



# CASE FOR SUPPORT



# The Trustees

Gavin Oldham

Christopher Daws

Ruth Kelly

John Reeve

Henrietta Royle

## A BRIEF HISTORY OF THE SHARE FOUNDATION

The Share Foundation was established in 2005 to support children and young people in care. It aims to help them achieve their potential by providing support in the form of financial resources and life skills.

After seven years supporting the Child Trust Funds of these children, the Government ceased their contributions to the scheme. The Share Foundation, together with Action for Children and Barnardo's, lobbied ministers to continue making a contribution to a savings plan for children and young people in care. The Junior ISA scheme replaced the Child Trust Fund scheme in 2011 and in 2012, as a result of our campaign, the Government agreed to support Looked After children. It now makes a first contribution of £200 to open a Junior ISA for every young person continuously in care for a year who did not qualify for a Child Trust Fund.

The Share Foundation was contracted to administer the Junior ISA scheme on behalf of the Department for Education for children and young people in care. Since 2012 it has assisted 87,796 children and young people, channelled £17,559,200 into their Junior ISAs and raised £1,897,860 in additional donations for these accounts.

Alongside its aim to boost the financial resources of children in care, The Share Foundation has always been keen to increase the financial capability of this group of vulnerable young people.

It worked with the Personal Finance Education Group (pfeg), which is now part of Young Enterprise, to develop resources to help prepare young people to make their money work for them. Gavin Oldham, The Share Foundation's founding Chairman, was a trustee of pfeg for 12 years.



# THE DEVELOPMENT OF THE SHARE FOUNDATION'S INCENTIVISED LEARNING PROGRAMME – THE STEPLADDER OF ACHIEVEMENT

As a result of wide consultation with MPs, potential funders and a conversation with the founder of the micro finance initiative, The Share Foundation has developed an incentivised learning programme called the Stepladder of Achievement. The programme has the ambitious aim of not only giving young people in care approaching adulthood the financial education they need but also wider life skills to address the often challenging outcomes faced by this group of people whose lives and education has often been severely disrupted and disadvantaged.

One young person commenting to The Lord Laming review into children in care and the criminal justice system, established by The Prison Reform Trust, said that they had been to 16 schools and had 15 care placements during the two years from 2013 and 2015. An adult who grew up in care observed from their experience that it was expected that they would get into trouble with the police stating that “I was bad news”.

## The facts are:

14% of young people in care achieve 5 good GCSEs compared to 53% of the general population.

Young people in care are three times more likely to be excluded from school, some due to the lack of understanding of their circumstances rather than through their own fault.

60% of children in care have a special educational need compared to 15% of the general population. Up to half of all children in custody have been in care at some point. This is despite the fact that less than 1% of all children in England, and 2% in Wales, are in care.

39% of 19-21 year old care leavers will not be in education, employment or training (NEET) compared to 15% of the general population.

Young people who have been in care are twice as likely to become a teenage parent as the general population.

Young people in care are four times more likely than their peers to have mental health difficulties.



When it comes to opportunity,  
we won't entrench the advantages  
of the fortunate few. We will do  
everything we can to help anybody,  
whatever your background, to go as  
far as your talents will take you.

The Rt Hon Theresa May MP, Prime Minister, July 2016.

The concept of incentivised learning is relatively new, although the Education Maintenance Allowance that existed across the United Kingdom was evaluated by Stephen Machin and Anna Vignoles for the Centre for the Economics of Education in 2005. It was the only part of education policy at the time to have any impact on participation in education post compulsory school age. It is interesting to note that the Education Maintenance Allowance is still available in Northern Ireland, Scotland and Wales. In England a bursary system is now in operation to encourage participation in education, employment and training for 16 –19 year olds.

Wider afield there is evidence both in the developed world and in developing countries that conditional cash transfers work and encourage participation in both education and health programmes. There are examples from Bloomberg's Family Reward Scheme in New York, throughout Asia, Latin America and the Middle East, where a wide range of incentivised schemes are in place. In Bangladesh, Pakistan and Turkey they have been used to reduce the gender gap in the participation of education and in Mexico they had the strongest impact on children's attendance at secondary school.

There are currently over 94,000 children and young people in care in the UK at an annual cost to the State of £3.3 billion, averaging c. £35,000 per person per year.

