning body would transform the lives of 28 under-served young people, delivering a social return on investment of £6,792,422 and savings to the public purse of £3,633,332 over the next ten years.**



# Delivery option: Multiple commissioning bodies

## OPTION 2: Combined funding sources

- Pilot project for 8 young people within your area/post code.
- £94,000 (approximately 65% of total costs) funding required for pilot programme to start in following January or October.
- Success criteria for pilot programme agreed and would, if reached, lead to a funding commitment for at least a further two years of programme delivery at a cost of £180,000 per year (today's cost).
- Funding achieved through a partnership approach, working with other funders and stakeholders in that community.
- If three-year commitment is agreed, total programme costs to be held at 2021 fees for the 3 years.

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**Assuming that the pilot programme is successful (and all have been to date), for an investment of £454,000 over three years a single commissioning body would transform the lives of 28 under-served young people, delivering a social return on investment of £6,792,422 and savings to the public purse of £3,633,332 over the next ten years.**

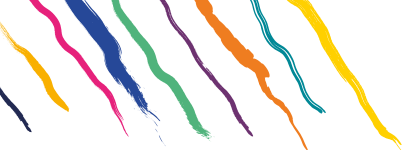
# Delivery option: Social franchise model

## OPTION 3: Holistic Journey Partnership Approach

WeMindTheGap would run two programmes exclusively for the commissioning body, and along the way develop a social franchise model that provides the funder's team with the training and resources to then deliver WeGrow in-house across all of its communities.

- Active demonstration of the funder's commitment to the communities it serves.
- The ripple effect of under-served young people being meaningfully employed, and having real choices in life and work on families and community.
- A social return of investment over ten years of £2,400,000 and a saving to the public purse of £1,266,666 for every ten young people involved. Impact which, after two years, will be delivered directly by the funder's team.





# Delivery option: Social franchise model

## OPTION 3: Holistic Journey Partnership Approach

- Pilot project for 8 young people within your area/post code.
- £94,000 (approximately 65% of total costs) funding required for pilot programme to start in following January or October plus £180,000 for the full costs of a full programme for 10 young people.
- Throughout both programmes, the funder's staff receive training and secondments to allow them to deliver WeGrow themselves.
- WeGrow becomes an in-house programme for the funder, with WeMindTheGap continuing to provide all resources for delivery, training, best practice, quality assurance, safe-guarding at an estimated cost of £25,000 per programme.

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**A unique opportunity for the funder's clients:** following six-months employment as part of the WeGrow programme they could become employees, community advocates, great tenants and better parents.

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**A unique opportunity for the funder's team:** new training, new learnings, new opportunities. The first organization to deliver this meaningful, nationally recognized programme in-house to answer need where appropriate across its many communities.

# Real people. Real stories. Real impact.



## Sophie

### 2015 GRADUATE

Sophie was living in a Woman's Aid shelter when we met her.

Today she is a qualified PGL outdoor instructor and is helping other young people on there own adventure.



## Lucy

### 2018 GRADUATE

Lucy came to us from a homeless hostel having fled domestic abuse.

Today she has her own flat and is working as an apprentice in a children's nursery.



## Becky

### 2016 GRADUATE

Becky was living in a local hostel when we met her.

Today she is working as an apprentice in a busy Finance department, has passed her first exams with flying colours and is living in her own home.



## Lauren

### 2015 GRADUATE

Lauren had been unemployed for six years since leaving school with no qualifications.

Today she holds a BA(Hons) in Animation Arts.



## Katie

### 2016 GRADUATE

Katie was a sole carer for her mentally ill mother when we met her.

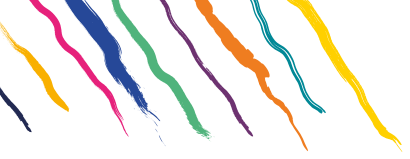
Today she is heading up a customer service team for a small local business and and is renting a house with her partner.

## Leanne

### 2019 GRADUATE

From being an agoraphobic and severely underweight single mother, today Leanne works as a full-time carer, she is healthy and shares her story through public speaking. Her daughter could not be prouder.





# Our partners



# Get in touch

We are always looking for new partners and new ideas to help us increase the impact of what we do, and are happy to explore new delivery options, so please get in touch: we'd love to work with you to deliver your objectives for young people in your communities.

[hello@wemindthegap.org.uk](mailto:hello@wemindthegap.org.uk)

0333 939 8818

[WeMindTheGap.org.uk](https://www.wemindthegap.org.uk)



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