

# IMPACT REPORT 2019-2021

FREE DINO MASK WITH EVERY ISSUE!

**GRAND OPENING OF TIME TRAVELLER'S EMPORIUM!**

**YKIDS GOES ZOOM FOR COVID!**

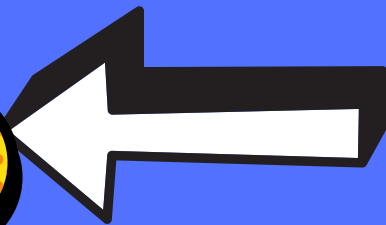


**DINOSAUR INVASION**

SEE INSIDE FOR FULL STORY (PAGE 18)



## LETTER FROM CLAIRE MORGANS CEO



"The last two years have seen many changes for everyone as the Covid Pandemic saw the world turn upside down. September 2019 was set to be the start of an exciting year with the long awaited opening of Kingsley and Co, our steampunk Explorer children's bookshop and literacy project and the launch of the second Bootle Children's Literary Festival, but, as we clicked over into a new year, we saw the rapid rise of Covid across the planet leading to complete lockdown in March 2020.

Ykids then set out to rise to the challenge of supporting our children, young people and community whilst working remotely and with minimal staff taking turns to staff the office and phones. We learnt much during the first lockdown ( like how to use Zoom) but took the time to invest in our digital skills, equipment and resource our community. We delivered thousands of activity packs for children, learned to deliver creative and engaging programming over Zoom and opened a community pantry.

By the second lockdown we had established tried and tested ways to continue to engage young people and as a result when we finally began to emerge as restrictions were lifted we were not only a better equipped and efficient organisation, we had also retained and even gained young people along the way.

The week that all restrictions were finally lifted was the beginning of the 2021 summer holidays. We delivered a free Dino Dig event that saw 6500 people attend over 3 weeks.

Desperate for community and with the freedom to meet again, our Summer programme was oversubscribed and sign ups for new members in September were higher than ever.

The last two years have been one of hardship and challenge for so many but we have sought to move quickly and adapt to meet the changing and growing needs of our community. We have seen lives changed, brought hope to those in dark places and helped create a sense of community against the odds.

None of this would have been achieved without the hard work of so many people. Our staff team, our volunteers, the clear guidance and support of our trustees and management team, and the many funders and donors who believed in us and enabled us to keep going in a time of such crisis.

We have been blessed by the generosity of spirit of our community and the kindness of our children and families that makes Ykids feel like a giant extended family.

As 2022 rapidly approaches we are aware that many new challenges lie ahead as we as a community recover from the pandemic. But, together we are stronger and can achieve so much more and it is a privilege to be part of a community filled with awe inspiring young people who want to make the world a better place.



### CONTENTS

2 Letter from the CEO	16 Be Change
3 Our Vision and Values	18 The Great Dino Dig
4 The Challenge	21 Case Study
5 Our Mission	22 Champion Change
6 The Way we Work	26 Faith Work
7 Our Covid Response	28 What Next?
10 How we Make Change	28 How our funds are spent
14 Kingsley and co	30 Our Funders & Supporters
	31 Chair of Trustees Letter

# Our Vision

To equip children and young people to become world changers

Our vision is to raise world changers – young people who believe that they can, and then do make a difference. Our passion is to see young people grow up in an environment where they feel safe, loved and happy, overcoming challenges and circumstances to lead successful fulfilled lives.

*As a Christian charity our faith and ethos underpin everything we do, as we seek to love and serve every person, recognising their uniqueness and intrinsic value of all people as children made in the image of God.*

# Our values

Ykids works to make change and be change. We have a holistic approach where children come first, are consulted and encouraged to help shape our delivery. We see in young people their potential and all that they can become, valuing their gifts and creativity regardless of the challenges they present.

**Young people first:** Young people are always at the heart of what we do, consulted and listened to and enabled to shape our offer.

**Invest:** Investing our time, money and skills. Committing for the long haul, to people, places and transformation. We understand the value of journeying with children, young people and families over many years.

**Assets not issues:** Valuing everyone for what they bring, their talents, skills, personalities and passions and not the challenges they face.

**Partnership:** Working with others and building friendships. We believe that together we are stronger and we actively seek to work with partners to bring better outcomes for our community.

**Learning:** Constantly seeking ways that we can improve, develop new skills and share new discoveries and encouraging life long learning.



**Vision:** Dreaming big dreams, raising aspirations and helping young people to set goals and achieve great things.

**Creativity:** Inspiring imaginations, critical and creative thinking, opening up a world of adventure and celebrating creativity in all its forms.

**Excellence:** To be the best we can be. We can never be perfect but we have a culture that is honest and open with our mistakes and is always striving to improve and encourage others to be their best self.

**Fun:** Life is for living and enjoying and we strive to bring joy through everything we do.

**Faith:** To have faith in yourself, to have faith in others and to have faith in a God who loves us.

## THE CHALLENGE

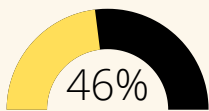


Let's face it – the last couple of years have been tough on everyone. From two years of fear and disruption during the Coronavirus Pandemic to the cost of living crisis, climate change and the war in Ukraine. This has been especially true for young people and those from less affluent backgrounds who have suffered most. From isolation due to digital poverty and lack of engagement with their friends, to food and fuel poverty, many children are now struggling to catch up and are suffering anxiety and fear for the future.

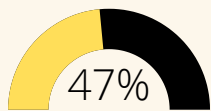
This is on top of the pre pandemic challenges of living life on the breadline in communities that are already struggling with low aspiration, poor attainment and high crime rates.

This report sets out our impact as we work to break cycles of deprivation and lift young people out of poverty and low aspiration, to make steps towards successful and fulfilled lives.

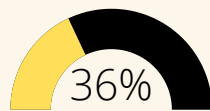
Bootle is a town within Sefton borough straddling two wards bordering Liverpool and sharing many characteristics of inner city areas, including high levels of gang activity, drug use, broken families and poverty, with some LSOAs ranked in the top 1% and 2% of UK's most deprived communities.



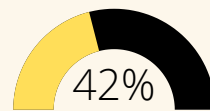
46%  
of children live  
in poverty



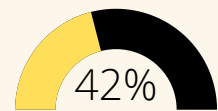
47%  
Social housing  
accounts for 47%  
of housing stock



36%  
of adults are  
out of work



42%  
of children are  
from lone  
parent families



42%  
of working age  
adults have no  
qualifications

**42%** of young people did not achieve A\*-C in English and maths GCSE compared to 37% in England.

**58%** of young people did not achieve A\*-C in English and maths GCSE compared to 37% in England.

**Life expectancy is 10 years below the national average** – and 20 years lower than UK's most affluent areas

Literacy rates are in the **bottom 6% in the UK**

*(Taken from the Church Urban Fund poverty map/National Census and Sefton Council ward statistics).*

Over 200 crimes are reported each month within a 1 mile radius of our building, including shootings, cannabis farm seizures, ram raids, arson, domestic violence and murder.

