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ANNUAL REVIEW

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OUR MISSION



Eva Hamilton MBE
Founder & CEO Key4Life



Paul Sternberg
Chairman Key4Life

OUR MISSION IS TO REDUCE REOFFENDING THROUGH THE DELIVERY OF A 7-STEP INNOVATIVE PROGRAMME FOCUSING ON THOSE IN PRISON, THOSE AT RISK OF GOING TO PRISON AND CHILDREN CAUGHT UP IN KNIFE CRIME.

Message from Paul Sternberg, Chairman & Eva Hamilton MBE, Founder and CEO:

It is amazing to think that nine years ago, in the wake of the London riots, Key4Life was set up. We have run more than 30 programmes and reached 550+ young men and 5,000+ children.

Key4Life is going from strength to strength. Despite the pandemic continuing in 2021, we had 150+ young men through the programme and reached 1,300+ children through our U18's workshops. We were also thrilled to deliver, with thanks to The Dulverton Trust, our first programme with Sodexo at HMP Forest Bank, Manchester

One of the pivotal moments of 2021 came in September at The Mansion House when William Russell, the Lord Mayor of London, together with horses, awarded the first 15 companies with the YOUNITED Flag. This

is a symbol of diversity and inclusion for companies who employ an ex-offender for a minimum of six months.

In addition, we have provided further support to our young men with lived experience to gain an AQA Level 3 in Coaching and Mentoring. These Key Mentors have become the backbone of the charity.

Key4Life is now looking ahead to the next ten years, getting more young men into employment with the introduction of a place-based approach on the White City estate, where the first pilot will take place.

Without the support of all our funders, companies, partners, mentors, trustees, and an amazing team, we would not be where we are today, and we are enormously grateful to everyone.

THE CHALLENGE

OFFENDERS COST THE ECONOMY

£18.1 BILLION A YEAR
£39K TO IMPRISON
A YOUNG OFFENDER
15% GAIN EMPLOYMENT
ONE YEAR AFTER RELEASE

Key4Life STATISTICS

£5000 TO PUT A YOUNG MAN
THROUGH THE PROGRAMME

64% OF YOUNG MEN
SECURE EMPLOYMENT

14% OF K4L PARTICIPANTS
HAVE REOFFENDED



OUR IMPACT

KEY4LIFE IS RIGOROUS IN ITS APPROACH TO TRACKING THE IMPACT OF ITS WORK AND HOW IT AFFECTS THE WAY THE YOUNG MEN'S LIVES UNFOLD ONCE THEY HAVE COMPLETED THE PROGRAMME.

Independent Research Analysis
by Charlotte Turner of Bean Research

"Our evaluation of two At Risk programmes in 2021 in London and the South West show Key4Life is delivering on its desired outcomes:

- Developing emotional resilience
- Decreasing negative health behaviours
- Strengthening family relationships
- Developing employability skills and ultimately reducing offending
- Securing sustained employment

Of the 29 participants, emotional resilience doubled, while two in three remain in employment six months after the end of the programme."

- Charlotte Turner, Director, Bean Research

OUR RESPONSE TO THESE CHALLENGES.

A 7-step model based on our CEO's 35 years of experience, bringing together the most successful components to tackle complex issues. Below is the Key4Life programme underpinned by our three pillars

PRISON REHABILITATION PROGRAMME

> 1 YEAR DELIVERY

AT RISK PREVENTATIVE PROGRAMME

> 6 MONTHS DELIVERY

U18's PROGRAMME

> Up To 3 MONTHS DELIVERY







WHAT WE DID



87 young men went through 4x At Risk Programmes and 1x Prison Programme at HMP Forest Bank, Manchester

130 children through our 'children in the community holiday' anti-knife crime workshops

1197 U18s were reached through our schools' anti-knife crime workshops

70 volunteer mentors were trained

15 young Key4Life alumni trained as **Key Mentors** in coaching and mentoring

125 workshops undertaken, including equine therapy, music, boxing, football, basketball and emotional resilience workshops

16 companies were awarded the YOUNITED Flag

30 Food Cell events

Launched a **5-track EP** with Sony Music UK and Columbia Records

EMPLOYMENT

58% London Participants

79% South West Participants

REOFFENDING

0%

KEY HIGHLIGHTS



125 WORKSHOPS INCLUDING EQUINE THERAPY, FOOTBALL, BOXING, ROWING, CAVING, ABSEILING, WATER SPORTS, AND MOST IMPORTANTLY, EMOTIONAL RESILIENCE AND EMPLOYABILITY WORKSHOPS

01

Key4Life rappers at Sony Music being interviewed by Radio 4, Today.

