

Principality Building Society Future Generations Fund

Impact report 2022



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Welcome



Richard Williams
Chief Executive



We are delighted to present our impact report on the Principality Building Society's Future Generations Fund.

Principality Building Society's commitment in 2022 of £100,000 to support third sector and community organisations for the betterment of young people across Wales has yielded remarkable results, and we wish to express our gratitude for your invaluable contribution.

The Future Generations Fund has been a beacon of hope and support for young people in Wales.

This initiative has provided grants of up to £5,000 each to projects aimed at equipping young people with essential life skills, focusing on their future in terms of employment, financial literacy, and community cohesion.

The Future Generations Fund has made a significant impact by reaching and empowering vulnerable groups of young people in Wales.

These individuals, often living in relative poverty, have been given opportunities to enhance their training skills, improve employability prospects, support their mental health and well-being, and learn responsible financial management.

The Well-being of Future Generations (Wales) Act

The fund has been influenced by the principles of the Well-being of Future Generations (Wales) Act, which played a large part in the formation of the eligibility criteria of this fund.

By addressing persistent issues like environmental, poverty and health inequalities, as well as looking at projects that support young people into education and training, the Fund has effectively championed the Act's objectives.

The 3 main wellbeing goals that align with the criteria of the Future Generations fund are:

A prosperous Wales



An innovative, productive and low carbon society which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities.

A more equal Wales



A society that enables people to fulfil their potential no matter what their background or circumstances.

A Wales of cohesive communities



Attractive, viable, safe and well-connected communities.

The fund in numbers

100



applications received totalling

£477,758

24



grants awarded to the value of

£117,011



13,367 young people supported



20%

of grants awarded to diverse communities



21%

of grants awarded to projects located in the top 10% most deprived areas of Wales

