

# make an impact on YOUR FUNDRAISING.

## Facts, statistics and evidence to help you when applying for funding.

Across the UK, Scouting offers young people and adults the opportunity to develop key skills, have fun, try new activities and adventures and make new friends. Although we can give countless, anecdotal stories about Scouting's impact we are increasingly asked to show the evidence of the benefits and value that Scouting brings to society.

To provide this we commissioned Public and Corporate Economic Consultants (PACEC) to conduct an independent impact study of The Scout Association.

The research team consulted and engaged with 260 Scouting volunteers, almost 800 Scouts (aged 10-25), over 600 former Scouts, 100 young people not involved in Scouting and over 800 external organisations including voluntary and neighbourhood groups, public sector organisations and businesses.

This report offers a snapshot of the research from the study which can be used to support you in writing grant applications to funders.

### KEY FINDINGS

There are three clear themes from the research:

1. Scouting provides a **unique package of interrelated benefits** for its participants. These can be defined as having fun, building good relationships, taking part in activities as well as the opportunity to contribute to the community and improve life chances.
2. Scouting **develops the leaders of today and tomorrow**. External organisations surveyed said that staff who had been involved in Scouting were above average employees across a range of attributes.
3. Scouting is an **integral community resource**. Some 80 per cent of external organisations said that Scouting benefited their organisation and 69 per cent said that it benefited their clients or service users.

### ABOUT THE DIGESTS: HOW THEY WILL HELP YOU

This is part of a series of five digests for managers to help prove the value, benefit and impact of Scouting on young people, adult volunteers and communities.

The four other digests:

- 1. Make an impact on your recruitment:**  
Facts, statistics and evidence to help you when recruiting adult volunteers.
- 2. Make an impact on MPs and local Councillors:**  
Facts, statistics and evidence to help encourage MPs or local councillors to support Scouting.
- 3. Make an impact on parents:**  
Facts, statistics and evidence to help you when talking to parents.
- 4. Make an impact on local businesses and organisations:**  
Facts, statistics and evidence to help encourage businesses, employers and community organisations to support Scouting.

The data in the digests can be used in conversations, presentations, reports and publicity materials. They have been divided into specific audiences, but you are welcome to use the evidence that is most relevant to your area and/or stakeholders.

As the research is nationwide, the statistics will refer to UK Scouting. On occasion the data may not be directly transferable to local situations. The evidence is intended to support local knowledge and provide added-value to the conversations and relationships you have with the individuals and organisations in your community.

The quotes contained within them are taken from the focus groups led by the PACEC research team and are anonymous. Real-life quotes or case studies always help bring evidence to life and where possible supplement the data with stories from your young people, volunteers and community to highlight the impact and benefit of Scouting in your County, Area or District.

Where possible, please reference the source as '*The Impact Assessment of The Scout Association, Public and Corporate Economic Consultants, February 2011*'.

All five digests are available to download at [scouts.org.uk/impactstudy](http://scouts.org.uk/impactstudy)

## ENCOURAGING FUNDERS TO SUPPORT SCOUTING

Many Scout Groups will seek funding from a range of regional and local funders to support the delivery of activities and projects to benefit young people in Scouting. These can include family trusts and foundations, the Big Lottery Fund, Local Authority grants or high-street business grant programmes.

Funders will look for evidence from applicants that the projects or activities will have an impact on the beneficiary. To prove this, funding applications will often ask you to quantify the number of people you will be supporting as well as evidence the difference their money will make, not only to the individual, but to the wider community.

Every funder will require different information based on its eligibility criteria and application process. The following information will help you highlight to funders how Scouting helps young people and in turn helps its local communities.

### Developing young people

“People are quite jealous when you tell them what you do, then when you explain to them and tell them you have been to Canada, gone abseiling, gone windsurfing, they are surprised. I do it because I put commitment into it. I enjoy it and I've got things out of it and I'm a better person for it.”

*Explorer Scout*

Scouting provides a package of interrelated benefits for its participants. The key benefits are good friendships, having fun, developing key skills and taking part in activities.

While Scouting is well-known for providing camping, hiking and expedition activities, the study found that 47 per cent of youth members took part in team games and problem-solving activities at least ten times a year.

By taking part in a diverse programme of activities, young people in Scouting said they were able to develop a range of skills and attributes:

- 88 per cent of young people said that Scouting helps them improve their key skills, including social skills, teamwork ability, leadership ability and confidence.
- 87 per cent of young people said that Scouting helped them to contribute to their communities.
- 92 per cent of young people said that Scouting helped them build good relationships and long-lasting friendships.
- 88 per cent of young people said that Scouting helped them at school and in employment.

Over a third of youth members and adult volunteers said that it was unlikely or impossible that they would have had the opportunity to gain these benefits in the absence of Scouting.

The sheer variety and scale of activity on offer to young people is delivered at a relatively low cost – making it even more important that it is received funding locally to continue to offer these benefits to young people.

### Scouting's impact in the community

“... helping the community makes me feel that I have achieved something and helped people who are not as privileged as others... when we did our sleep out to raise money on World Homeless Day we met homeless people and this made us see for ourselves the problems they face.”

*Explorer Scout*

Within the study, organisations outside of Scouting were surveyed at a local, national and regional level. These included private sector, public sector and community and voluntary organisations.

The results from the study showed that Scouting is an integral part of its community. This is now more relevant than ever.

As public sector cuts take effect locally, voluntary organisations will feel the pressure to provide more direct services and support to the communities they work in.

This will also mean that applying for funding will become more competitive as charities previously reliant on public sector grants or contracts will source other forms of income.

Working in partnership with community groups or public services in your area and proving how your involvement has a wider impact can help increase your chances of success with funders.

Below are a number of facts that can help you prove community impact to funders.

The study found that Scouting provides a valuable community resource, for example:

- 82 per cent of young people and 90 per cent of adult volunteers take part in community service or a volunteering activity at least once a year.
- Scouts are more likely to volunteer for groups outside of Scouting, than young people not involved in Scouting.
- 80 per cent of organisations surveyed believe that Scouting benefits their organisation and 69 per cent said Scouting involvement benefited their clients or service users.

Most importantly, organisations said that if Scouting did not exist only 6 per cent of them would undertake the work/activity themselves with 40 per cent stating that the work would not be done at all by themselves or anyone else.

Organisations were more likely to have been involved with Scout Troops, followed by Cub Packs and the activities involved include:

- Sharing facilities and local collaboration
- Help from volunteers in civic and community events
- Skills development and training opportunities
- Faith-based activities
- Funding opportunities.

Some 54 per cent of the organisations reported that partnership working could be improved as they were keen to work with Scouting and develop better communication between Scouts and the wider community. Many wanted to be able to directly contact local Scout Groups.

This evidence could help you open new conversations with community groups, businesses or organisations which have similar values. It could even develop into a relationship where you could write joint funding applications for mutual benefit.



### **THE FUNDRAISING TEAM:**

The executive summary and full report of the Impact Assessment is available on request from the fundraising team at [fundraising@scouts.org.uk](mailto:fundraising@scouts.org.uk)

