

YOUTH TALK

We're listening

Charity no: 1063572

**DELIVERING
GREATEST IMPACT**
Our strategy 2022 - 2027

www.youthtalk.org.uk

OUR VISION

Every young person can
talk to someone who can
help with whatever is
worrying them

WHO WE ARE



Serving St Albans for 25 years

For over 25 years Youth Talk has offered expert, confidential one-to-one counselling to 13-25 year olds. Our self-referral model and the ability for young people to access the service at no cost makes us accessible to all.

Thanks to our supporters, volunteers and fundraisers we have helped to change countless young lives.

OUR MISSION

To provide the best possible
mental health support to
young people in St. Albans
and surrounding areas

RECENT ACHIEVEMENTS

**432 local
young people
supported in
2021/22**

**Charity of the
year 2021/22
for the Mayor
of St Albans**

**32%
increase in
counselling
sessions**

**4,304 counselling
sessions
delivered to
young people in
need in 2021/22**

**Online
referral
form
launched**

**£377k raised
in 2021/22
towards our
vital work**

**Four
additional
counsellors
recruited**

OUR NEW STRATEGY

Over the last two years all of our lives have changed. Young people in particular have faced unprecedented demands, disruptions and uncertainties. This amongst other things means there has never been a more challenging time to grow up.

The crisis in young people's mental health is well publicised. We have seen this directly at Youth Talk. Demand for our free, confidential counselling service has reached unprecedented and worrying new heights. Our new strategy is Youth Talk's response to the significant challenges we are facing.

There is one certainty in all of this - an urgent need to grow the service so that we can continue to be there for those young people who need us now and in the future.



OUR AREAS OF FOCUS

At the heart of our strategy are four key areas of focus. These are where we will direct our attention and energy and are all designed to ensure that we are able to support significantly more young people over the next five years.

We arrived at these priorities after an independent review of our service and by looking at local need and current provision. We also listened to what our key stakeholders had to say and from this we have developed our plans for the future.

Over the next five years we will focus all our efforts on turning our ambitions into reality.

1. GROWING THE SERVICE

We will:

- **DOUBLE** the total number of counselling sessions we offer
- Introduce a **group-based counselling** provision
- Invest in additional **counselling resource** & clinical supervisors

What young people say



*library image

"You are all fantastic and I will always be grateful for the help. Services like this are so important and I feel very lucky to have been able to benefit from it".

2. EXTENDING OUR REACH

We will:

- Ensure support for **17-19 year olds** during any transition period when moving to University
- Focus on encouraging **under-represented groups** to access the service

3. PLATFORMS FOR GROWTH

We will:

- Ensure we have **appropriate provision** in IT, clinical systems, supporter database and other necessary infrastructure to support our growth plans
- Invest in **fundraising resource** in order to significantly grow our income
- Invest in and develop a **volunteer programme** to support our volunteer-led fundraising

4. NEW PREMISES

We will:

- Identify and secure **new premises** for the charity to support our growth plans and provide facilities to meet the growing demands on the service

What young people say



"Thank you so much for your services and support. I have felt more understood & listened to here than any other mental health service".

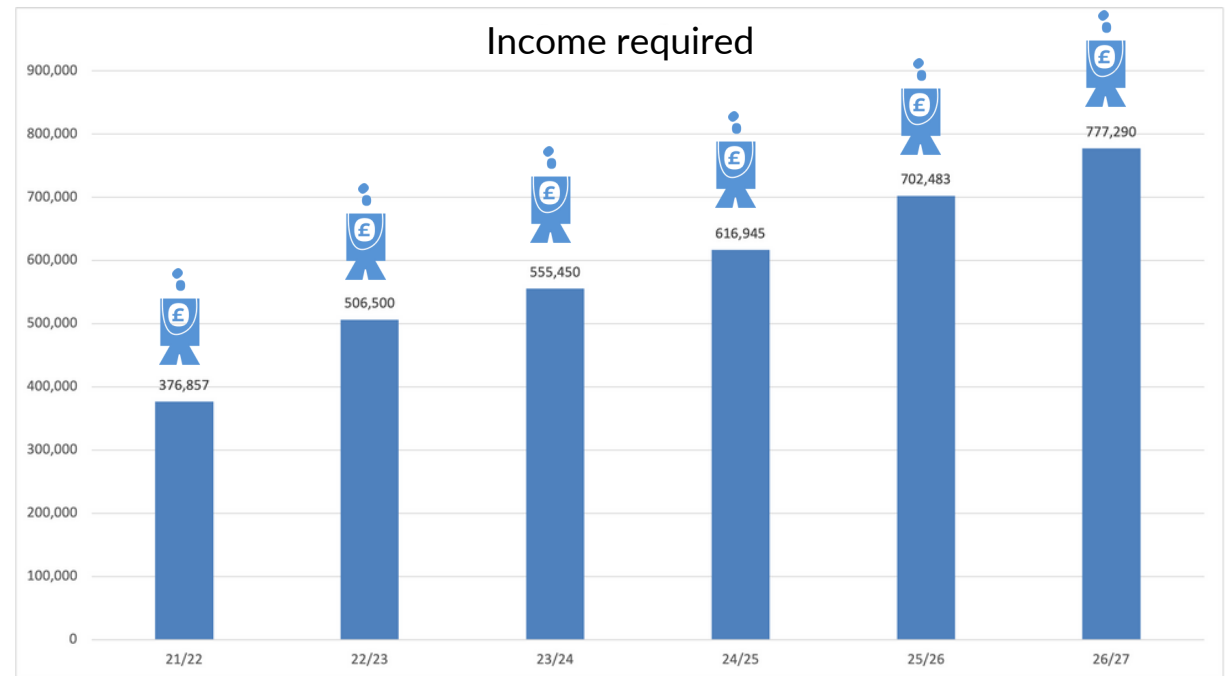
THE FINANCIAL CHALLENGE

Like every charity, our work is only made possible by ensuring that we have the necessary funds to deliver our services.

The equation is simple - the more money we raise, the more young people we can help and support.

As such, we have set our most ambitious financial plan to date - and over the next five years we must ensure we **double our**

income to over £777k. It's going to be a tough target to reach but we have to ensure that we do everything we can to achieve it so that we can continue to be there for our local young people.



Delivering on our ambitious five year goals and financial plan is critical if we are to meet the unprecedented and growing demand on Youth Talk's service"

Jackie Fowler
Chair

As part of our plan we will be securing new premises from which to operate and grow. And we will be reaching out to our local community to support us in the challenges ahead.

If we succeed in delivering on our goals it will enable us to **double the number of counselling sessions** we are able to offer local young people every week.

BUT WE CANNOT DO IT ALONE

In our 25 year history, never more than now have we needed our local community to come together in support of our local young people.

Our ambition is bigger than ever before because the challenges and opportunities demand it.

But to realise our ambition we need to deliver an exponential growth in our income - we can only get there by working together with **YOU**.

We have to do it - our local young people are relying on us all.

Get in touch today.



THANK YOU

Visit us at: www.youthtalk.org.uk

Contact us at: info@youthtalk.org.uk

Help us to be there for local young people

A regular gift to Youth Talk
ensures we are there when a
young person needs us most.

Donate at:

www.youthtalk.org.uk/donate

Youth Talk is a registered charity
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