

realise
charity

Strategy
2016-2021

we build / we train / we support : we are aspire



Introduction

This Realise charity strategy is one of three strategies that underpin the Aspire Corporate Plan for the period 2016-2021. Together, our three businesses blend commercial expertise with social purpose, to revitalise communities by providing homes, training, employment and support.

They each contribute towards our 2021 vision, 'Building Better Futures'.

The Realise charity is the Aspire Charity. With gift aid from PM Training, donations from local people and businesses, Realise provides essential support to help people in Staffordshire to progress in their education and gain employment.

We also support a number of progressive initiatives to improve neighbourhoods and disadvantaged communities; help people overcome barriers to skills, support people into employment, tackle health inequalities, and assist in the development of people's confidence, independence and self-reliance.

The essential support we provide includes the provision of work wear, tool-kits, lap tops, driving lessons, personal development training, creative artwork and environmental improvements.

Realise charity Vision 2021

‘Building Better Futures’

By 2021 we will be:

- Increasing the number of people we support into work and training
- Helping local people overcome barriers, in particular, hard to reach school leavers, to become more confident, independent and self-reliant
- Enabling people to access digital services
- Improving neighbourhoods through creative artwork and environmental improvement
- A smarter, slicker, simpler business and exemplar of best practice
- Delivering approaches to improving health and wellbeing in our communities
- Working as one with Aspire Housing and PM Training to maximise opportunities for income generation and local impact

We will deliver excellent services by:

- Creating high quality projects that support local people
- Collaborating with other providers to increase our impact
- Ensuring our resource is focussed and targeted at key projects

We will grow our business by:

- Delivering on a new fundraising strategy that maximises opportunities for match funding, grants and corporate support via local partners and our supply chain
- Expanding our activities into the health and wellbeing agenda and seeking out further opportunities
- Working as one with Aspire Housing and PM Training to maximise opportunities for match funding and sponsorship

We will maximise our impact by:

- Ensuring that Realise investments complement the wider objectives of Aspire, in addressing disadvantage within key groups, neighbourhoods and communities
- Working with partners to revitalise neighbourhoods by targeting our services to priority areas

Our priorities to March 2018

- Establish and implement marketing and fundraising strategies
- Ensure appropriate resourcing
- Develop services to encourage independence and prevent isolation in key disadvantaged communities
- Develop new services to address the health and wellbeing agenda
- Review and revise the approach to corporate sponsorship
- Refine commissioning processes to align with Aspire Housing and PM Training objectives
- Maximise the positive progression of charity beneficiaries towards employment or independence
- Develop and implement a programme of support for apprentices and disadvantaged learners to enable them to gain the skills and confidence to enter employment
- Establish means to support social enterprise and business growth
- Develop and implement a creative artwork and environmental improvement programme in neighbourhoods

What will success look like in 2021?

Delivering excellent services:

- 95% beneficiaries satisfaction
- 70% of beneficiaries positively progress
- 10 neighbourhood improvements

Growing our business:

- 4,000 people supported
- £0.5m external funding leveraged
- 20 corporate partners supporting Realise

Maximising our impact:

- 85% positive progression of apprentices
- 80% of funding to 25% most deprived neighbourhoods

In the lifetime of this plan we will be judged by the manner in which we deliver on our promises.

In order to build better futures we will have been ambitious and creative and we will have done so with the needs of our current and future customers in mind, whose feedback and engagement with us is central to our actions.

Read our corporate plan online at weareaspire.org



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