



**Fourth Annual Report
May 2010**

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Executive message:

We are delighted to say that 2009-2010 has been a fourth successful year for Day1. The charity has continued to meet its target to help disadvantaged young people to get into (or stay in) education, employment and training through its unique one to one mentoring programme. It has also gained recognition locally and nationally, shown strength in recruiting new mentors, and is beginning to look at longer term methods of financial sustainability.

We have attracted funds from new sources this year (see **Funding**) and have continued to network in the local community to raise awareness of the vital work that we do. We've produced a new DVD and given our website a new and modern look, in tandem with increasing its functionality (see **Raising Awareness**).

We know from the regular contact that we have with our mentors that they feel privileged to be able to work with local young people. This year one of our mentors, Zoe Ross, collected an award from YouthLink Scotland for Role Model / Mentor of the Year (more on this later).

We are exploring the opportunities for us to proceed with a social enterprise which would give us financial independence and sustainability and we hope that we will be in a position to detail this by 2010-2011.

We've thoroughly enjoyed our achievements this year and hope that you can see from this report that progress continues to be made.

This report has been compiled to allow you, our stakeholders (and other interested parties) to measure the success and growth of Day1, to see how your support has assisted us, and to identify any other possible ways in which you could play a greater role.



Finally, I would like to take this opportunity, on behalf of the Day1 Board of Directors, to thank all our mentors for their continued commitment, effort, focus and determination to help their young person carve a realistic and achievable future for themselves. As the Co-ordinator of Day1 it is with real sincerity that I can say I feel privileged to work with such a diligent and committed group of individuals.

Corrin Henderson
Co-ordinator Day1

Key fact:

Day1 exists because there is a problem here in Scotland. A growing number of our young people are leaving school with no certification or training or employment ahead; the social disadvantages that result are shocking and may well last for their lifetime. Day1 seeks to prevent those disadvantaged young people from become just another statistic and helps them to recognise their own strengths.



What is Day1?

Day1, a charity, was set up in 2006 to help provide part of the solution to the growing problem of young people (14-17 year olds) leaving school with no positive destination. Through volunteers we have set up a unique one to one mentoring and befriending system whereby we pair up a mentor and a mentee/Day1er to work together over a twelve month period.

The aim of this relationship is to help the young person to get back into (or remain in) education, employment and training. Whilst the focus is on getting them vital work experience and increasing their chance of reliable and sustainable employment (hard

outcomes), the young people also develop a range of skills that we refer to as soft outcomes (self confidence, trust, hope, life skills).

Young people who are failing to thrive at school and are most at risk of exclusion are more likely than not to fall into the NEET category (not in Education, Employment, or Training).



Who are the Day1ers?

Our mentees are young people from the Highlands who are failing to reach potential, and are at risk of becoming NEET; at least that is who they are on paper. Day1 is

Key fact:

"At Day1 we believe that improved self esteem and self confidence comes from sustained employment and for that reason we focus on building a relationship with the young people on the program in a way that will expose them to real employment opportunities; be it through college, training, further schooling or direct employment; and thereby allowing them to achieve their potential."



about helping young people to become more 'rounded' and therefore able to develop a sense of independence so that they can develop in a more positive way. We are interested in who our young people are, not just their school grades; we want to help treat the cause and the symptom.

Our young people may be bullied, have suffered a close family bereavement, witnessed or been involved in domestic abuse, come from a broken family, or be in a family where alcohol or drug misuse is common. Our Day1ers are from a broad

mix of households, and for this reason it's critical that they are matched with a mentor who is best equipped to help them move forward. Our mentors are not qualified counsellors, but they are there to listen and offer support. More often than not when the mentees open up about their lives (this is always led by them) they begin to realise that although it can be difficult to make a significant change, if they adopt the right attitude they can. We help them to see the bigger picture.

The Day1 Process:

The Day1 Co-ordinator has an active and ongoing working relationship with senior staff at six secondary schools in the Highlands (Inverness High School, Charleston Academy, Dingwall Academy, Alness Academy, Culloden Academy, Invergordon Academy). Over a course of meetings the teachers shortlist and suggest pupils who are failing to thrive and would greatly benefit from being enrolled into the Day1 programme.

These pupils are then invited to have a chat with the Co-ordinator to learn more about the project. It is stressed to them that the programme is an opportunity for them to make their lives better, and can be viewed, in many ways, as a scholarship. It is up to the young people to decide (the project is in no way compulsory). To the credit of Day1 it is highly unusual that any young person chooses to opt out of the programme.

As a direct example of how much the system is valued by our young people one of our most recent graduates was chosen to help explain to her peers what the programme was about; her recruitment attempt was successful.

Upon self selection, participants get to know the team at Day1 better over the course of their 'into the wilds' weekend.

The co-ordinator will discuss the Day1 process with the parents of the Day1ers but their level of direct involvement after this is usually minimal. The relationship that we want to create is one away from the home environment where we find that the teenagers are more open to trying new things and thinking differently.