*(Police.uk stats for Sefton)*



# Our Mission

## Make Change:

Helping young people to develop emotional resilience and cope with whatever life throws at them, have plans and hopes for their future and skills to make their dreams a reality.

## Be Change:

Encouraging social action, empowering young people to “be the change they want to see” in the world.

## Champion Change:

Actively engaging with families, institutions, authorities and decision makers to promote a positive environment in which young people and our communities can thrive.





# The way we work

Ykids works in 8 key areas, offering opportunities for children, young people and their families to engage with us in many different ways



**CHILDREN & YOUNG PEOPLE**

Multiple weekly themed groups focussed on wellbeing, mentoring, citizenship, belonging, skills development, sport, and the arts.



**FAMILIES**

Promoting family cohesion, meeting practical needs through family projects, peer mentoring, training, one-to-one support, a community pantry, parents book club, wellbeing drop in.



**ENTERPRISE**

Kingsley & Co is a Steampunk Victorian Explorer themed children's bookshop and literacy project promoting literacy through a love of all things story.



**EDUCATION**

Working in 35 local schools offering assemblies, mentoring, self-esteem and curricular enhancing projects.



**WELLBEING**

Addressing wellbeing through mentoring, cooking, nutrition, sport and early intervention, including "Giant Slayers", our own CBT Programme, supporting children to gain practical skills to 'cut their giants (worries) down to size'



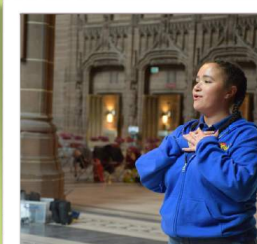
**TRAINING**

Apprenticeships, placements, internships, work experience, and focus on young leadership.



**COMMUNITY**

Litter picks, mural painting, social action projects and large-scale events involving multiple partners.



**FAITH**

Working with local churches to develop community outreach and delivering funded faith projects, church partnerships, training and events and events.



# LOCKDOWN HITS BOOTLE



During March 2020 the UK found itself in the middle of rising concerns that it was in the middle of the global pandemic of Coronavirus and on March 23rd a full lockdown was announced and all non-essential public services, gatherings and work places were shut down in a bid to stem the rapid spread of the virus.

Ykids quickly recognised that many of the children, young people and families we work with would be badly affected by the outbreak and that we would need to put measures in place to support them through this crisis while also protecting staff and being part of the rapid response as key community partners.



Initially we identified 5 key areas where our children and families would need support:  
**SOCIAL ISOLATION | FOOD INSECURITY | MENTAL HEALTH AND WELLBEING | FINANCIAL INSECURITY | DIGITAL POVERTY**



# HOW DID WE RESPOND?

**Set up an Activity Website** with hundreds of ideas of things for children and young people to do and access at home.



**Increased Social Media engagement** and developed content to engage such as the Everest Challenge, trick shot challenges, story time with authors, craft ideas, competitions and interactive events. We made funny videos including the spoof 'Good News' series and a digital advent calendar.

**Digital loan project:** enabling children who had no digital access to have the use of a tablet or PC.

**Activity packs:** Delivered monthly activity packs to 300 children containing crafts, wellbeing resources, art materials, books, sweets and toys.



**Birthdays:** Delivered birthday presents to every child on our books during the pandemic.

**Food :** Delivered emergency food to struggling families and later set up a community pantry in partnership with St Andrews Community Network. We also supplied Christmas hampers and free pantry during school holidays.

**Practical support:** such as collecting school books, prescriptions, or posting a letter.

**Dedicated phone line:** Available to parents and young people who needed to reach out.

**Drop-ins on Zoom for Parents**

**Online Family Quiz Nights and interactive challenges**

**Zoom meetings:** We learnt very quickly how to adapt our projects to Zoom so we could continue to deliver a full and engaging programme, and delivering weekly resources to children engaged in the projects.



**Virtual walking groups**

**Craft packs and cards for the elderly:** Enabling children to write letters and encourage older residents of local sheltered housing



**121 mentoring:** We saw a sharp rise in young people asking for support with their mental health and many engaged with us through Instagram and Facebook.

**Christmas Club:** Operating in a similar way to pantry and giving parents access to low cost toys and gifts.

**Training and equipping:** Additional digital training and provision for staff to be able to continue to work effectively from home.



no problem lovely

Thank you so much guys just got all kinds, made up thanks again for everthing helped take so much stress off my first year doing it alone xx

You are very welcome, have a great Christmas!



Tracey Richardson @TraceyR9... · 2h  
 @Ykids\_Charity thank you so so much for the kids packs they are so made up with them....Stevieleigh and Seanpatrick

Wili (7) cooked us dinner for the first time. It's nice to have a community center of which makes sure that children don't get bored in lockdown. And I'm preparing a packet of ingredients for them + a simple recipe. Thanks Anne Ykids for the inspiration! 🥰

Keep Calm And Travel PL  
 5 hrs · 🔄

Dziś nie podróżniczo, ale lockdown i listopad i pogoda taka, że siedzimy w kuchni i gotujemy. A konkretnie Wili (7) zrobił dziś po raz pierwszy obiad... See More



Rachel P  
 @RachEmLori

Huge thank you to @Ykids\_Charity for our latest activity packs 🧡 Just what we needed today, a friendly smile at the door

Tracey Richardson @TraceyR9... · 54m  
 @Ykids\_Charity oohh nice and warm now kids have done there Christingles....🥰🥰

Tweet

Jo Salmon  
 @Jodysalmon1

Look at our Liam! All proud of himself after attending the lovely @Ykids\_Charity Christmas party for the juniors! He couldn't wait to show me what he made 🥰🎄 thank you everyone ❤️ he is chuffed with himself ❤️ @SpringwellYear1 growing up so fast 🥰🥰🎄

7:12 PM · 08 Dec 20 · Twitter for iPhone



Anna  
 @Annafanagan

A big thank you to @Ykids\_Charity for Tilly's birthday card and presents. She loves them! 🥰🎉

Sarah Kenny ▶ Ykids  
 3 hrs · 🔄

Thank you so much for Aimee's bag of goodies stay safe everyone xx

Start a private conversation with Sarah Kenny in Messenger. [Message](#)

Love Comment Share

You and 2 others

Ykids  
 Our pleasure, you too! 🥰  
 2h Like Reply

Emma Edwards  
 How amazing are they I still can't believe what they have done for the kids, fantastic xxx  
 54 m Like Reply

@Ykids\_Charity thanks for the packs for my girls. They are made up with them

Jamie Reddie  
 @cheekyredscouse

@Litherlandhigh DT challenge done! Origami 9 point star courtesy of @Ykids\_Charity activity pack. #2birds1stone

**OUR COVID-19 IMPACT  
 OF 2650 ACTIVITY BAGS...  
 1690 TO YKIDS MEMBERS  
 100 TO REFUGEE CHILDREN  
 300 TO COMMUNITY GROUPS  
 220 TO SCHOOLS  
 110 TO SUPPORT CENTRES  
 140 TO FOODBANKS**

Read the full report here...