## OUR STEPLADDER OF ACHIEVEMENT PROGRAMME - THE NEED AND EVIDENCE

According to the Work Foundation and the Private Equity Foundation in 2011, the costs to the tax payer of each young person (including those in care) going without education, employment and training between the ages of 16 and 18 was £56,000. The same study showed that the cost to the tax payer of Job Seekers' Allowance for this group of NEETs per week was £22 million and up to £133 million per week was lost in productivity. Meanwhile the cost of youth crime was estimated to be £1.2 billion per year, and educational under achievement was costing £22 billion per generation.

These statistics are for the general population but given that this will include a high proportion of young people in care, those interested in their needs will understand The Share Foundation's responsive intervention and the importance of the multi-faceted and well-structured nature of the Stepladder of Achievement as described below.











# OUR STEPLADDER OF ACHIEVEMENT - THE DETAILS

The Stepladder of Achievement programme will provide a young care leaver with both life skills and financial resources. It not only aims to inspire teenagers in care to take a number of significant steps so that they will be better placed to achieve their full potential as an adult but also gives them the opportunity to earn and save with both financial capability and additional funds to add to their Junior ISAs.

The programme is made up of 6 steps taken sequentially as follows: literacy, numeracy, financial capability part 1, planning for the future, financial capability part 2 and, finally, finding further education, employment or training. Each step, if achieved, enables the young person to earn additional contributions into their Junior ISA and if all 6 steps are completed, a further £1,500 would have been added.

- **Literacy** – assessed by a ForSkills functional skills test with provision of learning to improve performance broadly similar in demand to grade C GCSE pass rate. (Benefit £150)
- **Numeracy** – assessed by a ForSkills functional skills test with provision of learning to improve performance broadly similar in demand to grade C GCSE pass rate. (Benefit £150)

- **Financial Capability (1)** – assessed by ForSkills conversion of pfeG (Personal Finance Education Group, now part of Young Enterprise) material with an additional end assessment. (Benefit £200)
- **Planning for the Future** – 250–500 words submitted and assessed by The Share Foundation (using volunteers) describing the young person’s aspirations for the future and how they will use their investment – assessment will require the recruitment and retention of volunteers. (Benefit £250)
- **Financial Capability (2)** – Managing My Money, Share Radio’s broadcast version of The Open University Business School’s eight week course with recognised accreditation. (Benefit £350)
- **Securing future education, employment or training** – supported by mentoring from organisations such as The Children’s Society. (Benefit £400)



## THE IMPORTANCE OF MENTORING

The Share Foundation sees mentoring as vital to getting young people to start and complete the Stepladder of Achievement programme and as additional to the help they will receive from foster parents, social workers and virtual school heads. We will be working with experienced organisations such as The Children's Society and, where it cannot help, other solutions will be found (particularly in rural areas and in Northern Ireland, Scotland and Wales), some with the help of local authorities who have a statutory obligation for the provision of mentoring for young people in care. We believe the programme will show improvement in the educational attainment of young people in care and the reduction of the numbers of them entering adulthood without further education, employment and training in place, and will point to the savings in downstream financial and non-financial costs which could be achieved.

## MONITORING AND EVALUATING THE PROGRAMME

We will monitor the programme's participants and track their achievements against our expected take up/completion rate and measure the progression of literacy and numeracy, the

number of young people who are not NEET, in prison or who have children themselves who go into care, after completing the programme. We will also monitor the difference the additional financial contributions to the Junior ISAs make to the overall total of the investment.

The Stepladder of Achievement programme will allow The Share Foundation to develop and maintain a database of the academic and career achievements of young care leavers and the difference it makes to their futures, which will inform not only our funders but also our local authority partners on the future outcomes for their young people. We are establishing an alumni programme which will enable us to ensure that we know how young people who have been through the Stepladder of Achievement are progressing from age 18 onwards. The number of young people who engage with their mentor and on completion become mentors themselves will also be one of our key measures.

Our vision is to enable these young people to look forward to a normal adult life by helping them to reverse the instability of their education and enhance their employability prospects.

Longer term our aim is to break the generational cycle of deprivation that so often exists with children of those in care going into care themselves.







## OUR FINANCIAL NEEDS AND HOW YOU CAN HELP

Our fundraising strategy includes a wide range of funding partners to ensure there is an appropriate mix of sources. 100% of any donation made will go directly to a young person's Junior ISA, including contributions made through the Stepladder of Achievement, or to support a young person in completing the programme. All operational costs are met under the Department for Education contract, which has recently been renewed, and all fundraising costs are covered by Gavin Oldham, Founder and Chairman.