At the close of 2021 Key4Life released an EP with Sony Music. Thanks to Columbia Records and its President, Ferdy Unger-Hamilton, and DJ Semtex, this was one of the most exciting moments for our Young Men. They worked closely with Ferdy online during lockdown to produce this EP, along with producers Jevon and Fred Again. Sony also funded two extraordinary videos with Meeks & Frost, one was made in Somerset with the horses, and the other in London.

02

Fulham Reach Boat Club run fantastic workshops on the Thames, which is great for children to try something new and engage in physical activity.

03

Football with QPR is one of the great highlights of Key4Life.



04

05

06

04

Young Men on SW At Risk Programme attended training in Somerset.

05

In March 21, the former High Sherrif of Somerset, Mary Clare Rodwell presented Eva Hamilton MBE with an award in recognition of her great and valuable services to the community.

06

Boxing is an integral part of the programme, we work closely with England Boxing and Carney's Community.

07 Trip to the Barracks

Key4Life was invited by the Household Cavalry Mounted Regiment to join the Queen's horses. The Young Men saw first-hand the Cavalry's practise drill ahead of official duties that weekend.

"It's been a pleasure hosting Key4Life at Hyde Park Barracks and letting the guys see what the British Army & Household Cavalry have to offer. To see how everyday men can change their lives around if they put their minds to it; nothing is impossible." Adam Semakalu, Key4Life Mentor & CoH

KEY HIGHLIGHTS

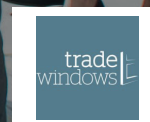
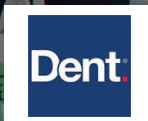
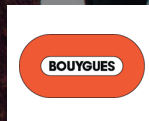
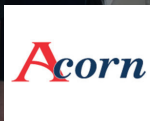
THE YOUNITED FLAG IS AWARDED TO COMPANIES WHO EMPLOY EX-OFFENDERS FOR A MINIMUM OF SIX MONTHS



Launched by Key4Life in September 2019 together with music legend Nile Rodgers, the YOUNITED Flags is a call to action to businesses to 'unlock jobs' for young people. The campaign aims to encourage employers to provide jobs for ex-offenders across Britain.

In September 2021, Eva Hamilton's dream turned into a reality. An eagerly anticipated YOUNITED Flags Award Ceremony was held at The Mansion House, hosted by the Lord Mayor of the City of London, William Russell.

The fifteen companies were awarded their individual YOUNITED Flags and we would like to congratulate the following companies:



INTO THE WORLD OF WORK

HASSAN & SCHRODERS

We first met Hassan at HMP Brixton and he shone out as somebody who really wanted to change his life. He joined the Key4Life programme and has transformed his life and is now employed in Security at Schroders.

MALEM & THAMES WATER

Having spent time in prison Malem joined Key4Life in 2021, this being a major turning point in his life. After completing his three day Work Taster at Thames Water he was offered a full time position in the Summer of 2021. He has already had a promotion and is thriving.



SHAMSUDDIN & ST. JAMES

"Key4Life opened doors for me which I believed were shut. I took this as my opportunity to shine and actually all the hard work provided a useful distraction for me, it helped me forget about my life's challenges. I also wanted to excel in my work and I have proven to St James and their subcontractors that I am here to learn and to develop my career."



Shamsuddin and Eva at a St James' charity football match in aid of Key4Life.



BRAD & PERSIMMON HOMES

Brad joined the Key4Life South West At Risk Programme in 2021 and successfully secured employment with ITS Construction Agency before being put on a building site for Persimmon Homes. He made such a good impression that they decided to take him on full time.

MENTORING



KEY4LIFE MENTOR UPDATE 2021

2021 was a busy year for our Mentors with two new cohorts in both London and the South West. Following our intensive training programme which involves four evening training sessions on coaching and communication, and two face to face workshops, our volunteer mentors were encouraged to support their mentee with employability (writing CVs, helping with job applications, interview prep etc) as well as meeting up for social events and a chat.

Mentoring forms an integral part of our after rehabilitation programme: providing new opportunities, a new network and a friend to walk alongside our young men on their journey.

“Mentoring with Key4Life was such a rewarding process. Seeing the change in my mentee over the last six months was amazing and taught me things about my own life. I made a lifelong friend.”

