



CITIZENSHIP FOR LIFE

Giving a helping hand to youngsters to become our future stars

www.citizenship-for-life.co.uk

A Word from our Patron

TERRY WAITE



'Citizenship' as a word on a school curriculum can seem to be a terribly dull subject. It has been said that it is one of the subjects that is taught with the least enthusiasm and imagination by teachers across the British Isles. Thank goodness things are different in Cornwall! It has been amply demonstrated that taught properly, citizenship education can and does provide an essential basis for young people about to enter the world from the

limited environment of school. Some youngsters are fortunate. They have parents who have the resources to travel widely and give their children access to a extensive variety of civic and cultural activities. My own grandchildren are fortunate in this respect in that they have parents,both of whom are teachers and as they live in London have been introduced from a very early age to a wide variety of experiences denied to their counterparts in more remote areas. In Cornwall where there are many isolated towns and villages it is both expensive and time consuming to give children a breadth of experience of the world. Television is no substitute. Actually visiting a centre for the homeless,(as young people on the programme have done),and listening to a first hand account of what it means to be without shelter brings home the reality of the world in a way that no radio or TV programme can.

As President of the programme I am proud to be associated with a scheme that frankly is streets ahead of activities in other parts of the country. This is due to the imagination and flair of the leaders of the course and also to those business firms who have had the foresight to sponsor the programme.

If you are new to Citizenship may I encourage you to find out more and see if you can play some role in helping the young people of Cornwall have opportunities for the future. Not only is this programme in the best interests of Cornwall. It is vital to the development of the UK as we all move into a new and exciting era.

Terry Waite CBE

Background

Citizenship for Life is an inspirational programme which has been created and designed to provide young people who face personal challenges, with a stimulating learning experience through which they can gain an awareness and appreciation of what it means to be a good citizen in modern day Britain.

There is a link between social background, educational achievement and life chances and it is well documented that this link, referred to as social mobility, is aided by enabling local communities to work together in order to raise the ambitions and achievement of young people.

The award winning 'Citizenship for Life' activity and mentoring scheme serves to aid social mobility in Cornwall by developing the knowledge and skill sets of young people, in order to make them appreciate that the educational and lifestyle choices they make will have an impact on their own future prospects and those of the local community.

Project Scope – 2018/19

Citizenship for Life is now in its sixth year in the Mid-Cornwall areas of Redruth, Pool, Penryn, Helston and the Lizard.

We support young people, aged 13-14, who face personal challenges from a range of local schools.

Each programme runs for twelve months and involves the young people in a variety of real life experiences that neither their school nor parents are able to provide, but which we believe will provide them with the knowledge and skills they need to understand how the educational and lifestyle choices they make will affect their future prospects and opportunities. Each month the inspirational visits are themed on a different aspect of citizenship! Each young person will be matched with a suitable volunteer mentor from the local community who will support them through the programme, providing them with encouragement and guidance to help them develop their knowledge, skills and awareness.

The young people face a range of personal challenges including bullying, bereavement, physical disabilities, low confidence, self-harm, lack of a positive role model in their lives and many other limiting experiences.

Programme Objectives

- ✓ Develop and improve social and personal skills
- ✓ **Inspire participants to go outside of their comfort zone**
- ✓ Help improve self-esteem and self-confidence by inspiring participants to go outside their comfort zones
- ✓ **Develop an understanding of the business community and how business works**
- ✓ Help prepare participants for the world of work and so enhance employability skills
- ✓ **Provide an inspirational learning environment where they want to succeed and improve future prospects**
- ✓ Provide a broader understanding of the world around them and greater knowledge of local, regional, national and international issues
- ✓ **Create an understanding of the impact of educational and lifestyle choices and how they can affect future prospects**
- ✓ Offer an insight into the work of partner organisations and local businesses and offer work experience and community project opportunities

Getting Involved

The Citizenship for Life team are delighted that you are interested in getting involved in the Citizenship for Life programme.

There are three main ways to get involved:

- 1. Mentoring** - Members of the local community who give up their time to mentor a young person
- 2. Supporting** – ‘In-kind’ support received from individuals, businesses and organisations
- 3. Sponsoring** – Financial support from individuals, businesses and organisations to fund the core running costs of the programme.

General Benefits

A formal independent evaluation of Citizenship for Life took place in 2012 and a number of general benefits were highlighted by mentors, sponsors and supporters as reasons for getting involved in the programme:

- ✓ **Corporate and social responsibility**
- ✓ **Satisfaction of helping young people**
- ✓ **Professional development of self and of the local community**
- ✓ **Personal development of self and of the local community**
- ✓ **Social, personal and academic development of young people in Cornwall**
- ✓ **Positive press and media exposure**
- ✓ **Solid links with the local community**
- ✓ **Solid links with the local business community and other public and private sector organisations**
- ✓ **Recruitment and work experience opportunities for the local community**

Mentoring

Mentoring is an extremely effective way of providing guidance and support to young people in need and it is a proven way of aiding social mobility by encouraging and enabling local communities to work together.

