

Strategic Aims 2022–2024

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 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 **positive** and diverse opportunities for young people to engage, excel and achieve.

We will:

- Increase our impact, making sure that we understand, measure, communicate & increase the difference that we make through our work.
- Grow the number, value & reach of JPF & partner programmes, ensuring value for money.
- Develop tailored open grant programmes to deliver our mission, respond to young people's priorities & reach new organisations.
- Support the Petchey Academy to deliver outstanding opportunities for its students.
- Deliver the Jack Petchey Internship Programme as a way of building greater capacity in the youth sector & reaching more young people.

Aim 2: Instigate

We will work with young people to identify gaps in the opportunities available to them. We will develop high impact, high profile programmes to fill those gaps and give young people opportunities to develop new skills and experiences and to fulfil their potential.

We will:

- Investigate & analyse young people's needs, priorities & current trends.
- Identify key gaps in our programme & develop appropriate responses in line with our mission, including incubating new programmes.
- Develop & deliver long-term programmes relating to life skills, employability, mental health, STEM, the environment as well as those that benefit young people in alternative education provision.

Aim 3: Inspire

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

We will:

- Deliver inspiring celebration events to maximise the impact of our programmes on young people, affirming & motivating them & celebrating the Foundation's impact.
- Harness the power of Sir Jack's story & legacy throughout our work.
- Work to develop young people's confidence & encourage a culture of 'giving back'.
- Highlight strong role models, communicating positive & inspiring stories.
- Use birthdays, competitions & significant milestones as reasons to celebrate young people.

Aim 4: Influence

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

We will:

- Be a leading 'amplifier' of young people's voices & views.
- Highlight young people's achievements, working in partnership with others to shift the way society perceives young people.
- Bring organisations in JPF's network together to learn from each other & strengthen youth provision in London & Essex.
- Develop a strategy to deliver change through 'positive thinking' & a culture of 'giving back'.
- Use our brand, knowledge, expertise & network to influence youth policy.
- Deliver effective youth leadership programmes & signpost young people to resources to empower them.

Aim 5: Infrastructure

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

We will:

- Utilise digital/new technology to improve efficiency & impact.
- Ensure a high performing team with the tools, skills & resources to deliver JPF's strategy.
- Continually strengthen youth voice & involvement in JPF decision making.
- Develop & implement a strategy to ensure & encourage a culture of equality, diversity & inclusion.
- Conduct an end-to-end review of all JPF small grants programmes & processes
- Develop & implement an environmental strategy to ensure we are a part of a sustainable future for young people.

If you think you can, you can!