

BUSINESS PLAN

2005–2008



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INTRODUCTION

- **Love for Life** was established as a company limited by guarantee on the 23rd April 2002.
- **Love for Life** is a charity (accepted as a charity by Inland Revenue under reference number XR 59713).
- **Love for Life** registered company office is situated at 6 Banbridge Road, Waringstown, Co Armagh, BT66 7QA.
- **Love for Life** acknowledges that increasingly global and local Government policy around relationships and sex education is based on a secular and humanistic model that is harm reduction rather than primary preventative based and which can be as much ideological as scientifically based.
- **Love for Life** believes that faith based organizations and projects that are locally based should be encouraged to contribute meaningfully to both relationships and sexuality education strategy and policy development and programme delivery.
- **Love for Life** is committed to the advancement of training and personal development programmes and resources, which support young people as they face the pressure to become sexually active prematurely.
- **Love for Life** is committed to the development of training programmes and resources for parents, teachers, youth leaders and others working in the area of Relationships and Sexuality Education with young people.
- **Love for Life** is an abstinence centred project and is committed to the CATALYST goal of “making it easier for children and young people to be alcohol, drug and sex free”.
- **Love for Life** networks with other agencies and voluntary groups committed to the reduction of teenage pregnancy and the reduction of sexually transmitted infections amongst young people.

- **Love for Life** acknowledges that other unhealthy choices (e.g. alcohol misuse and illicit drug use) can impact the choices of young people in their relationships and sexual behaviour. Cooperation and partnership with agencies working in these areas of health promotion intervention is necessary for any relationships and sexuality strategy to be successful.

- **Love for Life** is committed to using good business practices to maximise their output from resources available to the project.

- **Love for Life** is committed to supporting other organizations and agencies to develop abstinence centred relationships and sexuality education programmes

VALUE STATEMENT

Love for Life work is founded on a Christian model of values and seeks to demonstrate these values in social action. All **Love for Life** work is underpinned with an acceptance of each individual as being incredibly unique and special irrespective of what choice they make in any area of their lives.

VISION STATEMENT

To influence change within society so that young people have a healthy respect for themselves, relationships and sex.

AIMS

- To inform and support young people and all those caring for them
- To empower them to make healthy choices regarding relationships, sex and other “risk taking” behaviours
- To challenge them to commit to ongoing personal development
- To create community change towards the **Love for Life** and CATALYST vision.

OBJECTIVES

1. Develop and deliver programmes to young people and those caring for them in community and church settings.
2. Be a training, resource and research provider in the area of relationships and sexuality education.
3. Promote the “CATALYST” vision “that underage young people are nicotine, alcohol, drug and sex free”.
4. Establish co-operative relationships with other statutory, voluntary, community and church agencies.
5. Work within a personal development model of “information giving, attitude and value formation and skill development”.
6. To play a strategic role in influencing Government and other key agencies so that the **Love for Life** and CATALYST vision are centrally integrated in future policy development.
7. Provide advice and support to agencies outside Northern Ireland to develop projects and programmes that are consistent with the **Love for Life** and CATALYST model.

Love for Life – What we do ...

Love for Life delivers training and personal development programmes in primary and post-primary settings and to young people and their parents or carers in community and church settings.

Love for Life programmes provide information, advice and support with regard to issues pertinent to relationships and sexuality education and other risk taking behaviours, which include alcohol, nicotine and illicit drug use.

Love for Life aims to support its various programmes by offering training, producing resources, influencing policy and carrying out research that will act together to increase the long-term effectiveness of the project.

ASPIRATIONAL PLAN

Post Primary	<p>To continue to deliver in all Education Boards in NI</p> <p>To continue to work in partnership with the majority of NI schools</p> <p>To continue to support teacher development through the training and professional development of teachers</p>
Primary 7	<p>To deliver annually to the majority of SELB pupils</p> <p>To continue to deliver in partnership with the Diocesan Advisor to the majority of pupils in maintained schools within the Down and Connor Diocese</p>
Parents (non-church)	<p>To deliver at least 20 parenting training events annually across all areas of Northern Ireland</p>
Parents (church)	<p>To deliver at least 4 series of parenting training events annually</p> <p>To deliver at least 10 other individual church parenting events annually</p>
Catalyst Parent	<p>To establish a number of cross community CATALYST Parent focus groups in different Southern Board towns</p>
Youth (non-church) Youth (church)	<p>To develop programmes that encompass both Youth Worker Training and Development and delivery to young people as in the “2+2” concept</p> <p>To develop programmes that can be adapted to church or community settings</p> <p>To deliver 15 such “2+2” events per year</p> <p>To deliver programmes into other Young People and Youth Worker events</p>
Catalyst Youth	<p>To establish active cross community CATALYST Youth or RSE Forum Youth groups in Northern Ireland towns</p>
Modelling/Franchising	<p>To develop a franchise model and to establish a working franchise</p>

