



Charity Platform Insights

2023

The Mission

At Raise Your Hands we seek out exceptional small, local charities. Unsung heroes that deserve more attention.

We carry out due diligence to assess impact, then welcome them onto a platform of like-minded organisations.

The funding we provide is a long term commitment. It creates solid foundations from which our charities can grow, increasing their impact on the lives of young people around the UK.

Our Goal

To improve the lives of 1 million children and young people by 2030.



Why Small Charities?

In the corporate world, great ideas are rewarded. Funds quickly flow to the most effective companies.

In the charity sector that isn't always the case. The big names with big budgets receive the lion's share of income, irrespective of their efficacy.

In fact, small charities are specialists; the best are innovative, agile and well placed in communities - to help where the need is greatest.

Top 5% of charities in terms of turnover receive 88% of donations in UK.

Charity Commission 2024



Become

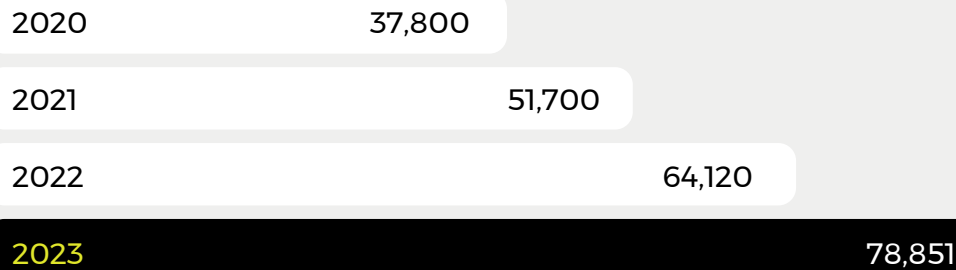


Action for Conservation

2023 Headlines

78,851

Children & family members helped



3,800

Volunteers

20,594

Professionals trained

7,024

Schools & institutions worked with



Why children and young people in the UK?

Global problems like malaria need global solutions.

But each child is unique. They need personalised support that reaches them in the most marginalised communities.

Raise Your Hands charities are working on the frontline, building those relationships one by one. And the need right now around the UK is greater than it's ever been.

20% of children in the UK are living in poverty

Poverty in the UK
UK Government report December 2023

Growth despite adversity



14 small charities working with young people






Based **across the UK**, many working locally, some offering national services



We believe that donors **shouldn't have to choose just one cause**

Despite a tough economic environment where many charities have struggled or closed, RYH charities saw growth across three key metrics in 2023. On average:

-  Income of RYH charities **increased by 17%**
-  Number of children worked with **increased by 25%**
-  Staff size **increased by 12%**



Dandelion Time



Kidscape

The Leverage Model

As a charity ourselves, we're able to offer donors two options:

To fund RYH itself. Every £1 given unlocks £3 for our platform charities.

To pass funds straight to RYH charities with no charge (default option)

Range of Causes



Jessie May

RYH charities are selected to create a balanced portfolio across a wide range of causes.

At the heart is a focus on areas where the cost-of-living crisis is leaving marginalised young people behind:

Mental health (14)*

Educational attainment (10)*

Youth employment (5)*

Levelling out inequality (12)*

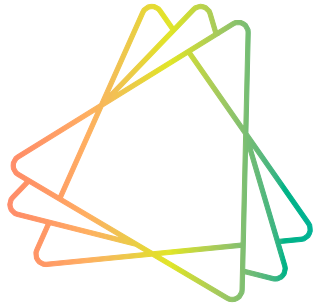
Other examples of how they work:

- ▶ Sport, nature and the arts as therapy for trauma, abuse, bereavement
- ▶ Providing ways to thrive with long-term health conditions such as HIV
- ▶ Mentorships that drastically reduce reoffending
- ▶ Tackling bullying with children, parents and schools
- ▶ Empowering young people to engage with the climate crisis