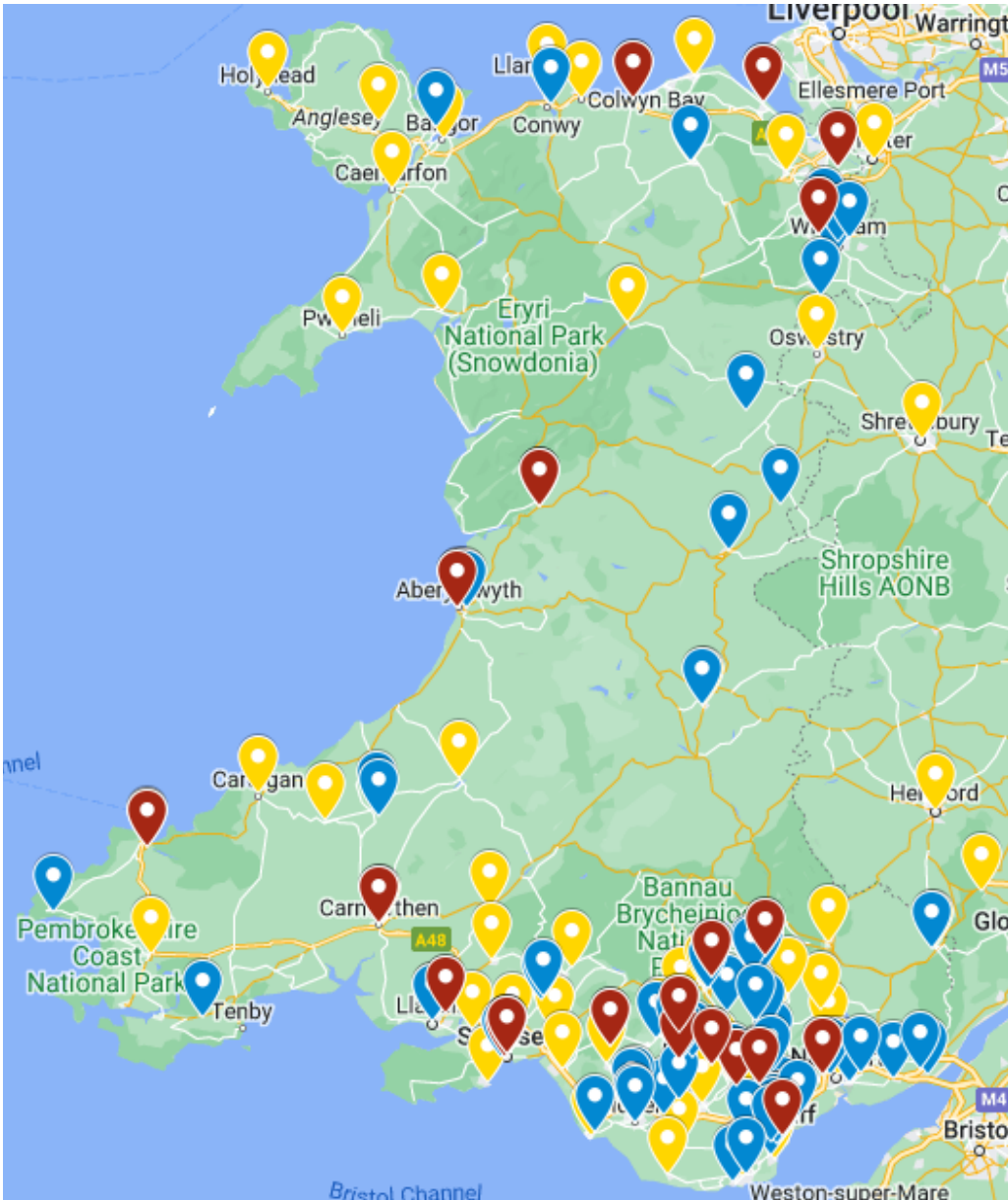


Involved the work of over

1,000 volunteers

Map of grants

Below is a map showing Principality Building Society branch locations and the locations of the organisations awarded a grant in 2022.



Received applications



Awarded applications



Branch addresses

Project visits

In July 2023, staff from Principality Building Society visited many of the groups who had received funding in 2022, resulting in collaborations and interactions that speak to the lasting value of the money awarded – not just in terms of a cash injection but also in helping groups to connect with others and improve their business models in the longer term.

Many of the groups reported back to us afterwards that they had made connections with their local branches as a result of the project visits, and that they were benefitting in new ways, whether by being invited to have a stand with marketing materials inside their local PBS branch, or receiving surplus office equipment as a donation.






These added interactions are what takes a fund beyond a simple monetary transaction, and into something more tangible for the future growth of both organisations.

















Summary of grants






Below is a summary of the grants that have been awarded.

Each project that has been funded has been mapped against the Welsh government's Wellbeing of Future Generations Goals.

Grant Applicant	Grant Awarded	Project Summary	FG Goal
NW Nappy Collaborative CIC	£5,000	NW Nappy Collaborative CIC used their grant to purchase hygiene essentials, supplementary food and diesel.	
Community Heart Productions	£5,000	Community Heart Productions' funding went towards their 'Growing Together' project.	
Stephens and George Centenary Charitable Trust	£5,000	Stephens and George used their grant to run courses that raise young people and the community's life chances.	
Partneriaeth Awyr-Agored / The Outdoor Partnership	£4,700	The Outdoor Partnership used their funding for an employability programme for people aged 16-40 across Gwent.	
Swansea Music Art Digital	£4,936	Swansea MAD used their funding to support 100 young people in Swansea to prepare for the world of work.	

Grant Applicant	Grant Awarded	Project Summary	FG Goal
Sparkle (South Wales)	£5,000	Sparkle used their funding to cover the Play Worker salaries and any other core costs.	
Caerau Community Growers	£4,989	Caerau Community Growers were awarded £5,000 to develop already successful outdoor cooking facility area.	
Speakers for Schools	£5,000	Speakers for Schools received funding of £5,000 to cover the cost of their team to engage with schools.	
Kidscape	£4,931	Kidscape were awarded £4,931 to enable 7 schools in North Wales to establish a peer mentoring programme.	
Arts Factory Ltd	£5,000	Arts Factory received £5,000 to work with young people who have experienced adverse childhood experiences and trauma at our Youth Health & Wellbeing Project.	
NYAS Cymru	£4,500	NYAS used their funding toward their Project Unity aimed at providing person centered intensive support to care experienced pregnant and new mothers.	
Groundwork North Wales	£4,989	Groundwork North Wales were awarded £4,989 to benefit 24 young people per year as part of 3 x 16-week programmes.	

