

Proudly supporting
youth social action



Department for
Digital, Culture
Media & Sport



COMMUNITY
FUND



Ormiston Trust
Improving life chances

Project Planning Document



The #iwill Fund is made possible thanks to a £54 million joint investment from The National Lottery Community Fund and the Department for Digital, Culture, Media and Sport (DCMS) to support young people to access high-quality social action opportunities. Ormiston Trust acts as a match funder and awards grants on behalf of the #iwill Fund.

Completing the project plan

Section 1

Add your group/ company name and logo at the front of your project planning document

Project Proposal

Section 2

In summary, what is the problem you want to solve?

If possible set yourself a clear target "by delivering food packages for 20 families"

Give a description of the project. What problem would you want to solve:

"Reduce the impact of poverty as living costs are very high"

Give more details about the project. What does your research say?

List any organisations that you might connect with:

1. Local foodbank
2. Homeless Shelters

Section 3

List any support you may need. This can include support from your teachers, members of the family or your local community.

"We need help initiating contact with our chosen charity and the school. Once our letter has been drafted, we will ask Miss Smith to email this to us."

Section 4

Timeline. Use this page to

Section 5

Human Resources - The team of people who are there to support the project.

Section 7

Marketing - One of the marketing team's roles is to successfully sell the company products or services. Your role will be to create a strategy to advertise the product or service your group will sell for the project.

You must ensure a strategy to let your customers know what you will sell and when and how they can access or support you.

Project Proposal

Add your group/ company name and logo at the front of your project planning document

Section 1: Project summary

Project focus	
Project lead name	

Start Date		Completion Date:	
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Section 2: Project outline

In summary, what is the problem you want to solve?

**If possible set yourself a clear target
"by delivering food packages for 20 families"**

Give a description of the project.

What problem would you want to solve: "Reduce the impact of poverty as living costs are very high."

What solid evidence and data prove that the problem exists?

Link this to the local context: Are other organisations/groups running similar projects?

List any organisations/ charities you will be linking with externally:

What is the project going to be about? If you have identified the problem, it is time to reflect on what you want to achieve and how.

Section 3: Project need, support, and alignment

List all the resources and any support you may need

"We need help initiating contact with our chosen charity and the school. Once our letter has been drafted, we will ask Miss Smith to email this to us."

Section 5: Human Resources

Who will lead the project, and why have you chosen this person?

Use

Describe your role:

What role will members of your team play?

Name	Role	Email

Other support needed:

Finance and Budgeting

Have you identified or accessed funding for the project?	Yes	Maybe	No
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Name and location of supplier	Items required and the prices	Why have you chosen this supplier?

	Item	Item	Item	Item	Item	Item
Cost per unit						
Price per unit						
Profit/loss						

Section 7: Marketing

One role of the marketing team is to sell the company products or services successfully. Your role as the marketing team will be to create a strategy to advertise the product or service your group will sell for the project.

How will you advertise or promote your project to reach your target group.

Think about advertising in the newsletter, schools social media account, write to parents/carers, hand out flyers.

Are you planning to use a venue your target group can easily reach?

Are you planning to run the project at the most suitable time for the young people and their families you want to reach?

Can you customers pre-order your products or service?

What mediums will be used advertise your event?

Marketing materials:

Please include a copy of your logo, adverts and any other marketing materials you have created.

Evaluation and learning summary

What are the key specific project outcomes you will achieve?

Your group	(Teamwork Skills)
You as an individual	(Skills, Communication, reflection, problem-solving and teamwork)
Your school	(Profile in the local community)
Wider community	

Do you foresee any key challenges regarding how you will gather monitoring and or evaluation evidence?

Section 7: Sustainability

How will you continue to support your youth social action project?

Contingency Plan

What could go wrong in your project, and how would you handle it?

This refers to risk management. You will likely face some obstacles and hurdles while implementing your project. Though not everything can be controlled, it is important to identify what risks could affect the project and to have a plan on how you will respond to them (just in case).

Possible Problems:

OPTION 1

OPTION 2

OPTION 3

Why is it important to have a contingency plan?