Whilst we also look for non-restricted funding, we realise the local appeal of the Stepladder of Achievement programme. We also encourage local authorities and foster carers to make contributions to the individual Junior ISAs of their own young people, and this has proven extremely effective in increasing account values.

We continue to make a significant number of approaches to, and have discussions with, corporates, grant making trusts and foundations, philanthropists and businesses, many of whom appreciate the fact that 100% of their contributions, including tax relief, directly benefit the young people concerned. Once the programme is underway we also believe that the evidence gathered and endorsement of our approach will unlock the door to social investment.

In order to attract the significant gifts we need, we acknowledge the importance of recruiting a Stepladder of Achievement campaign board, both nationally and across regions, whilst at the same time introducing a smaller gifts programme and increased community involvement.

The costs vary from local authority area to local authority area based upon the numbers of eligible young people at any one time – and this varies from month to month given that some will enter the eligibility age bracket and others will turn 18 every month. The costs for mentoring are also likely to vary depending upon the area being rural or urban, and upon which mentoring partner we are working with.

We would like to thank the following people who have donated to the programme in its early stages and are grateful for their commitment to our objectives.

**Sir Harvey and Lady McGrath**

**The Lord and Lady Fink**

**MacTaggart Third Fund**

**The Linbury Trust**

**The Pinchbeck Charitable Trust**

**The Adrian and Jane Frost Charitable Trust**

There is an added urgency to raise funds as soon as we can as each month around 600 qualifying young people across the UK turn 18 and therefore lose access to the scheme. It is vital that such young people do not miss out on the opportunity to take part in the Stepladder of Achievement programme.

From left to right: Brian Winterflood and Henrietta Royle





## DIGITAL & SOCIAL

The Share Foundation has rebranded and relaunched its website and will be increasing its activity through Facebook, LinkedIn and Twitter. You can find us at:

[www.facebook.com/sharefound](http://www.facebook.com/sharefound)

[twitter.com/sharefound](https://twitter.com/sharefound)

The Share Foundation is grateful to the team at Zebedee Creations for the pro-bono work it has done to refresh the website and prepare banners for our Digital and Social Media sites.

## OUR AMBASSADORS

### **David Akinsanya**

Broadcaster and journalist, mentor of young people in care, and trainer in the NHS.

### **Dilly Braimoh**

TV and radio broadcaster with the British Forces Broadcasting Service, the BBC World Service and BBC Radio 4 with many appearances on television.

### **Paolo Hewitt**

Music journalist and author of books on David Bowie, Paul Weller and his time in care.

### **Delma Hughes**

Founder of Siblings Together, a charity that brings together siblings split by being in care.

### **Ashley John-Baptiste**

BBC reporter, public speaker and X Factor finalist.

### **Hugh Maynard**

Star of the show, Miss Saigon.

### **Leroy Skeete**

Public speaker, campaigner for the reform of the criminal justice system and regular prison visitor.



## CONTACT US

Kathryn Caswell, Major Donor Manager: [kathryn.caswell@sharefound.org](mailto:kathryn.caswell@sharefound.org)

Charlotte Langley, Director of Fundraising: [charlotte.langley@sharefound.org](mailto:charlotte.langley@sharefound.org)

Janet Duncan, Stepladder of Achievement Programme Co-ordinator: [janet.duncan@sharefound.org](mailto:janet.duncan@sharefound.org)

Anthony Walker, Director of Operations: [anthony.walker@sharefound.org](mailto:anthony.walker@sharefound.org)

**visit [sharefound.org/stepladder-of-achievement](http://sharefound.org/stepladder-of-achievement) or call 01296 310400**



## GET INVOLVED

- Become an Ambassador for The Share Foundation and spread the word about its work.
- Join our Campaign Board.
- Set up a monthly standing order to add to the investment of one young person's Junior ISA.
- Give a one off donation towards the Stepladder programme. We can advise you on the most tax efficient way to make this.
- Choose to support young people in the local authority area where you live or where you have an interest. We are able to select young people from a particular local authority for geographically restricted donations.
- Encourage your workplace colleagues to get involved by making The Share Foundation your Charity of the Year.
- With work colleagues, become a mentor supporting a young person through the programme.
- Organise an event in aid of The Share Foundation or do a challenge event yourself to raise funds for The Share Foundation.
- Remember The Share Foundation in your Will.

