

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: Key4Life	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Westminster	
Contact person: Ms Sarah Farrell	Position: Fundraising and Corporate Development
Website: http://Key4Life.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 1152426
When was your organisation established? 31/03/2013	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Resettlement and Rehabilitation of Offenders
Which of the programme outcome(s) does your application aim to achieve? More ex-offenders successfully and sustainably resettled in the community and re-offending rates reduced More offenders and ex-offenders receiving help and support to improve their mental health
Please describe the purpose of your funding request in one sentence. Rehabilitation through employment: a dedicated role to build relationships with employers, co-ordinate pre-release interviews, post-release work tasters and source jobs for participants leaving HMP Brixton.
When will the funding be required? 04/06/2018
How much funding are you requesting? Year 1: £36,000 Year 2: £38,000 Year 3: £41,000 Total: £115,000

Aims of your organisation:

Key4Life showed me that there is more to life out there than the streets, crime and repeat.

Founded after the 2011 riots, Key4Life's mission is to reduce youth reoffending. We deliver an innovative 'through the gate' programme to young men aged 18-25 who are in prison, and a preventative programme to those at risk.

Key4Life's programme provides the unique combination of emotional resilience training, employability, mentoring and family support. The programme works: a young man is four times less likely to re-offend, and four times more likely to be employed if he has gone through Key4Life.

Key4Life empowers ex-offenders to lead the way in rehabilitation methods. For example, Key4Life Alumni train as Key Mentors and mentor programme participants, speak to young people in schools, and share their stories with businesses in order to change perceptions of ex-offenders as 'assets' rather than liabilities.

Since 2013, Key4Life has delivered three successful rehabilitation programmes in London prisons and a preventative 'At Risk' programme.

Main activities of your organisation:

Key4Life's 12-month 'through the gate' rehabilitation programme based on three pillars:

- 1) Emotional resilience training, to change behaviours that lead to offending, such as anger. Behavioural change work is delivered through activity-based interventions such as sport, alongside one-to-one mentoring from trained volunteers. Delivered pre-release with support from prison staff, QPR in the Community (football), Island Records (music) and Ebony Horse Club (equine therapy).

- 2) Employability support, pre- and post-release, tailored to individuals' experience level. Includes two employability workshops pre-release (bringing employers into prison), and continues post release with a guaranteed 3-day Work Taster at an employer matched to the young man's interests. Delivered with the support of 40 London businesses, including KPMG and Willis Towers Watson.

- 3) On-going support from Key4Life staff, trained Mentors and peers, to maintain positive change. This includes support for families, a rural residential trip outside of London and monthly peer-support workshops. After graduation, participants train as Key Mentors; harnessing their experience to mentor future participants.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
7	10	5	200

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	Flexible (pay by the desk)

Summary of grant request

NEED:

Key4Life supports young male offenders aged 18-25; those hardest to reach and most likely to be caught in a cycle of re-offending. Of those who have been through Key4Life's London programmes, independent researchers found:

- ? 75% left mainstream education pre-16
- ? 64% didn't have regular contact with their fathers growing up
- ? 48% are homeless post-release
- ? 78% are BAME
- ? Participants have an average 3 previous convictions before joining Key4Life

The Governor of HMP Brixton has asked Key4Life to deliver its 12-month 'through the gate' programme to work with inmates on A Wing, described as 'some of the prisons' most challenging men'.

KEY4LIFE PROGRAMME:

Key4Life uses the unique combination of mentoring, family support, work-tasters and activity-based interventions (horses, music, sport). The 3 Pillars of Key4Life's programme are:

1. Emotional resilience and unlocking negative behaviours that lead to offending
 2. Employability (pre and post-release) to secure employment
 3. On-going support post-release to sustain employment and behavioural change
- Key4Life provide access to role models (Key4Life Alumni trained as 'Key Mentors') who play a lead role in programme delivery.

'The problem is that they (ex-offenders/at risk young men) don't have enough positive influences, it's important that all Alumni become influencers and role models.' - Key Mentor.

IMPACT:

Key4Life delivers consistently high results. Amongst the 116 young men who went through Key4Life between 2014-2016, independent researchers found;

- ? 86% of Key4Life young men do not reoffend and 64% are in work one year post-programme.
- ? Participant's ability to deal with emotions (such as anger) and attitudes towards work improve by 50% during the programme.
- ? For every £1 invested in Key4Life, the social return is £17.06.

HMP BRIXTON:

The first Key4Life programme commenced February 2018 with 25 young men, due for release between Summer-Winter 2018. Each participant will benefit from pre- and post-release support between 2018-2019, with a further 12 months 'Alumni support' upon graduation.

The Governor indicates potential for a long-term partnership over several years, pending review of the first programme's results. Key4Life will work collaboratively alongside Spark Inside, to fill gaps in existing services. Partners include Ebony Horse Club, QPR in the Community, Island Records and over 40 London businesses.

FUNDING FOCUS:

As Key4Life scales, the main challenge will be supporting participants to sustain quality, paid, long-term employment, in a resource-efficient manner, to prevent re-offending. Whilst we currently have over 40 London businesses providing 3-day Work Tasters, we seek to convert more tasters into paid employment, and source opportunities that suit the

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Continued from previous

individual's interests and circumstances. Our ultimate goal is for participants to train for jobs and undertake interviews pre-release, referred to as 'customised training', meaning they leave prison with a job offer. We also seek to launch a pop-up food business attached to the charity, to use as a training facility and additional revenue source.

