

## Our Approach

Step by Step are a charity who passionately believe in supporting local young people who are going through hard times. Our unique step by step approach, providing **accommodation**, **personal development opportunities**, and **specialist support services**, identifies and fulfils aspirations.

## Our Vision

For every young person facing adversity, including homelessness, to realise their aspirations and reach their full potential.

## The Need

- **1 in 100 young people are now expected to experience homelessness**, but only 1 in 5 local authorities offer advocacy support to young people  
– *Young People Count 2016*
- **Unemployment** rates are **three times higher for 16-25 year olds** when compared with the rest of the UK population.  
– *Office for National Statistics, Young People NEET August 2015*
- The number of **16-24 year olds** who are **unemployed** currently stands at **739,400** or 16.5% of the economically active population  
– *Supporting Employability in London, a September 2015 report by The Work Foundation*
- **Half of all mental health problems have been established by the age of 14**, rising to 75% by age 24  
– *Independent Mental Health Taskforce to the NHS in England, February 2016*
- In 2013, 6,233 suicides were recorded in the UK for people aged 15 and older. Of these, 78% were male and 22% were female.  
– *Fundamental Facts About Mental Health 2015, Mental Health Foundation*

## The Difference

Our work is transformative, enabling young people to become thriving members of the community. Around **85 – 90%** of all the young people we have worked with in the last three years have **developed life skills** and have **progressed** towards leading a more **independent life**.

In **2016-17** we worked with over **1,800 young people and their families**, and reached a **further 3,500** through our Community Presentations and preventative Peer Education work.

In **2017-18** we aim to support **over 1,930 young people and their families** and a **further 5,000** through our Community Presentations and preventative Peer Education work.

Since we were founded in 1989, Step by Step have supported over 10,000 young people facing hard times. It has been independently assessed that **for every £1 invested in our work, we generate £5.60 of social impact benefit**.

## Quotes from Young People:

*"The skills they gave me, gave me the confidence to get out there and do what I do best – be myself."*

*"I just can't believe how much you have helped me already. Honestly you guys that work with Step by Step have just turned my life around from bad to really good."*

## **Case Studies**

### **Lola's Story**

Lola was 16 years old when she came to live at Step by Step almost 10 years ago. Her situation at the time was that her father had just died from a drug overdose and her mother was also battling with alcohol addiction.

Lola had been staying with her friend's family until they could no longer accommodate due to overcrowding in the home.

Lola had heard about Step by Step from a friend and called what was then Emmaus House (now Step 1 Accommodation) to ask if they could help. Lola completed a referral with the support of her friend's family and was assessed later that day.

### **How Step by Step helped**

Lola moved into Emmaus House and very quickly made new friends but did struggle with the boundaries and rules of living with other people in supported housing. Lola turned to binge drinking at weekends and was struggling with the loss of her father, and her relationship with her mother breaking down.

Lola did engage well with staff, did eventually access support for her binge drinking, and started to engage with the training programmes Step by Step offered.

Lola gained a part-time job in retail and, after five months, moved onto the Step 2 Accommodation where she gained more independence and stability. At this time, Lola felt ready to access counselling and initially found this very challenging, only attending two sessions, but after a period of time, she did re-engage.

### **Lola's Outcomes**

Today, Lola has two children of her own and is determined to ensure they have the stable, happy childhood she did not.

Lola has kept in touch with Step by Step throughout the years since she left, sharing her achievements and would one day like to volunteer and support other young people at Step by Step.

## **Robert's Story**

Robert was 20 when he came to live at Step by Step 12 years ago. He had just been released from prison and was accommodated that night in the emergency bed. Robert was estranged from his family and literally left prison with enough money for the train journey to Aldershot and some food that day.

## **How Step by Step helped**

Robert settled into Emmaus House (Step by Step's former name) very quickly, he soon became a leader within the group of young people living there at the time. Robert did not want other young people to make the same mistakes he made and became a positive role model, especially to the other younger males.

Robert engaged well with staff in the accommodation but was reluctant to attend the training sessions, it was unclear at the time why as he would make excuses and offer to help out around the house instead. After several months it became evident that Robert could not read or write and had very little education. Once he explained to staff the problems he faced they were then able to support him. Robert accessed 1:1 tutoring and, with the support from staff, started to apply for jobs in construction.

## **Robert's Outcome**

Robert moved out of Step 1 into private rented accommodation after six months, and didn't stay in touch initially.

After several years, Robert contacted us via social media. He wanted to say thank you to staff for giving him a chance and not giving up on him when everyone else had.

Robert explained that he met his current wife soon after leaving Step by Step and they moved away together and now have a family. Robert achieved his ambition of having his own construction business and is able to support his family.

He said his life could have taken a very different path if he had not been accommodated that night he left prison 12 years ago.

## Our Voice

Our voice both embodies and expresses our personality and set of values. It sets us apart from the rest and our voice should be distinctive, recognisable and unique.

Whether you hear, watch, or read the 'about us' page on the website, it's the same recognisable voice that's being spoken by Step by Step.

Our vocabulary is a set of specific words that are chosen to be used consistently in Step by Step's written and verbal content. Our tone will vary according to our audience, but our voice remains consistent.

**We are Empowering. Brave. Specialist. Expert. Committed. Youthful. Forward thinking. Challenging. Energising. Ambitious. Vibrant. Risk taking. Dynamic. Positive. Transformative. Revolutionary.**

We exist for the young people who need to access our services and, as such, use language considerately, recognising that our words have impact.

We deliver **accommodation services**, **specialist support services** (which include counselling and mediation), and **personal development opportunities** (which encompass all training services and peer education). We refer to **services** as opposed to projects.

Our desire is to **speak positively** about the young people we support, and to **draw** equal or greater **attention to their talents, strengths and aspirations** (their assets) rather than focusing solely on need, risk and support.

## Our Voice

Voice Characteristic	Description	Do	Don't
<b>Passionate</b>	We're passionate about <b>supporting young people towards brighter futures</b> . We are expressive, enthusiastic, heartfelt, and action-oriented in our approach.	Do use <b>powerful</b> language. Do <b>champion</b> Step by Step's work. Do <b>champion the successes of the young people we are supporting</b> , as well as celebrating staff successes.	Don't be lukewarm.
<b>Authentic</b>	We're <b>genuine, trustworthy, engaging, and direct</b> . We're unafraid of hard hitting facts which help us to shape and develop our services. Our staff team are specialists in their fields.	Do use <b>reports and statistics</b> to give a framework <b>demonstrating the need</b> for our work. Do use statistics, <b>quotes, and case studies</b> which <b>demonstrate impact</b> on young people, and the wider community.	Don't use sector jargon. Don't overpromise. Don't under or overstate the impact of our work.
<b>Empowering</b>	We're positive, person-centred, and supportive. <b>We work alongside (with) young people as opposed to doing things for them</b> .	Do <b>refer to people as people</b> . Do talk to audiences as <b>'you'</b> as far as possible and appropriate, and refer to Step by Step as <b>'we' and 'us'</b> . Do focus on people not problems, using person-first language, to focus on the person not the problem. Eg "disadvantaged young people" would become "young people who are disadvantaged" or <b>"young people facing hard times"</b> (as per our tagline) We <b>refer to young people as young people</b> rather than clients.	Don't depersonalise or dehumanise eg. "the homeless" vs "young people facing homelessness". Don't refer to people as 'ours', this implies a sense of ownership that we believe to be disempowering eg "our clients" would become "the <b>young people we're working with / alongside</b> " or "the <b>young people we're supporting</b> ".