



Creating a better future for women, children and families.

2024

CORPORATE PARTNERSHIPS



Registered Charity Number: 1080111

WELCOME FROM CHIEF EXECUTIVE TRACY GOLLINS



Imagine finding yourself in financial or relationship difficulties and having no family or friends to fall back on. Maybe you've lived in South Yorkshire your whole life but you find yourself without a home and with no support network. Many of the young people that come to us arrive with nothing but a bag of clothes. They might have a child that is dependent on them but they have no means to support them. They need shelter, compassion, access to education, parenting, wellbeing and mental health support.

By reading this pack, we hope you will get to know a little more about YWCA Yorkshire and learn about some of the young women, children and families we have helped succeed.

With your company's support we can provide food, shelter and specialist support to local women and families so they can live independent, happy lives.

We couldn't do this vital work without the support from businesses like yours. There are many ways you can help. From making us your *charity of the year* to sponsoring a specific activity, to offering your expertise and services in one of our communities.

Partnering with a charity like ours can create real long-lasting change in a person's life. It can boost employee engagement, build local community relationships and generate positive publicity. We'd love to talk to you about how we can work with your business to support more women, children and families.



Tracy

tracy.gollins@ywcaYorkshire.org.uk

OUR MISSION

Creating a better future for women, children and families.

We believe young women, children and families deserve the best opportunity to thrive. Through a range of housing and wrap-around services, we work to empower young women to live independent, happy and fulfilled lives.

We work with some of the most vulnerable and resilient people in society, who may have experienced homelessness, financial and relationship difficulties, and who often don't have the security or comfort of family to fall back on. We offer compassion, partnerships, understanding and professional services.

We support people to build a home, make connections, access training and education, and raise children safely, with care and confidence. We help create positive change in communities locally and are part of a global network of charities with a long history of supporting and celebrating women worldwide.

OUR VALUES

INCLUSIVE

- We help others
- We respect others
- We work together
- We value diversity and inclusiveness
- We are great team members

COMPASSIONATE

- We are kind
- We are honest
- We make mistakes and learn from them
- We accept that no-one is perfect
- We understand that people's experiences impact their behaviour

EXPERT

- We are positive
- We are accountable
- We deliver quality
- We keep our promises
- Our work makes a difference

OUR WORK IS MORE VITAL NOW THAN EVER...

1 in 4
women
experience
domestic
violence

ONS data, 2022

309,550
people
estimated
homeless
in England

Shelter, 2023

40% of
homeless
women
identify
domestic
violence as
a factor

Refuge 2023

4.2 million
children
are living
in poverty

Child Poverty Action Group 2021-2023

OUR HISTORY

YWCA Yorkshire is an independent member of the YWCA of Great Britain, which was founded in 1855 and is one of the oldest women's organisations in the world. The YWCA was formed to provide safe hostel accommodation to Florence Nightingale's nurses on their way to Crimea. It is now a global network of women leading change in over 120 countries.

Today, we continue in that tradition, supporting women, children and families through a range of housing and wrap-around services, advocacy and empowerment support, right here in South Yorkshire.

We support over 250 people in their own homes, in the community, and through three housing projects in Sheffield, Rotherham and Doncaster.

HOW WE HELP

Build a better future through support and education

Raise awareness of serious issues including child sexual exploitation and domestic violence

Provide accommodation for vulnerable young women and families

"It's helped me, and I know it can help others"

OUR PROGRAMMES

FREEDOM

The Freedom Programme is a 6-week course that helps survivors of domestic abuse to make sense of and understand what has happened to them. It also describes in detail how children are affected by being exposed to this kind of abuse and, very significantly, how their lives are improved when the abuse is removed. It allows vulnerable women to meet others in similar situations and develop new ways of thinking to prevent future harm to themselves and their children.

"74% of the people we support have experienced parental domestic violence and 64% are themselves survivors of domestic abuse from a partner"

YWCA Yorkshire, Fleming Gardens, 2023

LIFE SKILLS

Our National Open College Network accredited Life Skills Programme offers the opportunity to gain essential life skills that promote independent living whilst gaining a recognised qualification which can be used to access higher education.

WRAP

WRAP, or 'Wellness Recovery Action Plan', is used extensively by people in all kinds of circumstances and by mental health systems all over the world. It is designed to address a range of physical, mental health and life issues. The journey within WRAP is personal and involves a change in attitudes, beliefs and skills towards a more meaningful way of life.

