KICK

THE ⟨CHARITY DEN

RESOURCE PACK

www.kickcharity.org/the-charity-den

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INTRODUCTION

WHAT IS THE CHARITY DEN?

Welcome to The Charity Den, your chance to **pitch for change**. This is your opportunity to step up and make a difference in the world. We believe great ideas are worthless without a voice, we would love to hear yours. So step into The Charity Den and take the spotlight.

HOW DOES THE PROGRAMME WORK?

The Charity Den is a chance for you and your friends to **form a business** centred around a charitable cause you believe in **to help your school, community or the wider world.** Using the resources laid out in this booklet you will complete a project proposal, outlining your idea to us in a professional manner. The project proposal framework is laid out for you in a separate document and will be based on the resources you find in this resource pack. Then when this is complete, you will **pitch to KICK**, your 'investors', for a chance for your project proposal to be **funded**!
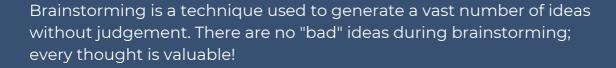
WHAT'S IN IT FOR YOU?

The Charity Den is a pathway for you to be the change you want to see in the world. Our hope is that by seeing this project through to the finish line, not only will you help the world in a way you choose, but you'll gain confidence and take pride in completing a real-world project. Trust us, the reward for completing the project, winning funding and changing the world is worth it.

PROPOSAL IDEA

BRAINSTORMING

Coming up with ideas for your project proposal can be difficult. Brainstorming is a classic way of exploring a wide range of possibilities and potential project directions.

Brainstorming is a technique used to generate a vast number of ideas without judgement. There are no "bad" ideas during brainstorming; every thought is valuable!

> "
> The best way to have a good idea is to have lots of ideas, and throw the bad ones away.
>
> - Linus Pauling
> "

TIPS FOR EFFECTIVE BRAINSTORMING

1. **Define the Purpose:** Before you start brainstorming, refer back to the introduction section to fully understand the purpose of The Charity Den and what you are trying to achieve.
2. **Gather Inspiration:** Seek inspiration from previous projects, current charitable schemes in your local community, or even some of our suggestions over the next few pages.
3. **Set a Time Limit:** Setting a time limit keeps you focused and ensures everyone gets a chance to share their ideas.
4. **Group Brainstorming:** Gather as a team, and together, create a safe space to share ideas. Remember, there are no wrong answers.
5. **Mind Mapping:** Start with a central idea and branch out with related thoughts. This visual technique helps organise your ideas and find connections.
6. **Idea evaluation:** Now that you have a collection of ideas, it's time to evaluate them. Which ideas excite you the most? Which ones align best with your purpose?
7. **Seek Feedback:** Share your proposal with others, seeking constructive feedback. Different perspectives can help refine your plan.

TYPES OF IDEAS

There are virtually an unlimited number of causes you could choose to support with your proposal. **For standard applications, we imagine a budget of up to £1000.** Despite this, we don't want to stop you showing extra ambition. We would be delighted to support applications for larger sums of money. *However*, in order to be comfortable with supporting these causes, we would need you to demonstrate more thorough research into the project you want to support and have a strong line of communication with KICK throughout the process. Details of how to contact us are on our website.

Generally, we imagine three types of charitable cause you can support. For each category, we have provided a **list of example ideas** for your project proposal across varying difficulties. Feel free to use any of the examples, or use them as inspiration to formulate your own idea.

Remember! We are only interested in funding legitimate charitable causes. We would not be comfortable providing funds for projects supporting already well-resourced communities, for example buying school supplies for a private school.

YOUR SCHOOL

Your project could centre on supporting your school. This could be by purchasing much needed equipment, organising an inspirational or educational event for the students, or even organising a school trip. These projects will require extra research into how specifically they target a need within your school and who it will benefit.

LOCAL COMMUNITY

These projects will focus on creating or supporting community initiatives that matter to you. These could be cultural, environmental, social or something else. There is also the option of starting your own initiative, or supporting a researched pre-existing one.

WIDER WORLD

These projects aim to support a cause that exists outside your school or community. These can involve sending money across the world to aid food shortages, healthcare crisis' or education etc. By their nature, these projects will require a greater focus and research on the efficacy and legitimacy of the organisation you wish to send money to.

