



Strategic Plan 2010 - 2012

Vision

**Build a strong New Zealand by helping to grow great
Kiwi kids**

Mission

**To collaborate with communities to develop, coordinate,
manage, and deliver programmes that are proven to
bring positive changes to the lives of young
New Zealanders and their families**

Values

**The Foundation for Youth Development is a values-
driven organisation dedicated to maximising youth
potential**

Respect - Whakauete

**We are open, caring and respectful towards others
We are committed to teamwork and consultation**

Integrity - Pono

**We communicate openly; we operate in a transparent way and make choices using
an ethical lens**

Sustainability - Whakapumautanga

**We are mindful of the environment in all that we do and aim to leave the world a
better place than we found it**

**We recognise the importance of 'teaching people to fish' in aiming to strengthen
our community partners and our young people**

Excellence - Hiranga

**We are committed to the highest standards in all that we do and have a culture of
continual improvement**

Strategic Objectives

1. Economic development

- a) FYD and its community partners (formerly known as licensees) are financially sustainable through the identification and development of multiple revenue building streams
- b) FYD will work with Government advisors and develop a strategic plan for central government so Government funding streams are expanded
- c) GDF becomes the main funder of the FYD national office by 2020 so that more significant resources can be applied to community partners.

2. Partnership

- a) FYD is committed to Te Tiriti o Waitangi and actively responsive to tangata whenua
- b) FYD is committed to developing and maintaining strategic alliances within the child and youth sector
- c) FYD actively promote and support positive working relationships with its community partners

3. Communication and Identity

- a) FYD is a recognisable brand in the marketplace
- b) FYD communicates effectively and with integrity to enhance stakeholder relationships
- c) FYD and its community partners are committed to their staff and volunteers and are considered the workplace of choice.

4. Community Development

- a) FYD is committed to strengthening NZ communities by sequencing its programmes appropriately to meet community needs
- b) FYD encourages and supports community partners to work with their communities to develop social reciprocity and engagement of young people

5. Environmental Sustainability

FYD programmes, resources and support structures are continuously developed to reflect our commitment to environmental sustainability.

6. Youth Sector Development

- a) FYD is recognized as a leading organisation for both youth development and research and evaluation that positively impacts on young people, their families and communities
- b) FYD training and development is highly regarded by, and actively promoted, in the Youth sector
- c) FYD advisory groups provide direction and recommendations on programme development and delivery to maximize the engagement and outcomes for young people

7. Governance

FYD models best practice in governance, risk management, management and administration, working strategically to secure strong governance and direction with community partners and sector stakeholders.

Key Measurables

Progress against Annual Plan

1. Economic development

- Continue to build government relationships to increase awareness and funding
- Identify and cultivate new revenue streams
- Continue to advance corporate giving and maintain relationships with key funders
- Develop fundraising streams that support and effect sustainability in the regions

2. Partnership

- Through our commitment to the Treaty of Waitangi strengthen our Maori responsiveness
- Pursue further strategic alliances with like minded organisations

3. Communication and Identity

- Develop and implement a brand building strategy for maximum profile and fundraising impact

4. Community Development

- Support regional trusts to identify key areas in their communities where young people would most benefit from the FYD Community Development Strategy

5. Environmental Sustainability

- Include an environmental sustainability component into all our programmes

6. Youth Sector Development

- Maintain and ensure best practice in terms of programme and community outcomes
- Produce additional research to support new FYD objectives and programme development

Snapshot in 2010

- ➔ **18,000 young people in programmes**
- ➔ **\$9M to be raised throughout New Zealand**
- ➔ **750 personnel involved : [contracted, employed, voluntary]**
- ➔ **Close working relationships with MSD and in particular MYD and CYF to assist sector development to enhance outcomes for young people**
- ➔ **Strategic alliances working to benefit communities and assist professionalism in the sector**
- ➔ **Expansion into Youth Offender initiatives in line with Government objectives**
- ➔ **Licensed Community Partners delivering our suite of programmes to ages 5 - 18**