In 2023 we delivered 94 specialist training programmes and 145 people achieved their NOCN accreditations!

OUR PROGRAMMES CONTINUED

"I used to think I was the only one. The group sessions helped me realise that I wasn't alone"

ESCAPE THE TRAP

An innovative programme developed in response to the rising numbers of young people that are vulnerable to teenage relationship abuse.

This eight-week programme is designed to support young people to identify and challenge abusive behaviour.

YOU & ME, MUM

You & Me, Mum is a 10 week programme, developed for mothers by Women's Aid. The course helps women to understand how domestic violence affects them as a parent and how it affects children. It helps people to safely explore the impact domestic abuse may have had on their relationships with children and make positive changes.



We could not deliver this essential accommodation and support without donations to improve the lives of vulnerable women, children and families. Here are just some of the valuable items your donations can pay for.

£20

Essential toiletries and self-care products for young women and new mums.

£50

Pays for enough food to get a family through the first week in their new home.

£100

Allows one of our families to buy school essentials so their children can feel cared for and confident.

£500

Essential household items for young people moving into a home without the support of family and friends; such as a cot, pots and pans, towels and bedding.

£1000

Lets us deliver a bespoke wellbeing programme to support children whose mental health has suffered during the pandemic.

£1300

Goes towards providing a specialist domestic abuse programme for up to 12 young women and girls.

Our services provide vital accommodation, support and education to the most vulnerable women, children and families in your local area. With the help of your business we can work with more people to create better futures.



SHEFFIELD IS HOME TO OUR VERY FIRST HOUSING PROJECT; PEILE HOUSE

Peile House delivers accommodation and support in ten bedsits and four self-contained flats from a large property in the north of Sheffield.



"The service is exceptional at taking the initiative, and identifying and adapting their services to meet local and strategic demand."
-Sheffield City Council

Peile House supports young women to gain the skills and confidence that they will need to make the transition from homelessness to independence, to re-establish relationships with family, and to return home or build new homes and better futures for themselves and their babies.

THE LIVES YOU ARE CHANGING

Sarah's story of a steely sense of character

"My Project Manager understood how important it is to be with people over the holidays, and she made it nice and homely. Christmas at YWCA Yorkshire was the best I've ever had. My time here would not have been as great without the team. Every single one of them."

"I was in denial about the whole thing. I refused to believe that this had happened to me and I was now living in supported accommodation, why has this happened to me?"

My relationship with my mum was non-existent. She didn't think like me. She didn't want me to go to college and university was a definite no"

Sarah was referred to our Sheffield community when she was just 16, having fallen out with her mum. She'd been kicked out by her friend's parents and she had nowhere else to turn.

At the time, the college she attended had become her home, arriving early and staying late were the only options. She hoped to go to university but didn't have any safe and secure place to lay her head at night, let alone to study.


Sarah knew that she needed to find somewhere else to stay or her dream of going to university would be in ruins.

Sarah adapted quickly to life in Peile House in Sheffield. It wasn't long until she had made friends with the other young people living there, and with the expert help and compassion of Support Workers she began to flourish.

Sarah is now studying at university and has very high ambitions.

FLEMING GARDENS, ROTHERHAM, HAS BEEN OFFERING HOUSING-RELATED SUPPORT, PARENTING AND LIFE SKILLS TRAINING TO HUNDREDS OF YOUNG WOMEN AND THEIR CHILDREN SINCE 2004.

Fleming Gardens comprises 20 houses, ten within a cul-de-sac location in Bramley, and ten dispersed throughout the local area.



We also deliver advice and support to 27 women and families across the Rotherham area.

"I have now got a place at college, where I'm completing a Health and Social Care course...I would have not been able to do this without the support of YWCA Yorkshire."

-Hannah

We help young parents in their own homes to gain the skills and confidence that they need to parent positively and to thrive as individuals.

THE LIVES YOU ARE CHANGING

Rachel's story of determination and giving back

"My Project Worker helped me through. She supported me in going out and engaging with people...because I didn't like it. She was also a friend as well, I could talk to her about things."

"I didn't know what was going to happen next. So I just thought I have to do it for my son. I just didn't want to live like that anymore. I didn't want my son to fear anyone. I didn't want him to lack confidence because of what someone else did to us."

At 16, Rachel was dealing with an abusive relationship and discovered she was pregnant. Despite living with the day-to-day violence and mental abuse, she managed to find the courage and strength to approach a refuge for help.

