



Socially Responsible Development™

CROSS THE LINE WITH KIDS COMPANY

The Kids Company 'open' SRD programme
May 15th & 16th 2007

PROSPECTUS





CROSS THE LINE WITH KIDS COMPANY

Introduction

Back in September, Three Hands held a half-day forum, 'Cross the Line – and Learn', to explore how companies and their people can learn through genuine community engagement and charity partnerships. The forum was hosted by Camila Batmanghelidjh's **Kids Company**, a ground-breaking charity supporting vulnerable young people in the inner-city.

The forum was exceptionally well received by 60 or so delegates from business, and produced stimulating discussion and inspiring ideas on the subject of business charity partnerships that allow employees to 'cross the line' into communities, and charities to genuinely benefit as a result.

As one delegate said, *"The whole event was excellent – it highlighted a great opportunity for people to learn new skills, but perhaps more importantly, in the context of business partnering with communities, applying those skills in life-changing situations"*.

Now, through a **Socially Responsible Development™ (SRD)** programme that we have devised especially in response to feedback like this, you have your own opportunity to 'cross the line – and learn'...

HOW WILL YOU CROSS THE LINE?

For two days in May (15th and 16th), you will work together with up to 11 other business people and a group of Kids Company's service-users – all young people who have faced, or are facing, social exclusion – to **devise a major presentation** on Kids Company and **help promote a new exhibition** at Shoreditch Town Hall which will highlight the charity's work and celebrate its 10th anniversary. You will then **deliver the presentation** at the Town Hall to an invited audience during the exhibition.

To succeed in this very challenging project, you will use and develop personal and **business skills** and competencies, while quickly becoming part of a **high performing team**. The programme will be led by an experienced facilitator who will help you to **develop your own skills**, while you **tackle the issues faced by Kids Company** and the young people it works with. By the end of the experience, you will have learnt a huge amount about yourself and the way you can succeed as part of a team, and developed a strong awareness of the problems faced by the young people.

This programme will be run and facilitated by Three Hands as one of our **Socially Responsible Development™ (SRD)** programmes.

"Following the Three Hands forum we hosted last year, we would love you to be part of Kids Company for two days, to get to know some of our young people and to help us make our 10th anniversary exhibition a complete success. Business and society do not exist in isolation of one another – here is an opportunity for all of us to demonstrate that sentiment in practice. We look forward to welcoming you."

Camila Batmanghelidjh, Founder, Kids Company



CROSS THE LINE WITH KIDS COMPANY

AN OPPORTUNITY TO LEARN THROUGH AN EXCITING AND DYNAMIC COMMUNITY PROJECT

1/ Programme objectives

Socially Responsible Development™ programmes are designed to address two sets of objectives in equal measures: business objectives; and community objectives.

The objectives of the Kids Company SRD programme are:

Corporate objectives

- Skills, competencies and behavioural development for participants
- Raising corporate awareness of social issues and how they affect business
- 'Sampling' SRD as a learning & development vehicle

Community objectives

- Increased awareness of Kids Company amongst the business world
- Increased understanding of business by Kids Company's young people
- Marketing of the Shoreditch Town Hall event amongst a business audience

2/ Description of programme

Kids Company

Kids Company (www.kidsco.org.uk) is a London charity led by Camila Batmanghelidjh, whose ground-breaking approach has made everyone from politicians and opinion formers to social workers and the general public, re-think their attitudes to social exclusion amongst young people growing up in the most deprived inner-city areas. She was named last year's 'UK Woman of the Year' and frequently appears on radio and television to discuss the problems faced by young people highlighted by tragedies such as the recent murders in south London.

Kids Company is celebrating its 10th anniversary in 2007. Since December 1996 it has provided emotional, practical and educational support to profoundly vulnerable young people. The organisation is based upon psychotherapeutic principles and seeks to provide an environment where relationships of empathy and attachment can be fostered between young people and trusted adults.

The 10th anniversary events will be based on a multi-media exhibition that Kids Company is staging in Shoreditch Town Hall, starting in early June 2007. The exhibition will aim to raise awareness of Kids Company, the issues it tackles and the ways in which it does so.



Socially Responsible Development™

Socially Responsible Development™ (SRD) programmes are run by Three Hands to enable groups and teams to learn and develop through direct engagement in a charity or community project. SRD is an opportunity for personal, team, management and leadership skills development. It also gives participants the chance to learn about the issues in society that affect their businesses. For some case studies of past SRD programmes for organisations such as Royal Bank of Scotland, Motorola, Dept for Work & Pensions and Pfizer, please see www.threehands.co.uk/casestudy_th.html.

This 'open' SRD programme with Kids Company will invite 12 individuals from various businesses to experience SRD for the first time, learn from the experience and contribute to the work of Kids Company in a tangible and meaningful way.