# MAKE CHANGE

**1. To equip children and young people to make change in their own lives, build emotional resilience, self belief and life skills.**

Life can be tough for young people today whatever their background but more so if you are growing up in a deprived community with fewer opportunities. But with safe places to be and belong, people who believe in and champion you and opportunities to gain practical and life skills then anything can be achieved. We promote positive mental health and wellbeing and work to enable young people to grow in emotional resilience, personal confidence and hope for an exciting future. We want young people to be able to cope with whatever life throws at them, have plans and hopes for their future and skills to make their dreams a reality.

**How:** Youth and children's projects, CBT programmes, cooking, sport, arts and creativity and programmes designed to build life skills; school workshops and extra curricular education, events, mentoring, training opportunities, placements, faith projects, residentials and holiday clubs. We also deliver a range of projects to promote literacy through encouraging a love of all things story at Kingsley and Co.



Over the last two years we have delivered projects in person as much as was possible and by zoom when restrictions dictated.

## **8-10 week projects**

- How to Eat Elephants
- Homework drop in
- The Nobody Likes Homework club
- Around the World
- Power Up Girls Club
- Adventure is out there
- Show Up Show Off – Drama club
- Giant Slayers
- Arty Pants
- The Bootle Horrid History Map
- Game On
- Picture This photography project
- Pixel Power – understanding social media
- Ready Steady Cook
- Ukulele Club
- Friday Fitness
- Project Runway – fashion project
- Giant Quest
- Virtual walk across New Zealand

## **Weekly projects**

- Friday Footy 8-11s and 11-17s
- Equip – teen faith group
- Ykids Juniors (5-7's)

## **One offs**

- The Great Dino Dig
- Arty Party
- Messy Olympics
- Inflatation trip
- Otterspool Adventure
- Intergenerational afternoon tea
- Ykids Rocks
- Ninja Warrior Trip
- Friday Footy Residential

## **Schools work**

- Mentoring
- Year 6 Transition Workshops in Liverpool Cathedral
- Wigzy Woo Wig making project
- Super Learning Days
- Assemblies
- Common room support
- Bootle Children's Literary Festival workshops in schools, see page 14/15



**"I DON'T FIT IN – PEOPLE THINK I'M STRANGE BUT THERE IS SOMETHING FOR EVERYONE AT YKIDS." – YOUNG PERSON**





## Mentoring

We offer mentoring at the Kings Leadership Academy Hawthornes where young people are sign posted to us to support. Issues vary from needing support as they transition into the school, because they are refugees, because of poor behaviour or due to challenging home situations. Our approach as youth workers can be easier to access for some young people who find it difficult to talk to a teacher so we work in tandem to support the young person and find the best solutions and outcomes for them. Added benefits include enabling them to engage with the wide range of activities Ykids offers outside of school.

## Cathedral transition workshops

Working in partnership with the Liverpool Diocese, Education Dept and other community organisations, Ykids delivers a series of Workshops aimed at supporting and encouraging year 6 children from church schools who are transitioning to secondary school. The High School survival programme destroys the myths and fears children hear about moving and gives them helpful tips to get through those first few days.



"I LOVE EVERYTHING ABOUT YKIDS! ALSO I HAVE FUN, I'M HAPPY AND I FEEL SAFE"



"YKIDS MAKES ME SMILE"

## OUR SPHERE OF IMPACT

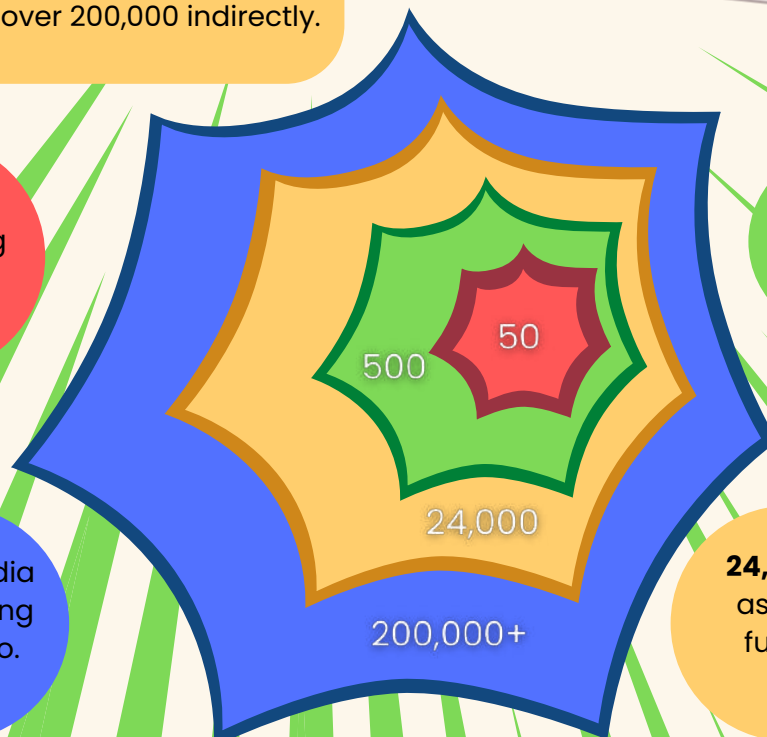
We work with many children, young people and families over a year but our levels of engagement differ from wider community engagement to intensive one to one support. We estimate that approximately 24,000 people benefit directly from our services each year and over 200,000 indirectly.

50 1:1 mentoring, individuals receiving intensive support, youth employment

200,000+ Social media engagement including listeners to our radio programme

500 Ykids members, regular attenders, volunteers, parents.

24,000 Schools work, assemblies, events, fun days, training/ shop footfall.



# GIANT SLAYERS

Giant Slayers is a wellbeing programme that uses basic cognitive behavioural therapy techniques to enable children and young people to build emotional resilience by being able to identify their 'giants' (worries) and cut them down to size. The programme has been developed inhouse after finding that off the shelf programmes did not work with our children. The early intervention project offers 6 to 8 sessions offering practical and physical tools to enable young people to understand themselves and others, and embeds learning using creativity, arts, social action and a take home handbook/journal. The programme has been hugely popular and monitoring shows it has a significant impact on children's wellbeing, lessens anxiety and builds confidence. A teen version is now being developed in consultation with our young people.