After fleeing from place to place, Rachel found herself in our Green Gables community with a specially trained female Project Worker to support her and her newborn son. Through a mixture of our support and self-determination, Rachel has turned her life around.

Previously, Rachel suffered badly from anxiety and would hide away; constantly on edge.

Now, Rachel is volunteering at our services, wanting to help other people in a similar situation.

OUR DONCASTER TEAM DELIVER A RANGE OF VITAL SUPPORT TO LOCAL FAMILIES AT GREEN GABLES AND ACROSS THE COMMUNITY.

Green Gables in Mexborough opened in 2004. In partnership with Together Housing we have a remit to provide safe accommodation and support in five houses and eight self-contained apartments.

"I have accomplished a lot. I recently moved on from Green Gables to my own housing association property. Things are looking good."

-Abi



Today, Green Gables support up to 75 families. The expert team work with partners across Doncaster to share knowledge and skills that help families to build resilience and to live successful and independent lives.

THE LIVES YOU ARE CHANGING

Jessica's story of female endeavour and success

" I have had to work harder than any man just to try and fit in. But it's definitely worth it. Over the years I've realised that you're just as good as a man. Once you get over the challenges of being a woman, the opportunities are endless."

After falling out with her ex-partner, young mother Jessica was homeless with a dependent child without any support. Ten years later she is a fully qualified electrician with her own house providing outstanding support for her family.

"I had no money, I got £75 a week income support. I had no support from his dad. I was living in a house that had a flooded garden which caused mould all the way up the side of the house.

Eventually the house got robbed and my whole house just got trashed and I became homeless. I had no self-esteem, no confidence, and I had nothing."

It was then Jessica was referred to Green Gables to start building a better life for her and her son.

"I remember going into the reception area and meeting the Project Manager and she was talking me through where everything is and how there's 24-hour support. And then she drove me up to my house which had just been bought and renovated. When I walked in I was absolutely amazed at how fantastic it was."

After settling in, Jessica was looking for a job. A place became available at JTL plumbing and electrical and she was accepted immediately after interview.



If you want to boost employee engagement, build local community relationships and generate positive publicity for yourselves in the South Yorkshire region, consider partnering with YWCA Yorkshire. We've won awards for what we do!

Countless young women in situations like Rachel, Sarah and Jessica still need help to turn their lives around. Here are some ways your business can help us to work with local people who might not have the support of family and friends to fall back on in times of difficulty.

MAKE US YOUR 2024 CHARITY OF THE YEAR!

This dedicated partnership will give your team a goal and something significant to work towards together. We will help you plan events, run challenges and support you in any way you need to make the year successful! If you don't already run a charity of the year scheme, it is a fantastic way of engaging your employees and raising the profile of your business.



Local tech business, S2S chose us as their Charity of the Year in 2023. They held fundraising events, supported us with people-power and donated tech and other items to our young women, children and families at Green Gables.

SPONSOR US

Corporate sponsorship allows you to directly support a specific event, activity, training programme, refurbishment or something else. The sponsorship enables us to do more for the women, children and families we support. It can help create real change in a person's life right now and for years to come. When you sponsor us in this way, we can help tell your story and promote your brand - ensuring your efforts are recognised and that you are thanked publically. Discuss sponsorship opportunities: admin@ywcaYorkshire.org.uk

GIFTS IN KIND - PEOPLE-POWER

There are many ways that a business and its employees can support YWCA Yorkshire. Some teams work with us to help get rooms and houses ready for young people moving in. Some businesses donate tech equipment to help us support people well. Sometimes we partner with businesses who can help us put on life skills classes such as cooking or CV writing.

COMMUNITY FUNDRAISING

Do you have a Community Champion at your work? Appointing someone passionate about fundraising in your team to run all kinds of fun activities is a proven way to boost employee engagement and overall morale. This is a great opportunity to bake, run, jump or dance your way to raising funds. We'll send you a Fundraising Pack to help with this!

DONATING GOODS

We accept donations of goods for our young women, children and families to help them get started in their new homes and to treat them at times of celebration. We also have a charity shop that can accept and sell donations to help fund our services.

BY DONATING SKILLS
AND TIME, OUR
CORPORATE PARTNERS
MAKE A REAL
DIFFERENCE TO OUR
COMMUNITIES.



Family wellbeing hub before...



Family wellbeing hub after...

SPONSOR A PROJECT WORKER TODAY

- 74% of people we support have experienced parental domestic violence.
- 64% have themselves survivors of domestic abuse from a partner.
- 63% of people report depression, anxiety and low mood.
- 30% have experienced suicidal thoughts, self-harm or post-natal depression.