Resources	<p>Provide relevant resources for sale</p> <p>Publish a book</p> <p>Secure sponsorship and produce leaflets to be placed in public places</p>
Training	<p>To become established as a recognized lead trainer in RSE delivery in Northern Ireland</p> <p>To be involved in regional Teacher, Youth Leader and Parenting training events annually</p> <p>To be involved in Health and Social Services personnel training</p> <p>To be involved in Church leader training</p> <p>To provide appropriately accredited training courses</p>
Networking	<p>To continue to initiate and expand links and cooperative working partnerships with other agencies and organizations who share the Love for Life and CATALYST vision</p>
Strategic	<p>Increasingly be represented on regional strategy and policy groups on issues relating to RSE</p> <p>See RSE Forum independently established with an appointed Development Worker</p>
Research/Evaluation	<p>Complete and publish an evaluation report on Love for Life projects</p> <p>Publish articles in peer-reviewed journals</p>
Church	<p>Support the church to deliver more Relationships and sexuality education within the sector</p> <p>Encourage church involvement in strategy and policy around Relationships and Sexuality Education</p> <p>Develop active partnerships with large church youth providers</p>

HOW ASPIRATIONAL PLAN IS TO BE ACHIEVED

People – Staff & Volunteers

It is envisioned that an additional 2 members of staff will be required from January 2006 and a further member of staff from January 2007 as follows;

- 2 Experienced/Senior Programme Developers (1 in 2006 and 1 in 2007)
- 1 Administrative Assistant

Accommodation and Equipment Needs

To accommodate the additional staff and provide equipment for a further team, the following will have to be built into the budget for 2005-2006;

- Mobile Office moved from Cottage Road to Waringstown sited and fitted for storage
- Should also be exploration of raising additional cost to stated budgets for a second larger mobile for fundraising and volunteer use
- Additional Motor Purchased
- Equipment will continue to need to be upgraded for use in schools and community / church settings

Funding

The budgets for the academic years 2005 – 2008 have been worked out as follows; however, these will be reviewed for each incoming year;

2005-2006	£280,000
2006-2007	£300,000
2007-2008	£320,000

Love for Life relies on revenue for development from a combination of statutory/non-statutory Trusts and Boards, schools, businesses, church and individual contributions and fundraising events. ***Love for Life*** would like to be able to raise an increased percentage of its revenue through fundraising initiatives to compliment funding applications and individual, business and church donations.

While it is important that ***Love for Life*** continues to develop as wide a portfolio of funding for the different areas of work as possible, it is important that fundraising revenue increasingly makes up a greater percentage of overall funding income.

- **Love for Life** will increase the percentage of total income from fundraising to 20% in 2005/2006
- **Love for Life** will increase the percentage of total income from fundraising to 25% in 2006/2007
- **Love for Life** will increase the percentage of total income from fundraising to 30% in 2007/2008

Succession Planning

It is vital that **Love for Life** puts in place a succession plan to ensure that the work can continue in the event of the loss of the key person. The following are to be implemented;

- CEO to increasingly develop all senior staff so that they are able to continue and develop their own area of the **Love for Life** work by;
 - being able develop agreed targets within budgets for their own project
 - to be able to present their project through meetings with statutory and voluntary agencies
 - to be able to source statutory and other voluntary trust funds through application bids as necessary to permit ongoing **Love for Life** consolidation and development
- Mentoring of all new staff to be active immediately through named senior staff member.
- Put in place mechanism to compensate for key person loss.
- Volunteers to be recruited, trained, and utilized in all areas of activity so that the **Love for Life** work is delivered through both employed staff and volunteer personnel
- At all times budgets and current resources to allow satisfactory completion of current school year.

Target

1

Post Primary Schools

Target for 2005/2006 academic year

- ❑ Minimum of 50% of schools involved in Northern Ireland in the programme.
- ❑ 60% of the 95% of the Southern Board **Love for Life** partnered schools to receive a full compliment of **Love for Life** presentations.
- ❑ A minimum of 50% of schools using the appropriate pre and post lesson material.
- ❑ Ongoing input to Education Board organized teacher training and personal development programmes

Target for 2006/2007 academic Year

- ❑ Minimum of 50% of schools involved in Northern Ireland in the programme.
- ❑ 70% of the 95% of the Southern Board **Love for Life** partnered schools to receive a full compliment of **Love for Life** presentations.
- ❑ A minimum of 60% of schools using the appropriate pre and post lesson material.
- ❑ Ongoing input to Education Board organized teacher training and personal development programmes

Target for 2007/2008 academic year

- ❑ Minimum of 50% of schools involved in Northern Ireland in the programme.
- ❑ 80% of the 95% of the Southern Board **Love for Life** partnered schools to receive a full compliment of **Love for Life** presentations.
- ❑ A minimum of 70% of schools using the appropriate pre and post lesson material.
- ❑ Ongoing input to Education Board organized teacher training and personal development programmes.
- ❑ To have delivered at least one in house teacher training day

