



the
key

Communications toolkit

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**Inspiring belief in young
people together**

Introduction

The Key is a charity committed to inspiring belief in young people, especially those growing up in poverty and those facing challenging personal circumstances. Our vision is for young people to believe in themselves, unlock their potential and lead connected and fulfilling lives.

Through collaboration, our mission is to ensure young people have access to meaningful opportunities to build their skills, confidence and resilience.

Using our youth-led, development programme, the KEY+ Challenge, we empower young people to:

- Use their voice and be heard
- Lead and deliver projects and activities meaningful to them
- Build the skills and confidence they need to thrive
- Become active in their community by exploring enterprise or tackling social issues

To find out more about us, please visit thekeyuk.org.

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:

Inspiring belief in young people

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](https://www.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 empowering young people with meaningful opportunities to use their voices, deliver enriching projects, build skills, and be active in their communities >> thekeyuk.org.

We're working in partnership with @thekeyuk to inspire the young people we support to believe in themselves and develop the skills, confidence and resilience they need to thrive. Find out more thekeyuk.org.

We're proud to collaborate with @thekeyuk to inspire belief in the young people we support. Using the KEY+ Challenge, we're empowering young people to use their voices, deliver their own projects, build skills and confidence and be active in their community.

Find out how you could join our community and become a Key Partner today at thekeyuk.org

3. Suggested website and 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.

Working collaboratively, we support young people to complete their youth-led development programme, the KEY+ Challenge.

Together, we empower young people to:

- Use their voice and be heard
- Lead and deliver projects and activities that matter to them
- Build the skills and confidence needed to thrive
- Be active in their community by exploring enterprise or tackling social issues

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 exists supports young people growing up in poverty and those facing challenging personal circumstances to build their skills, confidence and resilience for the future.

Through their youth-led development programme, the KEY+ Challenge, young people are empowered to use their voices and ideas to deliver projects and activities that matter to them. In doing so, they build the skills and confidence needed to thrive and become active in their communities by exploring enterprise or tackling social issues.

5. Guidance of press releases & the media

Notes to editor

The Key is a North East charity inspiring belief in young people. It aims to create a world where all young people are inspired to believe in themselves and are empowered to achieve their potential.

For over 30 years, The Key has been changing the way young people look at their future by empowering them to use their voices and be heard, lead and deliver projects and activities that matter to them, build the skills and confidence needed to thrive and become activities citizens by exploring enterprise or tackling social issues.

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. Guidance of press releases & the media

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 and 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.org.

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 Income Generation and Marketing
- Email: abbie.foster@thekeyuk.org
- Telephone: 0191 731 7830

8. Contacts

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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 believe in themselves, unlock their potential and lead connected and fulfilling lives