



**SOCIETE  
GENERALE**  
**UK FOUNDATION**

The SG UK Foundation Fund

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# YEAR 3 REPORT

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2019-20

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Managed by  
East End Community Foundation





# OVERVIEW

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The Societe Generale UK (SG UK) Foundation Fund was established in 2017 to distribute funding to improve educational development, literacy and employability for young people in locations where Societe Generale, the UK Bank, has offices.

Supporting charitable activity across the London boroughs of Hackney, Newham, Richmond and Tower Hamlets and the City of Bristol, the SG UK Foundation Fund aligns with Societe Generale's global citizenship commitment to professional integration agenda at a local level.

The SG UK Foundation Fund is managed and administered by grant maker and community investment advisor, East End Community Foundation (EECF) who is responsible for identifying effective grassroots interventions achieving tangible change and impact for local young people.

This report reviews the third year of the SG UK Foundation Fund from April 2019 to March 2020 and the Forward Grants from June to September 2020.

"This support has enabled us to trial a project for a younger age group than we had before, with 8 of our young people securing work. These results mean we can show our impact better and leverage further funding."

Laburnum Boat Club



# YOUNG PEOPLE IN 2020

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"I never thought about going to university until today. I didn't feel it was for people like me. I was running drugs before but now I have a qualification and a job while I study."

YOH participant

Young people in the SG UK Foundation Fund area of benefit face multiple and complex barriers to fulfilling their potential.

Disadvantaged young people are three times more likely to become NEET, they are more likely to perform poorly at school and will find it harder to secure work.

Young people's opportunities and futures have been particularly affected by the covid-19 pandemic. The world of education and work has changed, there has been a significant reduction in face-to-face support and digital exclusion is impacting young people's ability to connect.

A recent report by [UK Youth](#) highlighted that young people are facing increased mental health issues, more loneliness and isolation, a lack of safe spaces and higher risks of engaging in gangs, substance misuse and other harmful practices.

Research shows that engaging in sports and cultural activities can have a significant impact on educational attainment and future aspirations. The SG UK Foundation Fund is providing these opportunities at a local level, in areas facing high youth unemployment and high inequality.



# AIMS

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Inspired by Societe Generale's global citizenship agenda, the aim of the Fund is to improve educational attainment, soft skills development and employability skills for young people aged 13-25 living close to the SG UK offices.

The SG UK Foundation Fund awards grants of up to £15,000 to local not-for-profit organisations and charities to improve opportunities for young people, using sports or arts and cultural interventions. Forward Grants of £5,000 were also awarded to provide bridging support to funded organisations when the year 3 grants came to a close, ensuring essential service adaptations could take place and vital support to vulnerable people could continue during the covid-19 pandemic.

Funded projects are focused on using the medium of sports, or arts and cultural activities at a grassroots level to reach isolated and vulnerable young people to help them develop the critical capabilities and skills they need to progress educationally or to better prepare them for the world of work.

# COLLECTIVE IMPACT

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Since 2017 the SG UK Foundation Fund has reached a broad range of young people and supported tangible change for the local communities.

£966,650

REQUESTED IN FUNDING  
SUPPORT

34

GRANTS AWARDED TO 11  
ORGANISATIONS

£369,000

AWARDED TO COMMUNITY  
PROJECTS

5,982

YOUNG PEOPLE ENGAGED IN  
FUNDED PROJECTS

637

GAINED A QUALIFICATION  
AND/OR SECURED  
EMPLOYMENT

2,371

YOUNG PEOPLE ATTENDED  
TRAINING AND LEARNED  
NEW SKILLS

# GRANT MAKING

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in April 2019 the SG UK Foundation Fund received 32 applications, requesting financial support in excess of £427,000. This is a significant increase in applications from the previous year where 16 applications were received requesting a total of £217,000.

A total of £117,000 was awarded by the SG UK Foundation Fund Grants Panel to support nine organisations across the London boroughs of Hackney, Newham, Richmond and Tower Hamlets, and the City of Bristol. Grants were awarded to support a variety of activities and interventions to improve education and employment opportunities for young people aged 13-25. Seven of the projects received a second or third year of funding to continue their activities, and two new organisations were supported. Please see Appendix A and B for details of the programme and an overview of applications received.

