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1. Foreword:
Telling the full story

I joined vInspired as its new CEO in April 2014 and this impact report has provided a valuable opportunity to look back on the wonderful difference vInspired has made over the past year to the young people who feel more confident, more connected to their communities and better equipped to make a positive change to their own lives and to the things they care about.

It has also provided a chance for us to think about how we tell the story of what we as an organisation, and the young people we work with, can achieve.

vInspired has a wonderfully diverse range of programmes, designed to inspire, motivate and support young people to make the difference they want to make, in the way that’s right for them. From vInspired Talent, which has increased the confidence and aspirations of unemployed young people, to Do Something UK, which has given thousands of young people the opportunity to campaign on causes they care about, vInspired has provided ways for young people to get involved with volunteering and social action.

However, while this variety of programmes is vital to ensure we can provide routes to volunteering for all young people, it also provides a challenge: how do we find a consistent measure for the work we do?

Measuring our work, and sharing the results, is crucially important to us. In the past year we have invested in comprehensive evaluations of three of our programmes – Team v, vInspired cashpoint and vInspired Talent – which are summarised throughout this report. We want our funders to be sure that their money is well spent, we want young people and partners to trust our services and, perhaps more importantly, we want to know how we can make what we are doing even better. We need data and insights into our work to tell us whether our programmes are achieving what we want them to, and to identify opportunities for innovation and improvement.

With a catalogue of services ranging from intensive, supported programmes to digital campaigns, telling the full story of our impact can be challenging. But, we know it is an important challenge to take on in order to prove our worth to the people we are responsible to, and gain the knowledge we need to deliver the best programmes.

This year we have started measuring the common outputs of our programmes, the activities we achieve, which provide a great introduction to our story.

But our ambition over the next year is to start to measure outcomes, the changes that our work brings about, in a more consistent fashion across all our programmes and really tell the full story of how much young people are achieving.

Moira Swinbank
vInspired, CEO
2. The big picture
What good did vInspired do?

How many young people did vInspired reach from April 2013 – March 2014?

<table>
<thead>
<tr>
<th>Involved</th>
<th>Connected</th>
</tr>
</thead>
<tbody>
<tr>
<td>They participate in our online or offline programmes. We have a direct relationship with them. Young people on vInspired programmes recruit them.</td>
<td>They use our online services to find volunteering opportunities with other organisations and record their volunteering achievements. They take action on our online campaigns.</td>
</tr>
<tr>
<td>9,982</td>
<td>31,915</td>
</tr>
</tbody>
</table>

**Audience**
They come to us via our website or social media - or are subscribed to our email or SMS mailing list.

<table>
<thead>
<tr>
<th>Email</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Website</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>60,292</td>
<td>49,800</td>
<td>114,254</td>
<td>611,276</td>
<td>10,244</td>
</tr>
</tbody>
</table>

**Involved**
9,982 young people involved

**Connected**
31,915 young people connected

**How many young people volunteered?**

<table>
<thead>
<tr>
<th>Young people volunteered</th>
<th>Young people made progress in their own lives</th>
</tr>
</thead>
<tbody>
<tr>
<td>559,372 More than half a million hours of volunteering were recorded.</td>
<td>91% of vInspired Talent graduates felt confident in their ability to find paid work - versus 53% at the beginning of the programme.</td>
</tr>
<tr>
<td>21,319 new young people registered on vInspired.com</td>
<td>90% of vInspired Talent graduates moved on to employment, education or training.</td>
</tr>
<tr>
<td>6,267 young people campaigned on causes with Do Something UK</td>
<td>73% of Team v graduates felt more confident about getting the job they really wanted.</td>
</tr>
</tbody>
</table>

**Young people built new personal and professional networks**

<table>
<thead>
<tr>
<th>Young people felt connected to their communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>88% of Team v graduates felt their networks had developed or strengthened.</td>
</tr>
<tr>
<td>87% of vInspired Talent graduates felt a part of their local community - versus 53% before the programme started.</td>
</tr>
</tbody>
</table>
3. How we did it

Our programmes and services

Our involved programmes

Team v

126 young leaders ran community campaigns and recruited 626 local volunteers with Team v

Team v is a national network of young people making a difference to the people and places they care about. Designed to offer progression opportunities for potential young leaders, the programme attracts socially engaged young people – 77 per cent of whom are already active volunteers.

Running three campaigns over nine months, tackling issues like youth homelessness and mental health stigma in their own communities, leaders gain project planning, budget management and communication skills.