The brief

The group of participants from business will work with a group of young people from Kids Company (the charity's service-users) as a team over a two day period. The team's objective will be to prepare a presentation about Kids Company that it will then deliver at the Shoreditch Town Hall exhibition. The presentation should be highly informative and captivating, so that it gives the audience a deep understanding of the issues that Kids Company is tackling, and the ways in which it is doing so.

In order to devise the content and messages for the presentation, the team will work together to explore and fully understand:

- The social issues that Kids Company is tackling
- Young people from deprived areas and the difficulties they face that lead to social exclusion
- The ways in which Kids Company approaches these issues
- The importance of the business world and Kids Company to one another
- The understanding, or lack of, between the business world and the young people, and the responsibility that business has towards the emotional wellbeing of young people

The team will arrange for parts of the two days to be filmed, so that a short film telling the story of the challenges and discoveries of those two days can then be made. This film will be shown at the Shoreditch event, after the team has given the presentation, and will be advertised as the story of how the presentation came to be.



3/ Learning & Development

This is a personal development opportunity, focusing on developing skills and raising personal awareness, and will require excellent teamwork for success.

The programme will be led by an expert facilitator who will work towards two main areas of learning, as follows:

<p>The development of personal and team skills, competencies and behaviours</p>	<ul style="list-style-type: none"> • Project management and planning • Communications, including: <ul style="list-style-type: none"> - Presentation (preparing and delivering) - Influencing without formal position or authority - Coaching and mentoring - Active listening and empathising • Marketing and design • Resource management • Effective teamwork and problem-solving • Peer and group feedback and discussion
<p>Raising personal awareness and business knowledge of social issues and business community relations</p>	<ul style="list-style-type: none"> • Building a personal understanding of issues faced by young people from deprived communities • Developing an understanding of business community relations • Generating ideas on how participants' own companies can develop their business community relations • Assessing SRD as a tool for L&D for participants' companies

The facilitator will run pre-arranged team sessions and real time reviews with the team and individuals throughout the programme, including an introductory 'pre-programme' session some days before the main programme and an evaluation session at the end of day 3 (the Shoreditch exhibition day).

The facilitator will adopt a 'review – conclude – apply' approach to the learning, and the reviews will be based on both the pre-defined learning objectives and what is actually taking place on the programme. The team will occasionally be asked to stop the task and consider their learning. The facilitator will ask relevant and sometimes challenging questions to help individuals think and see clearly about their contribution and the effect they have within the team.



4/ Practical details

Dates and times

- Pre-programme session for participants: Wednesday May 9th, 3.00 – 5.30pm
- Team project: Tuesday 15th May, 8.30 am – Wednesday 16th May (finish time up to the team!)
- Shoreditch presentation: Date in June to be confirmed by Kids Company

Location

The team project will be based at Kids Company, The Urban Academy, Decima Street, London SE1 (near London Bridge).

Accommodation

Participants will stay in the London Bridge Hotel (4 star) on the night of Tuesday 15th May, the cost of which is included below. (We can arrange accommodation on the Monday and/ or Wednesday evenings at extra cost if needed.)

Cost

The cost per person of participating in the programme is as follows:

Delegate fee, including:	£900
<ul style="list-style-type: none"> - 3 day SRD programme (2 day team project, 1 day Shoreditch) - Pre-programme briefing session - Programme design and set up by Three Hands and Kids Company - Full learning & development facilitation - Three Hands/ Kids Company support staff on hand - Lunch on Tuesday and Wednesday, and dinner on Tuesday - Evaluation and reporting on the programme's impact on Kids Company 	
Accommodation on Tuesday night in the London Bridge Hotel, including breakfast	£172
Donation to Kids Company*	£250
TOTAL	£1,322 plus VAT **

* The donation can either be paid to Kids Company through Three Hands, or directly from your organisation to Kids Company.

** VAT will apply to any cost paid through Three Hands, including the donation.



Who should participate?

- HR/ Learning & Development managers
- CSR/ Community Engagement managers
- Team managers and team members from any business function with an interest in learning & development through community engagement

To reserve your place or discuss the opportunity please

Telephone Jan Levy at Three Hands on 020 7812 7077

Or

Email jan@threehands.co.uk

Or

Fax back the attached form

PLEASE HURRY, AS THE PROGRAMME IS LIMITED TO 12 PARTICIPANTS!



THREE HANDS
BUSINESS : PEOPLE : COMMUNITIES

CROSS THE LINE WITH KIDS COMPANY

Fax back form

Please fax to: 020 7812 7139

From (name and job title):
Telephone, email
Company name:

I would like to book ____ place(s) on the Kids Company SRD programme. (There are currently a maximum of three places for delegates from the same company. However, please do let us know if you are interested in placing more than three delegates.)

Name of participant 1	
Job title	
Telephone	
Email	
Name of participant 2	
Job title	
Telephone	
Email	
Name of participant 3	
Job title	
Telephone	
Email	

Or

Please reserve ____ places(s) for my company, for no longer than the next 5 days, subject to further discussion.	Tick
--	------