

# The Prince's Trust

Helping young people overcome barriers and get their lives working

*Expert knowledge means success*

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Note: This publication has not been updated since it was last published. Some of the hyperlinks may have changed and may need updating. In addition, some of the information in this publication may be out of date.

## Introduction

The Prince's Trust is a UK charity that helps young people overcome barriers and get their lives working. It was founded in 1976 by The Prince of Wales. Having completed his duty in the Royal Navy, His Royal Highness became dedicated to improving the lives of disadvantaged young people in the UK and began The Trust to deliver on that commitment.

The Trust has become the UK's leading youth charity, offering a range of opportunities including training, personal development, business start up support, mentoring and advice.

Through practical support including training, mentoring and financial assistance, they help 14-30 year olds realise their potential and transform their lives.

They focus their efforts on those who've struggled at school, been in care, been in trouble with the law, or are long-term unemployed.

## What Services does The Prince's Trust provide?

All of the activities - programmes, partnerships, fundraising - have one overall purpose: to reach young people in the UK who face more barriers than most, and help them get past those barriers so they can get their lives working and make a positive contribution to society.

The Prince's Trust supports young people in a number of ways:

- A 12-week personal development course called *Team* that helps 16-25 year olds - the majority unemployed - to develop confidence, motivation and skills through teamwork in the community. The course is delivered through partners such as colleges and the fire service. Ex-offenders /offenders and careleavers are recruited onto the course, helping to support these two target groups. The Trust utilises the

practical support of 50 Premier and Football League Clubs to recruit and retain young people on the Teams.

- Cash awards of £50-£500 combined with advice and support, so young people can access education, training or work.
- Cash grants for groups of young people, so they can design and deliver projects that address community issues.
- Low interest loans, grants and other business start-up support for 18-30 year olds\*. Most are unemployed and have been refused funding by other sources.  
\*18-25 in Scotland through a partner charity, PSYBT
- A six-month programme that helps unemployed young people develop their musical talents, as well as self-confidence and life skills. *Sound Live* starts with a six-day personal development residential of music-based activities working with professional tutors. The following months consist of individual follow-up support and signposting.
- Two and three week visits to Europe for groups of around five young people, so they can take part in community projects overseas.
- Piloting new ways of reaching the "hardest to reach" 14-25 year olds as part of a partnership with The Royal Bank of Scotland Group.



The Prince's Trust also supports key target groups with specialist help:

- *xl clubs* - A programme in schools for 14-16 year olds at risk of truanting, exclusion and underachievement. The clubs use a teamwork approach towards personal development, to improve students' attendance, motivation and social skills.
- *Pilots in prisons* - The Prince's Trust is also piloting personal development courses in prison for those still serving their sentences, as preparation for release.

Her Majesty's Prison and Youth Offenders Institution in Reading have led the way and the Trust is looking to expand to other prisons. They also run "Taster Days" in prisons to inform young people of the opportunities the Trust provides. The Prison Service has given The Prince's Trust Preferred Provider Status through their Custody to Work scheme.

- *Leaving Care Initiative* - The Prince's Trust works with over 40 organisations in the UK to provide personal volunteer mentors to young people who are leaving care or have left care.

The mentors support and advise careleavers, help them learn new skills and gain knowledge, and enable access to Trust programmes and other services in the community, so careleavers can make the transition to adult life and independent living.

## Need Help?

### Eligibility

People are eligible to apply if they:

- are a UK resident aged 18-30;
- are unemployed or work less than 16 hours per week;
- have not been able to get all the funding they need from other sources;
- have a good business idea and are ready to make it a reality;
- are willing to work with a Princes Trust mentor if a loan is provided by the Trust.

### How can you apply?

To register your interest for start-up support, please complete the on-line form which is available at:

[www.princes-trust.org.uk/Main%20Site%20v2/forms/bussapp.asp](http://www.princes-trust.org.uk/Main%20Site%20v2/forms/bussapp.asp)

The Trust will contact you as soon as they can after receiving the form.

Please note: in Scotland, business start-up support is through the Prince's Scottish Youth Business Trust for 18-25 year olds. For more information, go to: [www.psybt.org.uk](http://www.psybt.org.uk)

## Want to Provide Help?

The work of the Prince's Trust is making a difference but they have their work cut out. In the next year, they hope to support nearly 40,000 young people. Which means they need your help from many sources.

There are many ways you can help and get benefits in return - individually or as part of a company.

### Be a Business Mentor

When a young person is just starting in business, financial support is key. But just as important is guidance, sound advice and moral support from a mentor.

You can help guide a young Trust-supported entrepreneur during the touch-and-go stages of business start-up.

#### What you'll do

- commit 3-6 hours each month
- form a professional relationship with the young person
- meet regularly to provide business advice, guidance, monitoring and counselling
- help with progress forms
- attend Trust area meetings.

#### What you'll need

- professional and business expertise
- good communication skills, patience and non-judgemental manner
- strong rapport with young people.

#### What to do next

If you'd like to pursue becoming a business mentor, you can use an online form available at:

<http://www.princes-trust.org.uk/MainSitev2/forms/volunteer.asp>

### Corporate Support

The Prince's Trust is a unique partner, with a commercial and independent approach. Because they know your company is unique too, they'll work closely with you to ensure your business objectives are met.

