

Background

The current generation of under-35s or “Millennial” are connected and collaborative, community minded, and aspire for personal and professional fulfilment. A recent report by the Charities Aid Foundation highlighted that the proportion of donations made by under-35s since the 1980s has more than halved. In addition, employer surveys have indicated that pay and bonuses are much less of a driver for employees than they once were.

What is Young Philanthropy?

Young Philanthropy (YP) launched in 2011 with a **mission to empower a new generation of philanthropists** to make a positive and lasting impact on society.

Charities and social enterprises work with YP because we can help them generate funds and receive highly skilled expertise. Many charities also benefit over the longer term by building lasting relationships with our members, every one of whom is a current or future leader.

Professionals join us because we are an opportunity to be part of a growing movement of leaders, businesses and charities using their time, talent and money to make a difference. Young Philanthropy Teams are our vehicle to achieving this.

What is a Young Philanthropy Team?

A YP Team enables a group of 7 professionals to join together and donate their money, skills and time in a niche charity project, with matched funding and mentoring support of a senior leader and their employer, thereby maximising the giving, impact and experience of philanthropy.



What are YP’s key achievements to date?

- **45 YP Teams** launched donating **£250,000+** and **4,500 skills-based volunteer hours**.
- YP Teams established at **12 major businesses** – including Deloitte, PwC, EY, KPMG, Goldman Sachs, Allen & Overy and the Civil Service.
- **Range of social issues tackled** from homelessness to human trafficking.

What are the key benefits to partnering with a YP Team?

- **Generate funding** for new and existing projects: £3,000 - £5,000.
- **Receive expert skills** and insights to tackle specific needs: 150 - 200 hours.
- Build new and enduring **relationships with donors** and supporters.
- Access to the broader **YP network**.
- Attend events to **share knowledge** and network with the wider YP movement.

What is the process for applying to YP?



What are the selection criteria for a charity or social enterprise?

- Registered charity and/or social enterprise.
- Inclusive of all groups.
- Public liability insurance for all YP volunteers.
- Structure and method for measuring impact.
- Someone to manage the relationship with the YP Team.

What are the components of a great project?

- Has 5-10 well defined needs; e.g. mentoring young people or designing a business plan. These can be updated on an on-going basis.
- Makes the most of the YP Team's: **(i) Core Skills** – e.g. effective communication, presentation, admin and writing, and/or **(ii) Specialist Skills** – e.g. accountancy, finance, law and marketing.
- Has the potential to make a high social impact.
- Enables professionals to learn about the sector.

We will provide more detail on the types of project that tend to be successful in our on-boarding call in step 2.

Examples of projects supported by YP Teams:

PwC YP Team supporting Beyond Food Foundation

BFF inspires people affected by homelessness to gain meaningful employment in the catering industry.

The YP Team designed and implemented a business plan for a **BFF recruitment service to support beneficiaries and provide an alternative stream of revenue for the social enterprise.**

Deloitte YP Team supporting Catch 22

Catch 22 helps young people from troubled backgrounds develop employment skills and play an active role in their communities.

The YP Team ran skills and employability workshops and one-to-one mentoring. **As a result, over half of the mentees went on to work, training or higher education.**

What does YP expect from partners?

- Share branding (logo and copy) for use in publicity.
- License 3 great photos to YP for use in publicity.
- Record impact with the YP Scorecard; setting the baseline and then reporting back at the middle and end of the project.
- Become an advocate of YP to your current and future donors.

Next steps

- If you are a charity or social enterprise and would like to **register for the next on-boarding call**, sign up at <http://youngphilanthropy.org.uk/get-involved/charities/>.
- If you would like to **recommend a charity or social enterprise** for the YP Portfolio, please connect us via <https://youngphilanthropy.typeform.com/to/FLDHiR>.

*If you have any questions or comments, please contact email [Nick Mason – Portfolio and Impact - nick@youngphilanthropy.org.uk](mailto:nick@youngphilanthropy.org.uk) or call **07886564065**.*