

# WHO ARE WE



**Established in 1996 to provide emotional, practical and educational support to profoundly vulnerable children and young people in inner city environments**

**We work with over 14,000 children a year who self refer to our services.**

**Young people access our services through drop in centres, schools and an urban academy**

# OUR CHILDREN AND YOUNG PEOPLE



## **The children we support have complex needs:**

- 84% have experienced homelessness
  - 82% have a history of substance misuse
  - 81% have a history of criminal involvement
  - 83% - sustained complex trauma during childhood
  - 87% - emotional and mental health issues
  - 39% - are young carers struggling to cope.
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- 97% of the children we support refer themselves to our services, or are referred by their peers.

# OUR INTERVENTION CENTERS

## **KENBURY**

Centre at street level attended by 2000 children and young people. Over 1800 children attended the Arches II for lunch on Christmas day 2008 because they had nowhere else to go.

## **TREE HOUSE**

New street level centre opened in October 2009 in Kilburn providing under 16s education for children excluded from mainstream school, and after school activities for 4 local schools .

## **SCHOOLS PROGRAMME**

Present in 38schools in some of London's most deprived areas. Supporting over 11,000 children through a range of therapeutic, social work and educational.

## **THE URBAN ACADEMY**

Post 16 education and life skills academy. Catering for children who have been excluded from the school system. Maximum capacity of 200 students services.

## **THERAPY HOUSE**

Therapeutic interventions for young people caters for young mothers struggling to cope and young people requiring one to one therapy.

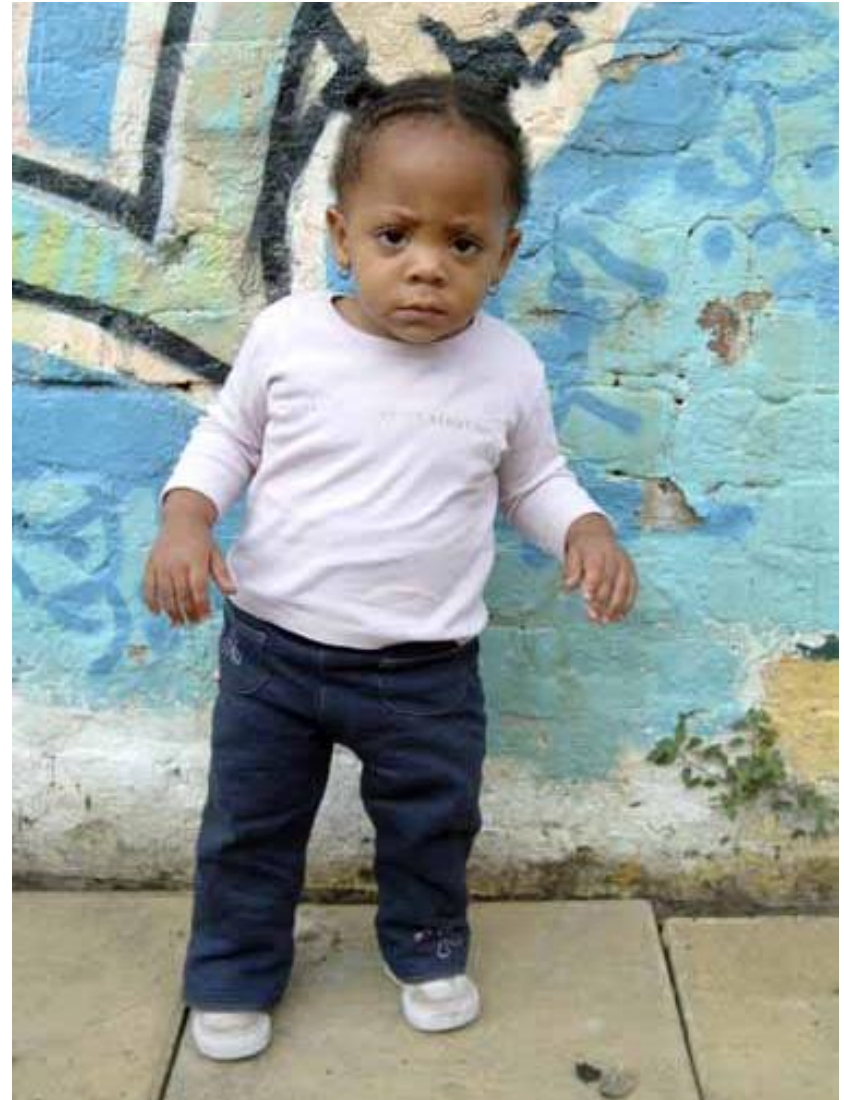
# Aims of Organisation in Measurable Outcomes

It is important to understand how the vision and aims of the organisation are broken into measurable outcomes.

Equally important is the understanding of interventions or outputs, through which these outcomes are achieved.