Grant Applicant	Grant Awarded	Project Summary	FG Goal
Citrus Arts	£4,800	Citrus Art used their funding to start outdoor arts based employability training provision for local marginalised youngsters not in education, employment or training (NEET).	
Abergele Community Action	£5,000	They were awarded £5,000 for a programme of practical activities to support young people to prepare them before accessing further education, training or employment	
Carmarthen Youth Project	£4,900	Dr M'z used their funding of £4899.53 for a Digital skill building programme of sessions.	
Centre for African Entrepreneurship (CAE)	£5,000	The CAE used funding of £5,000 for their Youth Empowerment Network.	
Eginiad Cymru Cyf	£4,990	Eginiad Cymru Cyf were awarded £4,990 for their 'Resilience Boot Camp' at Ysgol Bro Hyddgen, Machynlleth.	
Autistic Minds Ltd	£4,600	They used their grant on equipment for their shredding enterprise.	
Bullies Out	£5,000	BulliesOut were awarded £5,000 for their Growing Skills, Making a Difference, Peer2Peer Mentor Training Programme.	

Grant Applicant	Grant Awarded	Project Summary	WG Goal
Fishguard & Goodwick Young Persons Trust Ltd	£5,000	They used their funding to pay for half a day a week of new female led counselling provision for the young people of North Pembrokeshire.	
YMCA Swansea/Y-Hub Project	£4,463	YMCA Swansea were awarded £4,463 to provide a safe environment to support young people in community and neighbourhood in their drop in centre.	
Wales Air Ambulance	£4,500	Wales Air Ambulance received funding to help cover the cost of setting up a young volunteering reference pack project.	
Aber Food Surplus	£5,000	Aber Food Surplus were awarded funding for staffing costs.	
Valleys Kids	£4,642	Valleys Kids used their grant towards staffing costs, and to cover the cost of the sessions and facilities.	

Your impact

We are delighted to share with you insights and highlights into the social impact and value that your fund has made to Wales.

The information is based on completed end of grant reports from funded groups and charities within the previous year.

The projects that have been funded have been mapped against the Welsh government's Wellbeing of Future Generations Goals.

We are committed to contributing to tackling these goals locally as part of our commitment to improve quality of life for all embracing 'think global, act local'.

We wish to ensure that no one is left behind and everyone feels that they belong to the local community, both now and in the future.



A Wales of cohesive communities

Community Heart Productions

Community Heart Productions support disadvantaged or socially excluded individuals, groups or communities. They received a grant towards their 'Growing Together' project which aims to connect young people to nature whilst building skills and resilience.



Centre for African Entrepreneurship

The Centre for African Entrepreneurship (CAE) work to tackle the issues of poverty and inequality faced by ethnically diverse communities in Swansea and surrounding areas.

They used their grant towards their Youth Empowerment Network (YEN) which provides young people with the opportunity to take part in monthly discussions, empowering them to have a voice and participate in decision-making processes.

“
Growing any food helps because people can't afford it. I like it when we cook with what we grow. I'm more confident now.”

“
I have had the chance to meet new people and broaden my skill set; a place to start conversations and explore collaborative opportunities.”

Sparkle (South Wales)



**A Wales of cohesive
communities**

Sparkle strive to ensure that children/young people with disabilities and/or developmental difficulties are fully supported and able to participate in valued childhood experiences.

They used their grant towards ensuring there are a sufficient number of Leisure Support Workers with the relevant training and skills to support those that attend their leisure sessions.

The children and young people who access their leisure services are at risk of social isolation as they are unable to attend leisure or social opportunities outside of school without their parent or carer's support due to their complex communication, behavioural and medical needs.