Stats from YWCA Yorkshire, Fleming Gardens, 2023

Our Project Workers are expertly trained to support people affected by these challenges. You can contact us directly to discuss sponsoring this vital role: admin@ywcayorkshire.org.uk

OUR TRAINING AND GROUP SESSIONS CHANGE LIVES

We educate women, men and children on the long-lasting effects of poor mental health, homelessness and domestic violence; supporting people to prevent future harm through our training programmes. Our Project Workers are compassionate, professional and knowledgeable. We are also trained to identify early warning signs and this can help us prevent people from entering into a crisis.

"I thought that he would stop hitting me when I was pregnant but he kept on. I was frightened to leave him and I felt trapped. My midwife noticed some bruises and asked if I needed help but I couldn't tell her, I felt so ashamed."



FUNDRAISE WITH YOUR TEAMS IN YOUR OWN
UNIQUE WAY

ABSEILING
BUNGEE JUMPING
CHARITY GIGs
EVENT FUNDRAISERS
DRESS DOWN DAYS
RACE NIGHT
TEAM QUIZ
TALENT COMPETITION
SPONSORED RUN
COMMUNITY LOTTERY
BAKE SALE



Here to help!

If you are holding a charity event for us through your businesses, we're here to help. We can help with promotions, marketing materials and event advice - just get in touch admin@ywcaYorkshire.org.uk

JUST GIVING

MORE WOMEN, CHILDREN AND FAMILIES NEED OUR HELP.

As well as donating items, people-power and skills, businesses and individuals can raise and donate funds directly through our Just Giving page.

You can share our Just Giving QR code with teams to make it quick and easy to support us.



Benefits for you

A PARTNERSHIP THAT WORKS BOTH WAYS

We are proud to shout about the fantastic work our partners are doing and dedicate time and resources to make your fundraising a success! We will keep you updated with how your donations are making a difference and we will always offer to talk to staff about the positive change they are making on people's lives. Aside from what your donation means to vulnerable young women, children and families in South Yorkshire, it can also have a wide range of benefits for your business and employees, as well as helping you achieve your social impact objectives.

POSITIVE PUBLICITY

This is a great opportunity to diversify your audience locally. With some of our social media campaigns reaching thousands of people we can help celebrate you and your values.

