

# OUR PROMISE.

EVERY CHILD.

FROM CRADLE

TO CAREER.

For over 40 years, The Winch has been working with children, young people and families across North Camden to improve their chances in life.

Our mission is to help each child succeed, regardless of their circumstances, by giving them the opportunities and support they need.

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## THE CHALLENGE

One in three children grow up in poverty across North Camden.

A 62% increase in youth unemployment over three years.

Half of all lifetime mental health problems have developed by age 14.

£29bn: the annual UK cost of child poverty in welfare costs and lost economic benefits.

Child poverty is a growing challenge that affects us both today and in the future but which is being met with fewer resources. By 2017, Camden Council will have had its central government grant cut by 50% and across the country, £450m will be cut from children and young people's services in the next year.

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## THE RESPONSE

Since 2011, we've developed a new approach to combat child poverty.

We work from cradle to career, intervening early and committing long-term.

We tackle disadvantage by building a child's character, resilience and skills to succeed.

We pull together partners, both professional services and local volunteers, to support us.

Since we launched The Promise Academy pilot in 2011 we have extended our activities for 0-5s and 18-25s, developed 'Promise Work' as an effective approach to supporting the most vulnerable, and invested in evaluating our effectiveness and developing a local strategic partnership to scale our impact.

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## THE NEXT FIVE YEARS

It is vital to address the effects of poverty and inequality in a time of fewer resources.

We will invest in frontline staff and activities to build our cradle to career pipeline.

We will invest in modernising our facilities and increasing our capacity and opening hours.

We will invest in evaluating our work so that it can be improved and shared.

From 2014-19, we aim to raise £5m to meet the need in our community. This will enable us to expand activities including Promise Work, for which there is a desperate need, to complete our cradle to career pipeline. We will invest in our spaces to increase our capacity and make more of a difference by tracking the performance of our programmes and sharing what we learn.

## BY NUMBERS

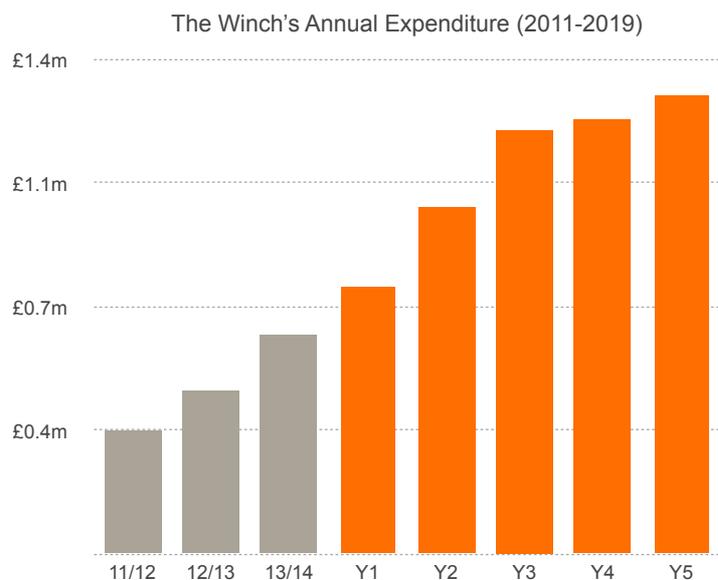
Over the next five years, we need to raise £5 million to tackle child poverty and its effects on children and young people in North Camden.

## OUR PRIORITIES

ACTIVITIES	SPACE	IMPACT
 <p>We will scale up activities, support and Promise Work across our cradle to career pipeline, create programmes for 0-5s and parenting and increase our offer for young people leaving education, including through our business start-up programme for young entrepreneurs.</p>	 <p>We will improve and renovate our facilities to enable us to open for longer, reduce our day to day running costs and to ensure that our sites are fit for purpose and have as big an impact on children and young people as possible by having stimulating and well-designed spaces.</p>	 <p>We will invest in best practice, evaluation and sharing our approach so that we are fully 'impact-led' by 2017, making decisions about resources, growing partnerships with local people and organisations, and sharing our success with government and across the sector.</p>

## THE BIGGER PICTURE

£5m across five years to invest in activities, space and impact on top of existing programmes.	An increase in Promise Work to 300 children and young people.
Higher growth in Years 1-3 to build the pipeline with Year 4 onwards to deliver the full model.	To meet our target through a mix of private donations, grants and enterprise activity.



To find out more about Our Promise follow [#ourpromise](#) on social media or visit [thewinch.org/ourpromise](http://thewinch.org/ourpromise).