

Strategic Aims 2025–2027

This document outlines the Foundation's beliefs, vision, mission and strategic priorities for the three years from 2025. It sets out how we will achieve Sir Jack Petchey CBE's goal of inspiring, motivating and celebrating young people.



Belief Society benefits when young people are valued and given opportunities to develop and realise their potential.

Vision A future where every young person is celebrated and realises their potential.

Mission To provide opportunities for young people across London and Essex to build their skills, their confidence and their voice, so they can fulfil their potential and have a positive impact on society.

1. Increase impact

Objective: We will invest more in what we know works and has a significant positive impact on young people.

Key Results

1. Grow JPF's Achievement Award (AA) schemes.
2. Increased number of young people supported.
3. Increased number of schools running AA and more than one partner programme.
4. Increased number of award winners attending events from schools and clubs.

2. Maximise reach

Objective: We will reach more young people who do not currently benefit from our programmes, prioritising outreach to areas and groups with the greatest need.

Key Results

1. More groups from geographic cold spots involved in AA and partnership programmes.
2. Increased numbers of organisations specialising in working with less-advantaged groups running the AAs.
3. Increased number of awards to young people from the groups above.
4. Increased number and percentage of schools and organisations attending a JPF event.

3. Streamline processes

Objective: We will work in an agile way, continuously adapting to improve our efficiency, improve grantee experience and use JPF resources as effectively as possible in order to benefit more young people.

Key Results

1. Improved coordinator feedback on JPF systems.
2. Positive feedback from staff, coordinators and partners.
3. Multi-year funding for key partnership programmes.
4. Value for money delivered for mainstream and SEND programmes.

4. Remain relevant for young people and the youth sector

Objective: Young people and organisations will engage with JPF programmes and opportunities and we will use data, research and youth voice to inform our work.

Key Results

1. Conduct a youth survey with an increase in numbers of respondents
2. Increased number of responses to coordinator survey.
3. Youth Consultation Panel (YCP) report being consulted on JPF opportunities / programmes and approaches.
4. JPF Board decisions informed by YCP and Youth Trustee.

5. Harness the potential of our network

Objective: We will amplify youth voices, connect the youth sector and use our data to influence decision-makers and contribute positively to society.

Key Results

1. JPF grant making data published via 360 Giving.
2. Media coverage of youth sector and young people's achievements.
3. Increased number of young people in JPF Alumni Network.
4. Number of opportunities for young people to communicate youth survey results to the sector and decision-makers.

If you think you can, you can!