

# The Big Give 2023

LIFE-CHANGING SUPPORT FOR YOUNG PEOPLE



life chances for young people

Christmas  
Challenge

BigGive

## The Headlines



In 2023, MOTIV8 took part in the annual Big Give Christmas challenge, an opportunity to raise essential funding for local young people and families in need.



With increasing demand for our services, we knew we needed to aim bigger than previous years, setting our target at £8,000 to be doubled to £16,000 if successful.



The 2023 Big Give Christmas Challenge was one of the most successful campaigns we have ever run. **We exceeded our target by an astonishing amount in the first 12 hours alone, raising vital funds to meet the growing need for our services.**

Public sector funding has been drastically cut and charities across the board are struggling due to increasing costs.

**Determined to continue our vital support for young people no matter what, we decided to take a different approach in order to bridge the funding gap in our services through utilising local support and our corporate connections.**



Motiv8's Big Give Christmas Campaign smashed through its initial aim of £16,000, **raising £27,739,**  
**173% of our target!**

Motiv8 is a life-changing youth support charity (1069085) with more than a 20-year history of empowering young people aged 7-25 years. We work with young people, their families, and communities, who are often experiencing extreme hardships. We create quality long-term support in Gosport, Fareham, Portsmouth and Havant.



## Targeted Youth and Skills Hubs



We provide 22 hubs a week, offering food, games, sports, arts and crafts and much more! Alongside this, our alternative employability groups range from film making, paddle boarding and bike repair to creating and hosting a float at the Mardi Gras in Portsmouth!



We offer drop in sessions for young people, which give them the chance to talk to a trusted adult about anything they wish. These aspirational confidence building opportunities encourage social skills, interview prep, volunteering opportunities and new experiences

## Trusted 1-2-1 Mentoring



The individual needs and goals of young people are at the heart of our mentoring practice. Referred to us through our own open access hubs or through parents, schools and other services. Each young person is paired with one of our trained youth workers on a one to one basis. Working over an extended period of time this builds a safe, trusting relationship. Our professional support team develop a bespoke working plan based on and responsive to the individual difficulties, goals and aspirations of the young person



## Holistic Family and Community Support



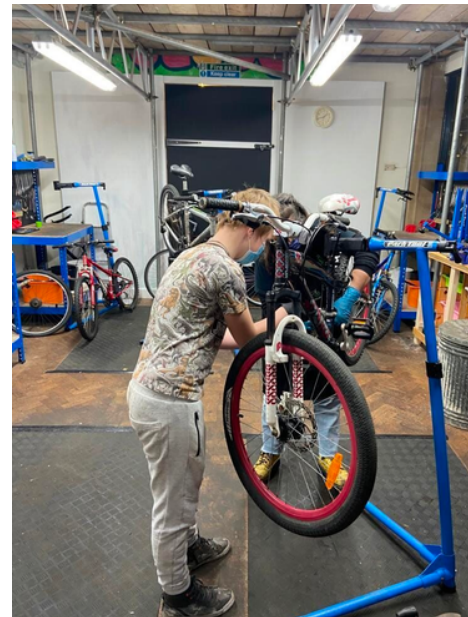
Bringing together all in the 'Team Around the Family' (TAF) our teams establish and coordinate a clear, shared, and regularly reviewed intervention approach that bridges the gap between services and ensures that the voice and needs of the young person at its heart.



Our street-based youth programme, 'detached', allows us to offer advice, support and safeguarding to some of the countries most deprived communities. We proactively identify the places where young people are most at risk, and base our activity nearby for maximum impact.

"I feel that I've been involved with a lot of things because of Motiv8. I started with my 1:1 and then joined Self Love Club, I've continued with creative writing hub and also started going to create hub. I've gone to the recruitment day and got my first job because of Motiv8. There's been multiple times where I've been asked what ideas I have and how I could become more involved at my time with Motiv8. I really appreciate this because it shows that they all care at Motiv8 and that's so important for any young person."

'I have grown in confidence. I feel happier. I feel included. I feel positive when I come to the (hub) sessions. My support worker has never given up on me and that has made me feel good. I've learnt to talk to people instead of keeping it all in.'



