

# KEEN LONDON: A BUSINESS PARTNERSHIP

# ABOUT US

KEEN London is a registered charity that runs free sports and recreation sessions for children and young adults with learning, behavioural and physical disabilities.

It is the only charity in London providing one-to-one support for children with disabilities and their siblings at free weekly sessions.

Taking part in sports, recreational activities and creative workshops is vital for physical development as well as developing social skills and encouraging teamwork.

## OUR STORY



KEEN London was established in 2002 by a handful of volunteers. Since the start, its mission has been to give children with special needs the chance to enjoy the activities from which they are often excluded.

Activities include weekend sports sessions at local schools, as well as regular outdoor activity trips; TEEN KEEN midweek social activities; calendar events including summer and Christmas parties; creative workshops; and residential trips.

ESTABLISHED  
2002

SUPPORTS  
OVER 100  
FAMILIES

5,000+  
CONTACT  
HOURS

SPORTS  
SESSIONS

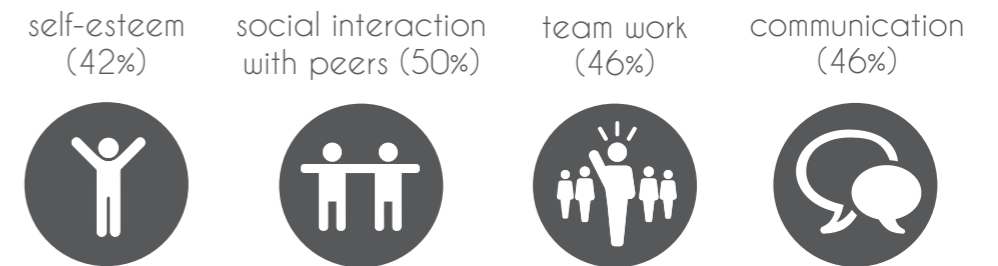
CREATIVE  
WORKSHOPS

ONE TO ONE  
CARE

"KEEN London has become an essential part of our lives as parents of special needs children. There are no such clubs widely available in London and KEEN has given us the ability as parents as well as our children to be ourselves without fear of being judged or looked at differently."

"Nothing has helped his self-confidence as much as KEEN London. The increase in confidence has led to Peter taking the massive leap in mainstream schooling."

A recent survey showed a significant improvement in the behaviours and skills of children attending KEEN sessions. The highest rated improvements observed were:



PARENT SATISFACTION IS 100%

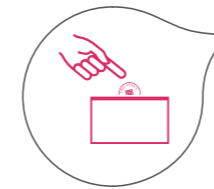
There is a pressing need to partner with businesses to continue to support and evolve the critical services that KEEN London offers both families and wider society. KEEN is financed entirely by fundraising, donations and grants.

KEEN knows how to work with businesses and can help them achieve the most value from their support, whatever form that might take.

KEEN LONDON CAN CREATE  
A BESPOKE PROGRAMME  
BASED ON THE INVESTMENT  
THAT A CORPORATE PARTNER  
IS LOOKING TO MAKE,  
WHETHER IT IS VOLUNTEERING  
OPPORTUNITIES, LINKED  
FUNDRAISING, STRAIGHT-FORWARD  
SPONSORSHIP, OR SOMETHING  
MORE UNIQUE.

# SUPPORT

HOW WE CAN WORK TOGETHER TO SUPPORT KEEN LONDON



## FUNDRAISING

If your company or individual employees are looking for a charity partner when it comes to fundraising, KEEN can provide just the inspiration and encouragement needed. We're able to show exactly what the funds raised can deliver, motivating our fundraisers to dig deep and feel empowered by the important difference they are making to our work.

**£21**

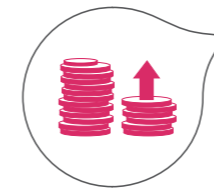
THE COST OF EACH  
CONTACT HOUR

**£125**

THE COST OF ONE  
TEEN KEEN SESSION

**£1000**

PAYS FOR ONE CHILD TO ATTEND OUR WEEKEND  
SESSIONS FOR A YEAR (45 IN TOTAL)



## PAYROLL GIVING AND MATCHED GIVING

KEEN can work closely with companies to highlight its initiatives and institute a mechanism for Payroll Giving. It's taken straight from gross salary so whatever is contributed could be worth up to 40% more. Employers can, in turn, match employee giving up to a desired limit.



## VOLUNTEERING

KEEN London is always looking for volunteers to support our sessions and has a vast roster of events ranging from our regular weekend and after-school sessions to annual residential trips.

KEEN welcomes corporate teams/groups to its regular weekend sessions. Volunteers need no prior experience and everything needed in the way of training and support is supplied on-site. Weekend activities provide the perfect option for those seeking to minimise disruption to the working week, with some companies choosing to even offer days off in lieu in return.

KEEN welcomes those looking to organise separate support sessions outside of the regular KEEN timetable of activities, and these can be tailored to match the level of investment a company is looking to make. In order to make these happen, corporate supporters are asked to undertake some initial fundraising in order to cover any associated costs with this bespoke opportunity. For example...

**£2000**

WOULD COVER FOUR TEEN HOLIDAY  
SESSIONS DURING SCHOOL HOLIDAYS

**£5000**

WOULD PAY FOR A DAY'S MULTI-ACTIVITY  
HOLIDAY SESSIONS FOR UP TO 20 CHILDREN

**£7000**

WOULD COVER THE COST OF A DAY TRIP TO AN ADVENTURE  
PARK OR OUTDOOR ACTIVITY CENTRE FOR UP TO 20 CHILDREN

We can also organise residential holiday sessions, for experienced volunteers who have attended three or more weekend sessions.

# CORPORATE PARTNERS



Corporate partner  
2013-2015

salt

Communications  
partner



Charitable partner  
2016 - 2018



Supporting and  
fundraising in 2016



Donations  
from the Bank  
of England

See Your  
Name Here



Tideway  
Volunteering and  
fundraising in 2016  
and beyond

DENTON

Pro bono advice  
from Denton LLP

FORGING A  
PARTNERSHIP:  
[info@keenlondon.org](mailto:info@keenlondon.org)

Learn more at  
[www.keenlondon.org](http://www.keenlondon.org)



