



Olive Academies Foundation

Strategy 2021 - 2022

Welcome from our Chair

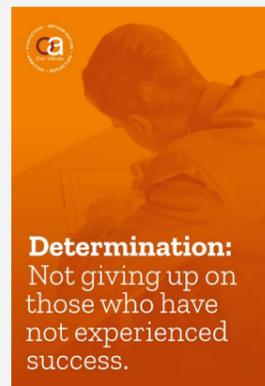
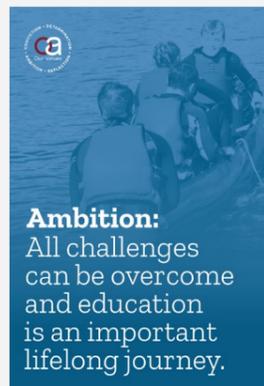
Olive Academies Foundation (OA Foundation) is a new, independent charity which the Board of Trustees and I have been working hard to establish. Our vision for OA Foundation is to enable the children and young people who attend schools within Olive Academies Trust (OA Trust) to thrive through participation in a wide range of projects and experiences that support their engagement in education by broadening their horizons.

We will fundraise and work with partners, so OA Foundation can offer enrichment programmes, via OA academies, that inspire pupils and their families. We expect the impacts on the young people to include:

- increased resilience;
- improved employability;
- access to new experiences;
- increased motivation to pursue new opportunities;
- increased cultural capital;
- respite for families.

Our focus is on extended learning opportunities, not on activities that form part of the formal curriculum. Our core objective is to raise funds which can be redistributed, via successful grant applications, to OA academies for suitable projects and programmes.

As a charity, our values are important to us and underpin how we approach fundraising and the programmes we support. Our values are: determination, conviction, ambition and reflection. These values are also embedded in OA Trust and help shape the work we do with marginalised young people.



Our values feed into the following underlying principles for how we carry out our charitable work:

- Each academy will contribute to, as well as benefit from, the OA Foundation.
- All OA pupils will make a contribution to OA Foundation's enrichment activity through their own fundraising endeavour.

- Funds raised by the OA Foundation will directly improve the lives of marginalised young people supported by OA academies. This specific focus enables us to limit the administration and management overheads.
- Our lasting impacts will be as a result of funding activities that enhance and extend the day-to-day work of OA academies.

Glyn Clark, Chair of OA Foundation

About Olive Academies Trust

Olive Academies Trust is a not-for-profit multi-academy trust established in 2013, specialising in alternative provision (AP). Its pioneering network of AP academies support children and young people aged between 7 and 16 who have experienced difficulty in learning for a variety of reasons. The trust also offers outreach support to pupils in mainstream schools who are at risk of exclusion. Its mission is to provide pupils with creative, nurturing and inspiring learning opportunities which re-engage them and transform their lives.

The trust currently has five academies across North London and East England, with a total of 290 pupils. Attainment and progress of OA pupils is significantly higher than national AP averages.

OA Foundation is the charitable arm of OA Trust and works in partnership to provide additional opportunities for OA students, beyond the school day.

Priorities for our first year

The following five themes will provide a strong platform for OA Foundation to grow.

- 1. Making a difference:** Funding impactful enrichment programmes designed and managed by staff at OA academies, including Venture Beyond: a bespoke, character-building programme of outdoor activities for all OA students to participate in.
- 2. Building a pipeline:** Building relationships with potential partners to raise funds, and completing successful grant applications for projects and programmes.
- 3. Setting ourselves up:** Establishing our structures, governance arrangements and robust policies to become an independent partner of OA Trust.
- 4. Getting ourselves known:** Communicating to our partners, stakeholders and OA academies about our work and our mission.
- 5. Review and the way ahead:** Capturing lessons learnt from our first year that will feed into a three-year plan, including recruiting an advisory group.

The Details

Making a difference

- Through Venture Beyond, OA Foundation will provide a high-quality outdoor enrichment programme, to build confidence, develop resilience, broaden horizons and create possibility for all OA pupils.
- We are clear about the impact we wish to achieve for marginalised children and young people. We expect OA Foundation to fund programmes which extend the scale and depth of learning and growth that OA pupils achieve through day-to-day schooling.
- OA Foundation will also provide OA academies' staff with support to further improve the employability skills that pupils learn and to open up new employment opportunities with our partners.
- To help us to measure the impact, we will work with OA Trust staff to build a baseline profile of pupils before OA Foundation programmes are fully implemented.

The Details

Building a pipeline

- Our core purpose is to fundraise, so we can make grants to OA academies for suitable projects for OA pupils to take part in.
- We will build relationships with philanthropists who wish to enhance the lives of marginalised children and young people. We will manage donations efficiently and keep partners informed about the programmes their gifts are supporting and the differences they are making.
- Building on the principle that all beneficiaries make their own contributions, we anticipate pupils from all OA academies will participate in sponsored activities that raise funds for OA Foundation.

Getting ourselves known

- A key focus in the first year will be a launch campaign centred on an event for partners and stakeholders in 2022.
- Our key stakeholders are the leaders and staff of OA academies, who work with and know the pupils who attend, and are supported by, the academies. Their expertise is central to the planning and delivery of successful enrichment. They are also best placed to evaluate how far there has been re-engagement in learning and a reduction in barriers to life chances.
- During the year, a communications plan together with branding, web and social media presence will be developed.

Setting ourselves up

- OA Foundation is the independent charitable arm of OA Trust. We have a strong governance framework in place and are recruiting independent trustees to join the board.
- We have robust financial systems and accountability, together with a fundraising strategy. We plan to recruit a coordinator post to act as operational lead.
- A core calendar has been prepared for OA Foundation: with board meetings, grant application deadlines, policy development, monitoring and report dates and stewardship events. Following consultation, grant-making procedures, criteria and evidence-informed examples will be provided for all OA academies, together with support to develop and submit bids for projects, including Venture Beyond.

Review and the way ahead

- Evaluating impact and learning lessons from Venture Beyond fits with our focus on reflection as one of our values. We will review our first year and our trustees will use lessons learned to inform our three-year plan.
- We will develop an advisory group so that the views of the pupils and their families, who benefit from the work of OA Foundation, can be heard. Similarly, trustees will also be able to seek the views of stakeholders about future plans.
- We will launch the three-year development plan at our first AGM, which will demonstrate how the board expects to continue to realise our ambitions.

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