Into the Wilds:

Trust, respect and understanding of the Day1 process is crucial to success, new recruits are introduced to the Day1 method and mechanisms on an activity filled weekend away to identify what they're looking for in their mentor. It's this 'match' or 'fit' that is critical to striking the right balance and chemistry between young person and mentor.

Key fact:

Day1 believes that this initial training weekend signals the beginning of real change for its young people.



The first six months of the programme then focus on befriending, building trust and honest communication between mentor and young person. This is achieved through mutually agreed activities such as cinema, theatre, go-karting, eating out, going for coffee, crazy golf, beach walks, ice skating, bowling, and so on.

This weekend is all about encouraging and empowering the young people to try new things and learn about themselves. Up until this point it is common that the young

people will only have been through the educational system (often sporadically) and have yet to develop any real sense of self. These weekends allow them to discover new skills and to socialise with young people from other local secondary schools, which often challenges their existing beliefs

Achieving the Goal:



After the initial befriending, 'getting to know each other', period the mentor encourages and supports the young person to think seriously about work opportunities. Often the first step in this is helping them to find a part time job whilst continuing with their studies, or finding them a work experience placement. Last year a number of our mentees were fortunate enough to be successful in an application to participate in a Police

and Army run course, *Operation Youth Advantage*; this was to their direct benefit as they increased their social awareness, learned that their determination and focus could get them through anything, and it forged an important link between our young people and the public sector (enabling each to adopt a new perspective).

The latter part of the programme will also focus on CV writing if appropriate, making use of job search websites, finding a part time job, meetings with a careers advisor, college and work placement visits and encouraging Day1ers to work hard on all subjects (and pay attention to the ones they enjoy the most because these will often lead them to relevant employment that they will enjoy, and excel in).

Who are our mentors?

Day1 mentors are the nucleus of the charity. It is the mentors (under the guidance of the Co-ordinator) who make the programme a success with an excellent reputation.

Our mentors are volunteers from the Highland community who have a genuine desire to help young people make the most of their lives. With over 70 registered and trained volunteer mentors we pride ourselves in having such diversification in age and employment

backgrounds. Our relationship with local employer, Lifescan Limited continues to bare fruit through their Employer Supported Volunteering programme, which was piloted with the help of Day1.

However, we know that for our programme to be given credit by the young people we need to be able to offer them a variety of different mentors. We are fortunate enough to recruit from organisations such as: Highlands and Islands Fire and Rescue Service, NHS Highland, Highlands and Islands Enterprise, BT, BBC Highland, and Cap



Gemini. We also have a number of individuals with backgrounds in hospitality, mechanics and retail. It is through this network of contacts, and their contacts, that we can source work experience opportunities and maximise our ability to influence the local community.

Significantly, one of the first young people to participate on the Day1 programme is now a trained and active mentor.

What training are they given?

There is no rigid template for who our mentors should be so it stands true that they all have differing needs when it comes to training. Every prospective mentor undergoes a full training day where we outline the project, our aims, their remit and how to work with a young person to help them achieve their best. Our Child Protection Training is obligatory.

We also offer two or three evening employment sessions where we discuss helpful ways to encourage young people to take up work experience, and how to secure these. We have recently welcomed a local child psychologist onto our training list so that she can offer valuable insight into the mind of a young person and how to help them to get the most out of themselves. We are also open to moving with demand so if we find that there is a need to supplement training in a specific area we will do so. Our mentors have a number of different opportunities to get to know each other; in addition to having guidance from the Co-ordinator they can contact any other mentor for an informal chat.

Raising Awareness:

We are actively seeking to promote Day1 success and elevate our campaign to recruit new mentors.

Day1 General Achievements 2009-2010

In addition to maintaining our standard of achieving our long terms goals (ie keep or get the young people into education, employment or training), Day1 is celebrating a number of other successes.

YouthLink Scotland Award:

One of our mentors, Zoe Ross, was successful in picking up first prize in the national body's award for Mentor / Role Model of the Year. Zoe has been with Day1 from the outset and is already working with her fourth young person.



Zoe's qualities include empathy, focus and a total commitment to her mentees. She is a very caring individual who combines a straight talking approach with a real sense of fun.

Corrin Henderson, Co-ordinator received the runner-up medal in the category of National Youth work Manager of the Year.

Website:

The Day1 website was recently redesigned to improve its look and functionality. It now has a specific section linked to JustGiving.com which enables anyone browsing the site to make an instant donation to the charity. The website's new modern appearance is more user-friendly and offers increased capacity for us to maintain a current image gallery.

We hope this new approach will help us to recruit new mentors, encourage young people to participate, increase the donations received, reward those who contribute funds by naming them (unless they wish anonymity), and give an instant overview of the work that we do to anyone who is new to the concept (www.day1.uk.com).