Delivery of all nine projects have been completed, however many have been impacted by the covid-19 pandemic, and have had to make significant adaptations and adjustments to their activities.



32 applications received



£217,703 requested in support



£117,000 awarded to charitable organisations



9 education and employability projects supported

# SUPPORTED PROJECTS

Organisation	Project Summary	Location	Amount Awarded
Cardboard Citizens	A third-year grant for a young people's performing arts programme who have been affected by homelessness. A variety of activities and support is on offer to prepare them for education or employment	Hackney	£10,000 + £5,000
Empire Fighting Chance	A programme of non-contact boxing, employability skills and careers advice for young people who are NEET, excluded from school or with mental health issues. Participants will be supported to find work and once in employment	City of Bristol	£14,552 + £5,000
Kick London	A third year grant to support an after-school sports and dance programme delivered at two secondary schools to improve pupils' educational attainment, confidence and soft skills	Richmond	£12,500 + £5,000
Laburnum Boat Club	An accredited training programme for young people who are disengaged or excluded from school, to become water sports coaches. Young people will be required to engage with education, once qualified will be supported into work	Hackney	£11,744 + £5,000
Newham All Star Sports Academy	A third year grant to deliver a basketball and literacy programme in partnership with Royal Docks Academy providing sports development and educational support	Newham	£11,316 + £5,000
SportInspired	A third year grant to deliver training for pupils at Wapping High School to develop and deliver a sports festival for primary school children. Young people will learn leadership, confidence, teamwork and communication skills	Tower Hamlets	£12,500 + £5,000
Transform UK	A third year grant for an education and employment programme for young people who have been excluded from mainstream education or who are at risk. The programme will use the arts to provide character development activities.	Tower Hamlets	£14,900 + £5,000
Unique Voice CIC	A second year grant to deliver a 'creating success' programme for 13-16 year olds who are at risk of being excluded from school, using creative mediums to develop literacy, employability and a drive for a future careers	City of Bristol	£14,780 + £5,000
YOH Ltd	A third year grant to deliver a football based engagement programme for young people at risk of gang involvement. Participants will build skills and confidence to successfully enter further education or employment	Tower Hamlets	£14,738 + £5,000

# FORWARD GRANTS

The covid-19 pandemic has had an unprecedented impact on the world, local communities, and on the charitable organisations that support them.

With one in six people seeking charitable support as a result of the pandemic, it's clear that local projects are playing a critical role in helping residents.

In June 2020, the SG UK Foundation agreed a programme of forward grants, to provide support to funded organisations ensuring essential service adaptations could take place and vital support to vulnerable people could continue.

The Forward Grants awarded £45,000 in grants of £5,000 to support the following key aims:

- Online Holistic Support - developing and adapting current support services using video, instant messaging and telephone support
- Remote Education & Employability Support - developing an online offer to continue education and/or employability support for young people
- Continued Engagement - maintaining the engagement of at-risk young people to maintain their wellbeing and safety

"Lockdown was horrible. I felt really alone and had no-one to talk to. My coach at NASSA got in touch to make sure I was alright. I spoke to her a few times a week and really helped me to look forward. I don't know how it would have been if she hadn't been there for me."

NASSA participant



"Thank you. At a time when people's needs are urgent and critical, the sector needs resources to respond quickly and adaptively. This funding allowed us to do both and enabled us to support vulnerable young people at such a difficult time."

YOH Ltd



# YEAR 3 OUTCOMES & IMPACT

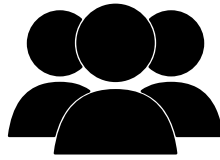
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Collectively the nine funded projects have achieved the following outcomes through their 2019/20 activities and 2020 Forward Grants.



