



Inspire Belief in Young People

—————→
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 registered North East charity committed to inspiring young people to believe in themselves, especially those growing up in poverty and those facing challenging personal circumstances. Everything we do is for the benefit of young people and built 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.



KEY+

The **KEY+ Challenge** is a three stage, skills development challenge that gives young people the freedom and support to deliver their own youth-led projects and activities whilst building their skills, confidence and capabilities.

It brings young people together in small groups and challenges them to follow five proven steps to:

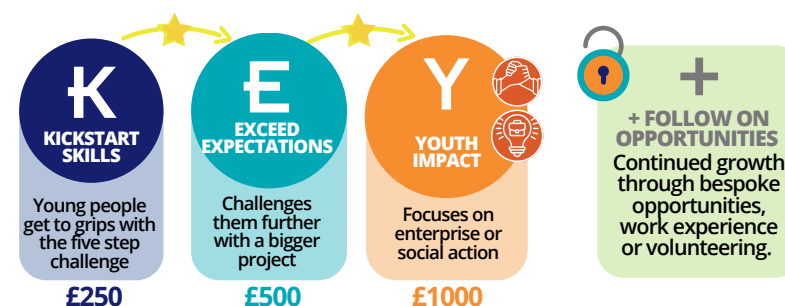
1. **Think** of a project or activity
2. **Plan** what is needed for that project (including a budget)
3. **Pitch** their project to a panel of volunteers
4. **Do** their project if given the go ahead by the panel
5. **Review** and reflect on their project and development

Each 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+.



KEY+

Young people complete the KEY+ five steps up to three times, each time planning more progressively challenging projects with greater personal development and a more generous KEY+ budget to spend.



Young people can access up to £1,750 for their projects and ideas from The Key. These funds are accessed through KEY+ and provided by a range of grant making trusts and foundations.

PROJECT IDEAS YOUNG PEOPLE HAVE MADE HAPPEN WITH KEY+

A group of young people created cost of living hampers for those most in need. They included school holiday activities for families struggling.

To reduce isolation, a group of young women created a community friendship bench and ran an art competition to create a painted mural for each side of the bench.

A group of young refugees wrote a song to show their experiences of being a young refugee in the UK. They created a music video and shared their song with others online.

A group of NEET young women set up their own micro enterprise, making and selling candles. It inspired the group and encouraged them to re-engage.

The difference it makes

The KEY+ Challenge provides a way for young people to lead and shape their own engagement, and positively contribute to their community. As young people progress through KEY+ they:

- **Use and explore their voice and ideas:** This makes young people feel heard, seen and valued. It empowers them and builds their confidence.
- **Lead and deliver their own projects and activities:** Young people deliver projects together. It provides them with positive activities to engage in whilst helping them to reconnect and strengthen relationships.
- **Build skills and confidence:** Young people increase transferable life and employability skills by an average of 25%. These skills set young people up for future success and include competencies such as communication, decision-making, negotiation and more.
- **Become active in their community:** Through the delivery of their projects, young people benefit others. Young people connect with their community and build vital bridging relationships and experiences that can open doors and lead to social mobility.

"Taking part made me more resilient. In the future it'll make me more ambitious because I know what I can achieve now, so why not go further? I wish everyone could experience."
- Jessica, KEY+ completer

"It has helped me be a better person and become more motivated to attend school. If it didn't happen, I would still be a non-attender."
- Joseph, KEY+ Completer

Our impact

2023-24 ANNUAL KEY+ STATS

904

unique young people were supported to participate in KEY+



They used their ideas and took the lead to think, plan, pitch, do & review

226

of their own projects or activities

Including:

- Food hamper support for struggling families
- Group bonding experiences
- Community fun days
- Youth-led school enterprise fairs



Young people developed their skills by an average of

24%

leading to increased confidence, resilience and self-esteem - a 'growth mindset'



95%

of young people reported improved confidence thanks to KEY+

100%

of young people asked, said KEY+ will have a positive impact on their future



QUOTES FROM YOUNG PEOPLE

"The KEY+ Challenge has given me the opportunity to increase my confidence and try new things"
-Edi, KEY+ Completer

"I feel much more confident and happy."
-Molly, KEY+ Completer

"I would normally be in the streets and not thinking of employment. It helped me become motivated and think about my future and where I would like to go in life. Using the skills made me a better person."
- Ocean-Tia, KEY+ Completer

"It has helped me gain confidence around people and work in a social environment. It helped me realise that I can achieve what I believe and encouraged me to get into the world and explore."
- Ellie, KEY+ completer

KEY+ Partners

The KEY+ Challenge is used by a diverse range of partners. It's versatile and flexible nature means it can be embedding a variety of settings.



The Linx Project

The Linx Project is a Middlesbrough based organisation providing real life opportunities to young people through their centre based and detached / outreach work. KEY+ is used across Linx's services including outreach, regular youth clubs and school provision.