*"[Giant Slayers has] helped me a lot. Now I am not as afraid to tell my parents how I feel. Also, the [gratitude] jar and bin have helped me a lot because the bin has actually made my worries go away! I also enjoyed it because when we did the pit and the peak and that stuff, when it was my turn, I wasn't as afraid to show how I felt."*



## IMPACT

- 50% of children found it easier to talk about their feelings after attending.
- After the project, 75% of children had at least one coping strategy that they used to cope with the daily stresses of life, 50% had 2 or more!
- 25% increase in children that can self-identify giants in their own life and the coping strategies to deal with them.

***'The kids are the jigsaw pieces and Ykids puts them all together' Albie age 8.6 describing his winning design for repainting our foyer.***



***"I DO MORE ACTIVITIES, HAVE MORE FRIENDS, FEEL HAPPIER BECAUSE OF YKIDS!"***

***"YKIDS HELPS ME THROUGH TOUGH TIMES AND I ALWAYS FEEL LIKE I CAN TRUST THEM. YKIDS ALWAYS HAS LOTS OF ACTIVITIES AND GAMES TO DO AND IT MAKES ME HAPPY"***

*"I don't usually mix with other people but I have because of Ykids and now I have more friends"*

*"I know how to manage my emotions much better now"*

*"Alfie loved being back at Ykids yesterday, he said it's his favourite place to be"*

*"I know how to manage my anger much better now"*

*"I have more friends now because of my lessons with Ykids"*





**Arty Pants:** was an online art project. Each week the group of children had art material and snack delivered to their door and then explored and then created a piece of art over zoom. These included pin art, using clay, tissue art, paper sculpture etc... A short video was then made and put on our YouTube channel to enable children to practice. At the end of the programme all 14 children gained an Arts Award.



**The Bootle Horrid History Map:** Exploring Bootle's industrial and Victorian history, and its funny and sometimes brutal past, children created content for the Kingsley & Co website including pictures, stories and videos. An illustrative map of old Bootle was created with QR codes taking people to the pages the children had made. Funded by the Heritage Lottery Fund, over 2000 maps were distributed to schools and the community.

**Ready Steady Cook:** was an online live and interactive cookery show delivered over Zoom. The team filmed from our large kitchen and themed each week. Teens then had ingredients and recipes dropped at their homes and were challenged to cook the meal and send in their photos and videos.



**Ukulele Club:** One of our interns was a skilled musician. 14 children were given their own instrument and then spent 10 weeks learning Ukulele. At the end of the project they made a music video to demonstrate their talents.

**Ykids Rocks:** Was designed to engage families over the Easter Holidays while social distancing was still in place. 50 Bright yellow rocks with Ykids logo on the front and an encouraging message on the back were hidden across Bootle and children were able to download an entry form and begin the search.





# Kingsley & Co

## Grand Opening!

### Grand opening of Kingsley & Co

In November 2019, Ykids delivered the 2nd Bootle Children's Literary Festival, and launched Kingsley & Co - a Victorian, Steampunk, Explorer themed children's literacy project and bookshop based in the Strand shopping Centre. The project was developed in response to poor literacy rates in Bootle (lowest 6% in the UK). We set out to encourage children to gain a love of all things story and therefore enhance literacy skills, promote mental wellbeing and increase attainment.

*"This is the best thing in the Strand"*

*"This is the best shop ever!" - Child*



Bootle Children's  
Literary Festival 2019



Designed as a place to inspire the imagination, Kingsley & Co offers a small café, hidden submarine themed classroom, quality second hand children's books for £1 and a showcase for local authors to promote their books. The shop also features moving bookcases, doors to nowhere, a Victorian sweet shop and fairy tale merchandise such as dragon ear wax, fang floss and unicorn droppings.

Offering a range of activities, workshops and events, Kingsley & Co has the backing of award-winning authors including Frank Cottrell Boyce and Alan Gibbons, and Author, TV Presenter and Explorer Alice Hunter Morrison.

*"Just to let you know @danielriding, the 7-year-old has just finished reading Secret Diary of a Naughty Cat tonight. His review "Best book ever! Double Legendary!" Also, first time he's read a book fully independently. Fabulous! Thank you."*  
- Parent on Twitter



*"What an inspiring place for children to be in! We stumbled on it by accident ...What a find!"*

*"It's like stepping into a different world"*







**The Bootle Children's Literary Festival**  
 Ran over 10 days in Nov 2019 and offered workshops with children's authors, artist and theatre companies both in schools and at Kingsey and Co. Children were able to explore the hidden Nautilus themed classroom, complete literary treasure hunts, take part in virtual reality spy hunt and meet authors at book signings. We also launched an anthology of children's stories entitled 'The Monster under my bed' and held a book signing for some of the winning young authors. Children also had the opportunity to meet Alice Morrison a real life explorer and Modern Mary Kingsley. The event worked with 15 school and 3465 children.

Post Literary Festival Kingsley & Co offered a programme of exciting Christmas book themed workshops, from making gingerbread houses to snowmen and Christmas Wreaths. Kingsley & Co was gathering momentum when only a few short months after its launch the pandemic closed our doors and we were not able to open again properly until July 2021 with the Great Dino Dig.

**Cartoon Competition**

During lockdown we ran a competition for children to write a short story about our Kingsley & Co characters Mary Kingsley, Professor Cyril and their companions Dog and Camilla the Camel. The Professor had invented a time machine and in order to escape Lockdown they had been travelling in time. Winning short stories were then made into animated cartoons. We also commissioned a replica Time Machine and intended to use this as the focus for a 2020 Literary Festival, which unfortunately had to be postponed to November 2021. The illustrated stories were then downloaded to a tablet embedded in the Time Machine and uploaded to our YouTube channel.



"Absolutely brilliant, my daughter enjoyed creating a story with you today. Will definitely be back!"

**The Queen's Cake  
 By Chloe Lucas**



"I am really made up with Kingsley and Co. It's a 1000 times better than I expected" - Child overheard talking to mother in public loos





# BE CHANGE

## 2. To encourage children and young people to be agents of change in their community

Young people often feel powerless and not listened to with others making the decisions for their lives. We work to enable young people to not only be heard but be agents of the change they want to see through role modelling, volunteering and social action. We encourage them not to just tell others their hopes and dreams but to make them happen.

**How:** Volunteering, young volunteer programme, youth and children's forums, social action projects, mentoring, peer mentoring, youth leadership, publishing their written work (poetry/stories/recipes) community art projects



### Social Action

Enabling young people to be world changers, to make a difference in the lives of others is one of our core objectives. During lockdown some of our young people went out of their way to embody this. While we worked to support the community, they made us gifts and cards to ensure that we were encouraged. A number took part in the 2.6 challenge and raised money for us and 3 took it upon themselves to walk a marathon in a day and raised over £1200.

