



Annual Report

“Committed to impacting
lives and supporting
communities”

2021

Welcome Annual Report 2021

This year, YMSN launched the Kids at Risk programme, collaborated with YMCA and Clarion Futures, hosted an Intergenerational roundtable, and continued to work with Advance.

YMSN demonstrated resilience and perseverance by providing digital support and by launching a lockdown stories.

We hope to continue with providing support for young mothers in need and continue to build our community, with the help of our funders and stakeholders.

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Welcome & Content

Fiona - Annual Report Statement

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Highlights & Projects

Projects we have completed in 2021 that have delivered quantifiable benefits.

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Graitude expressed to staff and furture gazing on next steps for YMSN.

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Core Values & Growth

Our growth thus far, collaborating with some great comapnies and organisations.

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Social Media

How we measure the success of our campagins across social media.

YMSN Core Values.

“We aim to equip young mothers with everything they need to be successful mothers and successful women” Georgia Hancox-Smith



About YMSN

YMSN support young mums/ expectant mums from deprived areas with complex issues such as domestic abuse or mental health, who lack support networks.

YMSN empower, coach, and help mothers to realise and achieve their goals.

Approach

YMSN offers non-judgemental and empowering environments and collaborates with local communities, charities, and partners to provide support and encourage healthier lifestyles and relationships.



Who we support

We support young mums/ expectant mums going through complex social and economical challenges by providing bespoke programmes and signposting to local groups/charities.

How we support

We provide practical support and advice to;

- Enhance parenting skills,
- Facilitate personal development/ Independence
- Promote healthier lifestyles

YMSN are committed to enhancing the wellbeing of young mothers, by addressing the Social and Economical determinants of health.

- **Poor Housing**
- **Poor Education**
- **Economic Stability**
- **Social & Community Network**
- **Health Care Access**

We work collaboratively with organisations such as Early Help, Housing Associations and Local Authorities to deliver on this pledge.

Unique Selling Proposition

Informal group settings delivered in the community, non-judgemental and empowering environment, all attendees have shared or relatable experiences



YMSN Highlights 2021

Funded by British gas energy trust Enhancing Community Support programme, YMSN has partnered with IncomeMax to deliver ‘**Mums and Money**’, providing on the ground financial support and advice to vulnerable families that can often be hard to reach.

83%

Supported so far have had extra income identified, which is estimated to result in an average of over £4,550 more pounds per year for each household.

W: www.ymsn.co.uk
T: 07874861023

FRIENDLY BENEFIT ENTITLEMENT ADVICE
← Confidential Money Advice ← Mums and Money

If you are a Father/Carer who is in receipt of your child's benefits you're welcome to get in contact.

IncomeMax
British Gas Energy Trust

We successfully launched Mums and Money, our new project sponsored by British Gas Energy Trust, working with IncomeMax to provide friendly and independent advice on all things money related, particularly those families struggling with utility debt and other financial issues.

We are proud of the work carried out through this project supporting families to manage their debt and ensuring that they are receiving the benefits to which they are entitled.

UK Power Networks

“engineers work around the clock 24/7 to restore your power as quickly as is safely possible.” **UK power networks priority service register**

YMSN have been working in conjunction with the UK Power Networks to assist them in getting more families to sign up to the Priority Service Register (PSR), providing a helpful service to families with children under 5 and other vulnerable groups in the event of a power cut.

We ran a pilot project in Wandsworth, Lambeth, and Southwark initially, and are now implementing a second phase to more areas within the UKPN area (London, South-East and East Anglia).

Being on the register means that you have contact in the event of an emergency and they let you know what is happening and provide support if required.

With news of all the power cuts in the north of England it's a sensible precaution to take.

It takes less than 5 minutes to do.



PRIORITY SERVICES REGISTER

GET PRIORITY SUPPORT & ADVICE IN THE EVENT OF A POWERCUT.

—
A free and easy to use service. In the event of a powercut due to an emergency or bad weather it's very useful to have!