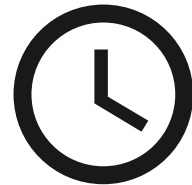
1,675

YOUNG PEOPLE ENGAGED IN  
SUPPORT FOR THE FIRST  
TIME



3,414

YOUNG PEOPLE RECEIVED  
EDUCATION & EMPLOYMENT  
SUPPORT



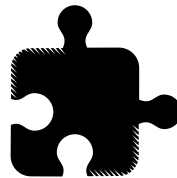
1,344

APPROXIMATELY 1,344  
HOURS OF SUPPORT WAS  
DELIVERED



841

YOUNG PEOPLE ATTENDED  
TRAINING AND GAINED NEW  
SKILLS



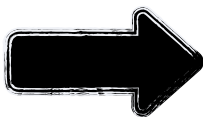
13

YOUNG PEOPLE GAINED PAID  
WORK EXPERIENCE



101

YOUNG PEOPLE GAINED AN  
ACCREDITED QUALIFICATION



501

YOUNG PEOPLE STARTED  
THEIR JOURNEY INTO WORK



59

YOUNG PEOPLE SECURED  
EMPLOYMENT



23

YOUNG PEOPLE ENTERED  
FURTHER EDUCATION OR  
TRAINING

# PROJECT STORIES

## CARDBOARD CITIZENS

84 at-risk young people have benefited through engaging in outreach, workshops, training courses and performances. 25 of them have achieved a recognised qualification and all have developed key skills they need to be able to progress into further education or training. 16 individuals progressed into paid employment.

During lockdown the support from the SG UK Foundation Forward Grant has enabled the organisation to provide remote mentoring support and online training.

## EMPIRE FIGHTING CHANCE

Boxing can level the playing field for disadvantaged young people. Empire Fighting Chance supported 73 young people who are living under difficult circumstances including worklessness, school exclusion, mental health issues and a lack of family support.

96% of participants improved their confidence and motivation for their future, 87% felt they could now identify appropriate career opportunities and 97% improved their skills for work including confidence, independence, teamwork, communication, numeracy and literacy.

Online activities continued during the pandemic, thanks to the Forward Grant, as well as regular counselling sessions to support young people during some very tough times.



"It's always so useful talking to someone. They helped me think through my options and you give us just what we need - time. It was really nice when you told me I could be a great coach one day, I didn't think I was good at anything. I'm in such a better place. Before I wouldn't leave the house for weeks because my anxiety was so high. But now I can because of how it's helped me."

Empire Fighting Chance participant

# PROJECT STORIES

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## KICK LONDON

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Kick London's sports and mentoring programme works across two secondary schools in Richmond and deals with issues including anxiety, behaviour challenges, family issues and managing feelings and motivations. Due to the pandemic, provision was switched to online and telephone support, to ensure young people continued to access the help they needed.

The impact of this work is apparent through one participant's transformation. They have a drug use problem and behavioural issues at school, facing exclusion. With a mentor, they have gone on a journey of recognising change was needed to help themselves get back on track for GCSE's. "I get it now, the worry that I was causing and how I was hurting myself. My mentor has helped me focus on the important things to fill my time with."

## LABURNUM BOAT CLUB

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The junior watersports training project enabled 18 15-18 year olds to work on National Governing Body qualifications, receive one-to-one advice and guidance, and support to progress into employment, or return to education. The programme also focused on mental and physical wellbeing, which became more important during the lockdown, providing participants with stability and consistency throughout.

"Laburnum gives me new experiences, opportunities and skills. During the covid-19 crisis the project kept me going. Laburnum gives me joy, memories, trust, experience and work."

## NEWHAM ALL STAR SPORTS ACADEMY

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"I wasn't sure whether this project would just be another lot of teachers telling me I had to go to school, but the coaches are different. They talk to me like I matter and the way they explain things through basketball has made me think differently about school. I actually want to go now."

School attendance levels increased by over 20% throughout face-to-face delivery and has remained stable. During the lockdown, six young people lost a parent to covid-19 and were provided with regular support. Sessions were delivered online and outside with appropriate social distancing to ensure engagement was maintained.

# PROJECT STORIES

## SPORTINSPIRED

Prior to the lockdown in March 2020, SportInspired trained 25 young people who achieved a Level 1 Qualification in Sports Leadership and delivered a multi-sports festival for over 200 local primary school pupils. Due to the covid-19 pandemic, large scale sports events were not possible. and the organisation had to rethink their delivery to support young people.

The Forward Grant enabled remote mentoring support, online sports sessions and the development of online resources for primary and secondary school pupils.