"We genuinely feel that empowering young people, supporting them to take responsibility and helping them to think about their communities can have a profound effect on their confidence, self-esteem, and self-worth. It is a humbling experience to watch the young people grow and connect as they navigate their way through each project and its always very powerful to observe the pride they take in their achievements." - Ellis Sexton, The Linx Project



Cheesy Waffles Project

The Cheesy Waffles Project is a registered charity for children, young people and adults with additional needs from across County Durham. KEY+ is used throughout Cheesy Waffles provision with young people aged 11-25 and has been adapted to better meet the needs of young people with disabilities.

"KEY+ ensures different organisations come together to support young people and give them valuable opportunities. For us, it ensures that young people with a disability are given a platform to be heard, seen and involved." - Erika Denholm, Cheesy Waffles Project



Ferryhill School

Ferryhill School is a secondary school based in a deprived North East area serving children and young people aged 11-16.

"KEY+ plays a vital role in ensuring the young people in our area have access to the best starts in life. At Ferryhill School the KEY+ Challenge is a core part of our extra curricular programme, allowing young people to cultivate their ideas outside of the class room and work on projects to help them blossom into real life. Each idea and project is underpinned with the key skills, these key skills begin to underpin life long learning for our students." - Mrs Langdale, Ferryhill School

KEY+ in action

KEY+ GROUP: THE LIONESSES



Olivia, KEY+ Completer

"This has made me feel better about myself. I have made new friends and I can now be more open and talk about how I feel which has been great for my confidence."



The Lionesses transformed throughout the KEY+ Challenge and became young entrepreneurs. Together they battled many personal challenges but managed to launch their mini candle business using recycled jars and materials and became KEY+ Completers. The young women supported re-engaged in positive activities and all re-entered into employment or education following their engagement. They even picked up the KEY+ Inspirational Group award at our annual Key Awards. [Read more about their journey here.](#)

KEY+ GROUP: NO-ONE KNOWS

No-One Knows are a group of young men supported through KEY+ at school after being identified as struggling with anxiety, engagement within lessons and being at-risk of becoming excluded.

Taking part provided No-One Knows with the opportunity to come together and strengthen friendships which improved their behaviour and attitude in the classroom. At Stage 2, the young men planned a camping trip to Kielder to experience the outside & improve their mental health after a difficult time. Their projects focussed on being outdoors and promoting their mental health before delivering a legacy Stage 3 project with the creation of a tent library in school so that other pupils struggling could hit the outdoors in their own time too. [Read about their story here.](#)



Will, No-one knows Member

"We know each other a lot better, we can come to each other when we have problems and don't feel afraid."

Helen, KEY+ Facilitator

"KEY+ has given them something positive in what might have been a very difficult year. They have grown into mature and responsible young men."

Becoming a Key Partner

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

Your partnership package includes:



Access to KEY+ and resources



KEY+ Partner network



Bespoke impact dashboard



Unlimited training and support



Regular Key Newsletter



The annual Key Awards

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.

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

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

[**SIGN UP
HERE**](#)



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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 [@thekeytweets](https://twitter.com/thekeytweets)
 [@thekeyuk](https://www.facebook.com/thekeyuk)
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Hadrian House, Higham Place, Newcastle Upon Tyne, NE1 8AF

ARCHIVE



Access to KEY+
and resources



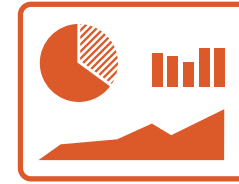
KEY+ network
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Reward and recognition

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.



KEY+ in action

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

How do you use KEY+?

young people with a disability are given a platform to be heard, seen and involved. - Erika Cheesy Waffles

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

. We genuinely feel that empowering young people, supporting them to take responsibility and helping them to think about and appreciate their communities can have a profound effect on their confidence, self-esteem, and self-worth. It is a humbling experience to watch the young people grow and connect as they navigate their way through each project and its always very powerful to observe the pride they take in their achievements. Facilitating Key+ initiatives provide our youth workers with the opportunity to develop their skills and their relationships with young people. They help to provide the foundations for leadership development and community involvement through inclusive, youth led activities. Long may that be the case. - Ellis Sexton, Linx

I love working with Key and it always amazes me what different projects the kids come up with. When I got into teaching, I thought I'd teach History, mark my books and that would be it. I never would've believed that I would have had anxiety dreams about directional padlocks!! My groups have changed and developed so much through doing their Key projects. Thomas Alley now listens to other people, Dan Craig is much more proactive and Heidi Cowie, our situational mute, has made friends who she goes out with on weekends and spoke in an interview on a microphone. I could go on but this is just a flavour of what Key does for our students in our school. - Helen, teacher at Gosforth East Middle School

How does KEY+ enhance your provision?

It gives our young people a sense of purpose. It gives them the opportunity to be creative, improve their confidence and self-esteem, open up opportunities for them to take part in activities which they have chosen. It is important when promoting youth voice as it gives young people an opportunity to explore their own ideas, take responsibility and for some to make actual differences and changes in society, which they wouldn't normally get the chance to do. - Sam Harrison, Auxillia Youth Services

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
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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.

The difference it makes

Taking part in KEY+ offers young people 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+?

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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?

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