Primary Schools

Target for 2005/2006 academic year

- ❑ Present “I’m Special, You’re Special” to 50% of pupils in partnership with the SELB team within the Southern Board Area.
- ❑ Present “I’m Special, You’re Special” in partnership with the Diocesan Advisor to 50% of pupils within maintained schools in the Down and Conor Diocese.
- ❑ Encourage use of pre and post teacher materials in all schools with a minimum of 50% of schools confirming such use.
- ❑ Contribute Education Board and Diocesan organized teacher training and personal development programmes.

Target for 2006/2007 academic year

- ❑ Present “I’m Special, You’re Special” to 50% of pupils in partnership with the SELB team within the Southern Board Area.
- ❑ Present “I’m Special, You’re Special” in partnership with the Diocesan Advisor to 50% of pupils within maintained schools in the Down and Conor Diocese.
- ❑ Encourage use of pre and post teacher materials in all schools with a minimum of 50% of schools confirming such use.
- ❑ Contribute Education Board and Diocesan organized teacher training and personal development programmes.

Target for 2007/2008 academic year

- ❑ Present “I’m Special, You’re Special” to 50% of pupils in partnership with the SELB team within the Southern Board Area.
- ❑ Present “I’m Special, You’re Special” in partnership with the Diocesan Advisor to 50% of pupils within maintained schools in the Down and Conor Diocese.
- ❑ Encourage use of pre and post teacher materials in all schools with a minimum of 50% of schools confirming such use.
- ❑ Contribute Education Board and Diocesan organized teacher training and personal development programmes.
- ❑ To have delivered at least one in house teacher training day.

Target

3

Parents/Carers

Targets for 2005/2006 academic year

- At least 20 events to be delivered across Northern Ireland
- Continue to develop CATALYST Parent concept

Target for 2006/2007 academic year

- At least 20 events to be delivered
- Establish a cross community CATALYST Parent Focus Group in Lurgan

Target for 2007/2008 academic year

- At least 20 events to be delivered
- Have established cross community CATALYST Parent Focus Groups in 3 Southern Board towns

Youth Sector

Target for 2005/2006 academic year

- ❑ To develop combined programmes of Youth Worker Training and delivery to young people
- ❑ To deliver 10 combined programmes of Youth Worker Training and young people delivery (2+2 model) in both community and church settings
- ❑ To deliver into a minimum of 15 individual youth events

Target for 2006/2007 academic year

- ❑ To deliver 15 combined programmes of Youth Worker Training and young people delivery (2+2 model) in both community and church settings
- ❑ To deliver into a minimum of 15 individual youth events
- ❑ To establish 1 active cross community CATALYST Youth or RSE Forum Youth group in a Northern Ireland town

Target for 2007/2008 academic year

- ❑ To deliver 15 combined programmes of Youth Worker Training and young people delivery (2+2 model) in both community and church settings
- ❑ To deliver into a minimum of 15 individual youth events
- ❑ To establish 2 active cross community CATALYST Youth or RSE Forum Youth group in a Northern Ireland town

Training of Professionals

Target for 2005/2006 academic year

- Organize 1 regional parent training of trainer's event
- Be involved in at least 1 training event for teachers

Target for 2006/2007 academic year

- Organize 1 regional parent training of trainer's event
- Be involved in at least 1 training event for teachers
- Be involved in at least 1 regional youth leader training event
- Be involved in at least 1 training event for health professionals
- Be involved in at least 1 training event for Church leaders

Target for 2007/2008 academic year

- Organize 1 regional parent training of trainer's event
- Be involved in at least 1 training event for teachers
- Be involved in at least 1 regional youth leader training event
- Be involved in at least 1 training event for health professionals
- Be involved in at least 1 training event for Church leaders
- Have at least one training course appropriately accredited

Church Partnership**Target for 2005/2006 academic year**

- Continue to develop active working relationships with main churches
- Contribute to establish the RSE Forum or similar bodies active agents in interchurch and interfaith relationships and sexuality education strategy
- Develop partnership with large church youth providers

Target for 2006/2007 academic year

- Continue to contribute to RSE Forum and similar bodies
- Continue to develop partnership with large church youth providers
- Continue to develop active working relationships with main churches
- Deliver into RSE training events for church leaders

Target

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Website Development

Targets for 2005/2006

- To network with other agencies and contribute to IGNITE, an existing portal that is used by young people in the informal church sector
- To redevelop the “***Love for Life***” web site making the site more user friendly
- To explore and implement new ways of making the young person “Ask a Question” link accessible on other web sites

Targets for 2006/2007

- To further develop with other agencies and contribute to IGNITE, the existing portal that is used by young people in the informal church sector
- To develop a tailored website for the “Dating and Mating” presentation.
- To establish an active parent “Ask a Question” link on ***Love for Life*** web site

Target

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Leaflet/Resource Production

There continues to be a gap in health promotional material supporting the choice of young people to delay sexual debut.