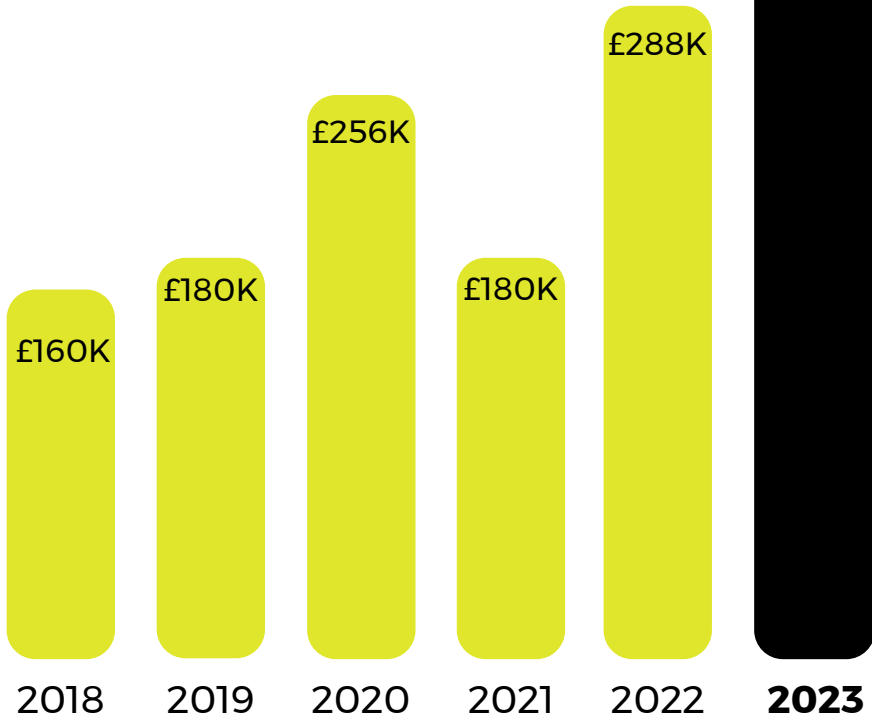
*No. of RYH charities working in this area (2023)



The Wave Project



Over £2M granted since launch



Companies we've partnered with

OxFORD
ASSET MANAGEMENT

|MV|Credit

BRIDGEWATER

LUMYNA

PDT PARTNERS

M
Man

MARSHALL WACE

Morgan Stanley

Quadrature

GAM
Investments

Goldman
Sachs

J.P.Morgan
Asset Management

”

As a small, agile business, we identify with the beauty of small and we were instantly drawn to the RYH ethos.

RYH has worked with us to co-design a social impact programme that engages MV Credit staff. Our partnership has been nothing short of joyous and has enabled MV Credit to contribute positively to the lives of hundreds of young people we might not have otherwise been able to reach.

Nicole Downer, MV Credit



How we stand apart

Raise Your Hands has ambitious goals that look beyond donations:



Represent the Unsung Heroes

We direct support to where it'll maximise impact



Reform the Sector

We work to increase efficiency of how grant funding operates



Bump the Dial

We aim to inspire donors to increase the slice of the pie going towards charitable giving



Literacy Pirates is developing an innovative digital solution to a persistent social challenge - the educational attainment gap.

Raise Your Hands' unrestricted, long term funding support gives us the foundation and security to get on with the hard work of ensuring children can succeed at school and beyond.

Jude Williams
CEO, Literacy Pirates

Charity Spotlight

BECOME.

Become

There are 100,000 young people in care in the UK. Many enter the system having faced trauma, only to be moved between homes and let down by the system that is meant to help them.

The result: care-experienced people are overrepresented amongst people experiencing homelessness and within the criminal justice system.



What is exceptional about Become?

- ▶ Their Care Advice Line offers advice on finance, accessing higher education, housing and homelessness
- ▶ Weekly Link-Ups offer a safe space where young people can come together, develop community, and have fun
- ▶ 1 to 1 coaching to help young people through college and university, breaking long term cycles of inequality



How we find the **hidden gems**

Many funders accept hundreds of applications from charities for each grant offered. It's a wasteful process that eats up already limited fundraising resources.

