

# MAKE **KEEN** LONDON YOUR CHARITY OF THE YEAR

The vast majority of 'charity of the year' partnerships are chosen and nominated by staff. Employees or students are asked to nominate a charity. Most choose a large charity brand because they haven't heard of many of the smaller charities doing great things! Infact, the largest charities (6.8%) receive 90% of all income!

We would we be so grateful if the people that know us best, **you**, could take the time to ask your employer or college to think of KEEN London.



*"Do we support  
local charities?  
if so*

*Can I make a nomination  
for our charity of the year"*

## Handy info to nominate us

### **Registered address:**

KEEN London  
Unit W1, 8 Woodberry Down  
London,  
N4 2TG  
(Previously unit B11 Bradbury Street, recent move)

**Registered Charity number: 1124915**

**Annual turnover: £150k**

**Number of staff: 4 full time**

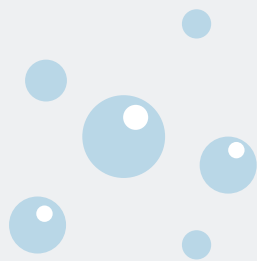


## THE NEED

Many disabled children in London do not have access to any physical activity outside of limited PE during school hours. The situation is exacerbated for disabled children living in poverty whose parents struggle to meet basic needs.

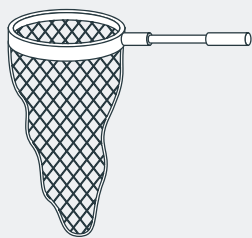
Being physically active has a multitude of benefits: improving physical health, mental well-being and encouraging social interaction and skills development (from gross-motor to communication skills).

KEEN London is the only charity in London where children with disabilities are paired one-to-one with a trained volunteer coach to enjoy a range of sports and games, improve physical activity and social interaction. Every athlete gets the undivided attention of a coach and can enjoy their time with KEEN to the maximum. It also means that parents can enjoy valuable respite time knowing their child is being cared for in a safe and supported environment



## WHAT WE DO

KEEN London is a small charity making a big difference to the lives of disabled young people in some of the most disadvantaged parts of the capital. KEEN London runs free sports and recreation sessions for children and young adults with learning, behavioural and physical disabilities and provides valuable respite to their families.



Cast the net a little wider, ask friends and family too, do their employers have a charity nomination system? could they mention us?

## WHAT DIFFERENCE COULD IT MAKE?

**£100** could empower and transform a brand new volunteer with no experience into a KEEN coach. Helping cover the costs to advertise, recruit, fully train, DBS check and support a new coach who will support one of our young athletes one to one at one of our weekend sessions, enabling them to learn new skills, gain confidence and meet new people.

**£500** could give one KEEN athlete the chance to have their first overnight trip away from home. It is no exaggeration to say our residential trips transform some of our young athletes giving them the opportunity to gain independence and try things they would never have imagined. Trips such as this are also very rare and valuable respite to families. £500 could fund the planning, transport, insurance, accommodation, activities, food and staffing to take one KEEN athlete away for a long weekend.

**£1,000** could provide one month of valuable weekend sessions at one of our three London centres (North, South or East). Having a safe and reliable venue where athletes feel welcome and at home is so vital to the young people we support. Each of our centres has a large sports hall with plenty of room for different activities, refreshments, a quiet space and lots of space to run, dance and play. A donation of this size pays for one month's rent of the space and safe storage of our equipment.

THANK YOU