# The Need

**Motiv8 are engaging with more young people than ever before struggling with their mental health. Living through both a global pandemic and the cost-of-living crisis have increased feelings of anxiety, depression and hopelessness. Young people tell us they need a safe space, a trusted adult and the confidence to talk through the issues in their lives. Young people have missed out on so much life experience and opportunities and many are finding it difficult to access support and to connect within their communities.**



## WHAT ARE YOUNG PEOPLE EXPERIENCING IN 2023-24?

**What challenges young people and their families are facing and how this is reflected in our services;**

### **Increasing safeguarding concerns**

We have continued to see a year on year trend of rising safeguarding concerns (231 reported) with a 27% increase compared to 2021/22 data. 32% of all reported safeguarding concerns were violence related with other key themes being: rising mental health concerns, particularly self-harm and suicide ideation, criminal exploitation, substance misuse and family functioning. With increasing safeguarding concerns arising through our community provision it is critical that preventative services are needed to avoid young people 'slipping through the net'.

### **Increasing levels of young people with serious and complex vulnerabilities**

Young people are presenting in our community services with Autism, significant mental health worries including self-harm and suicide ideation, risk of criminal exploitation, extreme bullying, neurodiversity, neglect and violence in the home. Alongside this, many young people are attending multiple sessions for access to food and free activities, as they are often encouraged to not be at home using energy.

### **Cost of Living crisis has led to increasing numbers of young people needing our support.**

There has been a 48% increase this year compared to 2022 for requests for support. Many from low-income families with the cost of living compounding issues. Our current mentoring and listening services are full and our waiting lists are so busy they are closed with a 4 - 9 month wait for long-term support.

**Our response to each safeguarding concern takes an average of 2.5 hours.**

**In the last year, we dedicated 577 hours to managing safeguarding incidences alone.**

**Double your donation.  
Double the impact.**



# The Campaign

## CAMPAIGN AIMS



### 1 RAISE FUNDS TO INCREASE MENTORING PROVISION

This will help more vulnerable young people access our service, enabling those individuals with complex difficulties to be able to talk about their feelings and set future goals.

### 2 FUNDING FOR GROUPS, WORKSHOPS AND HUBS

We are in the process of transforming spaces and developing different groups to meet the needs of our young people. This offers the opportunity for individuals to gain skills/tools to access and enjoy learning, working and interacting with peers.

### 3 REDUCING WAITING LISTS AND INVESTING IN STAFF RECRUITMENT, TRAINING AND DEVELOPMENT

We will continue to invest in our staff so they have a robust skillset to deal with the increasingly complex situations that our young people are presenting with. We hope to reduce our waiting lists for mentoring provision through recruitment, ensuring young people can access the support they need.



## ORIGINAL CAMPAIGN BUDGET

**£14,000**

Essential Youth Support Workers, fun engaging activities and hot healthy food.

**£2,000**

Insurances, safeguarding support, training and volunteers

**MATCH TARGET  
INCREASED BY 100%  
IN 2023.**

**580% INCREASE IN THE  
DONATION VALUE OF  
THE CAMPAIGN  
COMPARED TO  
PREVIOUS YEARS**

**133%  
INCREASE IN  
CORPORATE  
DONATIONS  
COMPARED  
TO 2022**

**MATCH FUND REACHED WITHIN  
JUST 48 HOURS OF LAUNCH**

**50.9% INCREASE IN  
ENGAGEMENT FROM EXISTING  
SOCIAL MEDIA FOLLOWERS**

# Headlines and Key Stats

**5 NEW  
MAJOR  
CORPORATE  
DONORS**

Motiv8's Big Give Christmas Campaign smashed through its initial aim of £16,000, **raising £27,739 - 173% of our Target**

**850% RISE IN NON FOLLOVER ENGAGEMENT  
TO CENTRAL CHARITY SOCIAL ACCOUNTS,  
COMPARED TO OUTSIDE OF THE CAMPAIGN**



“

‘We were over the moon to have exceeded our target of £16,000, especially in just the first few hours of the campaign being live. This money will make such a difference to our young people and will allow us to continue the work we put in to change lives.

‘However, we see first hand how the cost-of-living crisis is continuing to affect people across Portsmouth with our service referrals up 48% this year.

This shows no immediate signs of slowing and means we need to work harder than ever to ensure that all young people whose families are struggling to make ends meet can receive the support that they need. Without the continuing generosity of our supporters this would not be possible so we're hugely grateful.’

”

**Clare Ansell - CEO, Motiv8 (Left)**



# The Launch

Placing our corporate partners at the heart of the 2023 campaign, we were delighted to be invited in to **Aztec Group**



**AZTEC**  
GROUP

UK by their Southampton office meet with the team, learn more about the charity and engage in discussions with their staff about how we can help young people thrive.

At this session, complete with pizza(!), we were delighted to announce our new two year charity partnership with Aztec Group and this year's Big Give Christmas Campaign. In support of this, Aztec announced their first gift - £3000 of unrestricted funding



## Partners

This session with Aztec group kicked off the campaign with an exceptional display of one of the many ways in which corporate partners can support Motiv8.