The mentoring scheme on the Citizenship for Life programme was created in order to utilise the skills, experience and knowledge of the local community, to raise the ambitions and attainment of those young people who need it the most. Each participant on the Citizenship for Life programme is paired with a one-to-one mentor who has been selectively handpicked onto the programme to:

- **Be a positive role model for a young person in need**
- **Be a person that their mentee can trust and confide in**
- **Assist their mentee by helping to raise their confidence and self-esteem**
- **Be a pillar of support for their mentee throughout the programme on each of the visits**
- **Be a positive listening ear**
- **Assist their mentee by offering good advice and contacts where necessary**
- **Offer support in any tasks set on the programme**

The role of the mentor is crucial to the development of the participants on the programme but it has also proven to be a very rewarding scheme for the mentors themselves too.

If you believe that you would make a good mentor for a young person in Cornwall, or you know somebody else that would be, then the following steps explain the Citizenship for Life mentoring process in a nutshell:

1. Request an application form, complete and return by the deadline
2. Attend a small panel interview with the C4L Board
3. Attend a pre-programme training and preparation day
4. Attend the twelve monthly excursions with your mentee
5. There may be a number of other interval events that the mentors will be asked to attend such as mentor review sessions, celebration events, social gatherings, etc

Supporting

The Citizenship for Life programme costs approximately £20,000 to run in one area. This amount would be considerably higher if it was not for the valuable in-kind support of many individuals, businesses and organisations across Cornwall, who continue to help make this programme the great success that it is. The funding is spent on direct front line costs, such as transport, food, venues as the programme is delivered by unpaid volunteers, the C4L Board are all unpaid volunteers.

The structure of the twelve month programme generally involves taking the participant group to inspirational places in and around the UK such as London, Manchester, Devon and several different locations around Cornwall. In planning, coordinating and managing a programme of this nature, there is a large degree of collaboration with individuals, businesses and organisations that have the skills and knowledge to ensure that each day of learning is highly successful.

There is always a way in which someone can help give something meaningful to the C4L approach. We currently require support in the following aspects of our work:

- Inspirational people, businesses and organisations to visit
- Inspirational/motivational/educational speakers
- Specialist trainers in team building, mentoring, communication and/or presentation skills

- Transport to and from events
- Venues for holding events
- Food and drink whilst at events
- Celebration and/or charity event suppliers and vendors
- Workshops or events catered towards young people
- Website developers
- Graphic designers for creating leaflets, flyers, invitations and diaries
- Media Producers for promotional DVD creation
- Photographers for promotional and/or media purposes
- Citizenship for Life hoodies
- Raffle donations for fundraising events

An example of some of our current supporters are below, which is not an exhaustive list.

Active Plus
 BF Adventure
 Big Lottery
 Camborne Regeneration
 Forum
 Cornwall Community
 Foundation
 Classic Cottages
 Cornwall Council

Dartmoor Prison
 Dartmoor Zoo
 Eden Project
 Emmaus UK
 Lemon Street Market,
 Truro
 The Kittos
 NHS
 Plymouth College of Art

The Wave Project
 United Communities
 West Cornwall Youth Trust

Sponsorship

The success of Citizenship for Life really is in the hands of the business community as the core twelve month programmes are sponsored by local businesses, private investors and other organisations such as grant giving bodies who all acknowledge the importance of giving something back to the community by supporting young people who are facing challenges, sharing their knowledge and expertise and also deriving personal satisfaction and a range of other commercial benefits from being involved in such a positive programme in this time of economic unease.

The Citizenship for Life team invites you to participate as a sponsor on the upcoming 2018/19 programmes that are taking place in Cornwall. This is a great opportunity to become part of a truly exciting, inspirational and effective community focussed programme.

As a sponsor you will receive varying levels of commercial benefits, appropriate to the investment, but we have found that the majority of our sponsors are as interested in the benefits of the young people as they are in the commercial or financial benefits.

Please review the entitlement chart on the following pages and consider a sponsorship level that is right for you and your organisation: Gold, Silver or Bronze

Sponsorship Opportunities & Benefits

Benefits	Gold	Silver	Bronze
Satisfying social and corporate inclusion agendas			
Satisfaction of helping those young people most in need			
Name and logo recognition on printed materials			
Name and logo on Citizenship for Life website and any other related websites as deemed relevant			
Complimentary registration onto the Citizenship for Life membership scheme			

Opportunity to put any community project work that you may have into our ' <i>project bank</i> ' (projects that we assist with as a whole group)			
Advertising space in any printed programmes, brochures or other promotional materials			
Name, logo and promotional materials to be distributed at any events or conferences			
Name, logo and/or special recognition in media correspondence	Local, Regional, National	Local, Regional	Local
Name, logo and/or special recognition in programme newsletter and email updates	Monthly	Quarterly	Once
Logo on rotating slideshow at any talks, events or conferences where this facility is used	20 secs	10 secs	5 secs
Special recognition as lead sponsor at introductory talks, conferences and other events			

Invited to attend any talks, conferences and/or other events as a VIP			
Invited to attend one of the monthly excursions as a VIP			
Table named after the sponsor at the celebration event as a special thank you			
Cost	£8-10k	£4-6K	£0-3K

Next Step: If you are interested in getting involved in the programme then please contact Charlotte Caldwell via telephone: [07741 304606](tel:07741304606) to arrange a meeting to further discuss the various sponsorship options. These sponsorship opportunities and benefits are guidelines as we have many individuals, businesses and organisations, who have a bespoke package that involves a mixture of mentoring, supporting and sponsoring.



Creating Partnerships: Changing Young Lives

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