

Strategic Aims 2019 – 2021

The Jack Petchey Foundation was established by Sir Jack Petchey CBE in 1999 with the simple aim of enabling young people to achieve more.



Our Vision is of a world where young people have high aspirations; the opportunity to develop their potential; the chance to be architects of their own future; to play a full part in society; and to be valued and recognised for the positive things that they achieve.

Our Mission is to enable young people aged 11–25 in London and Essex to achieve their potential by inspiring, investing in, developing and promoting activities that increase their personal, social, emotional and physical development.

Aim 1: Invest

We will invest in youth organisations and programmes that represent value for money and create inclusive and **positive** opportunities for young people to engage, excel and achieve.

We will:

- Develop clarity of understanding about our impact and appropriate ways of capturing outputs, outcomes and impact
- Review all existing programmes with a focus on impact and value for money
- Grow our most effective grant and partner programmes and wind down those that don't reach our objectives
- Develop our themed open grant programme to respond to our mission and reach new sectors and youth organisations
- Ensure the monetary value of Achievement Awards and Small Grants continue to reflect significant value for young people and youth organisations

Aim 2: Instigate

In response to young people's needs, we will identify gaps in current education or youth work practice and seek to instigate high impact, high profile programmes that give young people the opportunity to develop new skills and experiences to fulfil their potential.

We will:

- Investigate and analyse young people's needs and current trends
- Identify key gaps in our programme and develop appropriate responses in line with our mission
- Develop a more coordinated approach to youth sector leadership and young leader development

Aim 3: Inspire

Through public celebration and reward we will inspire young people to achieve more. We will promote good news about young people in the media, highlight the positive things that young people achieve and challenge negative portrayals of youth in our society.

We will:

- Harness the power of Sir Jack's story and legacy to develop young people's confidence and encourage a culture of 'giving back'
- Use celebration and reward to maximise the impact of positive affirmation and to motivate young people
- Highlight strong role models, communicating positive and inspiring stories to young people

Aim 4: Influence

We seek to change the way that society sees, values and treats young people. We will work with those who work with young people, joining with them to strengthen the sector and to shape and influence youth policy. We will amplify youth voices, ensure young people's views are communicated and promote their leadership within society.

We will:

- Be a conduit and 'amplifier' of young people's voices to policy makers and the media
- Harness the potential of our network to strengthen the youth sector in London and Essex
- Develop credible messaging and a strategy to deliver change through 'positive thinking' and a culture of 'giving back'
- Use our brand, our knowledge, our expertise and our network to influence youth policy
- Work in partnership with policy makers and influencers to help change the way our society perceives young people

Aim 5: Infrastructure

We will strengthen our infrastructure and work as efficiently and effectively as possible to deliver our mission.

We will:

- Invest in digital and information technology to improve efficiency and impact
- Ensure a high performing team with the skills and resources to deliver JPF's strategy
- Strengthen youth voice in JPF decision making
- Develop a digital and marketing strategy to deliver on our mission
- Review and strengthen the JPF governance structure addressing youth voice and succession
- Harness the benefits of a stronger relationship with the Petchey businesses

If you think you can, you can!