1. **School supplies and equipment:** Research and invest in new supplies and equipment for various school departments such as the common room, art supplies, musical equipment, educational resources in the library, sports equipment etc.
2. **Technology upgrades:** Invest in new technological equipment within the classrooms and computer rooms.
3. **Inclusive classroom supplies:** Research and fund inclusive classroom supplies that cater to students with diverse learning needs.
4. **Environmental initiatives:** Formulate and implement environmental initiatives to help your school's carbon footprint.
5. **Career resources:** Develop more resources to help students with their future careers.
6. **School trip:** Organise a trip to the theatre or an art show. Research what show fellow students would most be interested in going to then use funding to purchase tickets and provide transportation.
7. **Education on consent and healthy teenage relationships:** Arrange for students to attend workshops about consent and healthy relationships.
8. **Drug education:** Coordinate drug education programmes to help educate students.
9. **Guest speaker series:** Arrange for guest speaker(s) to run a series of talks to inspire students on a specific topic.
10. **Guest performers:** Organise a guest performer or shows to come to the school to entertain students.
11. **Mindfulness and wellbeing:** Organise mindfulness and wellbeing programmes to help with students' mental health.
12. **Community garden:** Build a garden for your school to provide a relaxing and rewarding environment for the students. This would teach the students to grow food , which could even be donated to a local food bank.
13. **Life skills workshops:** Organise workshops or seminars on topics like study skills, time management, mindfulness, or effective communication to help students develop essential life skills.
14. **Outdoor adventure retreat:** Organise and fund an outdoor adventure trip for students.
15. **Performance show:** Organise a big-budget theatre/art/talent/music/dance show.
16. **Digital art and media studio:** Design and build a new studio with features such as a green screen, lighting, microphones and recording equipment.
17. **STEM innovation lab:** Design and build a new lab featuring cutting-edge technology like 3d printers, robotic kits and interactive learning stations.

*Please note that the colour scale represents the difficulty of the idea, with green representing the simpler ideas, and red representing the more difficult proposals.,

1. **Neighbourhood clean-up:** Organise a clean-up of local areas to beautify public spaces.
2. **Public art installations:** Create or commission pieces of artwork for public spaces in the local community.
3. **Community sport equipment library:** Organise and fund a community library for shared sports equipment.
4. **Community events:** Organise and run an event in the community such as a picnic or movie night.
5. **Music or art therapy workshops:** Arrange a local music/art therapy workshop to help individuals in the community.
6. **Book exchange or Little Free Library:** Set up a book exchange or Little Free Library where people can borrow and share books, fostering a love for reading and creating a sense of community around literature.
7. **Community garden:** Build a garden in the community to beatify public spaces and provide a relaxing and rewarding environment for locals.
8. **Nature restoration project:** restoring and reintroducing native plant and animal species to a specific area, with the goal of promoting biodiversity, restoring ecosystem balance, and improving the overall health of the environment.
9. **Clothing or food drive:** Collect and distribute clothing, food, or other essentials to those in need within the community.
10. **Senior outreach:** Develop a program to connect young volunteers with elderly residents who may need companionship, assistance with errands, or help with technology.
11. **Workshops and skill-sharing:** Host workshops on practical skills like cooking, budgeting, gardening, or digital literacy to empower community members with valuable knowledge.
12. **Local entrepreneurship hub:** Create a platform or space where aspiring entrepreneurs can receive guidance and mentorship.

EXAMPLES: WIDER WORLD

Wider world initiatives are more likely to be supporting already existing programmes. This means that, by their nature, they require a greater emphasis on research into the exact cause that you are supporting, who you will be sending the money to, and how you evaluate their financial transparency. Due to the nature of wider-world proposals, a difficulty scale for the example ideas has not been provided.

1. **Emergency relief kits:** Donate to existing charities which help provide emergency relief kits globally.
2. **Gifts for disadvantaged children:** Buy, wrap and send presents to children from disadvantaged countries by helping initiatives such as 'Love in a Box'.
3. **Educational supplies:** Support an initiative offering educational supplies to a country that needs it - or, make contact with a school you have found and purchase the equipment to send to them yourself.
4. **Maternal and child health clinics:** Support an existing programme aimed at providing and running maternal and child health clinics in a location that needs it.
5. **Nutrition programmes:** Support initiatives that educate and supply the disadvantage with tools for healthy eating.
6. **Reforestation projects:** Support an existing programme aimed at reforestation in countries where deforestation is a concern.
7. **Safe drinking water wells:** Support a programme that creates and maintains safe drinking water wells in communities that need them.
8. **Female empowerment workshops:** Support programmes that teach, encourage and enable female empowerment in the workplace and society.
9. **Youth education scholarships:** Fund a bursary for a student in a disadvantaged country.
10. **Support an orphanage for the disadvantaged:** Research and donate to an orphanage for underprivileged children.
11. **Clean energy solutions:** Support a programme focused on delivering clean energy solutions to the world.
12. **School breakfast programmes:** Support a programme that funds school breakfasts for students from financially poor families. Or, set up your own programme within your school.
13. **Domestic violence shelter:** Support a programme that operates a shelter for victims of domestic violence and abuse.
14. **Support for asylum seekers/refugees:** Provide aid and support to programmes aimed at helping asylum seekers and refugees. This could offer them shelter, language education, cultural integration and therapy.