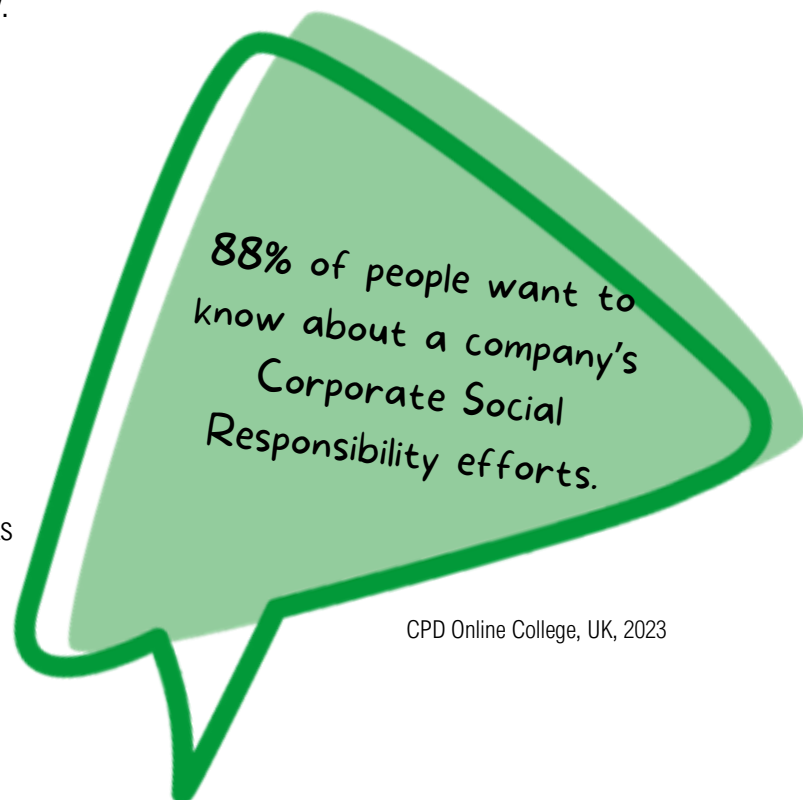


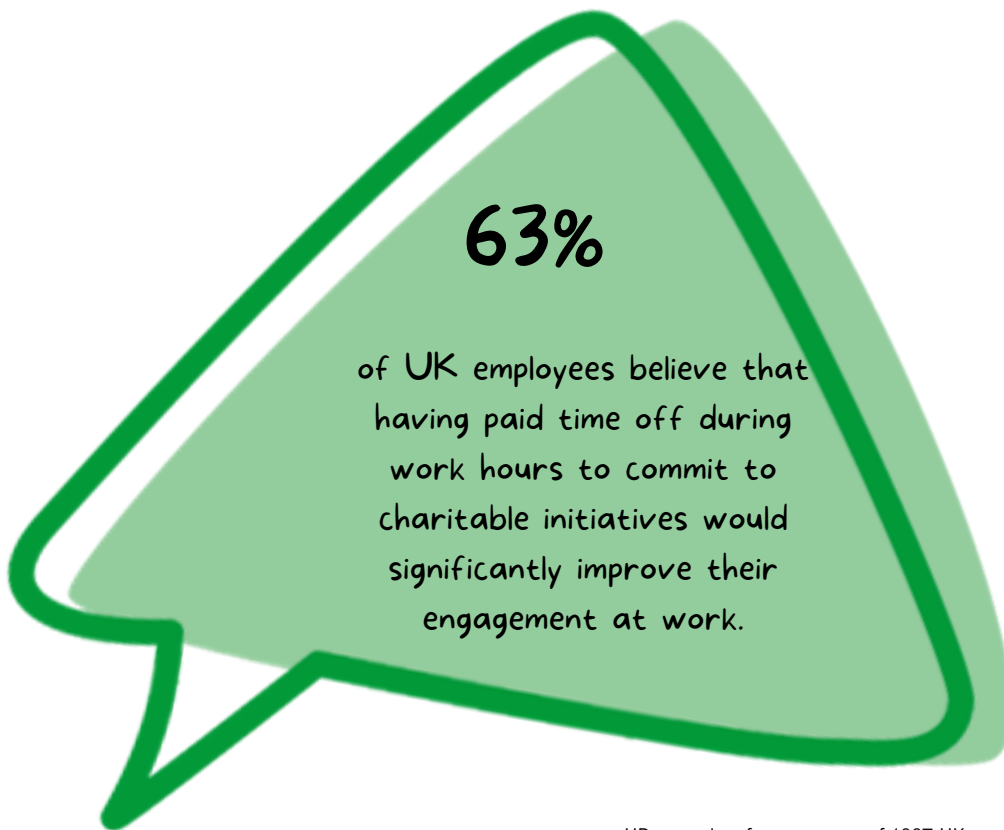
NETWORKING

We are part of a global network supporting women and children as well as being well-networked locally. We are members of the Chamber of Commerce in Barnsley and Rotherham and in Sheffield. We also have great working relationships with the South Yorkshire LAs, education, health, charity and voluntary organisations. Partnering with us is a straightforward way to connect into our thriving network.

SOCIAL VALUE

A dedicated partnership with YWCA Yorkshire is a fantastic way to have impact and add value locally. As well as benefiting from the competitive edge that comes from positive publicity and happier, engaged staff, businesses will have access to a range of evidence and social value case studies to use in tenders.





