

## The Match Fund

### Double your money with the match fund

If you are part of the private sector (company, charitable trust or wealthy individual) who is - or would be interested in - supporting youth volunteering, then the match fund could double the impact of your support. And if you are a voluntary or community organisation who would like to deliver youth volunteering programmes - or expand existing programmes, then this is for you too so please read on.

Originating from the Russell Commission, the role of the v match fund is to inspire the private sector to support youth volunteering through a process where government money matches up to 100% of any new private sector investment in youth volunteering. In many cases this offers the potential to double the value of your support! The over-riding aim is to create an additional £100m of investment in youth volunteering in England - £50m from the private sector matched by £50m from Government.

### What is v's role?

v is an independent charity launched in Spring 2006 to champion youth volunteering in England by implementing the recommendations of the Russell Commission. Our aim is to inspire a million more 16-25 year olds to volunteer and enable a lasting change in the quality, quantity and diversity of youth volunteering.

v's aims will be achieved through the match fund and the support generated from the private sector. Initial enthusiasm for the match fund has been fantastic; private sector investors already committed to the match fund as our Founding Partners include BSKyB, ITV, KPMG, MTV, T-Mobile, Tesco and The Hunter Foundation. You can see the full list of partners to date on the 'Partners' page on [www.wearev.com](http://www.wearev.com)

### What activity can the match fund support?

Essentially, any activity or project that provides new volunteering opportunities for young people aged 16-25 – or increases the quality and diversity of volunteering opportunities available to young people.

For more detailed information about v please refer to our website [www.wearev.com](http://www.wearev.com)

### What are the requirements to unlock the match?

To unlock the Match Fund, a partnership is required between a private sector investor and a charity/voluntary organisation or between a private sector partner and v.

- All of the private sector investment must relate to activity involving 16-25 year old volunteers within England.
- Any investment must be a new investment into youth volunteering - if a partnership already exists, only additional investment can be matched (to expand the activity).
- Private sector investments can be in the form of cash or gifts in kind (or both). v would make an assessment of the economic value of the in-kind donation.
- Proposed activity must take place before the end of June 2009 – with a pledge made before end of March 2008 for any planned activity for 2008/09.

- **v** should be brought into discussions ideally in the development stages of any new commitment (or expansion of an existing commitment), not after an investment decision has been made.
- The involvement of young people in the design of the activity is key – we are looking for creativity in youth led opportunities, with young people at the heart of design and wherever possible, in the process.
- Opportunities created must be voluntary and involve demonstrable benefit to society or the community.

### **What is the process to apply to the match fund?**

1. Contact **v** to share your initial thoughts on an investment into youth volunteering. (If you are a voluntary sector organisation, it would help to have a draft plan and some initial thoughts around potential funders in mind, before approaching **v**).
2. Confirm a charity or voluntary partner (if you are a private sector investor) or confirm a funder (if you are a voluntary sector organisation).
3. Submit business plan to **v** – this need not be overly long but must cover all the items listed – see the 'business plan info' attachment available from [www.wearev.com](http://www.wearev.com) or the contacts below.
4. Gain feedback from **v** on the business plan, prior to approval.
5. Following approval, both private sector funder and voluntary sector organisation sign offer letter from **v** stipulating terms of the match fund/co-branding etc.
6. Match fund monies are then released in accordance with the business plan schedule.
7. Evaluation – as part of the approval stage, partners need to agree to participate in **v**'s evaluation process and follow **v**'s guidance with regards to co-branding.

### **Any other questions?**

Please read the Essential Questions document on [www.wearev.com](http://www.wearev.com) or contact:

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