Sam D: Bristol Mentor for Connor on our 2021 At Risk Programme





In 2021, Key4Life worked with 11 new companies who supported the charity in a variety of ways, including: joining as a national partner offering work tasters, hosting a support meeting, running an employability workshop, providing volunteer mentors for the mentoring programme, attending interview workshops, and ultimately employing one of our young men. These companies really do make a huge difference, both on a local level by helping a young man change his life by offering new opportunities and on a national level through corporate **sponsorship**



I believe Key4Life's objective of giving young men seeking to turn their lives around is beneficial to the young men, the community and broader society. We have all needed a friend to talk to or look for guidance at one point in our lives.'

Adam S: London Mentor on out 2021 At Risk Programme

WHO HELPED US

THANK YOU TO ALL THE SUPPORTING TRUSTS AND FOUNDATIONS WHO MADE KEY4LIFE'S WORK POSSIBLE IN 2021

BELPECH CHARITABLE
TRUST **BERKELEY**
FOUNDATION
BIG LOTTERY FUND
BRITISH LAND
CHARLES HAYWARD
FOUNDATION **CHESTERHILL**
CHARITABLE FOUNDATION
CITY & METROPOLITAN
CHARITY **CITY BRIDGE**
TRUST
CITY AND METROPOLITAN
WELFARE CHARITY
DAISY TRUST
DULVERTON TRUST
EDWARD GOSTLING
FOUNDATION
FISHMONGERS
GARFIELD WESTON
FOUNDATION GIRDERS
TRUST
GOLDEN BOTTLE TRUST
HCD MEMORIAL TRUST
HAMMERSMITH & FULHAM
SUPPORTING FAMILIES
AGAINST YOUTH CRIME
HEATHROW COMMUNITY
TRUST
THE BRIT TRUST

HENRY SMITH CHARITY
HISCOX
JOHN JAMES FOUNDATION
LANDSEC
LEATHERSELLERS
LLOYDS BANK FOUNDATION
MATRIX CAUSES
MERCER'S COMPANY
NISBET TRUST
PAUL HAMLYN FOUNDATION
PEOPLE'S LOCAL POSTCODE
TRUST **PETER STEBBINGS**
MEMORIAL TRUST
PORTISHEAD NAUTICAL TRUST
QUARTET COMMUNITY
FOUNDATION RAYNE
FOUNDATION
SKIPTON BUILDING SOCIETY
SOMERSET COMMUNITY
FOUNDATION **SOUTER**
CHARITABLE TRUST
SWIRE CHARITABLE TRUST
TALBOT TRUST
THE FUNDING NETWORK **WHIRLWIND**
CHARITABLE TRUST WILLIAM WATES
MEMORIAL TRUST

We would also like to thank all the many contributors to the Jack Winter Leg Up Legacy and to everyone who has contributed to the work of Key4Life by giving small to large donations. The biggest thank you from us all at Key4Life.

HOW WE SPENT OUR MONEY IN 2021



- FUNDRAISING – 8% – £72,182
- CORE COSTS – 27% – £236,552
- PROGRAMME DELIVERY – 65% – £567,743

TOTAL INCOME – £956,540
TOTAL EXPENDITURE – £876,477

DRAFT ACCOUNTS 2021

Accounts produced and independently examined by Andorran Ltd. Key4Life's accounts are available on request.

THE FOOD CELL

The Key4Life Food Cell – a former prison van turned burger van – was created in 2019 in honour of a remarkable young man, Jack Winter, who sadly passed away at the age of 19. The Food Cell provides Key4Life young men with:

- Valuable customer service experience
- Business skills
- Work experience

All products are sustainably sourced and are local to our office in Somerset. The van can be used for private parties, corporate events and festivals.

Over the past year, it has run over 30 events and helped over 25 young men into employment.

If you would like to book the Food Cell for an event, please contact info@key4life.org.uk

THANK YOU TO ALL OUR CORPORATE PARTNERS



mediacom

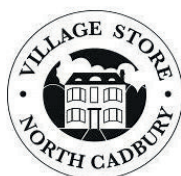
Schroders

Sir Robert
McALPINE

sodexo

SONY

St James
Designed for life



2021

“People say that it doesn’t matter how you look as long as you can express yourself. But that’s not true – people judge you instantly the moment you walk through the door. Wearing this new suit makes me feel like I’m finally on a good path and am destined for big things. I feel so grateful for you all going the extra mile for us, I really appreciate Key4Life.”

Key4Life Participant 2021 At Risk

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Trustees

**Paul Sternberg (Chairman), Lindsay Healey, Katie Brewer,
Eva Hamilton MBE**