# Principality Building Society Future Generations Fund

### Impact report 2023 - 24













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# The Well-being of Future Generations (Wales) Act

The Principality Building Society Future Generations 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

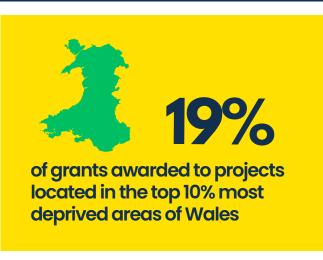
170 applications received totalling £2,379,025

73 grants awarded to the value of £900,106



18,806 young people supported

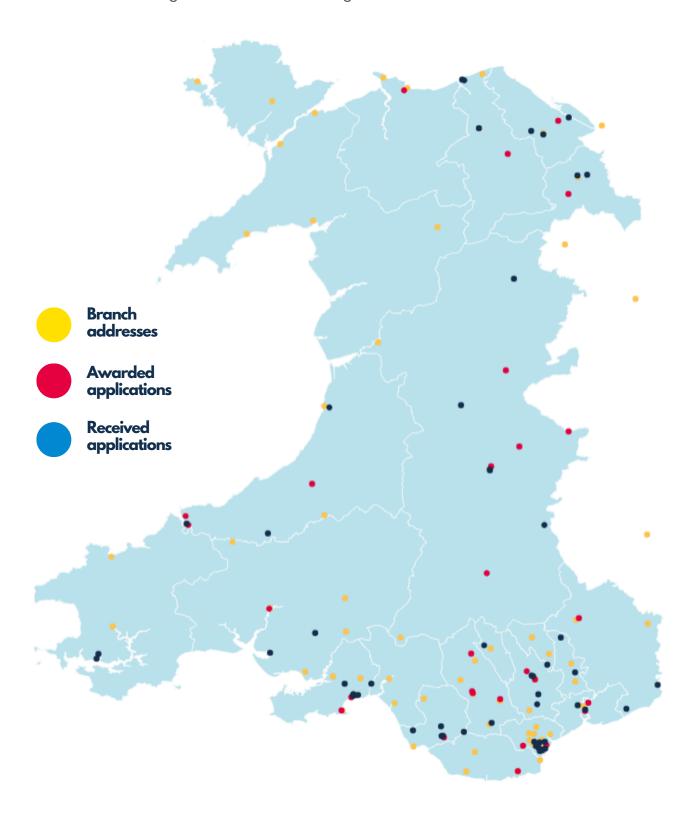






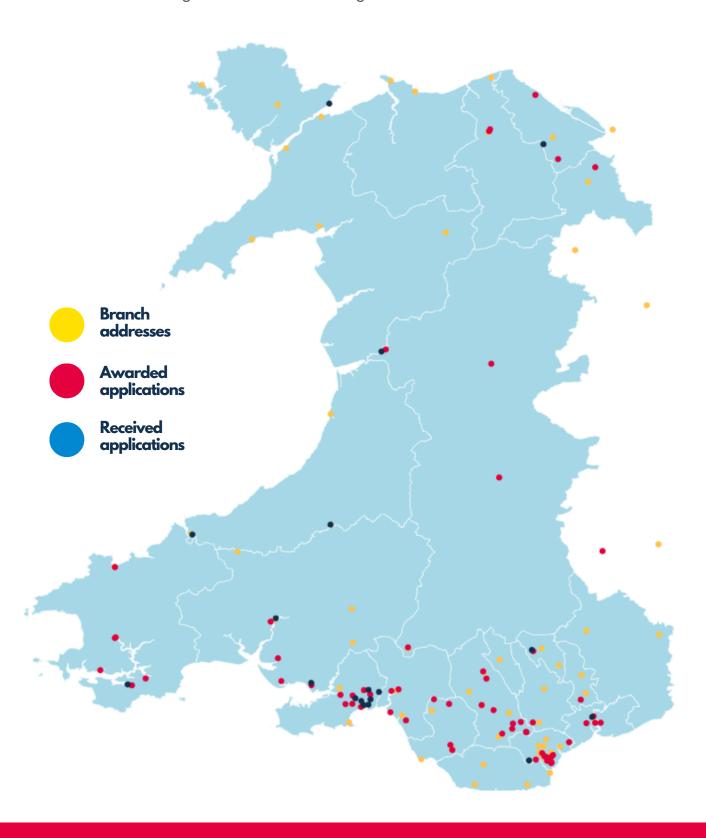
### Map of grants: FGF2

Below is a map showing Principality Building Society branch locations and the locations of the organisations awarded a grant in FGF2:



### Map of grants: FGF3

Below is a map showing Principality Building Society branch locations and the locations of the organisations awarded a grant in FGF3:



### Fund overview



Andrea Powell
Director of Programmes

The Principality Building Society Future Generations Fund has evolved through rounds 2 and 3, beginning with a remarkable 100% rise in grant size from round 1. It increased from £5,000 to £10,000 in round 2, and then further to £12,500 in round 3.