By providing these opportunities, Sparkle have helped to improve independence and social development, and provided a safe space for them to explore their own interests and try new things.



“

My child is happier and has had the chance to try new things and play with other children. Attending these sessions has provided much needed support and respite.

”

A more equal Wales

Autistic Minds Ltd

Autistic Minds supports people with autism to reach their full potential and build more independent lives.

They used their grant to purchase equipment for their Safe Shred Enterprise which provides employment for seven autistic adults and skills training for another two autistic adult volunteers.



“It has definitely changed my life. It’s about friendship, teamwork and co-operation and helping each other and building on each others skills. It is really nice to be here and part of this.”

Swansea Music Art Digital (MAD)

Swansea MAD provide inclusive and safe spaces for young people to access advocacy, creative arts, education, digital access and more.

They used their grant towards their Bright Futures project, aimed at preparing young people (aged 18-40) for the world of work by developing digital, financial and employability skills through weekly workshops and one-to-one support.

“I remember every technical skill because I apply it straight away and it goes into my long term memory. For a person with ADHD, dyslexia and dyspraxia it’s a very important element.”



A more equal Wales

NYAS Cymru help care-experienced children and young people across Wales by championing their rights and working to make sure their voices are heard.

They received funding towards their Project Unity, which aims to break the cycle of children being born to care-experienced young mothers entering the care system in Wales.

One attendee of Project Unity is Kate* who is 18 years old and has spent her whole life in the care system. At the age of 4 she was adopted but sadly her adoption broke down and she was placed into foster-care.

When she was 16, she gave birth to a little girl and successfully brought her daughter home to live with her. Kate was in an abusive relationship and her poor self-esteem meant that she felt unable to leave the situation and seek help.

Not having any family to turn to, she quickly became a recluse and suffered from panic attacks when out in public with her daughter. Her support worker referred her to NYAS and Project Unity where she was allocated a project worker.

Initially Kate was reluctant to leave the house and felt that she would feel judged because of her background and the situation she has been in. Project Unity invited her to be part of her local group session on managing health and wellbeing.

She found herself with other young women with experiences similar to hers and no longer felt alone but accepted and valued and soon started to make friends. This was a huge step for Kate in building her confidence and stepping out of her comfort zone.

From not having a network of support, she has now found connection and companionship. She has developed her skills and confidence and has started taking her daughter along to a local parent and toddler group which has improved both her and her daughter's social skills.

“ I don't know where I would be without Project Unity, they don't judge me, they just allow me to be a better version of myself. ”

Valleys Kids

Valleys Kids support and strengthen individuals, families and communities in the Rhondda Valley through a variety of activities, initiatives and social enterprises.

They received funding towards their Bright Future Sessions at Valleys Kids Community and Family Hubs for disadvantaged young people between the ages of 14 and 20 years old.

“This space gives us opportunities to be able to talk to people, especially for people who suffer with anxiety, depression or disabilities. It keeps us sane and feeling whole and warm.”



Arts Factory Ltd

Arts Factory support people who are disadvantaged, have a learning disability or mental health issues through various projects and activities in their community hub in the Rhondda Fach.

The received a grant towards providing activities to help improve confidence, skills and self esteem of young people who have experienced adverse childhood experiences and trauma.

The activities included cooking, arts & crafts, exercise, mindfulness, gaming sessions, pool tournaments and information sessions.

They also carried out DJ sessions for young people interested in becoming radio presenters or DJ's.

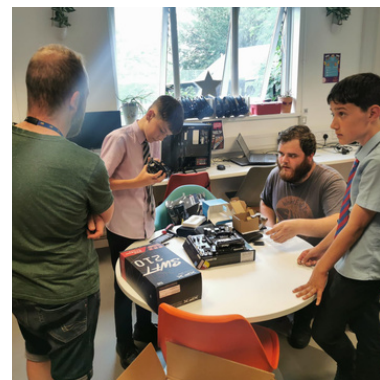
Attendance doubled to
50
young people attending the sessions

Bullies Out

Kidscape is a bully prevention charity that provides practical support, training and advice to children and their families across England and Wales to help challenge bullying and to have happy, healthy relationships.

