



The CashBack for Communities Youth Work Fund: 15 Years of Impact

#CBYouthWorkFund

18th - 22nd September 2023

Background Information



CashBack for Communities' Youth Work Fund has changed the lives of over **400,000** young people across Scotland since it began in **2008!**

By working hand-in-hand with communities most affected by crime, the Fund was able to reach out to some of the most vulnerable young people and turn their lives around through the power of youth work. We cannot overstate how much of an impact these funded-activities have had on young people, and we're so proud to have been able to work with so many amazing partners over the years to bring life-changing youth work into the heart of local communities.

While we're disappointed that the Fund has come to an end, we want to celebrate its fantastic achievements – and as one of our incredible funded projects, we need you to get involved!



Resources

We've [created a landing page on our website](#), where you'll be able to get all the information and resources you need to get involved with our celebration of the #CBYouthWorkFund. We'll also be adding to the page with any impact stats, case studies and amazing video content that comes in throughout the week.

We'll be sharing some general digital assets for you to use throughout the week nearer the time, but we want to encourage you to get involved with your own content as much as possible so decision-makers can see the impact this funding was having for the communities they serve for themselves!





What Will #CBYouthWorkFund Look Like?

Our week-long celebration of the CashBack for Communities Youth Work Fund starts on Monday 18th September and runs through to Friday 22nd.

To help you structure your content, we've broken down the week into five themed days:

Day One: Introduce your project!

Tell us all about yourselves! Why did you apply, what activities you wanted to put on, tell us about the area you work in, what issues/barriers do young people face?

What did CashBack Youth Work Fund allow you to do – what impact did that have on young people you work with. Positive destinations, any stats, what sort of outcomes could you achieve thanks to the funding?

Day Two: Tell us about your impact!

Day Three: Invite local politicians to your project!

Reach out to your local MSPs and MP using our guide, send a video message to Angela Constance, invite them to visit your project.

While we're keen to celebrate the positives of #CBYouthWorkFund, the reality is that without investment in youth work there will inevitably be an impact felt by young people and communities.

Day Four: Tell us why it's so crucial to invest in youth work

Day Five: Let us hear from your young people!

Share photos, quotes, video clips – we want to hear young people's perspective on CashBack Youth Work Fund activities – what difference has it made to their lives?

Harness the power of social media.

Join us on Twitter, Facebook and Instagram to celebrate 15 years of CashBack Youth Work fund. Tell your story of the positive impact of CashBack funding for your project, share your case studies, stats, facts and photos.

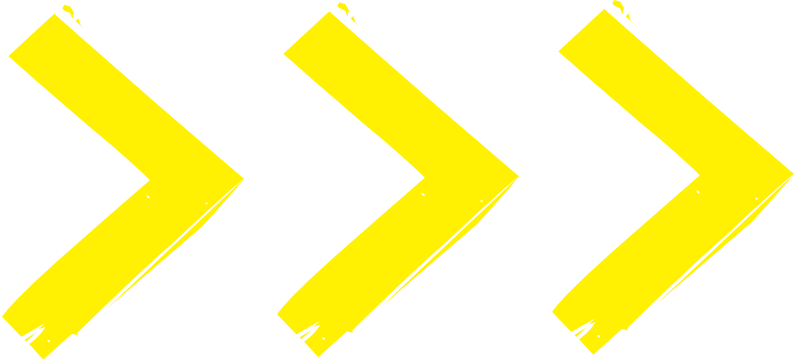
Remember to use **#CBYouthWorkFund** and Scotland's Justice Secretary [@ScotGovJustice/ @AConstance23](https://twitter.com/ScotGovJustice) (Twitter) and [@angelaconstancesnp](https://www.instagram.com/angelaconstancesnp) (Instagram).

Create a video to get your message across

Grab your phone and tell us about the incredible difference this funding has made to your young people. Even better, get them involved in the filming! Nothing helps decision-makers understand impact like hearing it straight from the young people involved.

Send us your impact stats and case studies

We want to share amazing examples of youth work made possible through the Fund – so send us your best case studies and we can either share on our social media channels or host on our website!



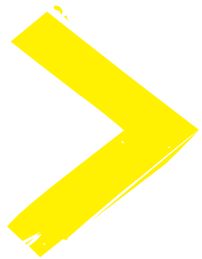
Contact your elected politicians and tell them what's going on.

