

# Impact Report 2024-2025

*A standalone overview of MAVUK's reach, outcomes, learning, and community impact across violence prevention, counselling, mentoring, parenting support, and youth enrichment.*

<b>Document status</b> Draft prepared for internal review, completion and publication sign-off.	<b>Reporting period</b> 2024-2025
<b>Report purpose</b> Narrative-led impact report to sit separately from the annual report.	<b>Evidence basis</b> Built from MAVUK internal mission, service, governance and policy documents. Verified year-specific totals remain to be inserted before publication.

## **Read before publication**

This draft avoids inventing beneficiary counts, outcome percentages, funding totals or named year-specific wins. Insert verified annual reach figures, approved case studies, quotes, partner acknowledgements and photos before public release.

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## **Drafting note**

This standalone impact report is written in publication-friendly language but remains intentionally narrative-led. Year-specific service totals, survey results, case studies, partner acknowledgements and approved images should be inserted before external release.

# Executive summary

MAVUK is a grassroots charity shaped by lived experience of violent crime and by long-standing work with communities across Greater Manchester. Its mission is to help people affected by violent crime fulfil their potential and play a full role in society. Existing internal documents show an organisation whose services combine counselling, mentoring, parenting support, youth development, violence awareness, advocacy, volunteering and practical progression pathways.

This impact report is intentionally separate from the annual report. The focus here is not governance or formal committee business, but the difference MAVUK seeks to make in people's lives and in the wider community: preventing violence, supporting recovery, strengthening families, improving wellbeing, widening opportunity and helping individuals re-engage with society.

Because a verified 2024-2025 delivery dataset was not available in the retrieved files, this version is narrative-led rather than metrics-led. It is designed to give MAVUK a strong publication structure that can be completed with approved annual totals, survey findings, stories of change and partner quotes before release.

## Impact at a glance

Impact theme	Summary
<b>Violence prevention</b>	Community education, lived-experience awareness, mentoring and early intervention help people reflect on harm, make safer choices and seek support earlier.
<b>Healing and recovery</b>	Counselling, mentoring, peer support and parenting input are designed to reduce isolation, improve coping, strengthen wellbeing and support long-term recovery.
<b>Children, young people and families</b>	Youth enrichment, positive activities and family support create safer spaces, build confidence, improve relationships and widen opportunity.
<b>Progression and rehabilitation</b>	Volunteering, business development and resettlement-focused support help people rebuild confidence, develop skills and move towards employment or self-employment.
<b>Community strength</b>	MAVUK's trusted reputation and collaborative local model create accessible pathways into support and a stronger protective network around families and young people.
<b>How this report should be used</b> As a polished narrative shell for publication, board review and funder-facing adaptation once approved annual evidence has been inserted.	<b>What still needs inserting</b> Verified reach figures, outcome data, partner acknowledgements, funder references, case studies, consented quotes and approved imagery.

# Community need and MAVUK's response

MAVUK was formed out of direct experience of violent loss in Manchester and grew from a community response to gun and knife violence. That origin continues to shape the organisation's approach. MAVUK's support model is grounded in empathy, trust, lived experience and an understanding that many people affected by violence do not access help easily through formal systems alone.

MAVUK's documented mission and service model show a strong commitment to reducing violence, relieving distress, improving mental and emotional wellbeing, and helping people move towards safer and more hopeful futures. The organisation's work is rooted in communities facing deprivation, exclusion, trauma and the longer-term effects of violent crime.

A distinctive feature of the MAVUK model is the combination of community credibility and practical delivery. Internal documents describe a family-friendly, less formal and accessible environment where local people can engage with more than one kind of support in one place. This strengthens trust, reduces barriers and helps people sustain contact with services over time.

## Our impact in practice

### 1. Safety and violence prevention

MAVUK's services include educational awareness on the impact of violent crime, campaigning activity, voice-of-experience work, workshops with children and young people, and engagement with professionals and people involved in offending behaviour. These activities are designed not simply to share information, but to interrupt harmful thinking, build empathy and reduce the likelihood of future violence.

- Greater understanding of the human impact of violence, for both young people and adults.
- Safer decision-making, including reduced willingness to carry weapons or become involved in harmful peer activity.
- Earlier identification of children and young people affected by violence by professionals and community adults.
- More opportunities for constructive dialogue between communities, services and those at risk of harm.

### 2. Healing and emotional wellbeing

Through ACCESS and related support, MAVUK offers counselling, mentoring, peer support, parenting input and trauma-aware one-to-one help. Internal service descriptions emphasise support for people affected by anti-social behaviour, murder, aggression, mental health pressures, bereavement and wider social stress. The approach is intended to reach people who may struggle to access statutory support because of fear, stigma, finance or mistrust.

#### Impact pathway

Trusted access -> emotional safety -> improved coping -> stronger self-esteem and wellbeing -> re-engagement with family, work, volunteering or community life.

- Reduced isolation and improved ability to cope with trauma, grief or ongoing stress.
- Improved confidence, self-esteem and mental wellbeing.
- Stronger parent-child relationships through evidence-based parenting support.
- Better connection to wider support through signposting, mentoring and sustained relationships.