They received a grant towards delivering peer mentoring training for 12 school staff from seven school in North Wales, aimed at strengthening the overall school community by fostering a sense of responsibility and interconnectedness amongst young people.

Our Peer2Peer programme is one that benefits not only the mentees but also provides valuable experiences and personal growth opportunities for the mentors themselves.



Carmarthen Youth Project

Carmarthen Youth Project is a youth organisation set up by young people for young people living in Carmarthen and the surrounding areas.

They received funding towards a new Digital skills building programme of sessions for 16+ in Carmarthen and surrounding areas, specifically a PC building course for 10 young people aged 11-16.

The young people who attended the sessions said that they felt a sense of accomplishment in contributing to the centre while gaining technical skills.

They reported increased confidence with computer components after the specialised, hands-on training.

Through the training, I was able to build an entire PC on my own, including solving mistakes made I had made earlier. It made me feel proud of myself.

A prosperous Wales

Abergele Community Action

Abergele Community Action provides support and activities to develop the wellbeing and skills of young people in the local community.

They used their grant towards a programme of practical activities to support young people to prepare for further education, training or employment.



I wanted to join to make friends and now feel more confident leaving the house and meeting others and am considering a voluntary placement to continue building my social skills.

Aber Food Surplus

Aber Food Surplus is a volunteer-led organisation that provides environmental volunteering opportunities for members of the community in their ECO Food Sharing Hub.

They received support towards a project focused on the development and empowerment of their volunteers with a focus on building transferable skills and supporting volunteers to be prepared for the future world of work.

Redistribution of

2

tonnes of food waste a month

Groundwork North Wales



A prosperous Wales

Groundwork North Wales work to improve social, economic, environmental and cultural wellbeing for communities across North Wales.

They received support towards a project working with young people on improving confidence, motivation, self esteem and well being; all whilst improving practical, social and personal skills and building resilience.

The young people they worked with included young care-leavers, those who have experienced homelessness, turbulent home lives, mental health issues or disengagement with education or other mainstream sources of support.

During the sessions, new friendships were forged and existing relationships became stronger. The young people have grown in confidence when it comes to being asked to perform simple tasks, which at first had been difficult for them.

One girl in particular, who had been sectioned multiple times due to her mental health, enjoyed the sessions so much that she would ask her support workers to let her attend. For her and many others, the sessions become the highlight of their week, something they looked forward to and enjoyed being a part of.



“

Parents tell us how their children have 'come alive' again and how amazing it is to see them happy and looking forward to something.

”

Speakers for Schools

Speakers for Schools support the social mobility of young people facing disadvantage.

They used their grant to provide Welsh students with a wide range of UK-wide work experience opportunities, as well as access to inspirational in-person and online talks.

790
placements
provided for Welsh
students



Outdoor Partnership

The Outdoor Partnership work to support the people of Wales and other UK areas to take up outdoor activities as a life-long pursuit. They used their grant towards their Pathways to Employment programme in the Gwent region.

The programme consisted of a four week (one day a week) adventurous activity programme for people aged 16-40 across Gwent, targeting those that are 'NEET' (not in education, employment or training) or at risk of being NEET.

They shaped the project to ensure it provides those in most need with the opportunity to engage in an adventurous activity programme whilst attaining a work-related qualification. It has also helped to improve their physical and mental health whilst gaining an appreciation of the natural environment around them.

“The young people have recognised that they are not unique in their struggles in life which has helped their mental wellbeing and confidence.”

Learning and reflecting



Andrea Powell

Director of Programmes

The first round of funding was set up in a 'Trial and Learn' format, with subsequent rounds building on what we had learnt from the first.

Following discussions within both Principality Building Society and Community Foundation Wales teams, we have been able to gather learning and make some changes from round to round, to enable the fund to be responsive and develop organically.

Wellbeing of Wales

The Principality Building Society's Future Generations Fund was established with the aim of having a positive impact on society and in particular, the lives of young people in Wales.