A letter to your local politician can make the difference and raise awareness. We know that some MSPs have already spoken to Scottish Government Ministers about the impact of CashBack for Communities Youth Work fund. Here are a few tips if you need them:



Step 1: Introduce yourself and your organisation or project

Begin your letter by introducing yourself, your role as a youth worker, and the organisation you represent. Briefly explain the goals and objectives of your project, the young people and community your support.



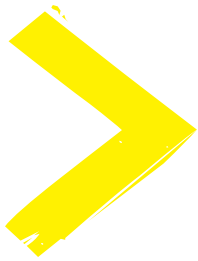
Step 2: Highlight the positive outcomes

Share your success stories and concrete examples of how the CashBack for Communities Youth Work Fund has positively impacted young people in your community. Include statistics and short case studies that illustrate the effectiveness of the Fund in transforming lives.



Step 3: Emphasise the importance of the fund

Explain why the CashBack for Communities Youth Work Fund was vital in achieving better education outcomes, tackling poverty, and reducing anti-social behaviour. Showcase how youth work contributes to the overall well-being of the young people you work with.



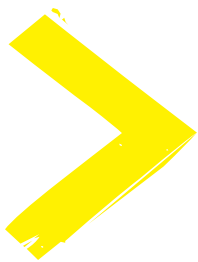
Step 4: Address any impact of reduced funding

Clearly outline the importance of investment in youth work, the impact of any reduction in funding for the young people you work with and how this could slow progress and leave vulnerable young people without much-needed support.



Step 5: Call to Action

Make a clear and compelling call to action, urging your local politicians to support investment in local youth work.



Step 6: Invite them to your project

Discuss your concerns and to see the work you do. It will also give them a chance to meet the young people you support and hear their inspiring stories, and see you impact.

Finding your local representatives:

To find your local politicians you can use the following sites, just put in the postcode of your project:

MSPs: <https://www.parliament.scot/msps>

MPs: <https://members.parliament.uk/FindYourMP>

Councillors: you can find a list of local councillors on your council website.



CASPER



Key Messaging



CashBack for Communities Youth Work Fund was great value for money in terms of public spending! By having a close understanding of the communities they work in, funded projects were able to secure positive outcomes for young people on a relatively small outlay. Programmes were tailored to local needs and ensure young people get the support and opportunities that are right for them. During the #CBYouthWorkFund week, share examples of your project's achievements and how cost-effective youth work can be!

Losing this fund has come at a time when youth work services are more under threat than ever from budget cuts. The loss of the Youth Work Fund comes against the backdrop of an ongoing cost of living crisis. By removing this funding and the targeted activities that it provided, vulnerable young people may be further exposed to poverty and the drivers of youth violence. How is this impact likely to be felt in your community?

Support and investment in youth work is vital to help deliver on local and national anti-poverty strategies. The Youth Work Fund had a vital role to play in securing the best possible outcomes for all Scotland's young people. Share your vision of how youth work can be central to making Scotland 'the best place in the world for young people to grow up'.

Research shows that investing in youth work leads to significant improvements in mental health and wellbeing. It provides positive interventions to help reduce youth offending. It also increases educational attainment, leading to increased earnings later in life. Investment in youth work saves money. What positive outcomes can you share among your young people?



Suggested Social Media Posts

We're encouraging you to get involved throughout the week by posting your own stories, pictures, videos, case studies, impact stats and more – but see below for some template posts to give you some ideas!

Remember to use the hashtag #CBYouthWorkFund so we can find your posts, and tag relevant accounts of decision makers – either @ScotGovJustice/ @AConstance23 (Twitter) and @angelaconstancesnp (Instagram) or your local MSPs/MP/councillors!

1) 🙌 The #CBYouthWorkFund benefited the lives of over 420,000 young people from communities across Scotland most affected by crime.

A truly remarkable achievement, the impact this fund had on our young people cannot be understated. We will miss you #CBYouthWorkFund!

2) 💰 Thanks to the #CBYouthWorkFund, we were able to provide [insert activity] for [xxx] young people in our community.

📈 This had a huge impact on young people's [health/wellbeing/attainment/employability/insert as appropriate] – an incredible opportunity!

3) 😊 Without the #CBYouthWorkFund, we wouldn't have been able to run our incredible [insert project/activities] for our young people.

The funding had a massive impact on participants, with one young person saying: ["insert quote"].

4) ❤️ The #CBYouthWorkFund was an invaluable layer of protection for young people and families impacted by the devastating cost of living crisis.

✉️ We'd love to invite [local politician] to visit our project and see some of the amazing positive outcomes made possible by the fund.



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