In this respect, RYH aims to set new standards.

The first step in our selection process sees us do the heavy lifting. We actively seek out and research charities that stand out. Then we invite them to submit an application.

It's doubly satisfying when we come across a hidden gem.



Literacy Pirates

Due Diligence

RYH due diligence and monitoring of our charities has been developed and refined over several years.

The result is not only a robust process but one that aims to reduce the burden on our charities, freeing up their resources.

You can read more about the five stages of our due diligence process on p.17.

Monitoring & Impact Reporting

Each year we assess the charities' progress against objectives and flag any potential areas of concern.

Our annual Impact Report pulls together key data points at an individual charity level, and from across the platform.

Our due diligence and impact reports are available on request.

Empowering Young People

Abdul

When I was growing up I could see a crack house from my bedroom window. People were attacked outside. Other gangs would try and raid it.

When it first starts you think 'this ain't right'. But it becomes normal.

I first came to Empire when I was 11. I got referred by school because I was getting into so much trouble.

I was told I'd be sent to a pupil referral unit. That's not a place you want to be, metal bars in the windows, the doors are locked, tables bolted to the floor, the wrong people.

It was then that I realised, ok, that's not me. I need to start being more mature, more mindful of how I'm acting.

I went on a twenty week programme at Empire with Courtney. He'd teach me how to box. We'd talk through things. If I was misbehaving, he'd get on my case.

**EMPIRE
FIGHTING
CHANGE**



I'm proud of how far I've come, how I've matured. Compared to 3 or 4 years ago, you wouldn't think it's the same person.

Secret talents? My mum brought me a diablo, the thing on a string. I was oddly good at it. I know a couple of tricks.

I'm in my first year of college, studying sports coaching and development. I grew up being coached by people like Courtney. If they can do it for me, I don't see why I can't do it for other people.

[You can read more about Empire Fighting Chance's work here.](#)



Create Arts



Empire Fighting Chance

2023 Charity Awards



Become

Governance Awards 2023 - Board Equity, Diversity and Inclusion - Finalist



CHIVA

Charity Film Awards - Finalist



Create Arts

Fantastic for Families - "Age Friendly Outreach" - Shortlisted



Dandelion Time

*Kent Charity Awards - Children's Charity of the Year - Winner
Wilder Kent Awards - Silver*



Empire Fighting Chance

Charity of the Year, Bristol Life Awards - Winner



Jessie May

West Business and Community Awards in 2023 - Shortlisted



Kidscape

*Charity Film Awards - Bronze
Acquisition International - Non-profit award - Winner
Victim Support, Hate Crime Charter Award - Winner
Safeguarding Standards Awards*



Switchback

British Podcast Awards - Winner (x2)

RYH Alumni

Football Beyond Borders

In 2023 we bid farewell to FBB, having grown from a small South London start-up to a national organisation with significant impact and influence.

Little Village

Also graduated in 2023, Little Village has grown from a single drop in centre to the UK's leading baby bank.



Football Beyond Borders

Investing in long term growth

It's a success for us when one of our charities passes the £2m income threshold we use to define a small charity.

We've seen four charities outgrow us in the past five years.

The average growth of our charities during their time on our platform:

- ▶ 22% for year-on-year income
- ▶ 20% for the number of children and young people supported, year-on-year



2019



2019



2023



2023



Little Village

Empowering Young People

Olivia

Sometimes when I go outside, all I see is grey, brown. I'd like to see somewhere green where people aren't depressed or deprived.

Growing up, conservation wasn't really on my mind. I didn't know about the darker sides of environmental issues.

We were really bored in summer. A teacher told us about Action for Conservation.

At camp, we all bonded together. It was just us being out in nature, talking, laughing. I found out about healthy foods I never would have tried.

I held a baby robin. The trick with holding a bird is being gentle. You could feel their heartbeat, I wasn't expecting that.