## Kids Company's Universal Aims

- Alleviation of immediate risks and threats
- Improvement of emotional wellbeing
- Improvement of physical wellbeing and personal safety
- Engagement with education, employment and training



# MENTORING

**Mentors offer consistent one-to-one support to children and young people without a reliable adult in their lives.**

- Over 500 mentors help children achieve goals, build confidence and self-esteem.
- Mentors are able to contribute to a young person's development, provide role models and learn to understand life from a whole new perspective.
- Each mentor's skills and experience are matched to a child who will benefit most.
- Full training and support.



# COLOUR A CHILD'S LIFE PROJECT

**Kids Company volunteers help transform the living conditions of children and families in some of London's most disadvantaged communities.**

- Directly helps children and families
- Provides excellent team building opportunities for corporate volunteers
- Fast and tangible results
- Basic clearing and preparations are organised by Kids Company



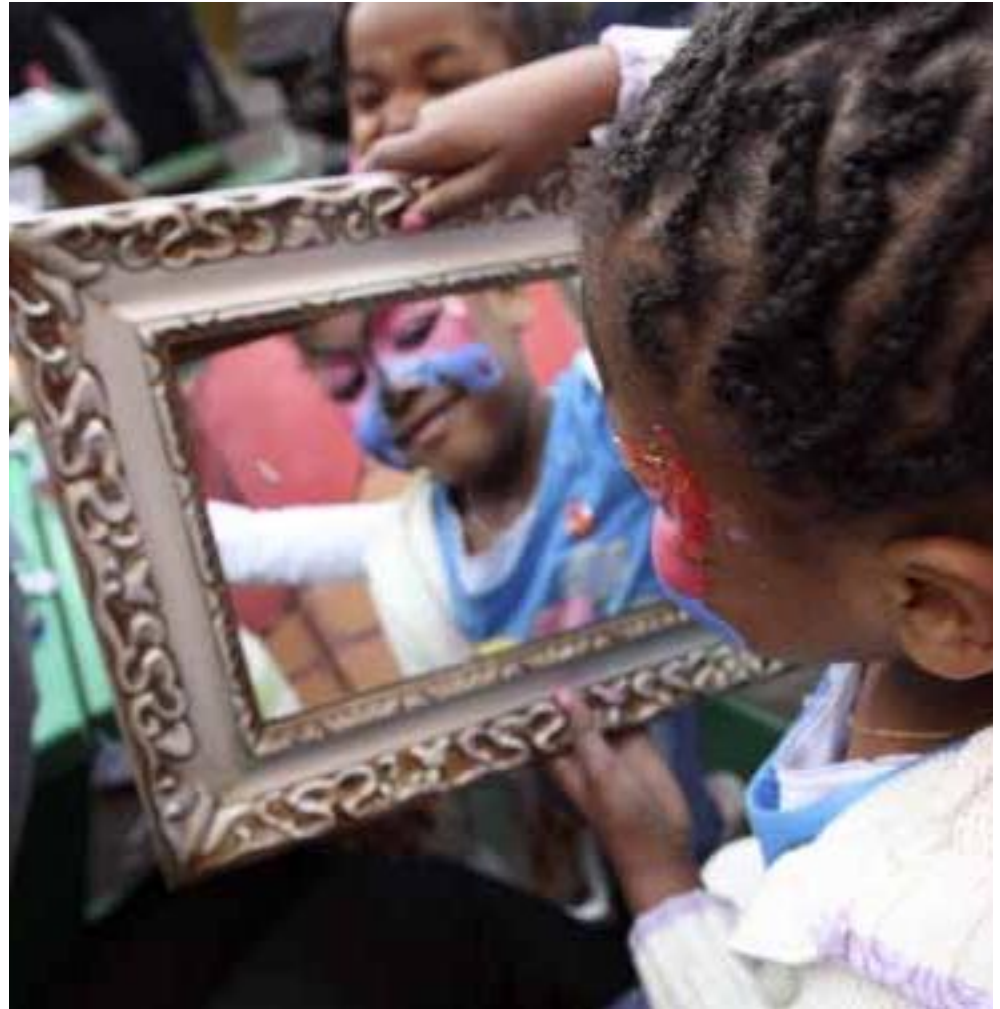
# CORPORATE VOLUNTEERS

**Last year 4300 volunteers from over 90 companies worked with us.**

We work in schools in some of London's most deprived areas where the contribution of volunteer groups makes a significant difference to children's lives.

Projects include:

- Fun days
- School trips
- Sports days
- Art workshops
- Drama workshops
- School decoration
- Colour a Child's Life.



# FUNDRAISING & EXPENDITURE

**To run the services we offer costs in the region of £11.4m per annum. Our money is allocated as follows:**

- 35% received by central government
  - 25% major donors and individuals
  - 19% corporates
  - 16% trusts and foundations
  - 5% schools and others
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- 73% funds staff across three centres and over 35 schools
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- 18% funds basic necessities and activities for the children
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- 9% pays for head office admin costs



# CAMPAIGNS

- **Child Poverty Busting Programme**
- **Christmas at Kids Company**
- **School Engagement Programme**