### 3. Children, young people and families

MAVUK's youth and family work includes positive activities, dance and creative provision, mentoring, support for children and young people not thriving in mainstream pathways, and parenting support for families dealing with challenging behaviour, stress or community risk. Existing documents describe this work as closely linked to Every Child Matters principles and to the belief that positive relationships at home are central to long-term change.

The impact here is both direct and preventative. Young people benefit from safe environments, structured activity, confidence-building and positive adult relationships. Parents benefit from practical support and stronger tools to help their children navigate risk. The wider community benefits when young people have more opportunities for achievement and fewer opportunities for harm.

- Improved confidence, sense of achievement and physical wellbeing through regular activity.
- Increased pro-social participation and reduced exposure to anti-social environments.
- Better emotional support for young people experiencing violence-related fear or disadvantage.
- Stronger family relationships and a more stable home context for change.

### 4. Progression, rehabilitation and employment

MAVUK's documented programmes also include work with returning citizens, business development and volunteering. These strands recognise that community safety is strengthened when people leaving prison, or living with the long-term effects of exclusion, are supported into constructive roles, skills development, employment and self-employment. The organisation's model links rehabilitation with dignity, responsibility and community contribution.

- Improved confidence to pursue employment, enterprise or training.
- Reduced risk of re-offending through practical support and positive social roles.
- Development of transferable skills through volunteering, mentoring and supported progression.
- Greater sense of belonging and social contribution among adults rebuilding their lives.

### 5. Community collaboration and trusted access

MAVUK's impact is not only delivered through individual programmes. Internal documents describe a broader collaborative model involving local services, schools, criminal justice contacts, local authority links, community groups and volunteers. This network strengthens referral routes, helps people receive more joined-up support and increases the organisation's ability to respond to complex needs in a practical way.

#### **Why this matters**

A trusted community organisation often reaches people earlier, keeps them engaged longer and can translate formal services into support that feels accessible, culturally aware and humane.

# How MAVUK measures impact

MAVUK’s internal documents point to a culture of continuous improvement, standard measures of performance and interest in external quality verification. Service planning documents describe impact not only in terms of activity delivered, but in terms of change experienced by people and communities. That means the organisation’s impact story is strongest when quantitative reach data is combined with qualitative evidence such as case studies, practitioner observations, service-user feedback and partner testimony.

The framework below translates MAVUK’s documented service model into publication-ready impact headings. It is designed to be used when completing the final report with verified annual evidence.

Programme area	People / situations	Changes sought	Evidence sources
<b>ACCESS</b>	People affected by violence, trauma, grief, mental health pressure or parenting stress	Reduced isolation, stronger coping, improved wellbeing, re-engagement with family and community	Session records, feedback, outcomes review, referrals
<b>Youth and family work</b>	Children, young people and families facing risk, exclusion or low confidence	Safer choices, confidence, positive activity, stronger family relationships	Attendance, parent feedback, school/partner observations
<b>Violence awareness and prevention</b>	Students, professionals, community groups and people at risk of offending	Greater awareness, empathy, safer behaviour and earlier support	Workshop logs, participant feedback, partner testimony
<b>Progression and rehabilitation</b>	Returning citizens, adults seeking work or enterprise, volunteers	Skills growth, confidence, employability, community contribution	Progress reviews, completion records, destination stories
<b>Mediation and advocacy</b>	Individuals and families experiencing conflict or barriers to support	Issues identified, agreements reached, people feeling heard and supported	Case notes, follow-up, resolution records

## What this final report still needs

- Verified annual beneficiary numbers and service reach by programme.
- Approved outcome percentages or survey findings where available.
- Two to four short case studies or consented testimonials.
- Named partner acknowledgements and current funder references.
- Approved photographs and publication sign-off.

## Looking ahead

The next stage of MAVUK’s impact journey is not only to continue delivery, but to evidence the difference more systematically and visibly. A strong final impact report should demonstrate the full chain of value that MAVUK creates: trusted access, early intervention, improved wellbeing, stronger family relationships, safer choices, wider opportunity and deeper community resilience.

Looking forward, MAVUK is well placed to continue preventing violence, supporting healing, strengthening families and creating opportunities for children, young people and adults across Greater Manchester. Its distinct contribution remains the combination of lived experience, community trust, practical support and a clear belief that local people deserve hope, dignity and real opportunity.

## Publication completion checklist

Item to confirm	Status	Notes
Beneficiary numbers and reach	<b>Pending</b>	Insert verified totals for counselling, mentoring, workshops, youth activities, parenting and volunteering.
Outcome data	<b>Pending</b>	Add any available before/after data, satisfaction findings or partner feedback summaries.
Case studies and quotes	<b>Pending</b>	Include two to four anonymised stories or testimonials where consent is available.
Partner and funder acknowledgements	<b>Pending</b>	Confirm names for partner recognition and any current funding references.
Photos and permissions	<b>Pending</b>	Replace draft text-only layout with approved images and caption permissions.
Leadership sign-off	<b>Pending</b>	Confirm final wording, design approval and public release version.

### Internal drafting note

This report is ready for narrative review and publication completion. It intentionally avoids presenting the 2022 planning outputs in MAVUK's internal business plan as if they were confirmed 2024-2025 annual results.