

Name of your Organisation:	The Kids Network
Name of the project TFN funded:	Long-term Impact
Date Funded by TFN:	12/05/2021
Were you able to undertake your project as planned?	Yes
If no, please outline how the project has changed.	
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>After over two years of full-scale operation, the Strategic Funding Group gave The Kids Network a pivotal opportunity to measure and articulate the long-term impact we have on children's lives through early intervention mentoring. We have created our first-ever Long-term Impact Report and are now prepared to use this as a springboard to amplify the voices of little Londoners and advocate for early invention through mentoring as a highly impactful means for long-term change.</p> <p>In line with our initial proposal, we contracted Eido Research Consultants to work with us on the following five phases towards realising this:</p> <p>Phase 1: Current data analysis Analyse our current short-term outcomes and produce a summary of the data covering the headline statistics and key messages.</p> <p>This valuable phase allowed us to review our current outcomes and to be able to share the impact we have on children's lives upon finishing our mentoring programme more effectively. Eido created an infographic to illustrate our 2020 impact clearly, which has been uploaded in the supporting documents to this report.</p> <p>Phase 2: Impact Strategy workshop Conduct a half-day impact strategy workshop with all The Kids Network staff.</p> <p>With organisation-wide feed in, we devised an impact strategy model to develop and align on our theory of change. Re-establishing why we exist and what we aim to achieve, laid the groundwork for building a new set of tools to gather evidence both short and long-term evidence of our work.</p> <p>Phase 3: Tool design To build a new set of tools for Kids Network to gather evidence of long-term impact.</p> <p>There were two key outcomes of this phase, one expected and one unexpected. The first expected outcome was a framework for The</p>

	<p>Kids Network staff to collect data that evidenced the long-term impact of our work.</p> <p>The second unexpected outcome has been an improved, scalable solution for impact collection and measurement that can grow alongside the reach of our organisation. This arose from reviewing more practically how our data was to be collected and stored. All our impact data had historically sat within an Excel spreadsheet. However, as our service continues to grow from supporting 116 children in 2019 to 400 in 2021, sending out surveys at baseline, three months, six month, nine months and 12 months to children, parents/caregiver and teachers and then chasing for responses was becoming increasingly time-consuming and unreliable. Equally, reviewing, analysing, and communicating this data was becoming increasingly complex and lacked clarity. Adding long-term impact collection to this process was only going to add to this problem and staff shared concerns this would not be sustainable.</p> <p>We, therefore, contracted Makerable to work alongside Eido to custom build an automated data collection and analysis platform that allows us to:</p> <ol style="list-style-type: none"> 1. Understand the Distance Travelled for every child, school, borough and cohort. 2. Automatically distribute surveys and send reminders. 3. Review data-driven dashboards which are fed with surveys and insights in real-time 4. Dissect data by outcomes, funder and year to report and communicate progress. 5. Introduce impact collection effectively and sustainably. <p>Phase 4: Coaching and capacity building To deliver a package of coaching and capacity building to the Kids Network staff to increase the ability to own and deliver their impact work internally.</p> <p>Through five workshops our entire team were upskilled on:</p> <ul style="list-style-type: none"> - How to design an effective survey; - How to do basic quantitative analysis in Excel; - How to do basic qualitative research and analysis; - How to structure a useful impact report; - How to design graphs/basic infographics; - How to write an effective story (case study); - How to do evaluation that improves service delivery.
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These sessions have led to an organisation-wide increase in knowledge and capacity to collect robust impact and communicate this powerfully.

Phase 5: Long-term impact report To analyse the data collected by The Kids Network and write it into a formal and designed report due in June 2021.

Led by our Head of Programmes, our delivery team have piloted our long-term impact collection with incredible results. They conducted semi-structured interviews with children, caregiver and teachers to explore whether their children were still experiencing positive outcomes from the mentoring, and if so, how the mentoring had enabled these.

Results

From collecting quantitative and qualitative data in these interviews, and with Eido's support to analyse the data we now know that the long-term benefits of our model are clear and compelling. Some highlights include:

- 86% of caregivers were clear that their children were still positively benefitting from the mentoring experience.
- 94% of caregivers said that their child's increase in confidence and emotional wellbeing had been sustained.

Exploring the data, we looked at four key areas of difference: gender of the child, age of the child, time since completion of the mentoring, and whether they had face-to-face or online mentoring. We found that children who are younger when they begin mentoring (aged 10 or younger) experience a larger number of sustained outcomes than those aged 11 or older. This finding is central to our overarching objective of evidencing the need and effectiveness of our early intervention through mentoring for sustained changes in children's lives.

The project also uncovered key learnings to strengthen our programme, which we are already implementing such as the need to develop how our mentoring programme ends. We are launching a new ending model this month to respond to this need and improve our programme for children and mentors.