NEEDS ASSESSMENT

What is a needs assessment?

A needs assessment involves researching and gathering compelling evidence that demonstrates the demand and importance of your proposed project. Carrying out a needs assessment helps to ensure effective solutions are created that address identified needs.

Why are need assessments important?

Before funding your project proposal, KICK want confidence that the money is being put to good use. A needs assessment provides solid evidence that your project addresses real issues and is worthy of investment.

METHODS OF CONDUCTING RESEARCH

There are many methods of conducting research to gather evidence for your needs assessment.

1. **Surveys and Questionnaires:** Prepare a list of questions and ask individuals to answer them. Surveys and questionnaires are easy to distribute and gather a lot of opinions.
2. **Interviews:** Interviews provide insight into the experiences and perspectives of other individuals.
3. **Focus Groups:** Bring a small group of people together to talk about a specific topic.
4. **Document Analysis:** Analyse existing reports, articles, or data related to your topic. This method helps you understand what others have already discovered.
5. **Online Research:** The internet is a goldmine of information. You can explore websites, articles, and social media to gather insights and trends related to your needs assessment.

Remember, you don't have to stick to just one method! Combining methods can give you a well-rounded view of the relevant topic.

Ethical Considerations
When conducting research, remember to respect people's privacy and feelings. Always get permission if you're using personal stories or data.

GOOD VS BAD EVIDENCE

Not all sources are created equal! Reliable evidence comes from trustworthy and well-informed sources. It is important to ensure that your evidence is credible by providing a reliable source.

The following video helps with how to tell good evidence from bad evidence.

How to tell good from bad evidence

LOGISTICS

TIMELINE

Planning a project timeline provides you with a clear roadmap of what needs to be done and when. It helps you to understand the sequence of tasks and prevents confusion about the project's objectives.

Additionally, a project timeline helps you break down your project into smaller tasks. When you know what needs to be done, you can estimate the costs associated with each task more accurately. Consequently, your project timeline will be used when formulating your project budget.

EXAMPLE

This example uses a previous Charity Den project in which students proposed the design of a wellbeing room within their school for students to de-stress. The following table demonstrates how you might break down the project into smaller tasks.

Project Stage Number	Start Date	End Date	Description	Action Owner
1	22/04/24	03/05/24	Source furniture and furnishings for the wellbeing room.	Michael
2	06/05/24	15/05/24	Paint and decorate the wellbeing room.	Amber
3	...	...	...	...

RISK MANAGEMENT

Risk refers to the uncertainty or potential for something to go wrong in your project; this can affect your project's timeline, budget, and overall success. By recognising and addressing the risks to your project, you're better equipped to handle potential obstacles and keep your project on track.

Addressing risk in your proposal also shows us that you're committed to delivering your idea, even when things don't go as planned. This helps us to build trust and confidence in your project.

There are three main types of risk:

PREVENTABLE

A preventable risk refers to a project risk that could be avoided or mitigated through proactive measures, careful planning, and appropriate actions. These risks are often foreseeable and can be prevented or significantly reduced by implementing mitigating strategies.

STRATEGIC

Strategic risks are calculated decisions that on balance are worth taking. In the face of defeat, a football manager may sub off defenders to bring on attackers, weakening the teams defence to try and save the game.

EXTERNAL

An external risk to a project refers to a potential negative impact or threat that arises from factors outside the control of the project team, and that could affect the successful completion or outcome of the project. oject's progress and results.

RISK PRIORITISATION

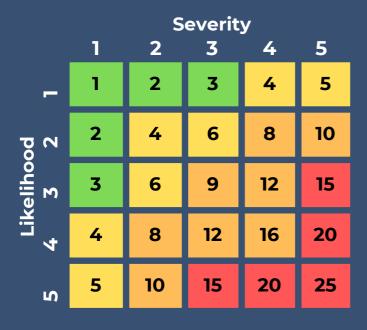Professional organisations might imagine **thousands** of different risks.