Programmes

KIWI CAN



- ➔ Is a positive life skills and values programme for 5 – 12 year olds
- ➔ Is delivered in primary and intermediate schools around New Zealand
- ➔ The programme aims to equip young New Zealanders with:
 - a sense of self-worth and self confidence
 - the ability to take responsibility for their actions
 - respect for themselves, each other, their school, family, local community and New Zealand
 - valuable life skills such as teamwork, communication and problem solving
 - Positive local role models through interaction with Kiwi Can Leaders
 - a 'can-do' attitude to the challenges of life
- ➔ This programme maps very well against the New Zealand School Curriculum

Programmes

STARS



- ➔ A programme for all Year 9 students in participating schools that:
 - assists students make a safe transition into secondary school
 - develops leadership in senior students
 - creates a strong sense of community in school
- ➔ Teachers are group leaders
- ➔ Seniors are trained to be peer mentors and become leaders in the school
- ➔ The programme includes a week long Adventure Camp
- ➔ Peer mentoring, community and career content is integrated with the school's curriculum throughout the year
- ➔ A coordinator is employed by the FYD Community Partner to facilitate the programme.

Programmes

PROJECT K



- ➔ **Designed to inspire 14 – 15 year olds who are not reaching their potential**
- ➔ **Programmes are a 14 month blend of Wilderness Adventure, Community Challenge and Project K Mentoring which:**
 - build self-confidence
 - promote health and education
 - teach life skills such as goal setting
- ➔ **Programmes are delivered by Community Partners in close liaison with schools**
- ➔ **The value to government and the future of New Zealand is that Project K graduates are proven to have:**
 - increased academic self-efficacy
 - significant academic improvement (Maori, in particular)
 - improved social self-efficacy
 - improved help-seeking self-efficacy
 - increased NCEA achievement

Programmes

MYND - Mentoring Youth New Direction



BE STRONG
NOT TOUGH.
"SAY NO"

- ➔ In 2007 the Ministry of Social Development (MSD) and Department of Child Youth and Families (CYFS) approached FYD to look at the area of youth offending on the basis that there were too few programmes that both worked and were sustainable
- ➔ FYD researched programmes that were working and was directed by Chief Youth Court Judge, Andrew Becroft, to MYND (Mentoring Youth New Direction) in Auckland
- ➔ Designed and operated by Stephen Boxer, MYND catered for young people aged 14 – 17 years who had come to Police and CYFS notice through offending and anti-social behaviour
- ➔ MYND officially joined the FYD stable in 2009
- ➔ MYND has undergone development and operations are aligned with the Government's new Fresh Start policy. The significant mentoring component has been further developed along with the introduction of a 'revolving door' concept allowing CYFS the flexibility to access the programme as and when required
- ➔ New mentoring camps have been introduced each month to help build on the positive relations between staff and young people. The camps are delivered in an outdoor environment free from distractions and negative influences and include pro-social activities, teambuilding and personal development initiatives.

Programmes

MARAE BASED PROGRAMME



- ➔ With seed funding from Te Puni Kokiri, FYD has piloted an adapted Project K programme over a four year period 2007 - 2010
- ➔ Targeted specifically at Maori rangatahi and whanau
- ➔ Students in the first pilot, 2007/08 were drawn from 4 kura in South Auckland
- ➔ The programme targets Year 10 students who have low self confidence
- ➔ Like Project K the programme is a blend of Wilderness Adventure, Community Challenge, Mentoring with whanau involvement
- ➔ Maori mentors are trained and matched with students
- ➔ Significant development shown by the participants to date
- ➔ Further programmes are planned after the learnings from the initial pilot have been processed
- ➔ We will develop a transferable, Maori model of practice to adapt in all communities across the country
- ➔ Working closely with iwi , hapu and whanau to establish positive community partnerships.

Programmes

PASIFIKA



- ➔ In consultation with the Pasifika community, FYD and its Manukau Community Partner are developing a pilot Project K programme to achieve optimum outcomes for a greater number of Pacific Island young people
- ➔ The pilot was launched in Manukau at Tangaroa College in 2010
- ➔ Our Manukau FYD Community Partner developed a Pacific steering group to advise and direct this pilot, to enhance the development of a uniquely Pacific Project K model
- ➔ We will develop a transferable cultural model in collaboration with the Pacific steering group and the Pacific community

Patron

Her Excellency Lady Susan Satyanand



Co-Patron

The Rt Rev Sir Paul Reeves GCMG, GCVO, GSO, KStJ



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