



I Am Confident
CAPABLE. RESILIENT. VALUED. BRAVE.

CASE FOR SUPPORT

2024

Our Background



Hayley Stephens

My name is Hayley and I have worked professionally for Gateway Church for 5 years running a charitable outreach program called, 'Oasis' supporting survivors of domestic violence and abuse. As a leader of Oasis, I have recruited and trained a team of volunteers and continued to develop it.

I worked part-time in a Primary School for 5 years as a Parent Support Worker providing parenting strategies and well-being support. I am Trick Box trained, which is an emotional management program. I delivered confidence, assertiveness, stress, and goal-setting courses to all the parents.

For 3 years I worked as a product and marketing manager. I voluntarily helped develop the Shine project and ran sessions in schools.

First Aid Mental Health Trained. MHFA England 2024

I have completed domestic Violence and abuse awareness training.



Catherine Hunter

My name is Catherine and I have been a Primary School teacher for 22 years. I have worked with children up to Year 8. I have had Trauma-informed school training. Also I am First Aid trained and Storm break trained. I am a financial administrator for a Pre-school and a church group student leader.

I volunteered for Oasis for 4 years and then started to support Hayley with IAmConfident. I helped several women build confidence in speaking English and gain an English qualification when English wasn't their first language.



Hayley's IAmConfident Story

IAmConfident has been a vision I believed in for many years, to empower, and build confidence and belief in teenagers and women of all ages. The IAmConfident logo symbolises the power of speaking out the words, 'I Am' Brave, Resilient, Valued, Capable and ultimately help the women to believe them.

I created a 12-week course initially with the knowledge that it can take almost 3 months to change a habit. I voluntarily ran sessions in a school and introduced the course to Gateway Church for women in refuge, under Oasis. Only a handful of women were able to attend but those that could come had a very positive experience and impact on their confidence and belief. After running successful pilot courses and identifying the need I wanted to help more women not just in the refuge but in the community. This widened targeted opportunities by gaining referrals from other agencies and being able to use social media to advertise. I also recognised that women, when vulnerable, need help with many areas of their lives to feel confident and capable again. This led to tailoring and developing sessions that helped women reset many areas of their lives where they might have lost confidence and belief by getting back to basics so they can start to enjoy life again.

It also became clear how important it was to do this venture with someone with similar values. When Catherine volunteered for Oasis we soon discovered that we worked well together and shared the same vision. Catherine focuses on an activity and I deliver the session discussion. We have supported 70 women from 22 to 85 years old. We provide a group where everyone feels valued, loved, and heard. Part of our service is follow-up contact to maintain a relationship with women who are interested and would like to come but are not yet confident enough. We slowly build trust and hope. This enables women to feel equipped to eventually leave their homes and join the sessions. We provide accountability to support the ladies and 121 support before and after the session too.

We want to be able to continue the work we do to increase impact and empower vulnerable women.



VISION

To reach and empower teenagers and women of all ages and backgrounds that struggle with life setbacks, by helping them to believe that they are valued, capable and brave enough to build resilience by getting back to basics and resetting many areas of their life.

OUR CHARITABLE OBJECTIVES

To reduce isolation, depression and anxiety and to improve the mental health and wellbeing of vulnerable women so they believe they have a purpose in life and feel confident to connect into their community.

PUBLIC BENEFIT

Offering opportunities for women in all sectors of the community to improve their wellbeing and confidence.

Current

Census April 2022 data to March 2023

- Average ratings of personal well-being in the UK have declined across all measures in the year ending (YE) March 2023.



How common are mental health problems?

Source – Mind Charity

- 1 in 4 people will experience a mental health problem of some kind each year in England.
- 1 in 6 people report experiencing a common mental health problem (like anxiety and depression) in any given week in England.



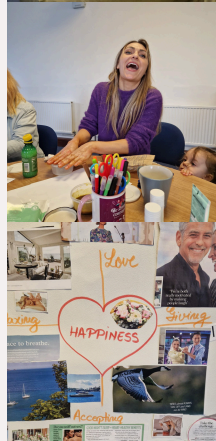
Personal well-being by country and region

- Average ratings for life satisfaction, feeling that the things done in life are worthwhile, and happiness appeared to decline for England, Wales, and Northern Ireland, and improved slightly for Scotland in the latest YE March 2023, compared with the previous year.
- Average ratings of anxiety increased (declined) for all four countries.

Research

YEAR 1 Business model

1. Successfully running sessions in at least two sites on an annual basis with the aim to continue to develop more.
2. Provide training manual to facilitate other groups starting.
3. Provide new journal template for the women to work from and take home once completed.
4. Completed academic year of PowerPoint sessions with newly designed session sheets.
5. Increase awareness through social media platforms.
6. Increase referrals through networking with the NHS and other charitable and local groups.



Business model YEAR 2

1. Set up an online portal to enable more widespread training.
2. Create a startup package for other providers such as Church outreach groups or local community action groups.
3. Start a training programme with the aim to set up in different locations.
4. Begin to train up volunteers.

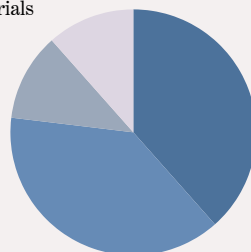


OUR BUSINESS
MODEL FOR
YEAR 2



Selling Training Materials
11.5%

Access to portal
11.5%



Funding
38.5%

Course Charges
38.5%

Target Market

- Female teenagers, female students, and women of all ages.
- Develop networks with local NHS providers.
- Aim to discuss new groups with local and national churches through the setting up a portal and online training.
- Reach universities and the student unions and look to starting student sessions.
- Contact local schools and investigate the possibility of conducting sessions for teenage girls.