The Welsh Government's report – [Wellbeing of Wales, 2022: Children and Young People's Wellbeing](#) highlights that children are the population group most likely to be in relative income poverty, with the latest data showing that 31% were living in poverty.

The report shares that attainment in both primary and secondary education has increased in recent years, although children from poorer families still have lower outcomes.

We know that the pandemic has impacted people's mental health in recent years, with school age children, particularly those between the ages of 11 to 16 years seeing a decline in mental wellbeing.

The focus of the fund on improving mental health, supporting increase opportunities for training and education and on building financial resilience, all further the findings of this report.

It is also clear that prioritising applications from groups working with those that are most vulnerable and/or are within Wales most deprived communities is key to ensuring the fund is working towards addressing the goals within the Well-being of Future Generations (Wales) Act, in helping to ensure a more equal Wales.

The following changes were made based on learning from the first round of funding:

1. Managing the volume of applications received

It's unfortunately a fact of working within the third sector, that there is rarely enough money available to fund the hugely valuable work taking place within our Welsh communities.

Following research undertaken during the pandemic, we launched our [Trust and Foundation report](#) in 2022 which shares learning on the make up of the Welsh third sector and the challenges it faces in attracting funding from sources based outside of Wales.



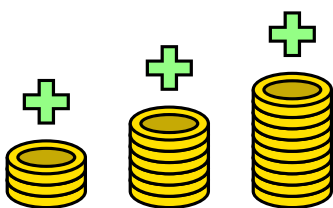
The learning from this report was used to suggest introducing a maximum income level for groups applying to the Future Generations Fund, of £500,000. It's difficult for groups with incomes in the tens of thousands to compete with other groups that have incomes in the high hundreds of thousands and even millions.

Our focus is on those grassroots community groups that can develop really close relationships with those they work with, running projects that are more responsive and can be reactive to change as it's needed.

Alongside this we agreed that groups that had received a grant from the 1st round of funding could not apply for funding from the 2nd round.

Both of these changes helped level out the competition and enabled a fairer playing field.

2. Larger grant sizes



Due to having a larger sum of funding available to offer to groups in the consecutive round of funding, we were able to increase (double) the size of grants available in 2023, giving the potential for groups to create a salaried (part time or sessional) post which would enable them to work with more people and to run a project that could be sustained for longer than a few weeks.

The impact of inflation and the cost of living crisis on groups now means that a grant of £5,000 doesn't go as far as it used to. Core costs have increased and groups need to pay their employees a higher salary to retain them.

Increasing the grant size available has shown that we are listening to the needs of groups and acknowledging the wider sector challenges and putting our learning into action where we can. A small number of two years grants were also awarded in the second round of funding, which was a very welcome surprise to those who were successful.

3. Changes to the eligibility criteria

We tweaked the eligibility criteria to be more expansive and to provide clarity on the aims of the fund. We gave specific examples of the types of projects that would be eligible for funding to help reduce the number of ineligible applications received.



4. Focussed workshops and 1:1 conversations with the grants team



We held focused workshops on the fund which proved to be successful, although we tend to find that a high percentage that sign up, do not attend. We offered these at various times of the day to ensure that we were as accessible as possible.

Many of the groups that attend, as well as many that don't attend the group workshop, do sign up for a 1:1 conversation with our Grants Officer.

These sessions are probably more valuable both for the groups and for our team as it provides a chance to get a better feel for a group and their project and to identify areas that may need to be developed or strengthened and sometimes even to discourage an application.

5. The introduction of multi-year grants

We are delighted that as well as increasing the grant size again, a key change made for round three, was to offer multi-year grants of up to two years as part of the criteria.

Groups have long told us that multi year funding is essential for them to budget projects properly, and to ensure the longevity of the activities they provide.

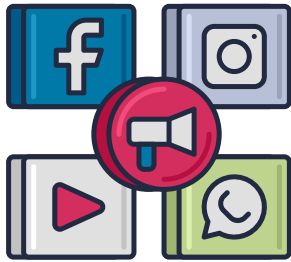


Longer term funding allows groups to deliver so much more and to channel precious resources into working for their communities rather than focusing on making funding applications.

