

PROPOSAL FOR FUNDING (1) - FLOURISH PROJECT

PUPRPOSE

The Flourish Project exists to equip young people to develop healthy self-esteem, mental and emotional wellbeing. It is done by helping young people to develop a growth mindset, creating helpful thinking patterns and enabling the young person to start to understand their potential, realizing future aspirations and setting goals for the future.

At the heart of the Flourish Project is the drive to make a meaningful difference in the lives of young people and families within Aberdeen as a community and beyond. It is delivered via the King's Foundation but there are no religious qualifying criteria nor is teaching related to religion. It is open to all.

The mission is simple :- to provide young people with opportunities for growth through mentorship, training, and continuous support. We believe in building a strong, sustainable community by harnessing the power of dedicated volunteers and local resources.

The vision extends beyond academic success. The aim is to equip young people with the confidence, resilience, and self-belief necessary for fulfilling careers and self-sufficiency. Many young people struggle with mental health challenges and self-belief, which directly impacts their motivation, decision-making, and ability to unlock their full potential. If they don't believe in their capacity to excel and to contribute positively to their community, it becomes even harder for them to:

- Stay engaged in education and training
- Build resilience in the face of challenges
- Develop aspirations beyond their immediate surroundings

Often, this lack of self-belief is shaped by their environment where education may not be prioritised, and positive role models are scarce. When young people repeatedly see the same limited opportunities, it becomes difficult for them to imagine a different future for themselves.

THE PROGRAMME

Through their network of passionate volunteers and mentors, they challenge limiting mindsets, inspire ambition, and empower young people to raise their aspirations. The Flourish Project, has seen a single shift in mindset spark transformation, not just for the individual, but for their families and hopefully the entire community.

Alignment with Local Priorities

The work directly supports key objectives within the [*Local Outcome Improvement Plan - Community Planning Aberdeen*](#), particularly in the areas of:

- **Ensuring Positive Destinations for Young People**
- **Reducing Youth Offending**
- **Improving Child Mental Health**

By fostering self-esteem, mental resilience, and happiness from an early age, there are significant long-term positive outcomes in our societies. While impact measurement in personal development can be challenging, there are already signs that the young people involved in Flourish will go on to build confident, independent lives.

Beyond the immediate personal successes recorded in the lives of young people, Flourish addresses long-term issues such as unemployment, generational poverty, and family instability. As these young people succeed, they build stronger, more resilient families, creating a healthier, more prosperous community for all improving the opportunities for them to reach their academic and/or vocational potential.

SUSTAINABILITY THROUGH COMMUNITY INVOLVEMENT

Flourish is built on the power of community. The success is driven by a diverse team of local volunteers including teachers, professionals, parents, and community leaders who are united by a shared passion for empowering young people.

Achievements So Far:

- **31 adults** have completed a two-day training course to become equipped with the skills to support the programme (they directly run the project for the King’s Foundation).
- **12 additional adults** (form out with our organisation, including teachers, youth workers, and local residents) have received training to extend the project in their local community.
- Strong partnerships have already been built with families, 6 local schools, and local organisations to provide holistic, long-term support to the young people we serve.

Volunteers go beyond academic mentoring. They run **lunch clubs**, provide **one-to-one support**, and create **safe spaces** where young people feel heard, valued, and empowered.

The Difference This Funding Will Make 22

Current efforts have been impactful, but they have reached a critical point where additional funding is essential for growth. Whilst much has been achieved with limited resources, this proposed funding would allow them to:

- Expand training programmes to 3 annually to equip more volunteers and mentors.
- Recruit and retain 2 more skilled staff to manage and grow initiatives.
- Increase outreach to more than 5 schools and young people in need.
- Develop a long-term, sustainable funding model to reduce reliance on short-term grants.
- Ensure that every young person in Aberdeen has the belief, tools, and opportunities to flourish.

COSTS:

2024 (actual) (aim)	2025 (aim)	2026
31 projects	30 projects	35 projects
£16,135	£20,898	£22,136

FUNDING SUPPORT REQUESTED

The funding support sought is aimed at enabling the project with proven outcomes to become a sustainable initiative, therefore the request is perhaps innovative in that we seek £10,000 guaranteed for two years. King's Foundation undertake to raise match funding to continue the project. Too many successful initiatives falter when supported by one- year, rigid funding streams because there is uncertainty regarding staffing. If funding can be secured as proposed it would allow the program to expand to cover more young people and with delivery by trained local, volunteer personnel.

If Local Authority Trust regulations do not permit this pragmatic approach, then the request would be for one year.

RECIPIENT OF THE FUNDING

The King's Community Foundation, a registered charity (Charity Number SC041380). The King's Community Foundation's address is King's Church, King's Way, Bridge of Don Aberdeen.

Teacher Testimonials are attached.

Sylvia Halkerston

Lord Dean of Guild

Burgesses of Guild of the City of Aberdeen