We can achieve this by employing a dedicated staff member to develop and co-ordinate a diverse partnership strategy, based on feedback from participants and Alumni/Key Mentors.

PRINCIPLES:

--This programme will involve service-users from the start;

? Two staff members are former participants

? Key Mentors attend and lead workshops

We continually seek feedback from participants, and tailor support plans based on participant's post-release location, skills and interests

? Open recruitment process to attract diverse candidates, and former participants will conduct second round interviews

--Each participant will be matched with a trained volunteer Mentor, and we have a high quality mentor training programme and dedicated staff members to ensure ? volunteers are supported.

--Finally, Key4Life is actively taking steps to reduce our carbon footprint and would welcome the opportunity to partake in the Trust's eco-audit.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

NA

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Delivery of three Key4Life 12-month rehabilitation programmes, with up to 25 young men in each cohort, who are soon to be released from prison, over 3 years.

Train up to 25 voluntary mentors to support programme participants over a 12-month period, on each of the upcoming three programmes.

Recruit a new Employment Manager to identify new, diverse businesses to support Key4Life and establish a pre-release ?customised? training initiative, with corporate funding, by the end of the grant period.

Monitor and independently evaluate the impact of each 12-month programme, including the Social Return on Investment at the end of the three years.

Continue supporting Alumni to sustain positive outcomes, with monthly support and a developed Alumni Community with regular events.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

Participant's (young men leaving prison) likelihood of re-offending will be reduced; positively impacting themselves, their families, and safer communities.

Participants will learn how to address negative behaviours, leading to increased confidence and emotional resilience; positively impacting themselves, their families, and safer communities.

Participants will develop positive attitudes to work, leading to improved employment outcomes and better relations with family and community. This will also positively benefit local businesses through skills and labour.

Participants become? positive role models to others, leading to better outcomes for all, particularly for young men at risk of offending who will be motivated to change their lifestyle and follow their example.

The Employment Manager will secure partnerships from three businesses, providing funding for Key4Life and employment opportunities for participants, in addition to encouraging other businesses to hire ex-offenders.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

Yes. In the three-year funding period, the Employment Manager will develop a partnership model to secure sustainable, multi-year funding from businesses. In return for corporate donations, businesses will benefit through their participation in a proven and effective ?through the gate? programme, that develops and engages their staff and provides low-risk access to a talent pool of ex-offenders seeking employment.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?

72

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

16-24

25-44

What gender will beneficiaries be?

Male

What will the ethnic grouping(s) of the beneficiaries be?

White (Including English/ Welsh/ Scottish/ Northern Irish/ British; Irish; Gypsy, Traveller or Irish Traveller; Any other White background)

Mixed / Multiple ethnic groups

Asian/ Asian British (including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

Black/ African/ Caribbean/ Black British (including African; Caribbean; Any other Black/ African/ Caribbean background)

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

1-10%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Core staff salaries	29,946	31,443	33,015	94,405
Direct delivery costs	34,516	36,241	38,053	108,812
Travel and subsistence	10,090	10,695	11,337	32,123
Capital costs	900	945	992	2,837
External partner costs	3,825	4,016	4,217	12,058
Overhead office costs	13,300	13,965	14,663	41,928
Training costs	4,825	5,066	5,319	15,211
Monitoring and evaluation	3,000	3,200	3,500	9,700
	0	0	0	0

TOTAL:	100,402	105,573	111,098	0
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
BRIT Trust	20,000	0	0	0
KPMG	15,000	0	0	0
HMP Brixton	20,000	0	0	0
Troy Asset Management	5,000	0	0	0

TOTAL:	60,000	0	0	0
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
John Lyon's Charity	22,900	0	0	0
MOPAC Knife Crime Prevention Fund	25,000	0	0	0
Ironmongers Company	10,000	0	0	0
Leathersellers Company	30,000	30,000	30,000	0

TOTAL:	87,900	30,000	30,000	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Core staff salaries (Employment Manager)	27,500	29,000	31,500	88,000
Direct delivery costs	8,500	9,000	9,500	27,000

TOTAL:	36,000	38,000	41,000	115,000
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Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: December	Year: 2016
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Income received from:	£
Voluntary income	272,563
Activities for generating funds	188,234
Investment Income	54
Income from charitable activities	34,500
Other sources	0
Total Income:	495,351

Expenditure:	£
Charitable activities	400,303
Governance costs	750
Cost of generating funds	68,257
Other	0
Total Expenditure:	469,310
Net (deficit)/surplus:	26,041
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	26,041

Asset position at year end	£
Fixed assets	2,247
Investments	0
Net current assets	224,685
Long-term liabilities	54,572
*Total Assets (A):	172,360

Reserves at year end	£
Restricted funds	0
Endowment Funds	0
Unrestricted funds	172,360
*Total Reserves (B):	172,360

*** Please note that total Assets (A) and Total Reserves (B) should be the same.**

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
21-30%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

NA

Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	Year 3 £	Year 2 £	Most recent £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	0	45,000
Other statutory bodies	0	20,000	44,800

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	Year 3 £	Year 2 £	Most recent £
CHK Charities Ltd	0	50,000	50,000
BRIT Trust	30,000	30,000	30,000
Big Lottery Fund	0	0	36,413
Lloyds Bank Foundation	0	0	27,597
Lovington Foundation	0	26,000	28,000

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Sarah Farrell**

Role within **Key4Life Fundraising and Corporate Development Manager**
Organisation: