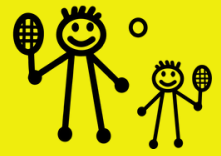


WORKING WITH KEEN LONDON



ABOUT US

KEEN LONDON IS A SMALL CHARITY MAKING A BIG DIFFERENCE TO THE LIVES OF YOUNG PEOPLE WITH ADDITIONAL NEEDS IN SOME OF THE MOST DEPRIVED PARTS OF THE CAPITAL. ESTABLISHED IN 2002 BY A HANDFUL OF VOLUNTEERS, OUR MISSION IS TO IMPROVE PHYSICAL ACTIVITY, SOCIAL INTERACTION AND QUALITY OF LIFE FOR CHILDREN WITH DISABILITIES IN THE LONDON AREA.

WE DO THIS BY PROVIDING FREE, WEEKLY GAMES AND ACTIVITY SESSIONS WITH TAILORED ONE-TO-ONE SUPPORT FOR CHILDREN WITH ADDITIONAL NEEDS SUCH AS AUTISM, CEREBRAL PALSY, HEARING LOSS, LEARNING DISABILITIES AND GLOBAL DEVELOPMENT DELAY.

IN ADDITION TO OUR WEEKEND SESSIONS, WE HAVE RECENTLY LAUNCHED OUR NEW RISING STARS PRESCHOOL PILOT WHICH AIMS TO SUPPORT EARLY INTERVENTION WITH CHILDREN 5 AND BELOW. YOU CAN FIND MORE DETAILS OF OUR SERVICES ON OUR WEBSITE

WHY WE NEED YOUR SUPPORT

IN THE LAST 10 YEARS THERE HAS BEEN A SIGNIFICANT REDUCTION IN FUNDING FOR CHILD SERVICES WITH THE GREATEST LOSSES SEEN IN LONDON AND ACROSS THE MOST DEPRIVED LOCAL AUTHORITIES WITH EARLY INTERVENTION SUPPORT TAKING THE GREATEST HIT. WITHOUT SUPPORT, THE COMBINATION OF CORONAVIRUS AND FUNDING CUTS RISKS LEAVING A DAMAGING LEGACY FOR THE MOST VULNERABLE CHILDREN IN ENGLAND.

ALL OF OUR WORK IS FUNDED BY DONATIONS AND WITH RISES IN THE COST OF LIVING OUR SERVICE TO HIGHLY VULNERABLE CHILDREN HAS NEVER BEEN MORE NEEDED. WITH A NEW SITE JUST OPENED IN NORTH LONDON AND A GROWING EARLY YEARS PROGRAMME, WE WELCOME YOUR SUPPORT.



HOW WE CAN WORK TOGETHER

FUNDRAISING

IF YOU ARE LOOKING FOR A CHARITY PARTNER KEEN LONDON CAN PROVIDE JUST THE INSPIRATION! 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. HOW YOU RAISE FUNDS CAN RANGE FROM ASKING CUSTOMERS/CLIENTS TO ADD A SMALL DONATION OR PERCENTAGE ON TO THEIR BILL OR INVOICE, OR GETTING COLLEAGUES TO HAVE AN OLD-FASHIONED BAKE SALE OR QUIZ.



FOR THE MORE ADVENTUROUS WHY NOT SIGN UP FOR A CHALLENGE? 10K, TOUGH MUDDER OR DO YOUR OWN 50 SQUATS A (WORK) DAY FOR THE MONTH. AND, TO HAVE A GREATER IMPACT, SHARE IT ON SOCIAL MEDIA TO HELP RAISE MORE AND SPREAD THE WORD ABOUT OUR WORK. (WE LOVE FREE PR!)

PAYROLL GIVING

DONATING TO CHARITY DIRECTLY FROM YOUR PAYROLL MEANS YOU DON'T HAVE TO PAY TAX ON IT. SETTING UP A PAYROLL GIVING SCHEME AT YOUR PLACE OF WORK IS A GREAT WAY FOR STAFF TO GIVE MORE (UP TO 40% MORE) COSTING THEM LESS! HMRC HAS A LIST OF APPROVED PAYROLL GIVING AGENCIES AND IT IS VERY EASY TO SET UP.

MATCHED GIVING

SOME COMPANIES OFFER TO MATCH ANY FUNDRAISING CARRIED OUT BY A STAFF MEMBER, OFTEN TO A VALUE DECIDED SUCH AS £250, £500 OR WHATEVER YOUR COMPANY FEELS COMFORTABLE WITH. THIS IS A GREAT WAY FOR SMALL COMPANIES TO RAISE LARGER AMOUNTS WITH INPUT FROM STAFF AND THE COMPANY.

VOLUNTEERING

OUR ONE-TO-ONE SUPPORT AT WEEKEND SESSIONS IS DELIVERED BY VOLUNTEERS. VOLUNTEERS NEED NO PRIOR EXPERIENCE AND EVERYTHING NEEDED IN THE WAY OF TRAINING AND SUPPORT IS PROVIDED BY US. HOWEVER, WE DO ASK ALL VOLUNTEERS TO COMMIT TO AT LEAST TWO SATURDAYS A MONTH FOR SIX MONTHS BECAUSE OUR SUPPORT IS BASED ON BUILDING RELATIONSHIPS WITH THE YOUNG PEOPLE WE WORK WITH. IN THAT TIME OUR VOLUNTEERS GET TO REALLY KNOW THE CHILDREN AND HOW BEST TO SUPPORT THEM.

IN ADDITION TO OUR REGULAR VOLUNTEERING, WE OFTEN NEED SUPPORT AT EVENTS AND HAVE WELCOMED CORPORATE VOLUNTEERS WHO HAVE HELPED SET UP, SERVE FOOD PROVIDE ENTERTAINMENT AND MORE. OR FOR SMALLER PROJECT-BASED OPPORTUNITIES, CORPORATE VOLUNTEERS HAVE DONATED THEIR TIME AND SKILLS TO HELP WITH SOCIAL MEDIA, DESIGN WORK, PRO BONO TRANSPORT OR THE USE OF COMPANY FACILITIES SUCH AS EVENTS SPACES.

"THE ONLY PLACE
MY SON CAN BE
HIMSELF AND NOT
BE JUDGED"

"THE ONLY PLACE
MY CHILD CAN
ACCESS AN
EXTRACURRICULAR
ACTIVITY"

"IT'S CHILD LED AND
FLEXIBLE TO THE NEEDS
OF MY DAUGHTER"

"THE ONLY PLACE I
HAVE EVER TRUSTED TO
LEAVE MY CHILD
KNOWING HE IS SAFE
AND SUPPORTED"

QUOTES FROM KEEN LONDON PARENTS



HOW YOUR SUPPORT COULD MAKE A DIFFERENCE

COACH SPONSORSHIP £300

OUR SERVICE IS DELIVERED BY OUR COMMITTED FULLY TRAINED VOLUNTEER COACHES. A DONATION OF £300 COULD HELP COVER RECRUITMENT, UNIFORMS, DBS CHECKS AND TRAINING FOR A KEEN LONDON COACH!

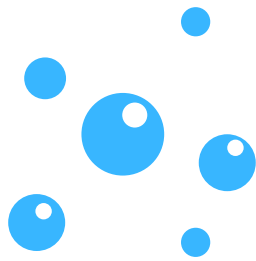
ATHLETE SPONSORSHIP £1,500

IT COSTS KEEN AROUND £1,500 TO SUPPORT EACH OF OUR 100 OR SO ATHLETES. THIS INCLUDES RECRUITING, TRAINING AND SUPPORTING OUR COACHES, HIRING OUR VENUES, OUR SENSORY AND SPORTS EQUIPMENT, FIRST AID, INSURANCE, DBS CHECKS AND LAST BUT NOT LEAST OUR MUCH LOVED RESIDENTIAL TRIPS. A DONATION OF £1,500, COULD HELP SUPPORT ONE KEEN ATHLETE FOR A YEAR!

SESSION SPONSORSHIP £10,000

ONE OF OUR BIGGEST COSTS IS HIRING OUR SPORTS HALL VENUES TO RUN SESSIONS. PRICES VARY ON LOCATION BUT A DONATION OF AROUND £8,000 COULD HELP COVER COSTS SUCH AS HALL HIRE AND EQUIPMENT STORAGE.

THESE ARE SOME EXAMPLES OF HOW DONATIONS COULD SUPPORT OUR WORK. AT THE TIME OF YOUR GIFT WE MIGHT ASK TO USE THE MONEY WHERE IT IS MOST NEEDED AT THE TIME. THIS COULD BE NEW EQUIPMENT OR FUNDING OUR SESSION CO-ORDINATORS.



PARTNERSHIP EXAMPLES

THROUGH OUR RECENT PARTNERSHIP WITH GLOBAL'S MAKE SOME NOISE, A GROUP OF KEEN ATHLETES HAD A SPECIAL TRIP TO GLOBAL HQ STUDIOS, LEARNING ABOUT HOW SHOWS ARE MADE AND MEETING SOME OF THE DJS.

ONE OF OUR VOLUNTEERS JOINED OUR HACKNEY HALF MARATHON TEAM AND HAD HIS FUNDRAISING MATCHED BY HIS EMPLOYER. HE THEN PUT US IN TOUCH WITH THE COMPANY CHARITY COMMITTEE, WHO SHARED SOME DESIGN AND VIDEO EDITING BRIEFS WITH THE MEDIA DEPARTMENT AND PRODUCED SOME GRAPHICS AND A MUSIC VIDEO FOR ONE OF THE YOUNG PEOPLE WE SUPPORT WHO HAD WRITTEN HIS OWN TRACK.

SARACIN & PARTNERS CHOSE KEEN LONDON AS THEIR CHARITY OF THE YEAR RAISING OVER £27,232 THROUGH SOME IMAGINATIVE FUNDRAISING IDEAS. ONE MEMBER OF STAFF WAS INSPIRED ENOUGH TO JOIN OUR TRUSTEE BOARD WHERE SHE SERVED FOR FOUR YEARS.

ELLEVEN DENTAL WANTED TO WORK WITH A SMALL CHILDREN'S CHARITY IN LONDON WHERE THEY COULD SEE THE IMPACT OF THEIR SUPPORT. FOLLOWING A 'LUNCH & LEARN' SESSION WHERE WE SHARED OUR WORK WITH COLLEAGUES THEY SET A TARGET OF RAISING ENOUGH FUNDS TO COVER THE VENUE HIRE COSTS FOR AT LEAST SIX MONTHS (£6K) AT ONE OF OUR VENUES AND DONATED THE PROCEEDS OF THE ANNUAL GOLF DAY.

"MY SON WITH ASD LOVES BEING ABLE TO ATTEND. THANK YOU KEEN FOR BEING SO INCLUSIVE AND ALSO ENABLING US TO HAVE BRIEF RESPITE- SAFE IN THE KNOWLEDGE OUR CHILDREN WERE ENJOYING THEMSELVES! I HAVE RECOMMENDED KEEN TO OTHER FAMILIES WHO HAVE CHILDREN WITH SIMILAR DIFFICULTIES" KEEN PARENT



Registered with
**FUNDRAISING
REGULATOR**

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