



Inspire Belief in Young People

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Becoming a Key Partner

HELLO!

Thank you for taking the time to learn about The Key and how we could support you and the young people you work with. We're thrilled that you're considering becoming a Key Partner.

The Key is a North East charity committed to inspiring young people to believe in themselves, especially those living in deprivation and who face challenging personal circumstances. Everything we do is for the benefit of young people and built from our core beliefs that young people should be:

- Empowered to use their voice and be heard
- Trusted to lead and deliver projects meaningful to them
- Supported to build the skills and confidence they need to thrive
- Inspired to become active citizens by exploring enterprise or tackling social issues

We began life 30 years ago when an ambitious group of young people, detached youth workers and academics collaborated to develop an evidence-based programme to engage young people and support them to develop their life skills. Ever since, we have been collaborating with a community of over 100 organisations who share our desire to empower young people to realise their potential, recognise the positive impact they can make in their society and develop the skills they need to thrive.

Together, we provide exciting, genuinely youth-led, opportunities for young people with our skills development challenge that today we call KEY+.





The KEY+ Challenge is a three stage, skills development challenge that gives young people the freedom, funding and support to deliver their own genuinely youth-led projects whilst building their skills, confidence and capabilities. KEY+ empowers young people to believe in themselves and have agency to lead their own projects.

It sees young people come together in small groups and with the support of a KEY+ Facilitator (trained deliverer), they're set the challenge to:

1. **Think** of a project or activity
2. **Plan** what is needed for that project, including a budget
3. **Pitch** their project to a panel of volunteers
4. **Do** their project if given the go ahead by the panel
5. **Review** and reflect on their project and development.

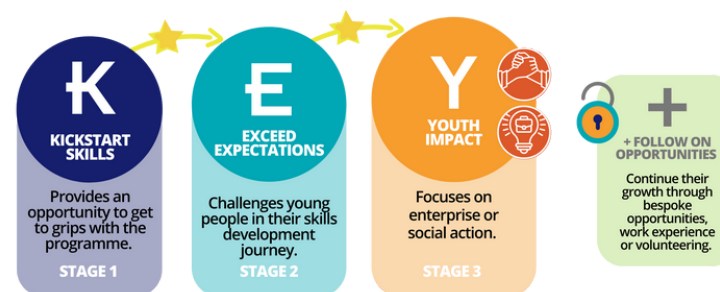
Young people complete this process up to three times, each time planning more progressively challenging projects with greater personal development.

Each Key Group is supported by a Key Facilitator who guides, challenges, and celebrates young people's journey through KEY+. A KEY+ Facilitator is someone from your organisation, either a paid employee or volunteer, who we train and support to deliver KEY+.



Each project must present young people with a stretching challenge in order to provide them with the opportunity to build their skills, confidence and form a growth mindset.

The five steps can be repeated up to three times with the level of challenge, learning and funding available increasing each time.



Delivering their first KEY+ project is a great achievement for young people, delivering their second project stretches young people further and enhances their skills and at Stage 3, young people must explore enterprise or social action with their project, providing a way to take action and contribute to their communities.



Reward and recognition

Reward and recognition is an essential element of the KEY+ Challenge and, as young people transition through the process, we continuously celebrate their success and progress.

1. **Pitch to panel:** Young people pitching to panel is a big part of KEY+. The experience is transformative and once they've successfully pitched and responded to the panel's challenge, young people's sense of achievement is huge. Our panel members are trained to celebrate young people and provide positive praise as they deliver the (hopefully) good news that they've been successful.
1. **Certificates:** Every young person who completes a project receives a certificate. It marks the successful milestone and is further evidence of how young people have worked hard and excelled throughout the KEY+ Challenge.
1. **Hall of Fame:** We love sharing stories of success and achievement. Our website often features amazing young people and their journey through. We always keep an eye out for great stories to share and young people can nominate their group to be featured on our website too.

The Key Awards

A huge part of our reward and recognition offer is our annual Key Awards which brings people together to shine a spotlight on the amazing achievements of young people and the wider Key community.

It's a special event which focusses on young people, celebrating the projects they delivered, the progress they made and the skills and confidence they developed throughout.

It's also a time to acknowledge the hard work and dedication of the volunteers, KEY+ Facilitators and partners who collaborate to make the magic happen.



The difference it makes

Taking part in and transitioning through KEY+ liberates young people from the belief that there are limits to their abilities. It offers them a voice, and a platform to take charge of the things they are most passionate about. It helps shape their attitude, builds confidence, resilience, and self-efficacy in sustainable and meaningful ways.

They discover their passions, talents and realise what they are capable of. They make positive friendships and connections with peers and adults through group work. KEY+ inspires young people to build up to beginning their own enterprise or tackling social issues, positively shaping and contributing towards their communities.

" I really did feel empowered and it changed the way I thought. It left me thinking nothing was beyond my reach. "

CRAIG



" The Key meant I am capable of being independent and I've got capacity of doing my own unique things and being successful. "

MAHNOOR



" The Key helped me no longer feel alone. It helped me feel part of a team and I am so much more confident now. "

MATT



12 Key Skills

The KEY+ Challenge focuses on developing 12 transferable skills. The development of our Key Skills enhances self-belief, gives young people the foundations needed to engage in healthy relationships and ultimately puts them in a stronger position to reach their potential to work.