FOR PARENTS WITH CHILDREN UNDER 5



To Register Visit:
<https://ymnsn.co.uk/priority-services-register>

Or Contact:
support@ymnsn.co.uk



Sign up at <https://ymnsn.co.uk/priority-services-register/> it takes less than 5 minutes

OUR PROJECTS

Kids at Risk

During the summer holidays, YMSN piloted a five-week Kids at Risk Programme, teaching street safety awareness to both boys and girls in Year 6 who were transitioning from primary to secondary school. Mothers took part in several discussion sessions on subjects such as finance, self-confidence, and the difficulties of Covid.

Due to the success of our Kids at Risk pilot, we delivered a six-week Kids at Risk Programme funded by Guinness Partnership. Jason O'Connor, a trained MMA fighter facilitated the sessions at Griffin Primary School. During the sessions, children learnt tips and techniques for staying safe on the streets and avoiding trouble.





We are pleased with the success of Kids at Risk so far and plan to deliver further programmes for 2022.

Feedback from one of the participants:

“Amiyah found the course fun, helpful and informative. She now has more confidence whilst out alone and feels she is more street wise as it has increased her ability to be aware of her surroundings. She said she would recommend this to other children who feel uncomfortable or less aware of their surroundings while walking by themselves.”

OUR PROJECTS

Clubhouse

We successfully delivered a nine-week digital support group through Clubhouse in partnership with the Motherhood Group organisation. We explored subjects such as motherhood in the pandemic, financial literacy, self-care tips, building confident children, International Women's Day, Motherhood and Business, Motherhood and Body Confidence and Motherhood and Boundaries.

We engaged many women through this modern and interactive approach to discuss and explore relatable and poignant topic for our young mums.

Advance Charity

We are proud of the work and impact we have had with the women we have provided one-to-one and group work support in partnership with Advance. We have tackled a range of issues such as emotional well-being, mental and physical health, domestic abuse and other violence and abuse, benefits and debt advice, housing, problematic substance use, safeguarding, child and family matters, along with advocacy for access to other community services.

Lockdown stories

In March, we launched our Lockdown Stories Short Film in collaboration with Unfolding Theatre Company and Clarion Futures.

The short film featured mums from across England sharing their first-hand experiences during the lockdown period.

We have received great feedback via our social platforms and featured in New Scientists Parental Guidance Newsletter. Mothers have been in touch to thank us for sharing such honest perspectives of their journeys during such a challenging time. YMSN hopes to continue to produce more short films of a similar format soon.

Griffin Garden

In March, we also recommenced the Griffin Garden project which entailed clearing the entire garden which had become completely overgrown during lockdown. In April, we were able to remove the old fencing and replace it, cut back the old bushes and began planting vegetables.

Pupils from Year 6 at Griffin Primary School came to work in the garden, helping to clear some additional space and plant some seeds. We planted cabbages, carrots, leeks, onions, pumpkins, rocket, tomatoes, salad leaves, spinach, and sweetcorn. The children really enjoyed the experience and took plants home to look after. YMSN built a new fence with materials supplied by Travis Perkins and the children had fun painting the fence. They loved spending time in the garden and are excited to see all the 'fruits of their labour'! Insects also provided a source of horror and fascination!

OUR PROJECTS

Intergenerational Roundtable

In celebration of Black History Month, Young Mum's Support Network and L&Q hosted a special intergenerational roundtable discussion, where a few special senior Windrush ladies were invited to join in a discussion with young mums.

It was a successful discussion as it highlighted the importance of community value and how seniors worked together to combat all the struggles and difficulties they faced to pull together and build a foundation for today's generation.



"I really enjoyed it and cannot fault it at all. The conversation was really inspirational, motivational, and uplifting." **Service User**

Arts Course

YMSN organised an arts programme for mums with professional artist, Imogen Paton, who is the founder of Arts Against Abuse CIC, an organisation to raise gender-neutral awareness about the myriad forms of domestic abuse through outreach events, the arts, and media.

