



2025–2026

CASE FOR SUPPORT

OUR BACKGROUND



HAYLEY STEPHENS

My name is Hayley and I have worked at Gateway Church for five years, leading Oasis, an outreach programme supporting survivors of domestic violence and abuse. I have recruited and trained volunteers and developed the project into a successful and trusted service.

I am trained in the Trick Box emotional management programme and have provided parenting and well-being support in primary schools. I am Mental Health First Aid (MHFA) trained (2024) and have completed domestic abuse awareness training.

Previously, I worked for five years as a Product and Marketing Manager.



CATHERINE HUNTER

My name is Catherine, and I have been a Primary School Teacher for 22 years. I am trained in Trauma-Informed Practice, Stormbreak, and First Aid. I also serve as a Financial Administrator for a pre-school and as a Student Leader in a church group.

I volunteered with Oasis for four years and now support Hayley in delivering the IAmConfident programme.



HAYLEY'S IAMCONFIDENT STORY

IAmConfident has been a vision I've believed in for many years - to empower and build confidence in teenagers and women of all ages. The IAmConfident logo symbolises the power of speaking out the words "I Am" Brave, Resilient, Valued, and Capable, helping women not only to say these words, but to begin to believe them.

I initially created a 12-week course. After running successful pilot sessions and identifying the wider need, I wanted to reach more women, not just those in refuges but also in the community. I recognised that when women are vulnerable, they often need support in multiple areas of their lives in order to feel confident and capable again. This led me to tailor and develop sessions that help women reset different parts of life where they may have lost confidence, returning to basics so they can begin enjoying life again.

It also became clear how important it was to do this work with someone who shares the same heart and values. Catherine had volunteered for Oasis, and we soon discovered we carried the same vision. Together, we've been able to build trust and hope, allowing women to feel safe enough to leave their homes and attend sessions. We offer accountability, along with 121 support before and after each session.

We are passionate about continuing and expanding this work, increasing our impact, and empowering more vulnerable women to rediscover their strength and confidence.



VISION

To reach and empower 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.

TARGET MARKET

For all women.

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

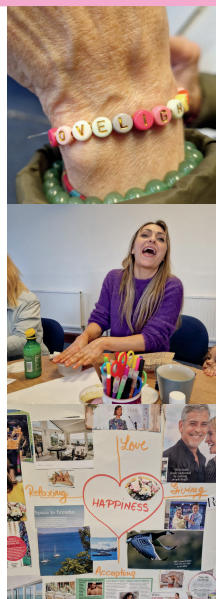
Average ratings for life satisfaction, feeling that the things done in life are worthwhile, and happiness appeared to decline for England, Wales, and Northern Ireland, and improved slightly for Scotland in the latest YE March 2023, compared with the previous year.

Average ratings of anxiety increased (declined) for all four countries.

RESEARCH

BUSINESS MODEL UPDATE YEAR 1

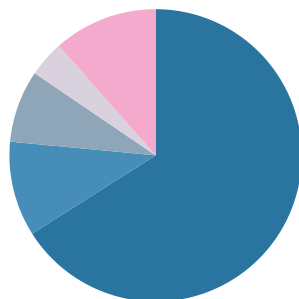
1. Now successfully running two sessions per week on an annual basis.
2. Completed first half-term Training Manual package.
3. Almost completed an academic year of PowerPoints.
4. Social media platforms have been developed.
5. Referrals have increased to an average of 2/3 a week through regular social prescribers referrals, NHS, self-referrals and other charitable and local groups.



BUSINESS MODEL YEAR 2

1. Complete a startup package for other providers such as Church outreach groups or local community action groups.
2. Activate training programme with the aim to set up in different locations.
3. Begin to train up volunteers.
4. Investigate starting up a university student group.

● Charitable Funders	66.0%
● Local Businesses	10.5%
● Gifts & Donations	8.0%
● Fundraising	4.0%
● Training Payments	11.5%



OUR BUSINESS
MODEL FOR
YEAR 2



BUSINESS MODEL YEAR 3

1. Develop online training.
2. Create an app to carry information digitally.
3. Increase student groups and others.



FEEDBACK COMMENTS

We have had hundreds of 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.”