It is impossible to account for all of these. Therefore, by combining the likelihood and severity of each risk, we can identify which risks are the greatest threat to the project and act accordingly, with greater planning for mitigating the most severe risks.

How do we identify which risks are the greatest threats?

 1. **Assign a numerical value** to each risk from 1-5 correlating to the **likelihood** and **severity** of each risk occurring. The table on the right shows how to assign each score.

Scale	Likelihood	Severity
1	Rare	Negligible
2	Unlikely	Minor
3	Occassional	Moderate
4	Likely	Major
5	Almost certain	Catastrophic

Severity

	1	2	3	4	5
1	1	2	3	4	5
2	2	4	6	8	10
3	3	6	9	12	15
4	4	8	12	16	20
5	5	10	15	20	25

Likelihood

2. **Calculate the 'risk score'** using the numerical values you have assigned to each risk and the following equation:

Risk Score = Likelihood x Severity

The grid on the left provides guidance for this calculation.

RISK REGISTER

What is a risk register?

A risk register is a structured and organised document which records all potential uncertainties, challenges, and adverse events that could impact a project's objectives. It provides a comprehensive overview of identified risks, including their risk type (preventable, strategic, external), potential consequences, risk score, and planned mitigation strategies.

EXAMPLE

The following table gives an example of a risk register for the design of a wellbeing room within a school. This follows on from the example in the Logistics section.

Risk	Risk Type	Consequences	Risk Score	Preventative/ Mitigating Action
Furniture/ furnishings not arriving in time.	External	Delay to the wellbeing room being opened.	3x2=6	Track the stock and delivery status of all furniture/furnishings being delivered.
Stigma surrounding mental health.	Strategic	Stigma surrounding seeking help for mental health problems may mean that students don't use it.	3x3=9	Encourage use of the wellbeing room with sufficient promotion which normalises its use.
Measurement errors.	Preventative	Measurement errors for furniture in the wellbeing room mean that furniture doesn't fit.	4x3=12	Ensure that multiple team members check the room measurements.

BUDGETING

DEFINING THE PROJECT COSTS

For each stage of your project timeline:

1. **Identify** every component of the stage that requires funding.

2. **Calculate** the amount of money that is required for each component.

3. **Categorise** the individual cost as one of the following: personnel, materials and supplies, or travel.

4. **Input** the data into a table for each stage of the project, as shown in the example.

EXAMPLE

The following table demonstrates how you might track the costs of the design of a wellbeing room within a school. This uses the example project timeline in the Logistics section.

Project Stage	Personnel		Materials and Supplies		Travel		Total (GBP)
1	Individual cost	Amount	Individual cost	Amount	Individual cost	Amount	
	n/a	0	Books	50	Train to buy books	14	
			Chairs	120			
	Total	0	Total	170	Total	14	184
2	Individual cost	Amount	Individual cost	Amount	Individual cost	Amount	
	Decorator	150	Paint	65	n/a	0	
	Total	150	Total	65	Total	0	215
3	…	…	…	…	…	…	
Total	150		235		14		399

CALCULATING THE REQUIRED FUNDING AMOUNT

To calculate the total asking amount:

1. Sum the cost of all three categories in your financial table.

2. Calculate 10% of the summed amount to find the contingency cost.

3. Add the contingency cost to the summed amount to find the amount of funding to ask for.

EXAMPLE

1. Sum the costs of all three categories

150 + 235 + 14 = 399

2. Calculate 10% of £334

0.1 x 399 = 39.9

3. Add the contingency cost to £334

399 + 39.9 = 438.9

Why are contingency costs important?

Contingency costs matter because, let's face it, life doesn't always go as planned. When estimating the cost for a project, there is unavoidable uncertainty as to the precise content of all items in the estimate, how work will be performed, what work conditions will be like when the project is executed and so on. These uncertainties are risks to the project. In order to mitigate these risks, it is customary to use 10% of the total budget for your idea as a planned contingency cost.

Remember! For standard applications, we imagine a budget of up to **£1000.** However, we don't want to stop you showing extra ambition. We would be delighted to support applications for larger sums of money. In order to be comfortable with supporting these causes, we would need you to demonstrate more thorough research into the project you want to support and have a strong line of communication with KICK throughout the process. Details of how to contact us are on our website.