The arts programme focused on using household waste to create sculptures of unusual and threatened species for the mums to find solace and healing with a heavy emphasis on empowerment. The course, held at the Max Roach Centre in Lambeth, was sponsored by Impact on Urban Health. *ways of journaling and how it can help you through your day.*"

FREE ARTS COURSE
FREE ARTS COURSE FOR MUMS

Creative → Inspiring → Artistic → Workshop

Are you a mum that likes art or enjoys being creative?

- Perhaps you are into drawing, pottery, sewing or something that you do just for your personal fun or that may sell?
- Maybe you want to make your child or family member a Christmas gift and no idea? How about this FREE course for you!
- With professional artist Imogen Paton for this fun and inspiring art of workshops designed to cover all a range of creative potential and unleash the enthusiasm in you. Zero experience necessary!

For more info or to sign up, email support@ymms.co.uk

www.ymsn.co.uk
@ymsgenmumsupportnetwork

Max Roach
Wilshire Rd,
London SE18 7PL

the guinness partnership
Begins 5th November - 10th December
Fridays 9:30 - 11:00

ARTS AGAINST ABUSE

OUR PROJECTS

“I’ve really enjoyed the sessions my favourite one was the journaling and listening to the different perspectives” Mums feedback

Clarion YMCA

We collaborated with YMCA and Clarion Futures to pilot an innovative and exciting well-being workshop hosted via Zoom. Mums received individual care packages with an A4 ymsn workbook, A4 YMSN yearly calendar, stickers, stationery, affirmation card, homemade bath bombs, and body butter

The four-day well-being workshop was set over a two-week period and each session was hosted for an hour.

Personal connections are at the heart of YMSN’s work. We see every woman we work with as an individual and take a holistic approach to their growth and development.

YOUNG MUMS SUPPORT NETWORK

YMCA

WELL-BEING WORKSHOP

Young Mums Support Network, have teamed up with the YMCA & Clarion Futures to host a 4-day online well-being workshop.

Sessions will be hosted via Zoom, in a group setting. (Zoom links will be sent via email an hour before the meeting)

Session information;

- Day 1: Tuesday 11th May, 10am-11am Introduction, well-being & Gratitude
- Day 2: Thursday 13th May, 10am-11am Goal setting & Creating a vision
- Day 3: Tuesday 18th May, 10am-11am Planning & Journaling
- Day 4: Thursday 20th May, 10am-11am Round off/feedback & Empowerment talk

Please bring along your YMSN workbook.

We look forward to virtually meeting you, hearing about your needs, interests and how we can best support you.

CONNECT WITH US AT:

- www.ymsn.co.uk
- [@youngmumssupportnetwork](https://www.instagram.com/youngmumssupportnetwork)
- [facebook.com/thejoysofmotherhood](https://www.facebook.com/thejoysofmotherhood)

CLARION FUTURES

Positioned for **Growth**

“In the last year we have worked and partnered with over 25 companies” Fiona Small

Partnerships

YMSN take pride in cultivating, strengthening and leverage strategic partnerships within local communities, health and social enterprises, voluntary services, peer-to-peer groups in order to improve the well-being of young mothers.



In partnership with

IncomeMax



Impact on Urban Health



L&Q Foundation



centrica

Gingerbread
Single parents, equal families

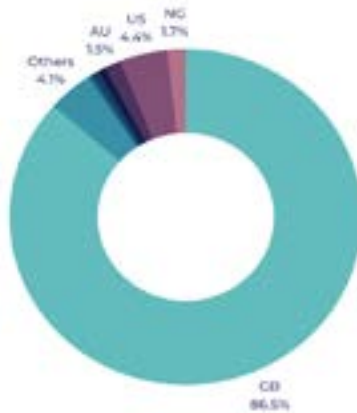


BBC RADIO LONDON

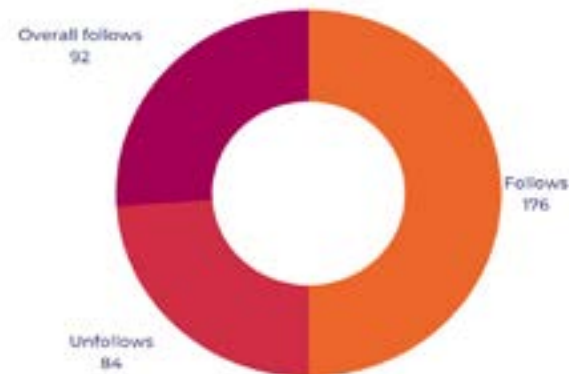
Social media objectives

Setting specific targets will allow the team to measure the success of their progress with social media. YMSN will do this in blocks of 90 days, review, and pivot accordingly.