How Team v benefitted leaders

They developed important personal qualities

94% of leaders reported an improvement in personal qualities including confidence (76%), resilience (72%) and self-esteem (57%)

They progressed in their own lives. Within six months of leaving the programme:

56% got a job and, of those, 80% believed Team v helped

• A further 17% received a promotion, and 83% of those felt Team v played a part

• 50% went into further education or training and 89% of those believed Team v helped them achieve their places

They felt more positive about their futures

66% were clearer about their future goals and aspirations

• 83% believed Team v made them more employable

• 59% were confident they could get a paid job

How Team v leaders made a difference to their communities

They left a legacy

• 63% of leaders reported that their community activities would be continued (by them, their volunteers or a community group)

77% of the volunteers recruited by leaders, learned new skills to make positive changes in their communities, and 79% planned to do more volunteering

“Thanks to Team v, I now have my dream job of working at music festivals and organizing events all the time! I would never have got this far without it and the skills it helped me develop.”

Glenn, 20, Team v leader

“Team v turned my life on its head. Believe it or not, I was a pretty shy guy, very little faith in much, very little confidence. I was working as a chef and now I get to help other people achieve their full potential. I could not have been more different a few years ago!”

Alex, 23, Team v leader
Team v campaign case study:
Transforming un-loved spaces

In Spring 2013, Team v Leaders took on a challenge: to transform unloved public spaces and bring communities together.

- 381 volunteers were recruited by the leaders
- 57 parks, community centres and gardens were renovated
- They collected new toys for a church crèche, cleaned up a canal path, shared plants with neighbours and picked litter
- 1,331 people were consulted
- 629 community members were involved in the transformations
- 1,687 postcards were handed out to inform the public about their work
- 456 members of communities pledged to continue using the transformed spaces
- 68 organisations committed to maintaining the spaces
- 753 new relationships were formed between community members

“Lauren (Team v leader) met with the residents beforehand to talk through what the residents wanted. They said they wanted lights in the garden, so she sourced the lights. They said they wanted something that was bright and cheerful, so those are the colours that we’ve gone for. They said they’d like a bird table, so that’s what she did. She, with some of the residents, helped paint the table and chairs for outside, she also gave them hanging baskets to plant. She came into the home to plant some little pots for the residents who weren’t able to go outside.”

Residential home manager
vInspired Talent helps young people into employment, education and training through full-time, supported 24-week volunteering placements with local organisations. Participants gain valuable work based experience, structured training, and the opportunity to gain a Level 2 qualification. They are also required to develop their own social action projects, which encourages them to take action on issues they care about, influence services, challenge themselves and explore their interests and aspirations.

265 unemployed young people gained new skills through vInspired Talent

How young people benefitted from vInspired Talent

90% of participants who completed their placement (graduates) moved into employment, education, or training

83% of graduates received a new qualification at the end of the programme

91% were confident they could find a job, almost doubling from 53% at the start of the programme

“I started on vInspired Talent because I thought it would be a good experience. I heard about it through the jobcentre and thought it sounded like a good opportunity.

“Before I started I had no confidence at all – I had split up with someone, I was signing on and just thought I needed to get out more. But I’m more confident now. I’ll actually talk to people. I had friends who said bad things about me so I wouldn’t talk to absolutely anyone. But at vInspired Talent I made friends and I built my confidence back up.

“We had to do a social action project on the programme and I worked with people with disabilities. I have disabilities myself so I wanted to get out there and educate others. I’m proud of the way I am now. I used to get badly bullied two years ago and was even beaten up because of the way I looked. Because of my disabilities I was wearing a wig at all times when leaving the house. But recently I have come out of that and it’s taught me that I can go out not thinking that people are looking at me and without wearing the wig.

“I left college three years ago but during vInspired Talent I went back to college and I’m doing maths and English. I have done some work experience at the library so now I can see myself continuing that, but I have also always wanted to go into childcare and there are lots more opportunities open to me now.”

Charlene, 23, vInspired Talent graduate

vInspired Talent was formerly known as v24/24

vInspired 24/24 Programme Evaluation, Office for Public Management, September 2013  https://vinspired.com/content_packages/843
Shenelle ran a performing arts project in her community

“I’d applied for lots of funding before I found vInspired (cashpoint) and everyone had knocked me back and said: ‘you have no experience, you’ve never done it before, we’re not giving you money’. So it was quite shattering at the beginning because I didn’t know how else to start.