EVALUATION & COMMUNICATION

EVALUATING THE SUCCESS OF THE PROJECT

Evaluation is a critical part of ensuring your project's continued success.

What's a KPI?
A Key Performance Indicator (KPI) is a measure used to evaluate the progress and success of a project, task or goal.

> #### EXAMPLE
> **KPI:** The number of students using the new wellbeing room.

What's a SMART KPI?
*A SMART KPI is a way to set, measure and evaluate goals in an organised manner. SMART stands for **Specific, Measurable, Achievable, Relevant, and Time-bound**. When you set a SMART KPI, you're setting yourself up for success by making sure your KPIs are clear, achievable, and trackable. SMART KPIs also help communicate the progress of your project to KICK and anyone else involved.*

S M A R T

Specific

Provide a clear and detailed description of what you want to achieve.

Measurable

Include a quantifiable metric with a target that evaluates success.

Achievable

Set a challenging target, but keep it within your scope.

Relevant

Clarify that your goal is relevant to your industry, company, and team.

Time-bound

Set a deadline for when your goal will be achieved.

EXAMPLE

SMART KPI: Increase wellbeing room usage by 15% within three months.

- **Specific:** Increase the usage of the wellbeing room to support student well-being.
- **Measurable:** Aim for a 15% increase in the number of times the room is used per week.
- **Achievable:** The increase is achievable with proper promotion and awareness efforts.
- **Relevant:** The goal aligns with the project's purpose of enhancing student wellbeing.
- **Time-bound:** The target is set within three months to track progress and effectiveness.

THE PITCH

WHY DO PITCHES MATTER?

1. **They build trust:** Investment is often based on trust; a pitch is the perfect way of building a human connection between you and your investors that might otherwise be lost on paper.
2. **Display knowledge and passion:** It shows your investors that you know what you are talking about and are passionate in what you want to deliver.
3. **A chance to be heard:** There is a lot of noise in the world. A pitch allows *you* and *your* idea to cut through, take centre stage and be heard.
4. **Practise public speaking:** Public speaking is an excellent tool for you to practise effective communication, influence others and build confidence.

WHAT MAKES A PITCH GREAT?

A great pitch combines a strong message and confident delivery.

THE MESSAGE

Highlight the problem: The way to make people care about what you are telling them is to make them feel like they have a problem.

Show your research: The listener is more likely to trust you if they believe you are knowledgable in what you are discussing. Display this by giving evidence of your research.

A call to action: A great pitch doesn't focus on the story being delivered, it's what you want the listener to do with the information you are giving them.

THE DELIVERY

Confidence: The image you are trying to project when pitching is of quiet confidence. Think about how your posture, gesture and tone display confidence.

Passion: It's much easier for your audience to care about your idea if you clearly do!

Pace yourself: Don't rush. Silence is an important part of communication for emphasis and allowing the listener to absorb what you are telling them.

Example of a good pitch

What not to do!

The KICK Pitch Canvas

A brainstorming tool to help you remember what to include in your pitch. The **order** and **content** of these boxes are a **guideline**, be creative with it!

*Create one sentence that answers each of these headline sections – you now have the initial **outline** for your final pitch script!*

Precise and memorable statement of what your teams idea will bring to the world

It should be enticing and call the listener to action.

Team

Introduce yourself!
Outline your roles in the team.
Tell us your project name.

The Problem

What problem are you solving and for who?
Can you make the pain relatable to everyone?

Proposal Idea

As simply as possible: How does your idea work?
How does your proposal help the problem that you have identified?

Needs Assessment

How have you researched your problem?
Provide relevant evidence.

Budget

How much funding do you need?
Outline how you will allocate this budget.

Risks and Counter Measures

What risks do you foresee disrupting your plans?
Which risks are the most likely and most severe?
How will you mitigate these risks?

Plans for Success

How do you plan to monitor the success of the idea?
How will you report the implementation of your idea back to KICK?

Call To Action and End Statement
Finish the pitch strongly with a clear request for the audience to take action.

Why You?
Why You? can show up in any part of the pitch. Why do you care about solving this problem? Has your life been affected by the problem? Why should your audience have confidence that you are driven to do what you promise, no matter what?

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YOU MADE IT!

This is the end of the resource pack, we hope you found it helpful! It is now time for you to complete and submit The Charity Den Project Proposal Form to kickcharity0@gmail.com by the 22/03/24.

We can't wait to hear what ideas and plans you have to pitch for change.

Good Luck!