Additionally, we were excited to present round 3 as a two-year funding commitment, which offers organisations greater stability and sustainability. In fact, 75% of the applications submitted in round 3 were for this two-year funding opportunity.

#### Reviewing applications

Reviewing the applications received as a panel member can be a daunting task, especially when faced with so many worthy applicants. However, the assessment process including the application summary and recommendation from our Grants Officers, alongside the individual panel member votes on each application, more often than not gives a really clear steer towards which applications are considered a priority.

Inevitably, there will be more worthy applicants than money available, and other considerations such as geographical spread and portfolio fit need to be taken into consideration, but panel decisions always reach a consensus, relationships remain in tact and everyone leaves feeling very fulfilled and pleased with a job well done.

#### Making difficult decisions

During the Round 3 panel meeting, one grant application notably captured our attention. It focused on a supported living initiative in Swansea aimed at young people aged 16 to 21 who are transitioning from the care system to independent living.

Young care leavers often face heightened challenges. Many have experienced traumatic childhoods, which can result in mental health issues, substance misuse, learning difficulties, and encounters with the law, along with a fear of authority figures. They are extremely vulnerable, lack guidance from responsible adults, and their complex needs can be difficult to address.

The application highlighted that, despite residing in the same building, the residents tend to remain isolated from one another. They seldom engage with each other, preferring to stay in their individual flats, even though they could create a valuable support network together.

This initiative, supported by professional guidance, aimed to dismantle barriers and foster connections among residents, assisting them in developing the skills necessary to live independently within the community.

With a staff member serving as the coordinator, the young residents formed a committee. Only the young people living in the building had voting rights, and with the assistance of support staff, they were empowered to collaboratively make decisions that prioritised their needs and interests. This application stemmed from the plans and aspirations of these young individuals, seeking funding for a two-year project but requesting support for just 12 months of expenses.

This marked the group's very first grant application. The Principality staff panel felt strongly that these young people, who had made significant progress, deserved the opportunity to achieve even more, knowing that the Principality Building Society believed in their potential and wanted to see them succeed.

It was truly humbling to be part of this discussion and to witness the PBS team's dedication to supporting the most vulnerable members of our society, often through no fault of their own. The merits of this application were thoughtfully examined and debated with genuine empathy and compassion for these young individuals.

### Looking to the future

This project embodies the goals of the Future Generations Fund, aiming to create a positive societal impact and enhance the social mobility of young people in Wales. Ultimately, the panel chose to take a chance on this initiative, awarding the entire project budget for two years. Having just completed its first year, the project is thriving and has the potential to be replicated in other contexts. It aims to leave a lasting legacy for future care leavers residing temporarily in this independent living facility, showcasing positive role models to inspire and educate.

We know that that statutory-led youth services are dwindling in Wales, and the demand for funding to promote the growth and independence of young people outside of formal education will only continue to rise. It is clear that significant investment is essential.

Our future generations deserve dedicated, professional, and often intensive support to help them achieve their full potential while feeling safe and enjoying their transition into adulthood.

Effective youth work depends on meaningful investment, the voluntary participation of young people, and partnership working across the sector. We look forward to building on our continued partnership with the team at PBS to advance this critical funding program.

### Your impact

Through your support, impactful projects are creating real, positive change across communities in Wales.

These initiatives align with the Welsh Government's Wellbeing of Future Generations Goals, demonstrating our shared commitment to tackling local challenges and improving lives.

We are excited to share case studies from the incredible groups and charities you've helped support—highlighting the social impact and value your fund has made.

#### Together, we're building a better future for people across Wales.







### A Wales of cohesive communities

### Inclusivity through dance

Impelo, based in Powys, Wales, enriches lives through inclusive dance programs that build confidence, creativity, and well-being.

Funding was used to support early development dance groups, as well as sessions for youth dance that built on life skills, plus tailored support for children with special needs. This work was carried out in rural Powys where there are huge gaps in provision for young people.

Impelo offers such a unique session that is so different - I'm able to bond and move with my baby in the company of parents who are on the same journey I am, at the same time, going through the same things.

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### Gardening for wellbeing

Erlas Victorian Walled Garden received funding to host two ten-week horticultural courses from August 2023 to January 2024. These sessions provided practical skills in gardening, environmental conservation, and community engagement through hands-on activities.

Participants gained confidence, improved well-being, and built stronger connections to nature. The courses also boosted social interaction and community building, helping to reduce isolation and strengthen local bonds.

A really enjoyable course. Great to go around the garden and enjoy the tranquillity of nature at work.