“The grant application was really short, which was great.

“...The process was really simple. I spoke to a co-ordinator and a few weeks after that, got a response quite quickly, and they were like: ‘okay, we’ll send you a card, you can have £500, do your project’.

“...It’s just given me the opportunity to do what I’ve always wanted to do and have the support and the money to do it; and then to be able to present it to other people, like this is proof of what we’ve done before. So it’s literally been my portfolio evidence.”

Shenelle, 21, vInspired cashpoint recipient

vInspired cashpoint offers grants of up to £500 for young people aged 14 - 25 to design and run their own social action projects - allowing them to tackle the issues they care about in their own communities, in their own ways. The grant application process has been consciously designed to be simple and quick to complete, with support from vInspired staff where needed, in order to encourage young people to take a chance. Award holders were twice as likely as the national average to come from the most deprived neighbourhoods.5

222 young people were given vInspired cashpoint grants and recruited 1,416 volunteers to help them run their own social action projects

How vInspired cashpoint benefitted award holders

• Award holders felt they had improved skills for business including project planning (94%) and budget management (90%)

82% of said they had developed their networks at the end of the programme

How vInspired cashpoint helped communities

• An estimated 850 hours were contributed to communities across the country

£1: £6.40 The social return on investment of the wider community benefit of cashpoint

• An average of nine volunteers were recruited by each award holder for their projects

• Five of these project volunteers, on average, were new to volunteering

• Each project helped an average of 28 people

• 74% of cashpoint funded projects continued after the grant expired

5 52% of award holders are located within the bottom quartile in the Income Deprivation Affecting Children Index (IDACI) based on postcode

6 Evaluation of vInspired cashpoint, Institute for Volunteering Research, Third Sector Research Centre (University of Birmingham), March 2014. https://vinspired.com/content_packages/841

7 Name changed for anonymity
vInspired Schools aims to introduce volunteering and social action into school life as an integral part of learning. It provides schools with individualised volunteering websites, as well as with support and materials to get students excited about the difference they can make to their communities. In the past year, 192* schools have signed up to the programme.

“One of the things vInspired Schools has helped us to do is really shape or communicate what we’re doing in a way that young people can fully understand the benefits of volunteering. What they are doing is giving up their time, usually for a worthy cause. So vInspired has really assisted us to change the way that we talk about things slightly, but also to help young people to realise that what they are doing is beneficial to them, but also to others.

“The platform vInspired provides us with enables us to advertise and promote the activities that we do, but also allows young people to record their activities and also to receive awards as well. So it’s really useful to help them to map and show what they are doing. And then we can evaluate that as a school.

“Volunteering provides them (young people) with the opportunity to see what they can really do – and it helps bring out those skills within them and build on those strengths they already have. It allows them to feel like they are doing something worthy and for somebody else. They love volunteering because they can see the benefits of it, not just for themselves or for students in the school, but also for the wider community. So it’s just about providing those opportunities to allow people to shine.”

Dion Jude, Vice Principal, St Marks Church of England Academy, Mitcham

vInspired delivers NCS as part of the NCS Network. The programme brings together diverse groups of 16 to 17 year olds during school or college holidays to build skills, take on new challenges and meet new friends whilst developing a social action project to deal with a local issue they are passionate about.

The NCS Telford team was inspired by the death of a local girl to create an event to bring their community together. The team organised a one-day festival in memory of Georgia Williams, who was murdered shortly before the programme started. Several members of the team were close to Georgia, and named the event Ferret-fest, after her nick name Ferret. The event raised £1,721 for a trust set up in her name. The team, which was made up of young people from very diverse parts of the community, has continued to work together and is planning to make Ferret-fest an annual event.

“This team of individuals hit it off straight away, they all come from such diverse backgrounds and different schools, but they really bonded straight away and supported each other right from the get go. There are some really strong characters in the group, but they managed to really work out their strengths and weaknesses to make sure that every team member played an important role.

“They have managed to secure funding for the festival next year and it will hopefully become an annual event! All of the young people are now continuing to volunteer and are working alongside the Georgia Williams trust, continuing to do well within their community.”