Young people have continued to engage in social action both with us and independently – working with us to put on an afternoon tea for local elderly residents, donating toys, books and games, sharing positive messages through chalk graffiti. They have baked cupcakes to encourage others, made cards for those in isolation, and delivered gifts to a local shop owner that had been terrorised at gun point.

### During 2019–21 we delivered:

- 2 year long full-time intern programs for 4 young people aged 18–20
- Young Volunteer Opportunities
- Community research project
- Training in project management and leadership skills for young people
- Training in using photography and video editing equipment
- Youth and Children Forums
- Apprenticeships
- Social Action and fund raising
- Peer Mentoring
- Rank Foundation Leadership Programmes





## Community Researchers

Young people were trained as community researchers and interviewed their peers over their fears and hopes for future employment. This was to try and gain funding towards a project that would bring the gap between what young people are taught in school about employment and what happens when they leave school.

*One young person told us ' They don't really tell us how to get a job in school, or the steps you need to take to get there.'*

*Another said' Any careers thing is only about office jobs ..not told about arts ..nothing aspirational ..nothing interesting ...always about money ...but its not about the money – its about having a job you enjoy'*



## Volunteering

Over 35 young people have been involved in volunteering with Ykids over the last 2 years including in our intern programme, supporting children's groups, working at Kingsley & Co and supporting large scale events such as the Literary Festival, Believe Awards and Dino Dig. During the summer of 2021 18 young people supported the Dino Dig with some of them insisting on working full time hours during the event.



## DINO DIG VOLUNTEERS

## Training

Young people have been trained in practical skills such as using cameras and video equipment, lighting and sound to enable them to help at events. They have also developed skills in editing, marketing and website development. Our internship programme gave training to young people in leadership and management skills, project development and a wide range of youth and children's work.

## Rank Foundation

Over the last two years support from the Rank Foundation enabled us to support 2 x Time to Shine leaders and a Rank Aspire Programme leader. Both Time to Shine Leaders went on to full time employment with Ykids as did our Aspire programme leader for a short time before travelling before she moved to London to attend University. These have been incredibly valuable as the Foundation targets support to young people who have barriers to progression and invests in their skills, knowledge and self belief as well as funding the host organisation in order to pay them a salary. We also hosted a 2 week Community Action Placement for a young person that the Foundation has identified as a future leader.



"Absolutely fantastic experience"



# THE GREAT DINO DIG!



The Great Dino Dig took place during the first 3 weeks of school holidays in 2021, coinciding with the lifting of final Covid restrictions. Its purpose was to:

- Provide engaging activities for children and families
- To support post-covid recovery
- To provide free activities for low income families
- To promote literacy through imagination, story and exploration



Really good. Exceeded my expectations. Loved watching the girls taking part in the the fossil dig and getting excited and involved...



The Great Dino Dig took place in the Strand shopping Centre outside Kingsley & Co and offered:

- A giant sandpit for children to dig for fossils and artefacts
- Dinosaur story workshops
- Going on a T Rex hunt and training to become a dinosaur keeper interactive workshops.
- Comedy cavemen
- Dinosaur crafts
- Make a mini movie with you being chased by a dinosaur
- Fossil displays and meet and greet a palaeontologist from the Liverpool World Museum
- Animatronic velociraptor

"...Brilliantly planned and excellent for my community so children can consider palaeontology as a career"



"My children absolutely loved it! One of my children has ADHD and ASD and the staff were great with him & all of the other children too. Staff were friendly, helpful and genuinely cared about the children. Amazing!"







Watch 1  
minute of  
roar-some  
highlights  
from the  
Dino Dig!







I'VE BEEN 5 TIMES OVER THE PAST 2 WEEKS WITH MY GRANDCHILDREN AND HAVE LOVED EVERY TIME. THE STAFF ARE ALL LOVELY AND HELPFUL. I HOPE THEY DO THINGS LIKE THIS MORE OFTEN.

Kingsley & Co



A ykids event in the Strand Shopping centre

Attendances **3500**

30% visited multiple times.  
80 Starred in their own dino movie.  
851 attended workshops.

**1931** child attendances

1345 were unique children.  
the highest number of children in one day was 278

Individual Children from L20/L21 area **55%**

59% of which were on free lunch meals.

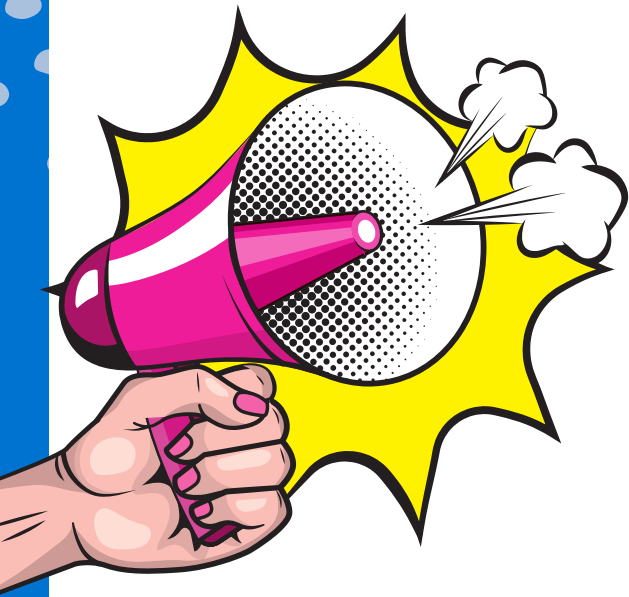
**928** volunteer hours

With only 26 volunteers.  
12 of whom, were under 18.

**1130**

£1 books sold!





## CASE STUDY

Names have been changed

My amazing little boy Daniel is a massive 10 years old, and in these short 10 years he has really suffered a lot of trauma. He was born with a very complex condition which has required him to undergo many surgeries which at times have been extremely painful and even torturous.

Generally, he is a loving, kind and clever young man but because he has suffered so much, there is a small part of him that cannot handle certain things he feels. Due to Daniel's medical condition, he is restricted physically as he may not have the energy or strength to build up his pace or muscles as quick as helps peers. He finds this hard to handle.

What a rollercoaster we have had with Daniel over the weeks he attended Ykids, The first weeks he attended must have brought his feelings to the surface and we were experiencing lots of, what seemed like anger, towards us. He seemed very confused. He even said once that he didn't want to go to Giant Slayers anymore as he just 'felt angry' when he left.

