**Mechanisms of Change** 



# **You Press Theory of Change**

You Press is a Social Enterprise which tackles social issues through creative endeavours. We believe in the power of words to change lives for the better, and our mission is to use creative arts and writing to empower people to find their voice and be heard. We support young people from underrepresented communities and minority groups aged 16 to 30 as illustrated below:

#### **Creative agency**

We provide high quality creative services such as photography, filmmaking and graphic design to small, local and national organisations

### **Content production**

We produce blogs, podcasts, videos, etc. with young people

#### **Creative arts training**

We provide a variety of training in creative arts for young people (e.g., music production, singing, writing, performance techniques, etc.)

#### Mentoring & soft skills development

We mentor young people (e.g., personal development meetings), develop their soft skills as part of creative arts training, and offer one-off workshops (e.g., on mental health, professionalism, etc.)

#### **Employability support**

We provide and signpost young people to employment and training opportunities in the creative industry (i.e., advertising, web development, marketing, graphic design, fundraising)

### With employers

We recommend people for roles and match employers with the right young people

### **Events**

Our project culminate in public events, performances or showcases (e.g., film screening). We also organise networking events for creatives and wider community events (e.g., Iftar dinners)

#### Social action campaigning

We enable young people to design social action campaigns

#### **Partnerships & collaborations**

We collaborate with other organisations for project delivery, and get commissioned for work through paid partnerships

### **Making diversity visible**

We promote and celebrate underrepresented role models, and showcases diverse individuals through our projects

#### **Bold & positive**

We present content in a positive and uplifting way, without shying away from difficult topics

# Believing in young people

We give all underrepresented young people a chance to take part, including those who do not have prior experience

# Inclusive & caring team

Our team is diverse and inclusive. Staff are not just skilled, but also authentic, and have lived experience of the challenges faced by young people

# Long-term support & opportunities

Young people receive support over the long-term and are given room to progress and grow over time; participants become interns and freelancers, then staff

### **Participation**

Young people and community members contribute to You Press' projects and decisions and will continue to be empowered to do so

### Safe space and Social hub

The You Press environment is a safe space, where trust, tolerance and respect can be felt amongst young people, staff and community members. It is also fun and creative

#### **Organisational strengths**

We benefit from a strong brand identity, have a clear mission and are true to our core values: creativity, resilience and integrity



# Young people from underrepresented communities realise their potential

- Young people develop their soft skills / life skills
- They develop their creative arts skills and gain formal qualifications
- Their confidence improves
- They are empowered to make their voices heard in the wider society
- They progress into internships and / or employment at You Press, or secure paid freelance work through You Press' creative agency
- They progress into education, training or employment that aligns with their aspirations
- Young people have positive prospects for their long-term careers
- Young people's social wellbeing improves on the longer term



# New opportunities are created through improved connections

- Young people are better able to access the creative industry and benefit from greater social mobility
- Employers and clients access a pool of talented freelancers from diverse backgrounds
- Charitable and local community organisations access community projects and resources and build long-term partnerships



# The wider community is more diverse & inclusive

- Young people share what they have learnt with their local community, and are empowered to be future community leaders
- Young people's and the wider community's stereotypes & stigmas are challenged
- The voices of young people from underrepresented communities and ethnic minority groups voices are given exposure and heard