Sarah O’Gorman, youth worker
Our online services and campaigns

vinspired.com

25,570 14 to 25 year olds logged on to vinspired.com

vinspired.com helps young people explore the vast variety of volunteering options available, and helps charities find enthusiastic new recruits. The free service allows budding volunteers to search by geographical area and interest and to record their volunteering achievements through the vInspired Awards system.

vinspired.com – the big numbers

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>611,276</td>
<td>people visited vinspired.com</td>
</tr>
<tr>
<td>25,570</td>
<td>young people logged into vinspired.com of whom 21,319 registered for the first time</td>
</tr>
<tr>
<td>15,678</td>
<td>were accepted on to volunteering opportunities</td>
</tr>
<tr>
<td>1,469</td>
<td>organisations logged into vinspired.com last year</td>
</tr>
<tr>
<td>3,609</td>
<td>opportunities (on average) were posted every month</td>
</tr>
</tbody>
</table>

vinspired.com – responding to mobile technology

In 2013 vInspired started a major redevelopment of vinspired.com, which was deployed in beta (test) mode in October 2013. The site has been designed ‘mobile-first’, meaning it is optimised for viewing on mobile devices, to reflect the changing ways young people are using the internet. The number of visitors using the new site on mobile devices is already double that of the old site.

vinspired.com

- Desktop: 82%
- Mobile: 12%
- Tablet: 6%

beta.vinspired.com

- Desktop: 65%
- Mobile: 28%
- Tablet: 6%
Our online services and campaigns

vInspired Awards

4,843 young people recorded their volunteering hours to gain vInspired Awards

Young volunteers can maintain an official record of their volunteering experiences using the vInspired Awards. As well as collecting certificates for 10, 50 and 100 hours of volunteering, young people can add pictures and notes to create a Personal Volunteering Record of the skills they have gained and the impact on their communities, to be added to CVs and applications.

Do Something UK

6,267 young people took action on issues they cared about with Do Something UK

Do Something UK provides easy (no money, no car, no adult) ways for young people to do something positive about the issues they care about. Young people participate in campaigns via the Do Something UK website and social media.

Actions taken on Do Something campaigns

5,369 young people applied for tickets for vInspired Live, a combination of music, inspirational speakers and social media campaigning. To apply, young people had to take part in a campaigning poll - to get the cause they most cared about top billing at the event

• 498 young people helped save items of clothing from landfill with the Get Trashed campaign

• 460 young people have taken part in a poll as part of the Swing the Vote campaign, which aims to increase political engagement amongst young people in the run up to the 2015 General Election

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“I heard about [the vInspired Awards] through my school. It’s really simple to do and a really good way of looking back at what you’ve done. It’s something that I now champion to my volunteers. I’ve got my v10, v50 and v100 awards. I put it on my CV and on my UCAS application for university. It’s really good to talk about when you meet people and at interviews.”

Elizabeth, 18, vInspired Awards recipient, member of Milton Keynes Youth Parliament and founder of MK Youth Debate

“At TfL we receive thousands of applications every year for all types of roles. So what is important is how we can differentiate quality candidates in what is a very competitive market. Demonstrating initiative and personal drive is important to us and therefore anyone whose CV highlights the opportunities they’ve taken to develop themselves through work experience or volunteering stands out. Gaining various experience through volunteering provides insight into what transferable skills and capabilities an individual can offer. It also demonstrates a real ‘can do’ attitude!”

Tricia Riley, Group HR director, Transport for London
Our pilot projects

We understand that in order to best serve young people, we need to respond to their needs and the way they live their lives. Our pilot projects allow us to innovate and test new ideas, to ensure we are always providing relevant ways to inspire young people.

vInspired Igniter

167 posted projects on vInspired Igniter

Young people using the ground-breaking Igniter crowd-funding platform can raise funds from members of the public to help make their social enterprise dreams a reality.

Emma used Igniter to raise funds her Daddy Cool project, which aims to raise awareness of the importance of the father-child relationship.

"I was really proud to get the funding from Igniter. We had a target of £200 and we managed to exceed this, by getting £270. We also had some really great feedback from the donators, which made me really proud.

"I have made lots of new friends and learnt a lot of new people skills. I deal with a range of different behaviours (at Daddy Cool), so working with new people with different stories and temperaments has really built my confidence. The younger me would never have thought that the current me would be doing this!

"Volunteering has made a huge impact in terms of my career. If it hadn’t been for Daddy Cool I would still be looking for jobs after uni.

"Doing the Daddy Cool project got me the job I have now as it displayed lots of transferable skills I wouldn’t have otherwise had."