### Building life skills



Featured in the fund overview section above, this multi year grant received by Cam Nesaf has revolutionised the support provided to vulnerable young people, creating lasting positive changes in their lives. Throughout the year, the project has successfully supported 11 residents across seven flats, demonstrating significant improvements in residents' independence, social interaction, and life skills.

Prior to the funding, staff reported that young people frequently isolated themselves, rarely using communal spaces or engaging with other residents. The introduction of structured activities and different workshops including an Animal Cwtch workshop has dramatically reversed this trend. The cooking sessions have been particularly successful, serving as a cornerstone of the program by teaching essential life skills while providing a safe environment for social interaction. These activities have significantly reduced residents' dependency on takeaway food while building stronger relationships between residents and staff.

The creation of a resident-led committee has had incredible results. Four young people have successfully transitioned to independent living, with one resident serving as Committee Treasurer and managing expenditure. Through these roles, residents have developed practical financial management skills that directly translate to independent living.

The Cam Nesaf model shows how financial support, when properly used, can create sustainable, long-term positive changes for young people in supported living environments.



Cam Nesaf make me feel as if someone cares about me, rather than just doing what needs to be done to fulfill a support quota.

### Improving mental health

Eginiad Cymru Cyf received funding to deliver a range of fun and engaging workshops aimed at supporting young people's mental health and wellbeing. Workshops focussed on a number of areas such as mindfulness and breathwork, creative expression and nature connection.

By providing young people with practical tools and a supportive environment, this project has empowered them to manage stress, build resilience, and develop a positive mindset. l've learned to relax more and take deep breaths in situations, and how to stay calm.







### Vital support for vulnerable young people

With the support of the funding, Arts 4
Wellbeing successfully delivered their
Phoenix Projects, targeting young people in
Ceredigion who are living with anxiety,
depression, and suicidal thoughts.

These projects provided much-needed support to vulnerable individuals in a county where access to tailored mental health services can be limited. Weekly sessions blended creative activities with open conversations, creating a safe and nurturing space for participants to relax, express themselves, and develop new skills

Before joining the group, I felt really isolated but now, I've made some great friends and I really look forward to the sessions. They help me to relax and express myself, and the group discussions have helped me to feel more confident.

Two young people are now volunteering at a local café, and one is being supported on their journey to becoming a youth worker.

### A more equal Wales

### Support for young people affected by cancer

The Osborne Trust used their funding to deliver support packs to children affected by a parent's cancer diagnosis. They also organised respite activities to cinemas, parks, and bowling to offer children much needed relief from the stresses of home life.

Parents expressed their gratitude for the service, highlighting the importance of these activities in creating cherished memories during difficult times, and giving their children the tools they need to build resilience.

Thank you for the pack and bowling vouchers, they have meant we can make happy memories in a sad time.







### Helping women back into employment

At the South Riverside Community Development Centre, a transformative sewing project empowered BME women through skill development and language learning. The 28 week program engaged 55 women from Riverside and Grangetown, providing them with more than just sewing skills.

Beyond technical skills, women reported improved self-esteem and a sense of community, transforming what began as a sewing class into a powerful vehicle for personal and collective empowerment. This is my first time attending a sewing class and getting out of the house to do something just for myself.

## Cookery sessions for young people



Llanhilleth Miners Institute received funding to host budget cookery sessions aimed at teaching young people and families how to prepare affordable meals from scratch.

These workshops provided participants with practical skills such as chopping vegetables, making flatbreads, and using seasonal ingredients. Families particularly enjoyed cooking together, with parents and children collaborating to create dishes like pitta pizzas and kebabs.

The sessions went beyond teaching cooking techniques, helping to boost participants' confidence, reduce loneliness, and strengthen community bonds. The positive reception led Llanhilleth Miners Institute to secure additional funding to expand the program, introducing new workshops such as batch-baking and jam-making.

This initiative also enhanced their reputation as a community food hub, attracting new volunteers and extending its reach.

Many young participants became involved in other community activities, contributing to Llanhilleth Miners Institute's broader engagement efforts and further strengthening its role as a cornerstone of the community.





### Helping families to save money

The Gellideg Foundation Group used their grant to expand their pantry services, providing food and toiletries to over 40 households.

By offering subsidised and free products, families were able to save money for essential expenses while exploring healthier food options. 66

I really love the pantry, It's amazing value for money. It takes so much stress away knowing you can save so much money coming here every week. I save a lot. It frees up money for other food for the kids.

"







### Building confidence through singing

The Aloud Charity received funding towards their Only Boys Aloud free weekly choir programme for under-represented boys aged 11-19 from disadvantaged communities across Wales.

The program included regional rehearsals, performances, and a comprehensive online learning portal supporting participants' well-being and musical development.

The choirs have helped the young people to grow their confidence and feel a sense of achievement and belonging. Only Boys Aloud showed me that my love of music can be something I can do, not only as a hobby, but as a career.

