

TFN Impact Report

Name of your Organisation:	Key4Life CIO
Name of the project TFN funded:	Key Mentor Training
Date Funded by TFN:	22/09/2021
Were you able to undertake your project as planned?	Yes
If no, please outline how the project has changed.	
<p>Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?</p>	<p>With the funding from TFN we held two 2-day residentials where we trained 19 young men to gain an AQA Level 3 in Coaching and Mentoring (we had obtained more funding and so trained a further 7 young men on top of your funding, thus increasing the two cohorts over the past year from 12 - 19 Key Mentors in total).</p> <p>From these two cohorts, two Key Mentors are now in training to become caseworkers, one working with the South West's participants and the other with our London cohort. They have both trained as NLP Practitioners and one is in training on an NLP Mastery course. This has huge benefits for Key4Life as these young men are able to deliver Emotional Resilience training for the young men on the programme, rather than having to outsource the training delivery. They have already developed relationships with our participants, and we have found their ability to engage with them even more effective. One of the most unique and transformational aspects of Key4Life's work is the way the Key Mentors play such an integral part in our participants' journeys.</p> <p>Now that we are able to use their lived experience and past Key4Life programme experience, we are seeing a real upturn in young men wanting to pay it forward as they finish their course. In the recent South west graduation over half of the cohort want to train to become a Key Mentor gaining an AQA Level 3 in Coaching and Mentoring to give back to their community and friends by sharing their experiences and becoming Key Mentors.</p> <p>In our recent programmes with help from our Key Mentors in 2021 (4 working on occasion in London) and 3 in the South West now working as caseworkers, analysis across the four 2021 programmes, involving 63 men shows Key4Life's results:</p>

78% improved emotional resilience

41% reduced negative health behaviours

3% re-offended or were recalled

73% into employment or training six months after K4L programme

It cost £4,820 to support each of the 63 men on the programme in 2021.

SROI analysis shows that the Key4Life programme would generate £4.08million in benefits to society over three years (through economic benefits, avoided public spending, and health and wellbeing gains for those involved).

Therefore, for every £1 spent on the Key4Life programme, approximately £13.46 of social value is generated (over three years).

In 2022 we have worked with 33 young men on 2 At Risk programmes with our inhouse stats showing 90% into employment in the South west and 58% into Employment, Education and Training in London (we are currently waiting for the end of programme research for the final analysis). The Key Mentors have been instrumental in helping the young men into employment, working alongside them to ensure they are work ready.

Our Key mentors have also been an integral component of our U18s work in London working on three 3-day Holiday programmes delivering and assisting with a variety of activities such as music workshops, signwriting and poster workshops, activities such as rounders, football with QPR, boxing with Carney's Community and anti-knife crime Value4Life workshops reaching 58 young people, as well as delivering specific anti-knife crime Value4 Life workshops to over 150 young people with 99% pledging not to carry a knife going forwards.

The London Key Mentors have worked with our caseworkers to help 6 young people who are NEET (Not in employment,

TFN Impact Report

	<p>education or training) to gain a qualification in music production and have helped one young person return to education.</p> <p>We have developed a partnership with Roehampton University and were invited to attend the Criminology Induction Day in September with the Food Cell (Key4Life's burger venture using a converted prison van and a training ground for our young men) which fed the new cohort along with our Key4Life Key Mentors and caseworkers who rapped and delivered their change work music. The Key Mentors will be supporting the Criminology department by joining sessions on gangs and knife crime in October as well as sharing their lyrics in another module.</p>
What portion of the project did TFN fund?	5%
How many direct beneficiaries did the TFN funded project reach?	12
How many indirect beneficiaries did the TFN funded project reach?	150
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	We were able to leverage further funding to support the additional 7 young men on the training courses.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No
If yes, please can you provide details of the support you received?	
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	Yes
Has TFN increased your capacity to raise further funds?	Yes
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding

<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>Key4Life like many charities has been affected by COVID which has presented challenges for fundraising, staffing and delivery. Whilst Key4Life is absolutely proving to remain resilient and focused on the future, continuing to deliver outstanding results, the tail winds of COVID and the current economic climate meant that we decided to curtail our Community At Risk delivery in London till the end of 2022 and having just finished a programme.</p> <p>As part of this, inevitably we had to make the difficult decision to reduce our full-time staff and contractors, in the London team and consolidate the organisation's operations in its Bristol office. In practical terms we have maintained a great small team in London who continue to work with our alumni, the Key Mentors, delivering our U18s school programmes this autumn and collaborating with our companies, mentors and wider stakeholders. Our offices in Bristol are the administrative centre for Key4Life.</p> <p>We are working with Sodexo in HMP Forest Bank in Manchester and will be delivering a 6-month through the gate programme supporting up to 25 young men at the end of October 2022. The Key Mentors will play an integral part in the change work for the young men, acting as role models and sharing their lived experience to encourage and facilitate the transformations of our new participants.</p> <p>We are excited to be in discussions with Serco to deliver programmes both pre-release and through the gate in 2023 across their prisons in the UK.</p> <p>We have just started a new 6-month At Risk programme in Bristol helping young men at risk of offending into employment and are continuing with our U18s work in London schools.</p> <p>As always, we continue to develop our Key Mentors and are working with MediaCom to offer tailor-made experiences to enhance their skillset and promote further employment opportunities.</p>

	<p>We are developing two partnerships with local universities, one with Roehampton University in London and are in discussions with UWE in Bristol, sharing Key4Life's work and experiences with their students.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>We were delighted to work with Eugenie, Jennie and Sally at TFN and were thrilled with the support that Ailis provided Key4Life as our initial proposer. At all times we were supported in the process of both applying and then presenting at the Autumn fundraiser.</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>Aaron's Story</p> <p>Aaron joined Key4Life as a mentor initially and then trained to become a Key Mentor. In January 2022 he joined the Key4Life team working on the place-based approach programme in White City. Aaron has supported the 22 young men on the 6-month At Risk programme, the U18s work in schools, in holiday programmes and specifically working with young people who are NEET (Not in employment, education or training) on two music production training programmes. He is now a caseworker at Key4Life.</p> <p>"Hi my name is Aaron and I'm a Key4Life Key Mentor.</p> <p>At the age of 17, I was kicked out of my family home, so I started selling drugs and became deeply involved in criminal activities. I was first sent to prison in 2004, I was only 19 at the time. Instead of learning from my mistake I thought being in prison was BAD, I thought I was a gangster. So, as I got older the crimes got more dangerous and by 2017, I was caught driving on Carnival Sunday with a loaded firearm and a large hunting knife. I was sentenced to six and a half years in prison.</p> <p>While I was in prison that's when things changed, I realised that everyone around Me was fake. No-one sent me money; no-one was there for me or my three sons which really made me feel upset. My son used to visit me and one day when he was supposed to leave, he started crying. I felt so powerless I went back to my cell and then looked in the mirror and broke down. I was not happy with the person I saw; I thought I was a BAD</p>

MAN, but instead I was a plum, a doughnut. From that day onwards I decided to change.

I was released from prison in Nov 2020 and reached out to KEY4LIFE. They helped to train me to become a mentor initially and I was given a young man to mentor on the Key4Life At Risk programme. I loved it and asked if I could become a Key Mentor and KEY4LIFE helped to train me to become a Key Mentor by gaining an AQA Level 3 in Coaching. I have trained to become an NLP practitioner and am now doing the NLP Mastery course so that I can give back. Without this support I really think I would be back in prison or die as the streets are not safe anymore. I believe in change, that's why I work so hard to help the young men make the right choice. I leave you with this - HOW would you feel if you could CHANGE a life...

Thank you KEY4LIFE!"