Feedback Comments

We have had over 100 positive comments about the sessions, many have said they have felt part of a family. Some examples of these are below:

“It’s great how lovely everyone is and the feeling of acceptance.”

“Hearing other’s experiences helps me, thank you.”

“It was great seeing everyone laughing and connecting.”

“It’s a great session, I know how to start dealing with worries.”

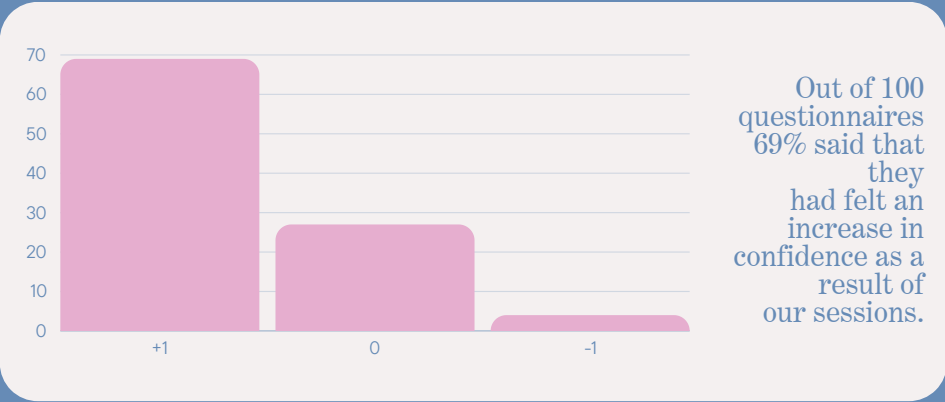
“It was lovely to be listened to, opened about the issues I have and felt accepted, on further help – want this to carry on, it’s really needed.”

“I find all the sessions really helpful for building confidence and calmness. the atmosphere is always supportive, encouraging and offering freedom to share our highs and lows, and support one another in the light of the the advice given. the sessions are always positive, gently instructive and affirmative at all times. I really enjoy coming, and look forward to the next session as I can feel positive improvement and strategies to employ. It is good how everyone mixes and shapes so well in the positive atmosphere. We are fortunate and grateful for all the group means to us for the present and the future. Thank you”

-A story from one of the women.

Key Statistics

2022-24



Women took part on our courses 
65

Came through NHS referrals 
35

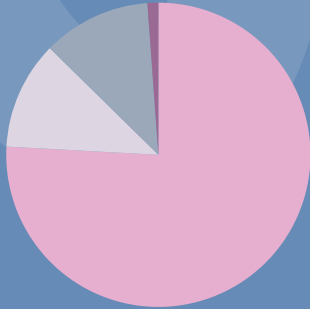
Came through Refuge/Safe houses 
14

Came from personal recommendations 
12

Came from Social Media/ advertising 
4

Session rating

-  10 out of 10
-  9 out of 10
-  8 out of 10
-  7 or less out of 10



WHAT FINANCIAL SUPPORT WE NEED

Year 1 Budget

Annual costs total:

£12,900 (to include five weeks holiday pay)



Annual Resources

£1,680 £20 per session, 2 per week over 28 weeks



Travel

£300 Development courses and networking

£150

For taxis for the woman to travel to the course



Admin/ Printing

£1,500

Research and development

£1,500

Total

£18,030

Year 1 Income Sources

Charitable Funders

£12,000



Local Authority Funding

£2,000



Gifts and Grants from other sources

£4,030



SYLLABUS OVERVIEW

1. Each session begins with a catch up. We discuss a good thing and a not-so-good thing and something to be grateful for.
2. Simple stretches, breathing exercises and a mindful activity. This is a chance to be still, forgive others and encourage one another.
3. Discuss the subject and look at areas in their lives that they feel they would like to change.
4. End with an activity connected to the subject for example: clay modelling, face pack making or a vision board and a personal weekly challenge.

SYLLABUS OUTLINE

There are an academic years' worth of sessions so we can support women for at least a year and provide women the option to come when they can. This has worked well. The subjects cover the basic challenges we can face on a daily basis which effects confidence and belief in oneself. This can be anything from, sleep, worries, exercise, being content, choosing joy, healthy eating and stress. We also tailor sessions depending on the feedback on what they would like to discuss.

The activity helps reduce anxiety, build confidence and laugh together. We provide a journal, activity worksheets, plus a certificate of achievement after completing a term of sessions.


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Term 1 Example

Week 1

Connect & Create - Discover the interests of others and encourage one another.



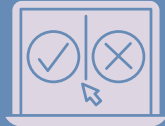
Week 2

Reset Restart-To acknowledge where you are in your life and start to think more positively about the future.



Week 3

The truth & belief
- To acknowledge the truth and establish the lies believed.



Week 4

Thought Patterns - Challenge our daily self-narrative.



Week 5

Assertiveness & body language - Understand and explore different styles of assertiveness and understand the impact of body language.



Week 6

Understanding different relationships - learn to look at things from a different perspective.



Week 7

Believe in hope for the future and create a dream and vision

CONTACT US



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SESSIONS EVERY THURSDAY

from 9:45 am to 12:00 pm

**Note: All session content is adapted by us and
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