## TRANSFORM UK

Transform UK uses their character education priorities to engage and support young people struggling to thrive in mainstream education environments. Over 232 hours of arts, sports and employability workshops were delivered, with 95% of participants eligible for free school meals and 65% either excluded, or at risk of exclusion from school.

The character strengths, developed with SG UK Foundation support focus on key capabilities young people need to succeed.

92% of participants improved their mental health and aspirations, 94% felt the project helped them start their journey into work and 97% gained new skills and qualifications.

"With the continued support, we have grown young leaders through our character education curriculum. This year, we employed a young person who took part in our first ever SGUK funded project in 2017. At the time she was at a pupil referral unit and struggling to cope. She's now thriving as a new staff member. We also had young leaders this year win awards at the London Youth's Young Leaders Awards."

Transform UK

# PROJECT STORIES

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## UNIQUE VOICE CIC

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Unique Voice CIC works with vulnerable young people in Bristol with social, emotional and mental health issues (SEMH) who are at risk of being excluded from school. Using arts, drama and creative techniques young people develop their communication, teamwork, resilience, confidence, creative writing and future aspirations.

During lockdown, schools closed and Unique Voice CIC had to develop a new way of reaching and supporting young people, many of whom do not have access to online resources. A Creative Journal was developed and delivered to 130 young people to increase wellbeing, develop creative skills focused on future aspirations and employability skills.

## YOH LTD

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YOH Ltd spend countless hours walking the streets and estates in Tower Hamlets and Hackney to engage young people and help them understand the alternatives to gang involvement and criminal activity. Once participants start attending the centre, YOH Ltd uses Philosophy for Children, drama therapy and other techniques to tackle underlying issues affecting young people's mental state.

Sports and workshops are then delivered with accredited qualifications in English, Maths and Customer Services. All 30 participants were successful in securing employment and were retaining their jobs 3-months into the covid-19 pandemic. With the support of the Forward Grant, YOH Ltd continued to provide remote mentoring support as well as delivering food and essentials to the most vulnerable young people.

"I am working on my attendance, I have only missed 2 days this year. Last year I missed 80% of my lessons. I feel more confident now in class and I am not getting put into isolation as much. I want to be the first person in my family to go to university, and I want to study medicine."

Unique Voice CIC participant

# SUMMARY

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Overall, year three of the SG UK Foundation Fund has been a great success, with over 3,400 young people engaging in support services to improve their educational attainment and to develop their soft skills and work readiness. We continue to see a variety of tangible outcomes that means the SGUK Foundation's local investment is resulting in transformational change for young people.

Collectively since 2017, 637 young people have gained an accredited qualification and/or have secured employment, which is a fantastic result. The SGUK Foundation Fund's area of benefit has some of the highest youth unemployment rates in the country and the funding provided is enabling young people to successfully move into work.

With the covid-19 pandemic having a profound impact on employment opportunities, support for young people has never been more vital. Young people are having to learn how to navigate their personal development in a completely new way, and with this comes a multitude of barriers. Lack of quality food, IT equipment, internet access, and online etiquette are impeding young people's ability to learn and find work, combined with an increase in poor mental health due to isolation and risky home environments. A Young Minds survey found that 83% of young people found their mental health had worsened due to the pandemic.

Support through local grassroots organisations has been essential to help young people navigate this and the Forward Grants have enabled grantees to adapt quickly to meet the developing needs of young people. Engagement throughout the year with the funded organisations has been very positive, with good quality monitoring information received.

"The support offered during the Covid-19 crisis has been great, particularly in moving our services online. The Forward Grant has allowed us to keep our services open and keep in contact with the vulnerable young people in these scary times. This is made even more relevant, as most funders have closed all of their grant rounds except for exceptional Covid-19 projects."

Laburnum Boat Club, Hakney

# RECOMMENDATIONS

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The SG UK Foundation Fund is achieving tangible community impact based on the size of your fund and objectives, and our recommendations are intended to further develop the Fund based on the learning to date. A number of recommendations have already been agreed for Year Four of the SG UK Foundation Fund. Should there be a desire to change the direction of the SG UK Foundation Fund or refocus on specific outcomes, we are happy to make further recommendations and support the SG UK Foundation with this process.