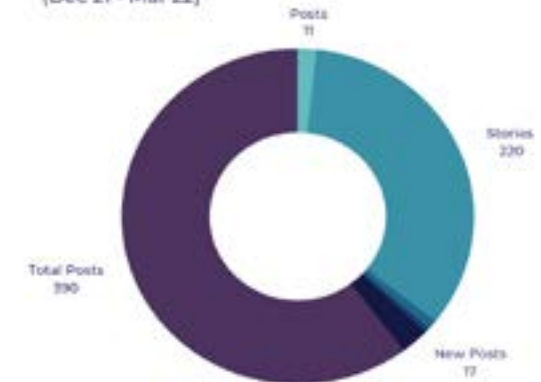
FOLLOWERS BY COUNTRY
(Dec 21 - Mar 22)



AUDIENCE GROWTH
(Dec 21 - Mar 22)

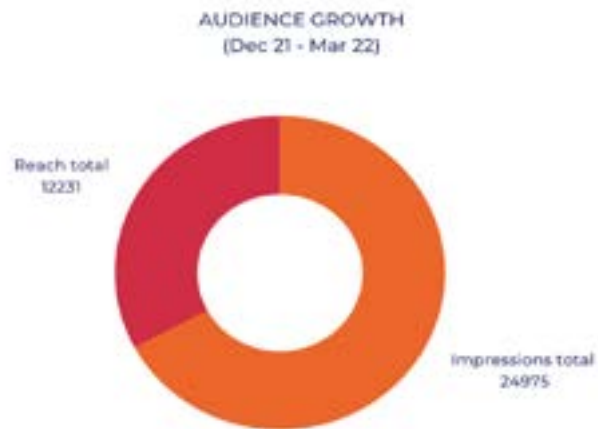


CONTENT ACTIVITY
(Dec 21 - Mar 22)



Social Media Analytics

YMSN have set out a clear digital strategy that can automate and distribute our content across multiple platforms, saving time and effort. Staff have been upskilled to make best use of this capability, enable the Team to make informed decisions that will maximise our exposure and audience engagement.



Team **Members.**

Thank you to our fabulous Team at YMSN

YMSN Founder



FIONA
SMALL

Future growth plans for 2022

YMSN will focus on Structure, Processes, Project management, New business & Growth. The team plan to focus on their programme output strategy, ensuring each project is planned to use our new processes and SMART goals as a guideline. We shall make best use of digital tools to better engage with mothers, opening more accessible communication pathways for them to use all year round. Our website is being refreshed to improve the user experience and offer better signposting capabilities.

We aim to continue delivering our acclaimed in-person projects and beneficial programmes, while also prioritizing acquiring new business, nurturing existing business relationships, Analysis future trends and raising awareness of the value we offer. We hope to begin wellness/wellbeing sessions at Oru Space, as well as many other initiatives that will allow peer-to-peer engagement and support. We'll continue to grow the team, taking on both paid and volunteer staff so that we have the capacity to continue to provide an exceptional service to our young mums.





Tom Peyton

Commercial Director



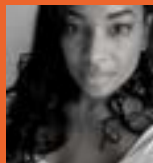
Alice Shelmerdine

Accounts Manager



Georgia Ella

Social Media Manager



Laverne Thomas

Project Manager



Jernine Russell

Consultant



Manpreet Kaur

Birmingham Facilitator



Final Thoughts

YMSN want to thank you for your continued support which is invaluable to us and the mums that we represent through our services. We look forward to implementing and delivering many more projects and exciting programmes to continue adding value and uplifting and inspiring young mums.



Twitter:

@young_mothers

Instagram:

@youngmumssupportnetwork

Web: www.ymsn.co.uk

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