

# Teens Unite – Sustainability Policy

Charity number 1118361

Sustainability Policy

7/30/21

## Teens Unite Sustainability Policy

Teens Unite was formed in 2007 and started operating from *office space* in a private home. In that first year the team consisted of three people, running both fundraising and beneficiary events. In year one, turnover was £19,446 and 8 events were run.

Now, there are more than 1,300 opportunities for young people to connect through a combination of more than 200 digital and face-to-face activities each year. The team is 8 strong, supported by a loyal community of volunteers. And, turnover (pre-covid-19) rose to over £1m.

At Teens Unite we know how vital it is to secure funding to ensure that we can deliver the services that we do for the young people we support. However, we do not allow this to dictate our direction. We know how critical the services we provide are in helping a young person to overcome the significant effects of a cancer diagnosis and its treatment and that is what drives us to do what we do.

In the time since we were formed, the UK has seen significant changes in social, economic and political arenas, for Teens Unite, constant evolution, adaption, and a history of growing and developing services since we were founded are the basis of a five-year strategy now incorporating major digital developments

Teens Unite is committed to a culture of sustainability.

### Our Commitment

#### Ensuring sustainable services

- Assessing the needs of the young people we support
- Understanding the demands for our services and acting to ensure we do more to meet the demands
- Reviewing our service provision through quantitative and qualitative surveys before and after attendance at an event, include beneficiary related experience in all outcome assessments
- Increasing the number of and effectiveness of our working partnerships with professional health service providers
- Continually assessing the delivery of objectives and outcomes for the Positive Steps workshops
- Working to ensure value for money from all service providers

#### Futureproofing our finances

- Managing and maintaining a risk register, documenting potential economic, environmental and social crises, and taking mitigating action

- Creating and investing in long term partnerships allowing us to tap in to valuable expertise as well as support
- Utilising networks to establish new connections ensuring the effective stewardship of new relationships
- Looking for every opportunity to tell our story, including those of our beneficiaries
- Shaping the structure of supply – following a process of tender and procurement to ensure best value is achieved
- Evaluating the profitability of fundraising activities and taking appropriate action including the cessation of those that are not profitable

### **Managing Resources**

- Regularly reviewing the skills required to deliver the strategy, at Board and Operational level
- Assessing and enhancing our recruitment, induction and on-boarding process to ensure that we are considered an employer of choice in the field
- Regularly reviewing the staff benefits package to ensure that we retain valuable and skilled staff
- Maintaining a culture of wellbeing for all staff and Trustees
- Having in place a clear plan for succession at all levels
- Maintaining, and reviewing our structured approach to contracts with suppliers, limiting our own liability
- Ensuring best value in all areas of the operation, following our tender and procurement policy, and reviewing contracts with suppliers as they reach renewal

### **Embracing technology**

- Exploring and testing different digital platforms for opportunities to raise awareness and funds
- Analysing and focussing on channels where highest levels of engagement happen
- Continually creating engaging content through digital channels
- Looking for ways to harness strength in numbers by bringing supporters together for a single goal
- Investigating and establishing long term relationships with social influencers, inviting them in to our conversations or to speak out on our behalf
- Ensuring our website remains an up to date source of information about Teens Unite, and is enabled for mobile
- Always being innovative, creative and adaptive