- Continue to offer continuation funding to supported projects, but taper down the total amount offered. This enables them to utilise the learnings from their delivery to further develop their activities. It also provides them with more opportunities to leverage further funding to continue their work whilst reducing their dependency on your fund.
- Amend the priorities of the Fund to emphasis an open and flexible approach to the grants awarded to encourage creativity and innovation in meeting challenges in supporting young people through a global pandemic.
- Update the integration of sports, arts and cultural activities to a desirable element. This will remain an important priority for the Fund, but will provide more flexibility to groups who are delivering services in an adapted way due to the pandemic.
- Include a focus on supporting young people's mental health and wellbeing as well as supporting their literacy, education and employability. A Young Minds survey in March 2020 found 83% of young people stating the Covid-19 pandemic had made their mental health worse.
- Pre-agree press releases and social media content to ensure the positive news stories the SGUK Foundation Fund generates can be promoted and shared as much as possible, avoiding delays through the approval process.

# BENEFITS OF WORKING WITH EECF

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with the 10% contribution to EECF for the management and administration of the SG UK Foundation Fund the Foundation receives a cost-effective solution to local giving, delivered by a team of experts with over 32 years of combined knowledge of community grant making and affecting change.

EECF's service includes:

- Full programme management at a cost-effective rate
- Advertising and promotion of the SGUK Foundation Fund to over 2,000 voluntary sector organisations in the Fund's areas of remit
- Inquiry management with an average of 50 enquiries from potential applicants for each funding round
- Regular funding workshops with advice and guidance for applicants interested in applying for support
- A full project assessment and due diligence checks completed for shortlisted applications by a team of community experts and experienced grant makers
- A panel meeting with EECF's Chief Executive and Head of Grants to determine levels of investment across recommended applications, offering valuable insight and assurance to your decision-making process
- Match funding opportunities with other grants programmes managed by EECF
- A grants event to meet supported projects and hear more about their great work
- An interim and end of year report reviewing the SG UK Foundation Fund and outcomes achieved





# SOCIETE GENERALE UK FOUNDATION

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For more information contact:

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East End  
COMMUNITY FOUNDATION



# APPENDIX A

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The SG UK Foundation Fund has been established to support young people on their journey into the world of work by improving their educational development, especially through sport, arts or cultural activities and improving their literacy.

The Fund will support good quality well planned projects that will have a positive and long-lasting difference to young people, aged 13-25 years, resident in the London boroughs of Hackney, Newham, Tower Hamlets and Richmond, and the City of Bristol supporting their journey into employment.

Before applying for funding, please read the following guidance carefully.

1. How much money is available?

Organisations may apply for between £10,000 and £15,000 for one year's funding.

2. What are the grants for?

Grants are for programmes which support young people to improve their integration through education and employment so that they are better placed to create opportunities for themselves.

The SG UK Foundation Fund is looking for innovative and effective projects that support participants to gain essential employability skills, using the vehicle of sports, arts or cultural activities, or initiatives that are focused on improving literacy.

In all cases applications should demonstrate that there is a need for the project / service for which you are seeking funding. You should also be able to evidence that your organisation has appropriate links or networks in place and a positive track record to be able to deliver the proposal.

We welcome good quality proposals that specifically address the project guidelines listed below:

- Projects or activities that directly support young people into work
- Projects that use sports, arts or cultural activities to improve educational attainment
- Projects that seek to improve literacy levels of young people

Proposals should demonstrate and evidence:

- a clear progression route for participants
- experience of supporting young people in education or into employment
- experience of supporting young people to improve their academic achievements and/or literacy
- that the organisation has the appropriate links to employment opportunities in the local area

### 3. Who can apply for the funding?

To be eligible to apply, organisations must:

- be an established not-for-profit organisation
- be formally constituted and a bank account in the organisation's name with at least two signatories, who are not related and do not have the same address
- have a track record of delivering projects that successfully meet the needs of the local communities in the boroughs of Hackney, Newham and Tower Hamlets
- have a turnover of £1.5 million or less
- Applications from organisations that have a financial deficit will not be considered.
- Grants will not be awarded to individuals.