DVD:

Often when members of the Day1 Board are invited to pitch for funding or submit an application form it's been clear that a professionally produced standalone DVD or

Key fact:



Day1 is celebrating success in:

- One of its long serving mentors gaining a top National Award
- A state of the art website with improved functionality
- The production of a DVD to entice new funders and give our young people a voice

report would prove beneficial. For this reason we asked our young people and their mentors to get involved because they are at the core of all that we do. The result is a very watchable and natural summary of Day1, and the impact that it has on the lives of the disadvantaged teens. The DVD is also available to view on our website. It is instantly apparent from the young people who took part that they themselves are reaching a point of realisation as to how they've matured. The innocent smiling faces (that don't portray the chaos and heartache of turbulent family lives) are often a far cry from the young people that presented to us 12 months ago.

Being asked to get involved in this functional piece of work gave the Day1ers real satisfaction and something concrete to show for their efforts. Our DVD is also featured on a new local online TV community (www.invernesstv.net).

DAY1's hard Outcome No.1

Post program destination for young person moving into education, employment or training

Program dates	number of day1ers	staying at school	employed	college	life skills program	seeking work	year out	neutral	total passed	total not passed	total day1ers	explanation
August 2006-2007	5		3	1	1				5	0	5	
August 2007-2008	9	4	2	2				1	8	0	9	One Day1er has become pregnant and aims to re-enter education in 2009. The other has 2 months to go in the program and is still trying to find work.
Jan 2008-Jan 2009	11	4	2	3		1		1	9	1	11	One Young Person has decided not to engage in the Day1 program, the other works part time and is still trying to identify the right type of full time job for him.
Aug 2008-Aug 2009	13	4	2	5		1		1	11	1	13	One Young Person has decided not to engage in the Day1 program, the other works part time and is still trying to identify the right type of full time job for him.
Jan 2009-Jan 2010	12	5	2	3				2	10	0	12	Two Young People decided not to engage in the Day1 program.
Aug 2009 - present	12	12							12	0	12	
Jan 2010 - present	13	13							13	0	13	
Total	75	42	11	14	1	2	0	5	68	2	75	

Neutral = Day1er chose not to engage on the program - reasons are personal and beyond ours and usually their control.

Percentage pass rate **97%** (excludes Neutral from Total Day1ers)

Feedback from Day1ers:

Ross

"I really want to be a chef and Howell (mentor) has helped me to learn more about how to do this. We started off going out to eat quite a bit so as I could see how different restaurants present their food and it's a really good way to pick up good habits. There's no way anyone in my family would have done that for me and they wouldn't have wanted to spend the cash on that anyway."

Jade

"Before Emma (mentor) got involved in my life I didn't always feel that I had someone to talk to who wasn't going to go mad at me for coming home late or skipping school. It's really nice to be able to talk to someone and know that they're listening and not just going to have a go at you."

Megann

"Working with Jo (mentor) over the past year has really helped me to understand that I am responsible for what happens in my life. To get a job it's up to me to work harder at school or try to get experience from part time work."

Ryan

"I get bullied a bit at school so working with Mandip (mentor) helps take my mind off it and realise that I might not be popular with some of the guys at school but that doesn't make me a bad person or someone that will never be liked. He helps me to focus on the good stuff and get more involved in that. I don't want to spend all my time thinking about guys who make one part of my life miserable."



Feedback from mentors:

Lisa

"I finished my year long program with Gemma a few months ago and we keep in touch regularly to talk about how she's getting on. Right at the end of the year we were sorting out her application to get into the army; I want to continue to be there for Gemma to make sure that she achieves her potential. Although she's far more independent she needs to know that we care and it's not just about making sure Day1 achieves a hard outcome."

Jo

"It's been so rewarding to watch Megann grow up over the last year. She had a number of anger issues but now she knows that she can walk away and think rationally instead of lashing out. I'm a believer that "when all you've got is a hammer everything around you is nails" so it's a great feeling to be able to say that by the end of the programme our young people have a range of skills to help them live life in a positive way."

Dan

"This is the first time I've been a mentor and I was a bit worried initially that I might not be able to fit it in with my other commitments. In reality I've really looked forward to meeting up with Chris and it's a welcome break from my usual routine. It's nice to know that you've helped someone to make a beneficial difference to their life."

Suzy

"I've just started mentoring and it's such a brilliant reminder to me of what it is like to be sixteen which means that I can really encourage Eilidh to take part in new opportunities. She wants to sing and act but she's terrified. Just being able to get her into the local theatre so as she can see what it is all about was a massive challenge but we've done it now, and the experience has given her insight."



Funding:

Day1 is grateful to the following funding bodies for providing financial support over the past 12 months:

- The Highland Council
- European Social Fund
- The Robertson Trust
- Lloyds TSB Foundation
- Children in Need
- The Gannochy Trust

Getting involved in the project:**Mentoring**

Day1 is always recruiting volunteer mentors, call Corrin Henderson on 0845 367 0651 for details.

Donations

Donations can be made by logging onto www.day1.uk.com, and click on the make a donation link.

Work Experience

For details of what Day1 is looking for regarding work experience placements email Corrin Henderson on corrin@day1.uk.com

Contact details:

For any further information about Day1 please contact Co-ordinator Corrin Henderson on 0845 367 0651 or email corrin@day1.uk.com

Thank you for your interest in Day1.