Many of the campaign supporters were existing partners of Motiv8, and had supported philanthropically in the past. This 2023 Christmas Campaign, with a particular focus on corporate partnerships, offered a chance to reignite conversations around support and provided an effective opportunity to discuss value in light of the double up campaign.

A number of new partners also came on board this year, in light of the additional value. In all, compared to the previous years campaign, although there were half as many donors, the value of the campaign increased by more the 580%.

# THANK YOU!



# PR, Digital Campaign and Media Coverage

hope mckellar  
PUBLIC RELATIONS

Working in collaboration with other charitable organisations and individuals has been a huge part of our dynamic journey so far. As has been drawing on the expertise of our corporate network.

For The Big Give Campaign, we reached out to Hope McKellar, a local PR professional with vast social media experience alongside experience of digital campaigning for some of our local charity partners. She took the lead developing eye catching digital content to engage our community and raise awareness of the campaign.

“Knowing how much support they provide young people in Portsmouth furthers this feeling as I know that this project that I was a part of will go on to change lives. The team were extremely helpful, giving me all of the resources and assets that I need even at short notice. Hopefully this project will be the start of an ongoing long-term professional relationship with Motiv8.”

“Working with Motiv8 was a real pleasure as it brought not only several businesses and organisations together to support an important cause, but it was extremely rewarding to know that the work I produced for them helped them reach such a significant fundraising milestone.”

Hope's work prompted an 850% increase in digital views on our social media platforms and multiple newspaper and radio coverages, which we believed had a huge impact in the awareness and success of the campaign.



Our CEO Clare, speaking about the campaign on Express FM



Crucially, even after the campaign ended, our PR focus helped generate a tidal wave of conversation about ways to support MOTIV8 and the needs of young people.

It has served as a springboard for further funding and a cultivation tool for the new year with our corporate partners. Shared widely on local news and radio stations, the campaign will continue to be an impactful story of success, generosity and charitable spirit.

# The Celebration Event

Est. 1865



THE QUEENS HOTEL

Portsmouth

We personally invited our corporate partners, individual supporters and members of the wider community to a special celebratory event at another of our major corporate partners The Queen's Hotel in Southsea, Portsmouth, who also sponsored the event.

The opening evening of the campaign, with more than 90 attendees, the atmosphere was fantastic, with performances and speeches from young people.

The launch of the big give for Motiv8 was an exciting opportunity to bring our supporters together and to be able to share first-hand how their support has changed lives. The event also gave our supporters opportunity to contribute to the campaign if they hadn't done so already, and a vital chance for us all to share our gratitude to their kindness.



By 6pm on the day of The Big Give launch, we had already raised £23,000, providing a truly celebratory atmosphere



The event was a fantastic opportunity for our supporters and corporate partners to meet with young people and see first-hand the difference their donations make.

Our guests filled a jar with words of wisdom, sharing valuable advice for young people, offering a chance for them to connect as well as reflect on their own youth.

We received some feedback from a guest who told us they enjoyed being able to feel connected to the young people in a personalised way, as well as their financial donations having significant impact.



The event was a fantastic way for us to thank many of our corporate donors in-person.

As part of our stewardship journey, we ensured that all major donors were sent a personalised thank you from our CEO within 24 hours, and all other contributors, supporters and guests received a thank you within 48 hours.

Although we far exceeded our target, the money raised equates to funding one hub fully for 50 weeks. That is a huge impact, allowing us to provide hot food and warm, safe spaces for up to 30 young people a week.

However, based on the extent of our initial aims and the exceedingly high demand for all of our services, the funding will be utilised and targeted across all of our provision to make sure that NO young person goes without the support they need.

Young people have already been through so much, living through a global pandemic, missing years of childhood and losing confidence in themselves and their futures. We are determined to keep giving young people chances, no matter what, to build a positive future and believe in their abilities, and the money raised undoubtably helps us to achieve this.



# The Impact

## What this support can provide at risk young people

1

Provision for hubs and clubs, ensuring young people have access to food, fun activities, and opportunities to socialise in a safe environment

2

Investment in our staff to equip them with the training and support necessary to deal with increasing safeguarding incidences. Funding to cover the time spent in extra mentoring sessions, to shorten waiting lists for young people

3

Funding for new and innovative youth projects, providing opportunities to regain vital skills and confidence; the chance of a better future.

**motiv**  
**8**  
life chances for young people

Registered charity number: 1069085



[www.motiv8.org.uk](http://www.motiv8.org.uk)



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