I spoke with Louisa about his concerns and she asked if I could bring him a little earlier so they could do some one to one before the club started. He agreed and when I picked him up that evening, he said he had a really good time. Daniel continued to attend the Giants Slayers for the remaining weeks and the difference has been amazing. He loves his thought jar. He has used it when he is feeling angry at us. He has now brought home his bag of 'tricks', as he calls them and enjoyed showing us why they are for.

Daniel has been using his new tools on how to express how he is feeling. He is starting to really accept that it is ok to feel the way he does and find better ways to express himself rather than kicking off. He has been taking the time to write down how he has been feeling and putting it in his other jar. He is seeing that he feels calmer later and is able to talk about those feelings better. He loves the thought bin! He likes to literally throw them into the bin. At the moment, it's still a work in progress but I can already see and feel the difference with him. We will continue to work together with these new tools from Giant Slayers to make sure he is a happy young man.



# Champion Change

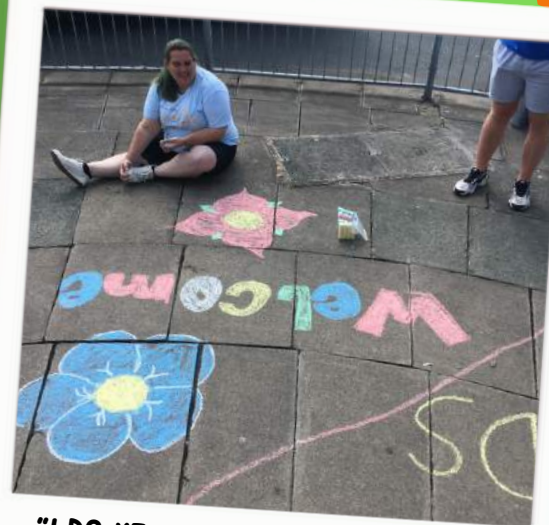
**3. To promote an environment and community where young people are heard, nurtured and can reach their full potential.**

For young people to thrive they need to be nurtured, supported and given opportunities to grow, test new ideas, take responsibility and have a safe place to succeed and to fail. We seek to support young people by addressing the environment around them, creating opportunities, raising awareness, championing their voice at strategic levels, supporting families and engaging decision makers and influencers.

**This includes:** Family support work, community events and showcases, Bootle Children's Literary Festival, the Believe Awards, Intern training programme, being part of a wide range of networks and forums championing young people, training, networking with community influencers, leaders and churches.

## How we have achieved this

- Family projects see page 26-27
- Community Pantry
- The Bootle Children's Literary Festival
- The Believe Awards
- The Strand Community Group
- Liverpool city region cultural awards
- Church partnerships
- Intern programme



**"I DON'T FIT IN - PEOPLE THINK I'M STRANGE BUT THERE IS SOMETHING FOR EVERYONE AT YKIDS." - YOUNG PERSON**

## Key Partnerships

- Well Sefton – a project of Well North sponsored by Public Health England to bring transformation in 10 of the UK's most deprived communities.
- We have also taken part in local action groups, and numerous consultations around the health, wellbeing, prosperity, growth and development of Bootle.
- We are part of a number of community partnerships, the Bootle CEO network, Sefton Council Youth Providers network, Sefton faith Forum, Every Child Matters Forum, Liverpool Cultural Education Partnership, Strand Community Group, Liverpool Catalyst, Sefton Thrive Network, Living Well Sefton, Sefton Thrive Network, Kickstart Programme, Strand Shopping Centre, Liverpool and Sefton Chamber of Commerce and Locality. We also became an Arts Award Centre.





### Strand Community Group

The lower mall of our local shopping centre has been allocated as a community space and empty shops are being given over to local charities and support groups. As this community grew it became evident that there was the potential of clashing events and activities. We therefore in partnership with the centre management set up a community group for all the different community organisations working in the Strand to coordinate activities and support each other's large scale events. Moving forward there are discussions with Sefton Council around coordinating activities with the new Canalside Event space and the redevelopment of the shopping centre.

### Liverpool City Region Cultural Awards

In late 2019 Sefton became the borough of Culture. Ykids Bootle Children's Literary Festival became one of the launch events. Unfortunately, just weeks later the pandemic was announced and many activities needed to be curtailed. In Feb 2021, however, at the height of the longest lockdown of the pandemic, our CEO Claire Morgans was recognised at the Liverpool City Region Cultural Awards and won the Borough of Culture Star of the year at an online ceremony, for her work in establishing the literary festival.



### Community Pantry

In response to increasing challenges around food poverty we partnered with St Andrews Community Network to offer a Pantry offering low cost fresh, frozen and ambient food. Families whose children attend Ykids have the opportunity to become members and pay £3.50 per week for £20-£25 worth of shopping which they choose from our 'shop'. The pantry is overseen by the family workers but is being run by volunteers who sort deliveries and manage the weekly pantry. We also managed to secure funding to offer pantry free to members during school holidays and for a Christmas Hamper.

At Christmas we offered a Christmas Toy shop which operated in a similar way to pantry. Donated toys and gifts could be chosen for a weekly donation of £3.50 allowing families who were struggling to benefit and be able to choose toys suitable for their children.

A large part of our work in encouraging nurturing environments for children to grow and thrive is demonstrated through our family support work. This includes:

- Family Fun days
- Parent support and 1 to 1's
- Family projects
- Parent Book Club
- Community Pantry
- Christmas Club
- Volunteering
- Virtual Walking



***"I just can't thank you enough for this, we weren't going to have a proper Christmas dinner, just basic as we just couldn't afford it. This year has been awful for my family trying to make ends meet. People think if you work...you are ok, well we are not. This is going to make a huge difference to us, I just cannot thank you enough."***





**Evaluations from our families work demonstrated that**

- Over 50% of parents felt they were better parents as a result of support from Ykids
- 60% told us they felt better about themselves and had grown in confidence
- 85% told us they were always happy with the support they received from Ykids, while 15% said they were usually happy.

Find out what our families really say about us...