Through Action for Conservation, I did an interview with Chantelle Lindsay, a presenter of CBeebies who I look up to. She's a person of colour, and has been told 'no' a lot. But she was able to do something she loved.



I was really proud of the speech I did at Chester Zoo. I used to go there when I was a child on school trips. I never would have thought that people would listen and take something from what I was saying.

Hannah (AFC youth worker) is always there for me. She's made a real difference in my life.

To the government I'd say, stop trying to make excuses about something that you can fix. By 2030, by 2050 things are going to look bad. You're wasting time. Take action now.

[You can read more about Action For Conservation's work here.](#)

Our Charities on the Frontline

Common Threads: Financial Literacy

An increasing number of our charities are working to ensure marginalised young people aren't left behind under mounting financial pressures.

Without the skills and understanding of financial management and budgeting, they are at risk of long-term financial instability.



Empire Fighting Chance

Read more about **Streetwise with Money**.

Empire Fighting Chance

In 2021, EFC launched their 'Streetwise with Money' course, giving young people 14+ the knowledge and confidence to manage their money safely, including:

- ▶ Understanding payslips and taxes
- ▶ How to budget money sensibly
- ▶ Exploring the different types of bank account
- ▶ Learning about payments and investments

When young people have their first taste of earning money, they generally aren't educated on how to use it wisely. We learn a lot in school, but important life lessons like what taxes mean and what different bank accounts can do for you are missing.

We're very proud of the Streetwise with Money course. It makes a real difference to how young people in the UK are spending and saving their money.

Martin Bisp, CEO at Empire Fighting Chance

Others on the platform improving the financial literacy of young people:



Our Charities 2023



CHIVA



Switchback



Action for Conservation

Inspiring and empowering young people, from diverse backgrounds, to become the next generation of environmental leaders.



Become

Helping children in care and young care leavers to believe in themselves, to heal, grow and unleash their potential.



Children's HIV Association (CHIVA)

Improving health and social outcomes for children and young people living with HIV.



Create Arts

Arts programmes for the most marginalised in areas where engagement in the arts is low.



Dandelion Time

Using the therapeutic potential of the natural world to help traumatised children on a farm in Kent.



Empire Fighting Chance

Using non-contact boxing and intensive personal support to challenge and inspire young people experiencing adversity and disadvantage.



Go Live Theatre Projects

Enriching the lives of disabled and disadvantaged children through theatre.



Jessie May

Helping terminally ill children with support and end-of-life care in their own homes.



Kidscape

Giving young people, parents and professionals the tools and confidence to challenge bullying in all forms.



The Literary Pirates

An education charity which develops the literacy, confidence and perseverance of children who are falling behind in class.



Storybook Dads

Making sure that children don't pay the price for their parent's imprisonment by recording bedtime stories from behind bars.



Switchback

Supporting young prison-leavers to make real, lasting change through intensive one-to-one support and real-work training.



The Wave Project

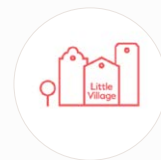
Providing award-winning surf therapy and beach school projects for young people who have a mental health issue, learning difficulty or physical disability.



Football Beyond Borders

2023 Alumni

Using football as a catalyst for change in attitude, performance and aspirations of disengaged young people in our school system.



Little Village

2023 Alumni

A baby bank that provides clothing, toys and a community of support for families in poverty.

[Read more on the Charities Page](#)



Action for Conservation

Robust Charity Selection

Eligibility Filtering

Turnover of less than £2m.
UK-programmes for young people.

Expression of Interest

Compelling proposition that sits alongside our current charities. Able to demonstrate impact.

Full Application

Strategic objectives, sound reserves policies, fundraising strategies, risk registers, insurance, safeguarding procedures.

RYH Research

Robust financial management, trustee boards with broad skills and backgrounds.

CEO Interview

Really understand passion, drive and culture of the organisation.



The Wave Project



Jessie May



raiseyourhands.org.uk

Raise Your Hands is a Charitable Incorporated Organisation in England & Wales. Registered charity no. 1174956