Corporate partnerships can follow several different strategies:

### Community investment

Like any other investment, when community investment is done well, it will strengthen both the community and your company.

Read about how the NatWest Cricket Partnership is working:

<http://www.princes-trust.org.uk/MainSitev2/supporters/corporatesupport/NatWestcricket.asp>



### Help from The Prince's Trust

Out of work and need ideas? Need cash to get into work, training or education?

Ready to be your own boss?

Leaving care and need some help?

Trying to get past a history of offending?

How about going overseas?

Are you aged 18-30, unemployed, have an idea for a business but can't raise all the cash you need from anywhere else?

The Prince's Trust could help you get up and running.

With start-up support from The Prince's Trust, you could get:

- a low interest loan of up to £4,000 for a sole trader, or up to £5,000 for a partnership (the average loan is between £2,000 and £3,000 but varies regionally);
- a grant of up to £1,500 in special circumstances;
- a test marketing grant of up to £250;
- ongoing business support and specialist advice such as a free Legal Helpline;
- ongoing advice from a volunteer business mentor; and
- access to a wide range of products and services, free or at discounts.

## Employee involvement

Few charities offer better opportunities for staff development than The Trust. Employees get quite a buzz when involved in the work of the Prince's Trust, and there are myriad ways they can help.

Read the story of Claire Rampe's time on a Prince's Trust team course:

<http://www.princes-trust.org.uk/MainSite/v2/supporters/corporatesupport/employedvolunteerstory.asp>

## Charity of the Year

The Trust's dedicated Charity of the Year team will work with you to develop a range of activities that will motivate and involve your staff and customers.

Read the ongoing story of one Charity of the Year partnership:

<http://www.princes-trust.org.uk/MainSite/v2/supporters/corporatesupport/Marriott.asp>

## Sector partnerships

The Trust is continually developing innovative ways of working with different corporate sectors.

One shining example is the Technology Leadership Group:

<http://www.princes-trust.org.uk/MainSite/v2/supporters/corporatesupport/Tech.LeadershipGroup.asp>

## Cause related marketing

The Prince's Trust is a high profile charity with a well known brand and reputation. The Trust's commercial partnerships deliver tangible, mutual benefits - from enhancing your brand reputation and improving customer loyalty to building stronger community relations.

Read about how Weetabix and The Prince's Trust partnered on a successful commercial project that helped all concerned:

<http://www.princes-trust.org.uk/MainSite/v2/supporters/corporatesupport/Weetabix.asp>

## Sponsorship and Events

Big, innovative fundraising events are the Trust's specialty - 95.8 Capital FM's Party in the Park for The Prince's Trust, Fashion Rocks, movie premieres - they each present prime opportunities for sponsorship and corporate hospitality.

Read a list of upcoming events:

<http://www.princes-trust.org.uk/MainSite/v2/supporters/corporatesupport/eventstosponsor.asp>



## How to contact the Prince's Trust

Interested in the Trust's programmes? You can learn about them on their website (<http://www.princes-trust.org.uk>) and use the online contact forms on each programme page.

## The number to call

If you'd rather ring the Trust, use their freephone number and you'll be put through to The Prince's Trust office in your area:  
+44 0800 842 842

Head Office: The Prince's Trust  
18 Park Square East  
London NW1 4LH  
phone 020 7543 1234  
fax 020 7543 1200  
minicom 0207 543 1374  
email [webinfops@princes-trust.org.uk](mailto:webinfops@princes-trust.org.uk)

Scotland: The Prince's Trust - Scotland  
Head Office  
1st Floor, The Guildhall  
57 Queen Street  
Glasgow G1 3EN  
phone 0141 204 4409  
fax 0141 221 8221  
email [webinfosc@princes-trust.org.uk](mailto:webinfosc@princes-trust.org.uk)

Northern Ireland: The Prince's Trust -  
Northern Ireland  
Block 5, Jennymount Court  
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BELFAST  
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fax 028 9074 8416  
email [webinfoni@princes-trust.org.uk](mailto:webinfoni@princes-trust.org.uk)

Wales: The Prince's Trust - Cymru Head  
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Baltic House  
Mount Stuart Square  
Cardiff CF10 5FH  
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London: The Prince's Trust London  
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120 Moorgate  
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email [webinfo@princes-trust.org.uk](mailto:webinfo@princes-trust.org.uk)

East of England: The Prince's Trust East of England Regional Office  
3a Princes Street  
Ipswich  
Suffolk IP1 1PN  
phone 01473 228844  
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email [webinfoea@princes-trust.org.uk](mailto:webinfoea@princes-trust.org.uk)

North East: The Prince's Trust - North East Region  
Tynegate Business Centre  
5th Floor, Aidan House  
Sunderland Road  
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Leicester LE1 5FQ  
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Yorkshire and the Humber: The Prince's Trust Yorkshire and The Humber Region  
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## Further Information

Please visit the Prince's Trust website at <http://www.princes-trust.org.uk> for detailed information.

This guide is for general interest - it is always essential to take advice on specific issues.

We believe that the facts are correct as at the date of publication, but there may be certain errors and omissions for which we cannot be responsible.

## Acknowledgment

The text in this publication has been derived from information provided by the Prince's Trust. © Copyright therein is acknowledged to THE PRINCE'S TRUST, Registered Charity Number 1079675.

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