### 4. What types of activities cannot be funded?

The SG UK Foundation Fund will not fund:

- Expenditure or activities that have already taken place. By this we mean that retrospective funding will not be awarded; successful projects must start only after the grant award has been received.
- Core costs or organisational overheads
- Services which are a statutory responsibility (i.e. are the responsibility of the Council, Government or Health Authorities)
- Projects that have no community or charitable element
- Projects that are purely for the advancement of religion or politics
- Foreign travel

### 5. How do I apply for funding?

Applicants are required to contact EECF by telephone to discuss their proposal before submitting an application. You will then need to fill in our application form which will be sent to you if your proposal is suitable. EECF's Grants Team can be contacted via 020 7345 4444 or [grants@eastendcf.org](mailto:grants@eastendcf.org)

### 6. Application Process

The application process for the SGUK Foundation Fund will be in two parts;

Stage 1: Completed application forms and supporting documents must be returned to EECF

Stage 2: EECF may arrange a site visit to your premises to hear more about your programme

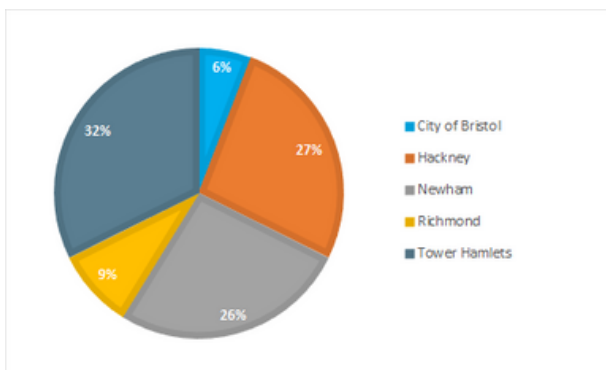
# APPENDIX B

The SG UK Foundation Fund opened for applications in April 2019. EECF grants staff held an initial conversation with interested organisations to assess eligibility and suitability to the programme before an application form was sent out. Applications were then received from organisations across the area of benefit, requesting grants of up to £15,000.

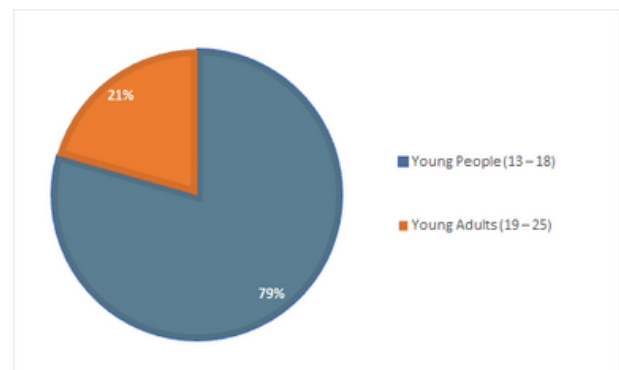
Applications were fully assessed and due diligence checks completed before EECF grants staff conducted assessment visits to a selection of shortlisted applicants. This shortlist of applications was presented to the SG UK Foundation Fund grants panel which included Societe Generale staff, EECF's Chief Executive and EECF's Head of Grants. Recommendations were reviewed and agreed at the SG UK Foundation Fund panel, and decisions were ratified by the EECF Grants Committee.

Similarly to the previous years, the majority of applications were received from registered charities with an income of under £500,000. All 34 organisations applied under the theme of 'improve life skills, education, employability and enterprise.'

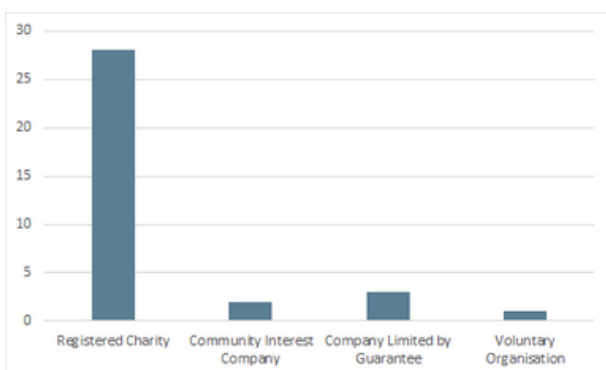
Applications Received by Location



Applications Received by Project Beneficiary



Applications Received by Organisation Type



Applications Received by Organisation Turnover