### A prosperous Wales

### Connecting through cooking

Play Radnor used their grant to deliver a series of sessions designed to support children, young people, and adults in building essential life skills and fostering community connections.

The sessions focussed on areas such as budgeting, meal preparation, and cooking. Participants gained life skills and were able to create a sense of belonging; forming new friendships, and building connections.

66

Lola absolutely loved the cooking classes. We are already planning what she can cook this weekend and she's very excited about it!

77







### Inspiring young people

The Cardiff Rugby Community Foundation received funding to implement the Believe programme in five high schools in deprived areas, benefiting 153 students over 10 weeks.

The programme focussed on developing essential skills, including communication, leadership, resilience, and employability. Four pupils from one high school were excluded from main-stream education but, since attending the programme, they are now attending school every day and are more confident, resilient and excited about their future.

66

I've grown a lot especially with my confidence and back at the start of the course I would never have been able to volunteer and help with the kids like I do now.

"

# Empowering young people



Swansea Community Farm used their grant towards their Child and Youth Project, which provides life-changing opportunities for young people aged 8 to 18 to volunteer and help run a real working farm.

45 Farm Clwb sessions have been held, where participants care for animals, maintain a nature-friendly site, and garden to grow food and support wildlife. The project offers a vital early mental health intervention, creating a safe and inclusive space for young people with diverse needs, including ADHD, ASD, anxiety, and bereavement.

The group helps break down barriers such as low income or behavioural challenges, empowering participants to gain confidence, build relationships, and develop valuable skills.

The project has supported 46 young people, 43% of whom have ADHD, ASD, or both, and 60% who face anxiety. Young people express that at the Farm, they "do not need to mask," and parents observe a profound impact on their children's self-esteem and social skills. The Farm also nurtures better relationships as young people develop trust and camaraderie with peers and staff.

Through these experiences, Swansea Community Farm continues to be a lifeline for young people, empowering them to overcome challenges and grow in a supportive environment.



The Farm has helped me develop my social skills, helping me to communicate better with others.

### Sessions for disabled young people

Daffodils received a grant towards holding a diverse range of facilitated sessions aimed at disabled children, young people, and their families across Flintshire.

Activities included bowling, swimming, and summer trips to popular destinations such as Chester Zoo. These events created consistent and accessible opportunities for the children, enabling them to learn and interact within a supportive local environment.

Daffodils is a place for my child to be himself. He can express himself without fear of judgment or prejudice, which he faces a lot in the 'real world'.

"







### Encouraging healthy eating and financial resilience

The Parish Trust's project aimed to equip young people with essential life skills through workshops and courses.

The project brought positive changes by teaching young participants cooking skills and earning them Level 1 Catering Certificates, boosting confidence and independence.

Workshops improved social skills and mental health, helping isolated youth build friendships.

The sessions have helped my daughter's mental health to no end and gives her something to look forward to.

The "Meals for Families" program encouraged a sense of community and support, while promoting healthier eating and financial resilience through budget-friendly, nutritious meals.

### Your support



Faty Hales
Director of Philanthropy

2023 was a bumper year for the Future Generations Fund, with two impactful rounds of grant giving, and a huge number of groups across Wales being awarded the money they need to keep going. This has been more necessary than ever given the cost-of-living crisis causing many charities and volunteer led organisations to shut their doors for good. We've also given out more multi-year grants - a significant change that gives groups the long term security they needed to make lasting differences in their communities.

The real impact of this fund comes alive through the stories we've gathered, like The Bridge Mentoring Plus Programme, where one young participant expressed how their youth club provides not just activities, but a vital lifeline: "Without youth club I would be lost, we need the funding for all the young people too, to be able to get out and enjoy activities that some parents can't do, young people rely on youth club to get us through the week." These words encapsulate what this fund achieves – creating spaces where young people can thrive, supporting families who might otherwise struggle, and building stronger communities across Wales.

Through this partnership, Principality's investment has reached far beyond traditional corporate giving, transforming communities in ways that only local, grassroots organisations can achieve. These organisations know exactly what is needed the most in their area and, thanks to the Future Generations Fund, Principality has helped them make those changes happen.

The collaboration between Principality and Community Foundation Wales is unique - we are not like your usual charity partner. When you work with Community Foundation Wales, your support doesn't just help one organisation - it reaches hundreds of amazing local groups doing vital work in the places that need the most help.

Together, we're showing just how much can be achieved when corporate support meets community expertise. Our collective impact demonstrates the power of this approach to corporate giving.

We look forward to continuing to send out grants through the Principality Building Society's Future Generations Fund and finding new ways to strengthen Welsh communities together.

### Diolch yn fawr.





**Community Foundation Wales St Andrews House 24 St Andrews Crescent** Cardiff **CF10 3DD** 

02920379580 www.communityfoundationwales.org.uk









