



STRATEGIC PLAN 2020-2023

Young people in North Edinburgh are mentally strong, emotionally secure and believe in themselves





OUR VISION

A world where young people are mentally strong, emotionally secure and believe in themselves.

OUR MISSION

To deliver One-to-one therapeutic coaching and mental health and wellbeing workshops to young people and their network of support.

OUR VALUES



CONFIDENCE

We embody and empower our young people with confidence.



RESILIENCE

We engage in our own self care, we are approachable, and accessible.



SECURITY

We provide safety and security for the people we support.

OUR STRATEGIC AIMS

Our four strategic aims will determine our programme of work over the next three years and we will judge our success against them.

We exist to support young people aged 11 to 18 and their network of support in the North Edinburgh area. We do this with our bespoke one-to-one therapeutic coaching and delivery of mental health and wellbeing workshops. Our services are delivered by trained therapeutic coaches who are clinically supervised and supported. We measure and monitor the outcomes of our work and evidence the difference we make.



STRATEGIC AIM 1

Mental health and wellbeing is improved for young people.



STRATEGIC AIM 2

Professionals are equipped with the skills and knowledge to support young people through trauma.



STRATEGIC AIM 3

We are champions for youth mental health.



STRATEGIC AIM 4

We are a financially stable and enterprising organisation.



▼ STRATEGIC AIM 1



Mental health and wellbeing is improved for young people.

At U-Evolve we believe that all young people deserve the opportunity to be mentally strong, emotionally secure and with our help, confidently achieve a positive destination in life.

How we will know:

1. Mental health challenges are destigmatised and normalised
2. Young people make connections instead of disconnections
3. Young people are self-actualising, fulfilled and doing what they are capable of.

Our services:

- One-to-one therapeutic coaching
- Trauma Informed Mental Health & Wellbeing Workshops
- Raise it up – Youth Mental Health Awareness Seminars



STRATEGIC AIM 2



Professionals are equipped with the skills and knowledge to support young people through trauma.

We believe in a holistic approach to supporting young people by ensuring their network of support has the right skills and experience to better support those who may have been through adversity and trauma.

How we will know:

1. Professionals have an increased understanding of how they can address challenging behaviour
2. Professionals have increased confidence in how to support young people with mental health challenges
3. Professionals are able to improve their self-care and self-awareness

Our services:

Workshops covering topics such as:

- Mindfulness
- Trauma Informed Practice
- Trauma Skilled and ACE's Aware
- Mental Health First aid
- Managing difficult behaviour
- Self Care in working with Traumatized Adolescents



STRATEGIC AIM 3



We are champions for youth mental health.

We are youth mental health influencers, raising awareness of mental health in young people. We share knowledge and skills, and build professional and policy networks.

How we will know:

1. U-evolve is the first choice for supporting young people with mental health via therapeutic coaching
2. Knowledge is shared among peer professionals across North Edinburgh and beyond
3. We connect people and organisations to improve the outcomes for young people living with mental health challenges

Our services:

- Connect with influencers and policy makers
- Free to attend networking sessions
- Connecting community, GPs and professionals



▼ STRATEGIC AIM 4



We are a financially stable and enterprising organisation.

At U-evolve we believe its crucial to become less reliant on external funding so we can respond to grass-roots needs quickly and efficiently.

How we will know:

1. U-evolve is a recognised social enterprise with it's own trading income
 2. A reduced dependency on grant funding
 3. We have established a successful fundraising committee, increased our income and raised awareness of our work
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Our services:

- Deliver social enterprise services
- Create and maintain a fundraising committee
- Deliver paid workshops
- Hold an Annual Conference



THE OUTCOMES WE WILL ACHIEVE

- 1** U-evolve is a recognised social enterprise with trading income
- 2** Reduction in dependency on grant funding.
- 3** Fundraising through our own committee is critical to increasing our income and raising awareness.
- 4** U-evolve is the first choice for supporting young people with mental health via therapeutic coaching.
- 5** We connect people and organisations to improve the outcomes for young people living with mental health challenges.
- 6** Increased understanding of how professionals deal with challenging behaviours.
- 7** Professionals have increased confidence in how to support young people with mental health challenges.
- 8** Improved self-care and self-awareness for professionals.
- 9** Mental health challenges are normalised.
- 10** Young people are making connections instead of disconnections.
- 11** Young people are self-actualising.



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