Our [Loud and Clear report](#) advocates this approach. Multi-year grants give more security to the organisation, the project and the staff member.

Recruiting and retaining the high quality staff is so much easier, particularly as securing of employment in a cost of living crisis is vital.

6. Managing expectations of marketing and communications capabilities of groups



Whilst we understand the need and the desire to share stories about the grants awarded and the impact made, we also have to be cognisant of the pressure the groups are under in terms of capacity to deliver.

The majority of groups funded will be working on a shoestring with support from unpaid volunteers.

There is often just one person in an organisation who is managing projects, balancing the books, paying the bills, applying for funding, overseeing strong and robust governance, managing volunteers, undertaking the marketing and comms and the list goes on. Whilst they may have to do all of these things, their primary focus will always be the needs of those they work with.

They are always delighted to be featured by and visited by funders, but find it difficult to meet demands at short notice and have informed us that it's nearly impossible to provide images and quotes at the start of a new project.

With the support of our marketing teams, we've worked hard to create a timetable and improve our communications to help manage expectations. We have gotten better at this, but there is always room for improvement.

Whilst being unable to easily obtain photos or video content from groups can be frustrating when we are trying to arrange media opportunities or shout about the great work of the groups on social media, we have a duty of care to those we fund, not to put them under any undue pressure and to respect their decision when they feel they are unable to support our needs.

Future recommendations

The following recommendations are based on the above learning, ensuring that the fund is aligned to Principality Building Society's aims and objectives for the future, whilst also addressing the issues and challenges of the Welsh third sector, including feedback that we have gathered from speaking with groups and those that run them.



Continue to offer multi-year funding, increasing to at least 3 years if possible.

There's a link with encouraging financial resilience of individuals within the criteria, to being able to support it within the groups that are funded. In addition to that, the fund may be covering the salary of an employee who has a mortgage, loan or savings account with Principality Building Society. It's in the interests of the business to support long term financial security all round.



Match the fund's criteria to our new impact framework.

As we launch our new impact framework from April 2024, we will work with the Principality team to match the fund's criteria with our demographic headings, so that we are able to give a deeper and more informed analysis of the Fund's reach into Welsh communities. We will also be better placed to interrogate the data to recognise gaps and identify areas in which to target.



Finetune the criteria to help grantees submit stronger applications.

By tightening the fund criteria with examples of what won't be funded as well as what will, we can help grantees submit stronger applications that are better focused on the aims and themes of the fund. We need to be much clearer on the age limit, and how this is to be defined, as many groups aren't giving a precise description on how they will ensure they meeting this criteria.



Improve how we connect applications with Principality Building Society branches.

By introducing an option within the application form for groups to record if they have had a conversation with a branch and to name the member of staff they spoke with, we can successfully connect applications back into their local branches.



Improve how we share information with Principality colleagues.

We can advise on how Principality colleagues in branches can discuss the fund criteria and process of applying with groups they are in contact with.



Continue to improve the way we manage and share our expectations with groups around marketing and communications content.

We need to find more ways to support the groups we fund to provide content for marketing and communications.

We could work with grantees to help improve their marketing and communications skills as part of their grant.

We could also ask Principality staff members that undertake project visits with groups to gather images, quotes and some footage to create content for use within internal/external communications, to help take some of the pressure off the groups. This could also be shared with the group, for them to use in their publicity of their project.

Your support



Katy Hales

Director of Philanthropy



The Principality Building Society's Future Generations Fund has made a substantial and positive impact on the lives of young people in Wales.

We eagerly anticipate our continued partnership and the remarkable impact we will achieve together.

Your support has been instrumental in our mission to strengthen communities and enhance the well-being of communities in Wales.

We look forward to keeping you updated about the impact this fund has had in 2023 and beyond.

If you are interested in finding out more about the projects that have been supported by the fund, or have ideas for further support for the groups that were awarded grants in this round, then please do get in contact.

Diolch yn fawr.





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Company Number 03670680
Community Foundation Wales is the trading name of The Community Foundation in Wales