“I walked in with two bags of worries, but it was great to put them down for two hours”

“This group is wonderful. It is my community safe space to share”

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

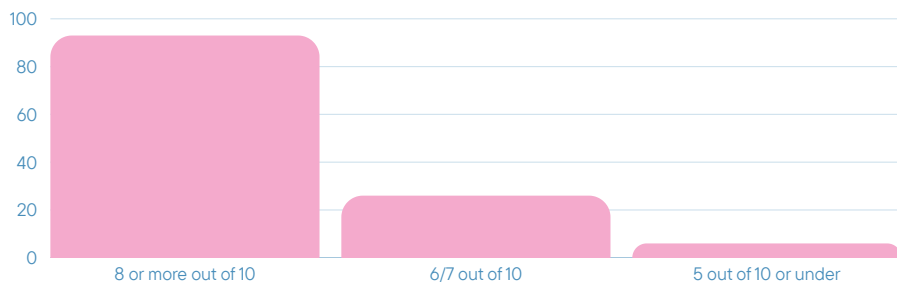
“I find all the sessions really helpful for building confidence and calmness. the atmosphere is always supportive, encouraging and offering freedom to share our highs and lows, and support one another in the light of the the advice given. the sessions are always positive, gently instructive and affirmative 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

2025-26

Feedback rating of our sessions from over 100 questionnaires



91% of women more equipped/ empowered after a term of sessions

83% felt sessions had a positive impact on their confidence

85% said positive impact on their family

80% said they could enjoy life again

Women took part on our courses

35

Come through Medical Referrals

29

Came from personal recommendations

2

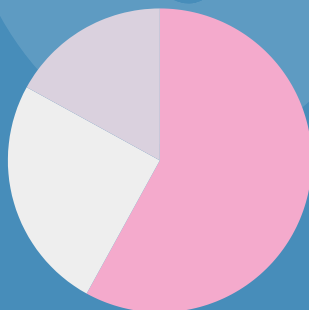
Came from Social Media/ advertising

3

Came through Refuge/Safe houses

1

Impact of the session on their confidence over a term ----->



WHAT FINANCIAL SUPPORT WE NEED

YEAR 1 BUDGET

Total

£24,500



YEAR 1 INCOME SOURCES

Charitable Funders

£19,000

Local Businesses Funding

£1,600

Gifts/ donations

£3,900

YEAR 2 BUDGET

Salary costs:

£27,875 (to include five weeks holiday pay)



Session Resources

£3,400 £20 per session, 4 per week over 39 weeks



Travel

£975

Development
courses and
networking

£150

Course transport/
hardship fund for
the women



Admin/ Printing

£1,500

Research and development

£2,000

Training Volunteers

£250

Total

£37,400

FIVE ELEMENTS OF A SESSION

1. Each session begins with a catch up on each members' wellbeing.
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. Reflect on the session and create a personal challenge.
5. End with an activity connected to the subject for example: clay modelling, face pack making or a vision board and a personal weekly challenge.

ADDITIONAL SUPPORT

We endeavour to eliminate all barriers and hurdles for most vulnerable and isolated women so they can eventually join our sessions.

1. Contact support following a referral.
2. Offer to meet with isolated women, prior to them coming to the group.
3. Each term we visit a cafe, for coffee and cake, to build up confidence in a social setting.
4. 121 support after session, if requested.
5. Hardship fund to offer aid with therapy and legal costs.
6. Rolling academic year of session so they can join when they can.
7. Offer to transport women from homes to the course.
8. Tailor sessions to adapt for those with disabilities and learning difficulties.



I Am Confident
CAPABLE. RESILIENT. VALUED. BRAVE.

EXAMPLES OF SYLLABUS SESSIONS

Session 1

Connect & Create

Discover the interests of others and encourage one another.



Session 2

Reset & Restart

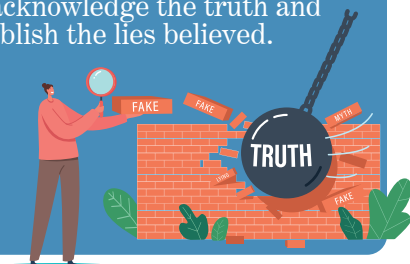
To acknowledge where you are in your life and start to think more positively about the future



Session 3

The Truth & Your Belief

To acknowledge the truth and establish the lies believed.



Session 4

Thought Patterns & Behaviours

Challenge our daily self narrative.



Session 5

Assertiveness & Body Language

Understand and explore different styles of assertiveness and understand the impact of body language



Session 6

Setting Clear Boundaries

Set clear boundaries to protect ourselves and others and to enable our relationships to flourish



CONTACT US



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Sessions every Thursday | 9:45AM - 12:00PM

Sessions every Wednesday | 1:15PM - 3:00PM

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