*"I would just like you to know how much pantry helps me and my family. We eat healthier and how much it helps money wise. I plan my meals and involve the kids in making all the food as they tend to appreciate it more. I can now make so many more full meals for my family and it's such a help. The gas bills and electric bills are so much easier to pay, as we are a family of 6 things can get really tight. Just thought I would tell you how much I appreciate all you do and how much we as a family appreciate the pantry."*

*"I just wanted to take the time to say a huge Thank you for the opportunity to be part of the amazing Ykids family! You have helped me & my family so much especially through these difficult times, you always go above and beyond to help and support not just us but other families in every way you can."*

*"Thank you so much for continuing to look after the families at Ykids, it really does help us feel supported at this awful time. I don't feel so alone when I know Ykids are still there helping in the community."*





## FROM A PARENT

*I would just like you to know how much pantry helps me and my family. We eat healthier and how much it helps money wise. I plan my meals and involve the kids in making all the food as they tend to appreciate it more and also enjoy it more. I can now make so many more full meals for my family and it's such a help. The gas bills and electric bills are so much easier to pay, all the bills really, as we are a family of 6 things can get really tight. Just thought I would tell you how much I appreciate all you do and how much we as a family appreciate the pantry"*

**"I never used to have many friends, but book club has given me many of them. It has given me a lot of confidence, which at the start I felt I was lacking, as I was suffering with depression it gave me something to look forward too." - Parent**



**"Activities have been amazing. The kids have had the best time over the last few weeks. Ykids team are amazing people. The things they put on for our children and families."**



**"I now feel like a cup of tea is more than a cup of tea. It's like I am giving these parents and carers time, our time is precious and goes so quick, but I am giving them a 'brew' to sit down, chill, chat or listen to others, before going back off onto their busy lives. I really think my 'brew' helps a little." - Volunteer**

**"I would DEFINITELY not be here where I am now if it wasn't for Ykids and those who attend there. Seriously! You have literally saved me from whatever dark path I was on and helped me along this new path, on this lovely journey to our happiness. A happiness I didn't even know existed." - Parent**





# Faith Work



Ykids has a Christian Ethos and part of our work, which is separately funded, is based around faith. Our purpose is to equip local churches to deliver effective outreach and activities to children and young people, and to give young people the opportunity to explore faith for themselves. We work with local and national churches and Christian organisations of all denominations.

Our offer locally includes:

- Monday Night Live
- Equip
- Intern Programme
- Transition workshops
- Holiday clubs/church weekends
- Radio Show

**"A WILD CHRISTIAN GAME SHOW WITH THE SCOUSE AND SOUTHERN ANT AND DEC, THE KIDS LOVE IT!"  
- YOUTH LEADER**



## Monday Night Live

Monday Night Live offers a culturally relevant magazine programme of games, music, talks and challenges for young people who wish to investigate Christianity. Launching online during the pandemic, audiences grew to over 100. Once restrictions were lifted the event went live and meets every month and participants have grown from 20 to 67 and continues to increase. This has been a real opportunity for our young volunteers to learn new skills, have leadership opportunities and grow in confidence. 5 churches have partnered with us in this project and over 50% of those who attend are from a local secondary school.

## Transitions workshops

These take place in partnership with 'In Another Place' community theatre company, the Liverpool Diocese and Anglican Cathedral. Their purpose is to support children in year 6 of Church of England schools to transition to secondary schools. Ykids offers workshops and helps lead worship with interactive action songs. In June 2020 these were cancelled but in June 2021 we supported the development of online content which was then distributed to schools and watched by thousands of children.



## Equip

Equip is a follow up small group for young people who wish to learn more about faith. All are welcome to all our activities whether they have a faith or not, and are encouraged to explore questions and challenge ideas and find answers for themselves.





## Internship Programme

Our Internship programme is specifically designed for young people who wish to explore a vocation in Christian and/or children's ministry, the internship gives young people aged 18-25 the opportunity to take a year out, gain leadership skills and take part in every aspect of Ykid's work.



## Holiday Clubs and church weekends

It has not been possible to deliver many holiday clubs or church weekends over the last two years however we were able to support a weekend at Frontline church. Our theme was the Knights Code and we introduced children to ideas of Chivalry, explored the good and bad side of historical Knights, the Knights Code to serve God and others, and made our own armour.

## Radio Show

During Covid we were also asked by All Stars Kids Club to create a Christian Children's radio programme. This was then broadcast multiple times across the UK and USA during Easter 2021

**"I WANT TO BRING MY FRIEND ALONG BECAUSE HE DOESN'T HAVE THE OPPORTUNITY TO TALK ABOUT JESUS"  
- YOUNG PERSON**



**"COME TO MONDAY NIGHT LIVE IT'S THE BEST THING EVER!"  
YOUNG PERSON -**



## WHAT'S NEXT?

Ykids has exciting plans for the next year. In addition to our regular groups we are looking forward to:

- The third Bootle Children's Literary Festival in Nov 2021 – The Time Machine
- Refurbishing the shop next door to Kingsley and Co and knocking through to create a large classroom and turning our current classroom into a discovery room.
- Welcoming a new group of interns.
- Reinstating the Believe Awards after a 2 year enforced break
- A new Church Partnership with the Kings Church Thornton
- Working on feasibility plans to expand our building by adding a storey.
- Expanding the work of Kingsley & Co
- And delivering a Pirate festival in the summer



## HOW OUR FUNDS ARE SPENT

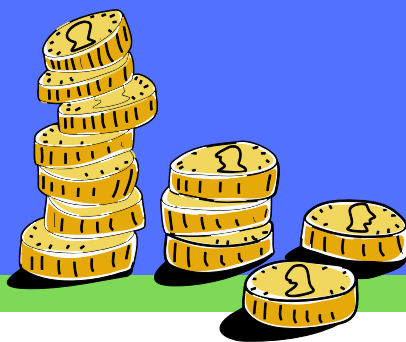
Ykids has policies and procedures in place to ensure that all funds and resources are spent correctly and properly monitored. Our accounts are independently examined each year by DH Accountants.

Our largest annual expenditure is on staff salaries reflecting the many hours of face to face work that is delivered with young people and families. Our second greatest expenditure is on direct project costs for delivery. We aim to keep overheads as low as possible. Overheads include running of our premises, legal and statutory obligations, maintenance, administration and other costs associated with running a charity and two buildings.