Emma, 21, vInspired Igniter user

Task Squad

31 young volunteers found short-term, paid job opportunities with Task Squad

Task Squad is a new micro-work service from vInspired, which provides valuable first steps into work for young people with volunteering experience. And helps businesses with short-term staffing needs find enthusiastic young workers. So far 285 young people have registered to the site and 12 clients have been recruited.

Kimberly has volunteered on arts projects for several years and set up a music project for children in her community with funding from vInspired cashpoint. She struggled to find work after leaving university so registered with Task Squad to build her experience.

"It’s really hard to find a job because the things I’m qualified for are hard to get. All the jobs are taken. All I am offered by the temp agencies is things like waitressing, which are things that I don’t really want to do.

"Doing Task Squad has been really great because it’s given me the chance to get skills and experience in fields that are much more relevant to what I want to do. And it’s great knowing that I am working with an organisation that is helping young people.

"I’ve been offered a job with one of the companies I temped with through Task Squad. I never even would have got a foot through the door without Task Squad. But it gave me a chance to prove myself and that’s all I needed."

Kimberly, 20, Task Squader
4. What next?
Measuring what matters

The challenge at vInspired has never been a lack of data. Quite the opposite, we historically have collected a huge wealth of information, in many different ways. This has required a great deal of skill and time to analyse and identify meaningful insight.

To make sure we can make the most of the mine of information available to us, we are revising our approach to measuring impact across all our areas of work - including programmes, campaigns, and digital services.

At the core of this work, we are developing a comprehensive ‘theory of change’ to show how change happens over the short, medium and long term across all our work and to demonstrate how we are making an impact at each stage. This process will help us to identify the important things to measure and set us on the way to developing a standardised outcomes measurement framework. This will enable us to compare young people’s journeys across different programmes.

We are currently testing common outcome measurement frameworks, including the Generation Change social action outcomes framework for young people, and New Philanthropy Capital’s (NPC) journey to employment framework. As well as developing our own bespoke measures for vInspired.

We are also building our capacity to allow us to collect and analyse data internally – so that we can provide up to date, and responsive, information on how we are performing – with the support of New Philanthropy Capital and Office for Public Management to develop robust methodologies and analysis of our impact data.

In short, we are measuring what matters.

Hannah Mitchell,
Head of Knowledge and Innovation
Acknowledgements

With thanks to the young people, projects, and schools included as case studies. This report also draws on evaluation research conducted by CFE Research, OPM Research and Consultancy, and Institute for Volunteering Research (IVR) on behalf of vInspired between 2014 and 2015. **Full evaluation reports are available at https://vinspired.com/impact-library**

Thanks to all contributing staff at vInspired – Janqui Mehta, James Redding, Hannah Mitchell, Damien Austin-Walker, and Rebecca Graham.

Notes on methodologies

Reporting periods for the evaluation reports cited differ because they were originally published to reflect programme delivery timelines (for example, Team v runs from October to June, while vInspired cashpoint is an ongoing programme). This means that participation numbers reported in individual programme evaluation reports may differ slightly from those reported here, which cover the period April 2013 - March 2014.

How we counted the number of young people we reached:

<table>
<thead>
<tr>
<th>Involved</th>
<th>Connected</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number participating on:</td>
<td>• Users who logged in to vinspired.com</td>
<td>• vInspired and Do Something UK following and Facebook fans</td>
</tr>
<tr>
<td>• Team v our social action leadership programme</td>
<td>• Young people who participated in a Do Something UK campaign</td>
<td>• Email mailing list</td>
</tr>
<tr>
<td>• vInspired Talent our development programme for young unemployed people</td>
<td>• Young people who received vInspired Awards for their volunteering hours</td>
<td>• SMS subscription list</td>
</tr>
<tr>
<td>• vInspired cashpoint funding for social action</td>
<td></td>
<td>• Unique visitors to vinspired.com</td>
</tr>
<tr>
<td>• vInspired Schools our volunteering programme for schools</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• National Citizen Service (NCS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Task Squad our paid job service for young volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• vInspired Igniter our social action crowdfunding platform</td>
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</tbody>
</table>

† It is not possible to accurately de-duplicate data for social media followers, email subscribers, website visits and SMS subscribers. Therefore, total numbers of followers and email recipients have been included, with acknowledgement that duplication is likely to have occurred. The minimum audience figure can be deduced from our highest single follower or subscriber group – i.e.; 114,254 Facebook fans.

It is not possible to measure social media followers, email subscribers and SMS subscribers gained during a specified period (ie; April 13 - March 14), therefore total cumulative numbers are included.