Our final report is due to be completed in June, and we are excited to share this with the Strategic Funding Group. However, this is only the beginning of what your funding has allowed us to achieve. Now, with our custom-made platform, we have a sustainable and scalable solution for short- and long-term data collection and analysis which

	<p>will be pivotal in refining our programme model, producing compelling reports on our impact and securing future funding.</p> <p>Our Head of Programmes has now devised an Advocacy Strategy to further this project and our aligned strategic aim. We will use the Long-term Impact report to build strategic partnerships with influential external stakeholders such as government officials, early intervention experts, public health, education, academics and child protection agencies by asking for both their input and reflections.</p> <p>We will host an event bringing these stakeholders together and marking the beginning of an ongoing advocacy project which expands our core service and establishes The Kids Network as experts in early intervention. We aim to forge three strategic partnerships from this process, that will support us to continue developing an ongoing advocacy strategy that over three years leads to influencing policymakers in the field.</p> <p>Overall, funding from the Strategic Funding Group has been monumental in allowing us to unlock our potential to improve the quality and increase the capacity of our support for some of the most vulnerable children living in London.</p>
What portion of the project did TFN fund?	100
How many direct beneficiaries did the TFN funded project reach?	400 this year, rising to 400 more in 2021
How many indirect beneficiaries did the TFN funded project reach?	3000
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	£5,000 from Criseren
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No

<p>If yes, please can you provide details of the support you received?</p>	
<p>Has the training you received from TFN better prepared you in pitching your organisation to potential funders?</p>	<p>Yes</p>
<p>Has TFN increased your capacity to raise further funds?</p>	<p>Yes</p>
<p>How important was TFN funding in helping you achieve your objectives?</p>	<p>We wouldn't have been able to achieve our objectives without TFN funding</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p> <p>Since presenting at TFN our organisation has continued to grow from strength to strength. We piloted digital mentoring in response to the pandemic. Our rapid innovation meant we were one of very few services still providing children with one-to-one support through the pandemic. This led to us growing into two new London boroughs, and with our team growing from 6 to 10, has positioned us to support 400 children this year with a blended model of face-to-face and digital mentoring.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<ul style="list-style-type: none"> - Really easy, supported, and enjoyable process - Feel connected to TFN and part of a wider network - Wider benefits of being connected to other funders from the opportunity to pitch
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>As a 11-year-old, Kyle* was struggling. He had experienced prolonged bullying, and therefore had dropped out of school. He was angry at both his school and parents, there were concerns about his mental health, and he was being supported by social services. In his own words, "I wasn't a big talker, I wasn't confident. I didn't have any friends." His mother puts it more starkly: "He went through a horrific bullying and he wasn't opening up to people. He wouldn't express himself - he was sad, angry, and lonely."</p> <p>Into this experience entered Marvin, The Kids Network mentor. At first things were very difficult and he didn't even want to talk to his</p>

mentor. However, over time Marvin recognised the same experiences Kyle was going through in his own childhood and used their joint interests in science and Marvel superheroes to build a connection.

Using The Kids Network resources, the turning point was allowing him to express his emotions and learn to manage them. "His mentor was patient and helped him so much. Kyle is very particular in his interests and Marvin had the same thing which made a great relationship. Marvin really listened and made Kyle see what he enjoys" said his mother.

Kyle, now 12, no longer requires a support worker. As a result of the mentoring with Marvin they saw such an improvement that they closed the case. Kyle is also now settled into a new school, speaks of the impact Marvin had on his emotional wellbeing and ability to cope with difficult experiences: "Marvin helped me stay positive, and I have stayed positive every time I am sad. I think of the positives or I just ignore the negatives and that really helps me when I am upset now." Kyle's caregiver affirms this change: "He now knows he can always speak to someone if he was struggling. Marvin helped him so much."

This emotional resilience has translated into a newfound freedom with those around him: "I feel more confident, and happier. I have friends now, I'm friends with the majority of kids in the class. We talk to each other, we message each other, it's really fun just to talk to them. Marvin really helped me with making friends."

Kyle's aspirations now stretch beyond his own life: "If I can help other people that are upset or down from bullying or something like that. I would really like that. I would really like to help people in the same way that Marvin helped me."

*Child's name has been changed

Story: Josh

Josh moved to the UK to live with his mother in summer 2017, having to leave North America when the relative he was living with moved to another country.

This was a challenging transition. Josh had two infant siblings and his mother's mental ill health meant she wasn't always able to care for him as she wanted. The result of all of this led Josh to have difficulty building relationships, a struggle to express his emotions relating to the changes he had been through, and a need for emotional support. His caregiver summarised it simply: "He's seen a lot of loss in his life."

Therefore, aged 10, Josh was withdrawn from relationships around him and struggling with self-esteem. He reflects that he didn't have

	<p>many good friends, and as he thought about secondary school, "I was wondering whether I'd make friends there or not."</p> <p>Josh's mentor was exactly what he needed. Now 14, when asked, about the best part of the mentoring, Josh said: "Going to the science museum and we had some Vanilla ice-cream made from liquid nitrogen." It was the day-to-day things they did together that helped Josh develop his passions and interests inside and outside school: "Before having a mentor I didn't use to like English but I used to talk to my mentor about this and he helped me. Now I'm better at English - I can write stories a bit more now. Kookie helped me with this" says Josh, "I'd always wanted to be a YouTuber and Kookie helped me with that - me and him made a series together."</p> <p>The effect of this time on Josh was simple but life-changing. His caregiver says, "His mentor gave him something to do every Saturday, and doing stuff he likes doing. It made him a lot more outgoing. Now he's got a stable network of friends at school and he's confident in himself."</p> <p>"My mentor helped me for the better - with a lot of things. Definitely helped me with my YouTube skills and moving to high school. He made me feel more confident with it. Every child should have a mentor. Give my mentor a promotion."</p> <p>*Child's name has been changed</p>
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