

Communications toolkit

Unlocking Unlimited Futures

The Key, Maybrook House, Grainger Street, Newcastle Upon Tyne, NE1 5JE
thekeyuk.org. Registered charity in England and Wales. Charity Number: 1093569

Introduction

The Key is a registered North East Charity committed to empowering young people across the North East, especially those growing up in poverty or navigating challenging circumstances. Our vision is for a North East where every young person can shape their own path and unlock unlimited futures for themselves. Everything we do is for the benefit of young people and from our core beliefs that young people should be:



We began life over 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 partners 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 and confidence to thrive.

Together, we provide exciting, genuinely youth-led, opportunities for young people with the KEY+ Challenge.

About the toolkit

We value each and every one of our partners. Without your contribution, we couldn't empower as many young people as we do.

We'd love you to help us spread the word about The Key and encourage more like-minded organisations to join us in creating exciting youth-led opportunities.

This toolkit has been designed to make it as easy as possible for you to highlight your involvement and celebrate the fantastic projects delivered through the KEY+ Challenge.

In the toolkit you will find:

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Our logos and supportive assets to help you spread the word about the amazing things you and the young people you support are doing with The Key can be downloaded here.

1. Brand name & strapline

Our charity's official brand name is:

The Key

Our official strapline is:

Unlocking unlimited futures

We would greatly appreciate it if you could only refer to us as The Key. This avoids any confusing association with our previous brand name, which is no longer in use. Thank you for understanding.







2. Suggested social media content

The following content is designed for you to copy and paste into your social media platforms. You're welcome to draft your own and we'd love you to tag The Key's official social media channels:
Facebook, Instagram & TikTok: @thekeyuk
LinkedIn: linkedin.com/company/thekeyuk

Suggested Facebook, LinkedIn & Instagram Content
(insert name of project) has been made possible thanks to support from **@thekeyuk**, a North East charity creating opportunities for young people to harness their own agency, explore their potential and forge postiive pathways towards unlimited futures. >> thekeyuk.org.

We're working in partnership with **@thekeyuk** to create opportunities for the young people we support to explore their potential, develop essential skills and take steps towards positive futures. Together we're helping young people recognise their strengths, use their voices and shape what comes next. Find out more thekeyuk.org.

We're proud to collaborate with **@thekeyuk** through the KEY+ Challenge, giving young people opportunities to explore their interests, develop essential skills and turn their ideas into action. By supporting young people to take the lead and make a difference in their communities, we're helping them harness their own agency and forge positive pathways towards unlimited futures. Find out how you could become a Key Partner today at thekeyuk.org

3. Suggested website & newsletter content

Suggested website and newsletter content
(insert name of project) is a Key Partner and proud to collaborate with North East charity The Key to help young people unlock unlimited futures.

Through the KEY+ Challenge, young people develop essential skills, harness their own agency and create positive change in their communities.

Together, we're helping young people explore their potential, use their voices and shape their futures.

For more information, visit thekeyuk.org

We have created some supporting images and assets to help you spread the word about the amazing things you and the young people you support are delivering with The Key.
Please click here to download them.

4. Relevant logo to include on materials

Please include The Key's logo on any marketing materials that reference your funded project.
These could include:

- Your organisation's website
- Any printed materials you produce (e.g. brochure/flyers/magazines)
- Newsletters (print and online versions)

The Key's full colour logo (above) should only be used against a white background. Other colour versions can be downloaded here.

By showcasing The Key's support on your own platforms you are helping to raise awareness and enable more young people to benefit from KEY+.

5. Guidance of press releases & the media

If you would like to issue a press release or organise a media call to promote your project, please credit The Key's support.

You can do this by:
- Adding information about us in your release
- Include The Key's notes to editor
- Invite The Key to include a quote in your press release or attend your media call

Copy to include in the body of the press release
(insert name of project) is supported by North East charity, The Key (thekeyuk.org).

Founded in 1992, the charity creates opportunities for young people growing up in poverty and those facing challenging personal circumstances to develop their skills, confidence and resilience, helping them unlock unlimited futures.

Through the KEY+ Challenge, young people harness their own agency, develop essential skills and deliver projects that matter to them, helping them forge positive pathways and make a difference in their communities.

Notes to editor

The Key is a North East charity that creates opportunities for young people to harness their own agency and forge positive pathways for themselves.

For over 30 years, The Key has been supporting young people growing up in poverty and those facing challenging personal circumstances to develop their skills, confidence and resilience. Through opportunities such as the KEY+ Challenge, young people can explore their interests, develop essential skills and lead projects and activities that matter to them - whether through enterprise or social action.

The Key's vision is for all young people in the North East to unlock unlimited futures for themselves.

For more information please visit www.thekeyuk.org.

Supplying quotes for press releases and attending media calls

Please offer The Key the opportunity to include a quote in your press release. To request a quote, email Abbie Foster on abbie.foster@thekeyuk.org or call 0191 731 7830.

If you would like a member of The Key team to attend your media call and speak to media, please contact Abbie on the above details.

5. Media spokespeople

The Key's lead media spokesperson is:
Rebecca Maw, CEO at The Key.

Please contact Abbie on abbie.foster@thekeyuk.org or call 0191 731 7830 if you would like to speak to The Key about your project.

6. Speakers from The Key for events & conferences

The Key are more than happy to speak at any event, celebration or conference.

Please simply get in touch with us to tell us more and we'll help identify the best colleague to attend.
Speak to Abbie on abbie. foster@thekeyuk.

7. Sign off and approvals process

Please share any materials that include copy about The Key, or The Key logo, for sign off before issuing or sending to print. Your contact at The Key is:

- Abbie Foster, Head of Strategic Partnerships and Communication
- Email: abbie.foster@thekeyuk.org
- Telephone: 0191 731 7830

8. Contacts

The Key
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THANK YOU FROM THE KEY
On behalf of everyone at The Key, thank you for your continued support and the opportunities you provide young people to develop their skills, harness their own agency and unlock unlimited futures for themselves.