Target for 2005/2006

- Continue consultation with Departments, Boards, Churches, and Health Promotion Agency re: the funding of age-appropriate abstinence centred material in this area, and secure funding for leaflets to be produced for public distribution.
- Provide at least one poster and one leaflet to support *Love for Life's* vision.

Target for 2006/2007 academic year

- Publish a book on a relevant topic to support *Love for Life's* vision
- Continue to develop resources for young people and to challenge statutory to produce resources that are abstinence centred for underage young people and ABC focused for whole population

Research/Evaluation

Target for 2005/2006 academic year

- To publish 1 article in peer reviewed journal
- To complete at least 2 published evaluations of areas of ***Love for Life*** work

Target for 2006/2007 academic year

- To have at least 3 articles published in peer reviewed journals
- To complete another 2 published evaluations of areas of ***Love for Life*** work

Target

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Volunteer Strategy

Target for 2005/2006 academic year

- Continue to utilize volunteers in as many capacities as possible
- Become recognized as placement site for youth volunteers within the Y-One Year out scheme of Youth for Christ
- Employ 2 Y-One volunteers within ***Love for Life***

Target for 2006/2007 academic year

- Continue to utilize Y-One volunteers
- Increase the pool of volunteers to meet project needs

Development beyond Northern Ireland

Love for Life has already worked in partnership with Wakisa Ministries in establishing a culturally relevant Relationships and Sexuality Education programme in Uganda.

Love for Life will reflect on their experience with Wakisa and develop a franchise model that allows *Love for Life's* methods and practices to be adapted and used in other countries outside Northern Ireland.

Target for 2005/2006 academic year

- *Love for Life* to have franchise model developed and written up

Target for 2006/2007 academic year

- *Love for Life* will have one working franchise established

CATALYST

Love for Life's research with Professor Ed Cairns, Department of Psychology, University of Ulster in Coleraine confirms the association in risk taking behaviours in young people. As a result of this research *Love for Life* and others have begun development on a concept CATALYST. The vision of CATALYST is "that children and young people would be alcohol, drug and sex free" with the aims of promoting such a vision so that it becomes easier in our province for children and young people to be alcohol, drug and sex free.

Target for 2005/2006 academic year

- *Love for Life* will continue to explore and develop CATALYST at every opportunity through contacts with Statutory and Voluntary agencies
- *Love for Life* will develop and seek funding opportunities for CATALYST type initiatives on their own and in partnership with others who are committed to the CATALYST vision

Target for 2006/2007 academic year

- *Love for Life* will continue to explore and develop CATALYST at every opportunity through contacts with Statutory and Voluntary agencies
- *Love for Life* will develop and seek funding opportunities for CATALYST type initiatives on their own and in partnership with others who are committed to the CATALYST vision
- Different CATALYST projects including CATALYST Youth and CATALYST Parent will be established

CONCLUSION

Love for Life has established itself as a key contributor to Government and Departmental Strategies with respect to young people and their personal development.

Using a unique interactive, multimedia input supported by resources for teacher, youth worker and other professional input and through effective networking with other providers and agencies, **Love for Life** is widely recognised as making a significant contribution to the development and education of our young people and bringing about a positive societal change.

Love for Life has also become a significant contributor to political debate and Government and Departmental strategy and policy development around relationships and sexuality education and risk taking behaviours of young people.

An exciting development has been the early indication of international interest in the **Love for Life** project as a model for adaptation for use in other countries.

Love for Life has targeted key areas for development as outlined in this business plan building on the very reliable platform of what has already been achieved by a voluntary organisation. The commitment and professionalism of those who make up **Love for Life** can make these ambitious targets a reality.

Love for Life owes much to the contribution of individuals, businesses, churches and volunteers through fundraising efforts and to Voluntary Trusts for the resources provided to date to allow the development of the different projects **Love for Life** delivers.

Love for Life continues to appreciate the non recurrent funding support from statutory bodies that alongside the organizations fundraising efforts and Voluntary Trust and gifted contributions has allowed the work to develop as far as it has over such a short period of time.

It is **Love for Life's** intent to accomplish what is proposed in this Business Plan. In order to do so **Love for Life** will need to continue to rely on all those who have previously supported the project. It is imperative however that the Northern Ireland Government begin to core fund a significant part of the project costs for the period of this Business Plan rather than relying on **Love for Life** having to increasingly support the project through non Governmental funds. Without this commitment from Northern Ireland Government **Love for Life** will be unable to deliver in line with this Business Plan 2005-2008.