HR magazine, from a survey of 1007 UK employers

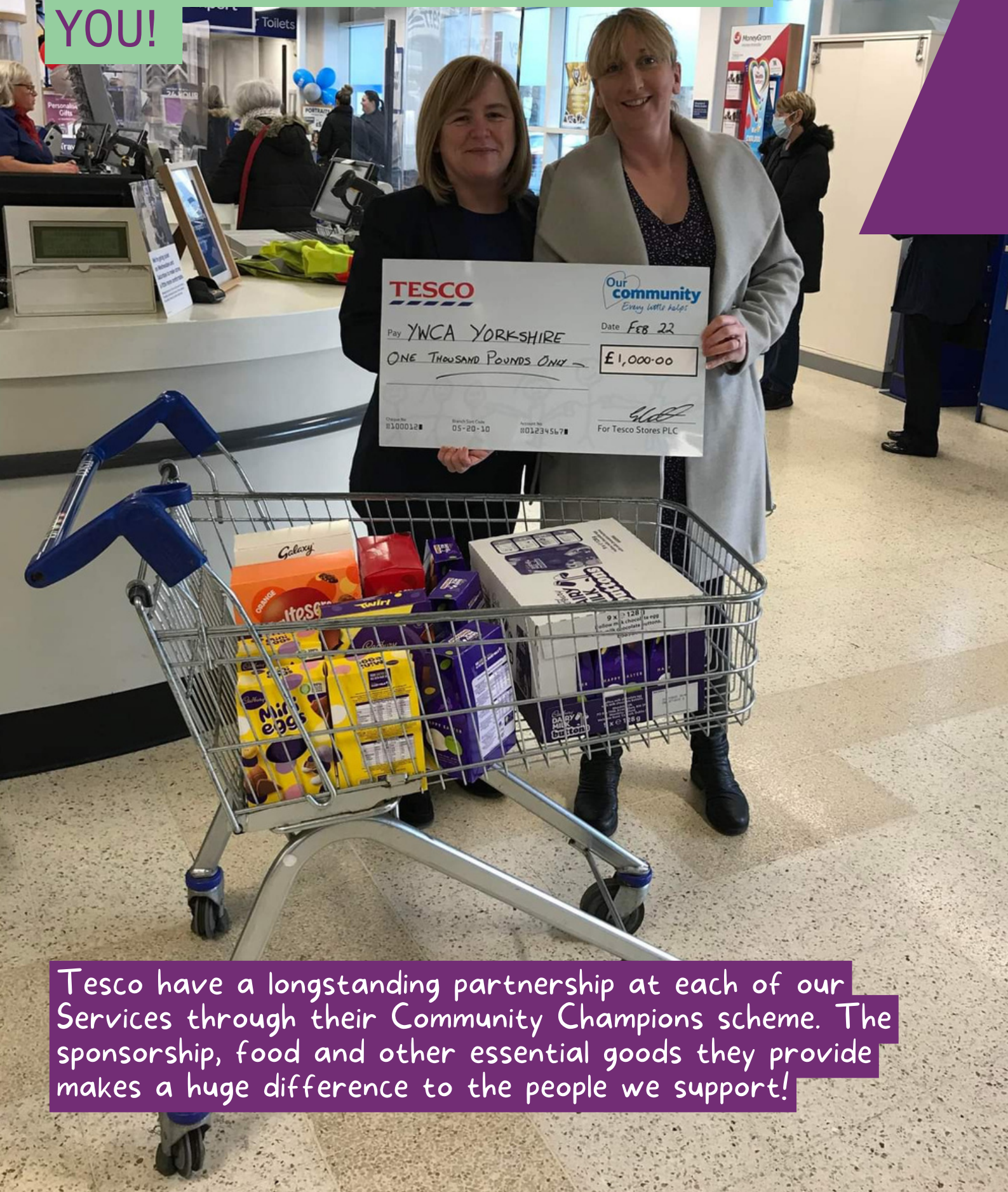
BUILD LOCAL RELATIONSHIPS

People care about their community. As a local charity we are directly improving lives across Sheffield, Rotherham and Doncaster. Being involved in what we do will help you connect with local communities and stakeholders. We believe it's important that your community knows what you're doing to help give back, and we're always looking for new ways to celebrate you!

EMPLOYER SUPPORTED VOLUNTEERING (ESV)

YWCA Yorkshire offers an Employer Supported Volunteering scheme. We invite corporate staff teams to join our communities for specific volunteer days. Business teams have helped us paint fences, build wellbeing rooms, make new homes welcoming and wrap presents for children at times of celebration. It makes a huge difference to the lives of the women, children and families we support and can help employers be part of measurable impact locally.

WE APPRECIATE AND CELEBRATE OUR BUSINESS RELATIONSHIPS AND WE WILL CELEBRATE AND CHAMPION YOU!



Tesco have a longstanding partnership at each of our Services through their Community Champions scheme. The sponsorship, food and other essential goods they provide makes a huge difference to the people we support!

YOUR BUSINESS IS CHANGING LIVES

The relationship we build together will directly support women, children and families in Rotherham, Sheffield and Doncaster.

With your help the expert support we can deliver now, can have a positive impact in communities locally for generations.

Through your fundraising, sponsorship and support, you are helping us to tackle homelessness, domestic abuse, violence against women and girls, child poverty, family breakdowns, exploitation and mental health difficulties. It is life changing.



READY TO GET STARTED? WE'D
LOVE TO PARTNER WITH YOU!

ywca.yorkshire.org.uk

@ywca.yorkshire   

admin@ywca.yorkshire.org.uk