Meet a Key Partner

The Linx Project is a Middlesbrough based organisation providing real life opportunities to young people through their centre based and detached / outreach work.

A Key Partner since 2013, they've inspired hundreds of young people through KEY+ and facilitated a variety of genuinely youth-led projects with our help. Here's what they say about...

How does The Linx use the KEY+?

We use it to engage young people and help them to learn many different skills in a friendly environment with friends.

How does KEY+ make a difference?

It provides young people with the opportunity to lead their own, youth-led activities that they may never have had the opportunity to do. It improves young people's skills and confidence and provides them with an aim and objective to work towards; creating an environment for sustained participation and engagement.

The Key has transformed the behaviour of hard to reach young people and enabled them to develop important skills. It has given them a chance to plan something for themselves and work together as a team.

Ricky
Key Facilitator

How does KEY+ enhance your provision?

Our partnership provides young people with the resource and opportunity to lead and do their own activities. It provides us with the opportunity to deliver targeted work with young people who wouldn't normally engage in our open access youth clubs and gives us a flexibility to work in a wide range of settings. It benefits both the school & NEET curriculum outcomes, young people's needs and learning styles.

What do young people love about it?

- It's youth-led so young people choose where they take their project and what they do.
- It's flexible and creative
- Helps to improve their confidence
- Creates a sense of achievement
- Enables young people to give back to their local communities.

KEY+ in action

Key Group: Huey, Dewie & Louie

Huey, Dewie and Louie spread positivity with their stage one Key Project by making 'Little Bags of Love' for local cancer patients. Each Little Bag of Love contained items such as cosy socks, hand gel, colouring books and messages of positivity for the patients. The Key Group even used their new found negotiation and budgeting skills to prepare gift bags for the nurses on the ward, stretching the project as far as they could.



Key Group: STAND4

STAND4 began KEY+ after lockdown and found that Stage 1 and 2 helped them to build skills, reconnect, and forge friendships after a long time apart during the pandemic.

After gaining so much from Stage 1 and 2, STAND4 were ready to make an even bigger impact at Stage 3 and so set about starting their own community podcast tackling social issues that impact young people. STAND4 secured a host of well-known guests and covered topics such as race inequalities, food poverty and educational inequalities. Their project pushed them out of their comfort zone and empowered them to be ambitious and use their voices to discuss issues that mattered most to them.

STAND4 developed the 12 Key Skills along the way as they planned their time and energy to ensure their recording schedule was manageable around school. They developed their negotiation skills as they secured podcast guests and undoubtedly built their communication skills as they debated with one another whilst navigating the task of building rapport with podcast guests and interviewing them in a way that got the conversation flowing.

Sophie
STAND4
GROUP MEMBER

The Key enabled us to think about what we want to do. It was really beneficial because it gave us freedom at a time when you really feel like you don't have a lot especially since the pandemic.

Becoming a Key Partner

Becoming a Key Partner will open doors for young people and your organisation with exciting opportunities and benefits.

Benefits of joining The Key:

Access to our impactful youth-led, skills development challenge at an affordable cost tailored to your needs

The ability to offer genuinely youth-led opportunities chosen by young people with a flexible timescale

The resources and investment young people need to implement their own genuinely youth-led projects and activities

An online account to track the progress of young people and your organisation's activity

Support young people to lead and progress projects and activities which benefit the wider community and build social capital

Flexible training and support for your staff and volunteers

Join a community of fantastic organisations with similar aims who are already reaping the benefits of being a partner

Partner experiences

"The Key was brilliant for our young people. They learned how to work together and overcome challenges."

"The Key worked really well for our group. The young people really felt like they had achieved something positive and worthwhile."

"The Key gives young people the opportunity to let their hair down, be imaginative and believe anything is possible."

Partnership Tiers

The Key has three different partnership options, with each level providing you with varying activity levels to best meet your organisational needs.

Our Partnership Packages

	SMALL	MEDIUM	LARGE
Maximum Number of Key Projects	3	6	9
Annual cost	£200	£400	£600

All Key Partners receive access to:

Unlimited KEY+ training and support

Impact reporting suite

A suite of helpful resources and guides

Unlimited nominations to our annual Key Awards

Free tickets to our annual Key Awards

Regular communication from The Key

Support from The Key team

Opportunity to access optional upgrades

Funding for young people's project ideas

**SIGN UP
HERE**

Bespoke packages are available for larger scale KEY+ usage and delivery. Please speak to The Key directly to discuss this option for your organisation.



Together we've been inspiring belief in young people since 1992 and we would love you to become part of our story and community.

The Key is on an exciting journey as we continue to strengthen our offer to our amazing Key Partners and the inspirational young people who complete KEY+.

There's never been a better time to join our community. We'd love the opportunity to discuss how we can collaborate with you so please do get in touch. We're always here to help.

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