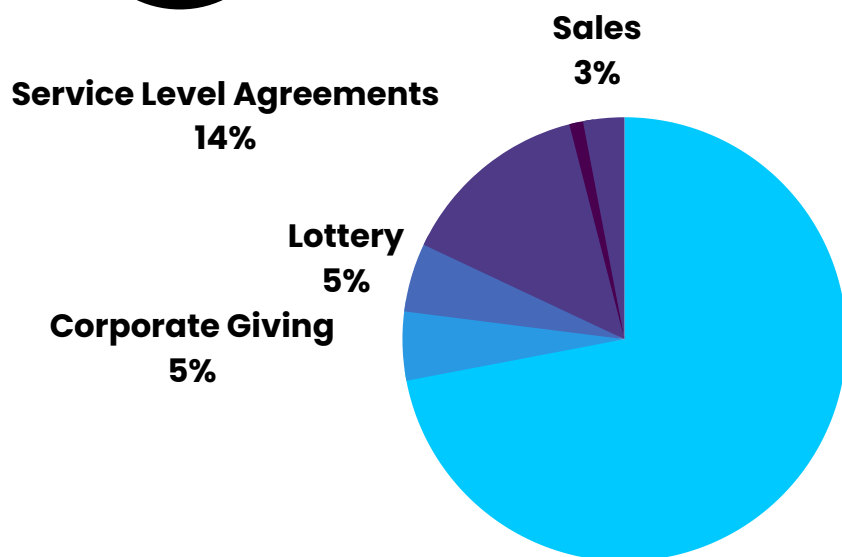




# Our 2020/21 Accounts



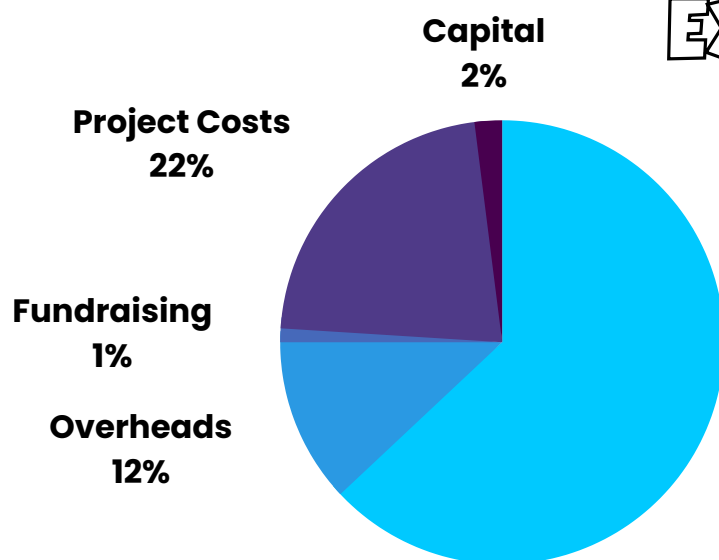
## Income



**Total Income**  
£546,414

**Grants + Donations**  
72%

## EXPENDITURE



**Expenditure**  
£507,216

**Staffing + on costs**  
63%



**THANK  
YOU**

**Huge thanks to the funders who have  
invested in us over the last 2 years,  
enabling us to make a difference in  
thousands of lives.**

23 Foundation	LCR Cares
29th May 1961 Charitable Trust	LCR Emergency Fund
Albert Gubay Foundation	Liverpool Catalyst
All Churches Trust	Living Well Sefton
Arts Council	Leatherseller's Charity
Arm Trust	Lynn Foundation
Asda	Liverpool Cultural Educational Partnership
Alchemy	Liverpool One Foundation
Beatrice Laing Foundation	Make CIC
Charles Brotherton Trust	Marsh Christian Trust
Children in Need	One Vision Housing
Curious Minds	Orstead/Burbo Bank fund
Community Champions Fund	PH Holt
Fredmill Trust	Police Property Act Fund
Four Acre Trust	Raft Fund
Granada Foundation	Rank Foundation
Holiday Activity Fund	Sefton Council
Henry Smith Charity	Siobhan Dowd trust
Hadley Trust	Shaping Paces for Healthier Lives
Hemby Trust	Steve Morgan Foundation
Hilden Charitable Trust	St Christopher Home Trust
Heritage Lottery Fund	St James Place Foundation
Iron Mongers Company	Tudor Trust
In Kind Direct	Trust House Charitable Trust
Julia and Hans Rausing Foundation	Tillotson Bradbury Trust
John Moores Foundation	UK Youth Fund
John Rayner Charitable Trust	Violence Reduction Partnership
Liverpool One Foundation	Zoom Zoom Trust
Lottery Community Fund	

**And to the many donors, sponsors,  
churches, schools, community  
organisations and individuals who have  
also supported our work.**

**THANK  
YOU**





## LETTER FROM OUR CHAIR OF TRUSTEES

*Like many organisations, responding to and emerging from the new and increased challenges created by the COVID-19 pandemic has been huge for YKIDS. As chair of trustees, I have been blown away by the creative and determined way in which YKIDS responded to this challenge. This has meant the need to be both nimble and hold fast to our shared purpose serving the community of Bootle. Just before the pandemic hit we launched Kingsley and Co, an immersive bookshop with Victorian explorer theme. It has been fantastic to see this spring back into life and blossom, welcome hundreds of children and their families since it has been able to re-open, not least the hugely successful Dino dig. Re-connecting and making new connections with local families has been so important – it has also meant that we have first hand experience of the ongoing and new pressures on children and families.*

*We also saw the impact of the pandemic lead to an increase in demand for what YKIDS has been offering. Maintaining links through zoom sessions and the new links made through delivering 1000s of activity packs meant that even more families saw YKIDS as the people to turn to as pressures increased. We know that the cost-of-living crisis and the multiple pressures on parents, children and young people, exacerbated by the pandemic, has created ever more demand for support to build emotional resilience and there has been even more need to share effective tools and support to improve emotional wellbeing and mental health. The need has never been greater, the support YKIDS offers has never been more crucial.*

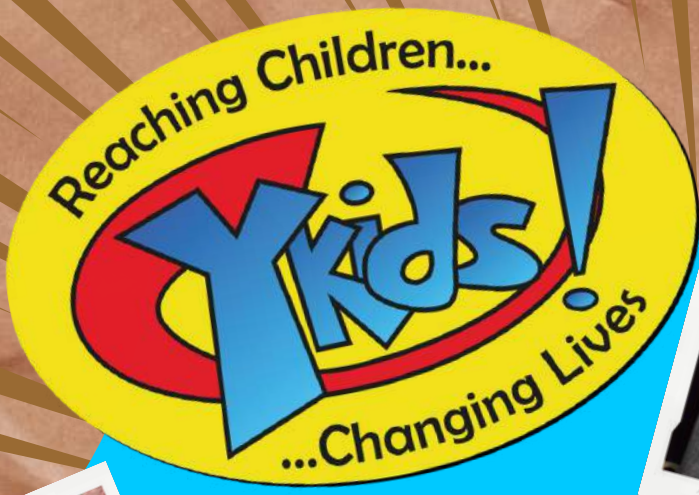
*Looking forward, one of the main challenges will ensuring that YKIDS has the capacity in space, funding and staffing to meet this increased demand. The YKIDS building is very busy now and we are needing to use other spaces to hold the events families are asking for. Our amazing staff team and volunteers have been working flat out to meet demand – we are so thankful to them and recruitment continues to ensure we can deliver and evolve to meet the needs.*

*I know I speak for all the trustees in expressing how proud we are of what YKIDS are continuing to achieve and how grateful we are to funders and partners who enable this work, sharing our vision...to equip children and young people to become world changers.*

**Dr Jaime Craig, Chair of Trustees**







Address: Ykids, 98a Linacre Ln,  
Bootle, L20 6ES

Ykids Phone: 0151 944 2111

Socials



Facebook: @ItstheYkids

Instagram: @ykidsbootle

Twitter: @Ykids\_Charity



Website

[www.ykids.co.uk](http://www.ykids.co.uk)

