

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 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.



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:

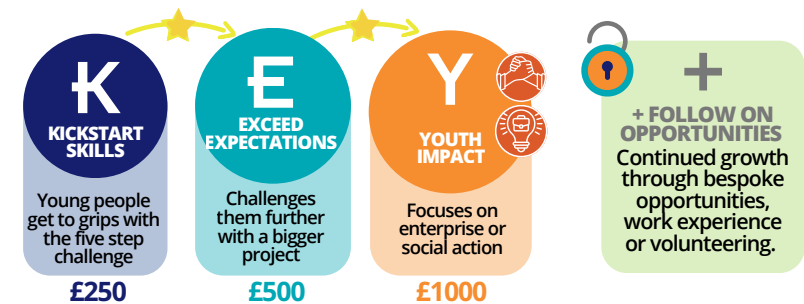
1. **Think** of a project or activity
2. **Plan** what is needed for that project (including a budget)
3. **Pitch** their project to a panel of volunteers
4. **Do** their project if given the go ahead by the panel
5. **Review** and reflect on their project and development

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 focused 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.

Our partnership packages

	Small	Medium	Large
Project Credits	3	6	9
Cost*	£200	£400	£600

*Heavily subsidised cost for charities and non-profit organisations.

If you're organisation is not a charity then please reach out as we'd love for the young people you support to benefit from the KEY+ Challenge.

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 empowering young people across the North East since 1992, and we'd 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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