

# CITIZENSHIP FOR LIFE



## OUR GUIDE 2024-2025

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# A WORD FROM OUR PATRON

## SIR TERRY WAITE CBE

'Citizenship' as a word on a school curriculum can seem to be a terribly dull subject. It has been said that it is one of the subjects that is taught with the least enthusiasm and imagination by teachers across the British Isles.

Thank goodness things are different in Cornwall! It has been amply demonstrated that taught properly, citizenship education can and does provide an essential basis for young people about to enter the world from the limited environment of school. Some youngsters are fortunate. They have parents who have the resources to travel widely and give their children access to an extensive variety of civic and cultural activities.

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

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

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

Sir Terry Waite CBE

# BACKGROUND

Our mission is to enable young people with significant personal challenges to develop their confidence and skills through an inspirational journey of learning, thereby enabling them to grow both as individuals and good citizens.

Citizenship for Life (C4L) has a strong track record of over a decade of delivery of high-quality support and motivation to young people aged 12-15 years who are based in Cornwall.

We have always targeted mentees who will gain most from the experience. We recruit a volunteer mentor for each of the young people, who we draw from the local business community and third sector.

We deliver a motivational 12-month journey of learning/activities and in so doing, take them to places and spaces that will broaden their horizons and enable them to meet inspirational people who have made their mark on society and who can share their lived experiences.

The focus is on encouraging our young people to become better citizens, but we also recognise their needs, to ensure that they are building their emotional resilience to help others, as well as caring for themselves.





# PROJECT SCOPE



Citizenship for Life is about to embark on its 15th year in Cornwall.

In association with the local business community, local Rotary Clubs, Parish and Town Councils and other public and private sector organisations, the programme will run for twelve months from June 2024 until May 2025 and will involve the young people in a variety of real life experiences that neither their school nor parents are able to provide, but which we believe will provide them the knowledge and skills they need to understand how the educational and lifestyle choices they make will affect their future prospects and opportunities.

We are confident that, given our track record, we can keep the lights of Citizenship for Life burning brightly for the next three years as a minimum with our dedicated team of volunteers, supporters and stakeholders.





# PROGRAMME

# OBJECTIVES

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





# GETTING INVOLVED

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

There are three main ways to get involved:

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

# GENERAL BENEFITS

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

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





# MENTORING

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

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

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

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

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

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

Next Step: If you would like to be considered for the role of mentor, please email Jo Pelham-Wales on email [admin@citizenship-for-life.co.uk](mailto:admin@citizenship-for-life.co.uk) to register your interest.



# SUPPORTING



The Citizenship for Life programme costs approximately £35,000 to run each year. This amount would be considerably higher if it was not for the valuable in-kind support of many individuals, businesses and organisations across Britain, who continue to help make this programme the great success that it is.

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

There is always something meaningful that we need help of talented people to contribute towards. We currently require support in the following aspects of our work:

- Inspirational people, businesses and organisations to visit
- Inspirational/motivational/educational speakers
- Specialist trainers in team building, mentoring, communication and/or presentation skills
- Transport to and from events
- Venues for holding events
- Food and drink whilst at events
- Celebration and/or charity event suppliers and vendors
- Workshops or events catered towards young people
- Website developers
- Graphic designers for creating leaflets, flyers, invitations and diaries
- Media Producers for promotional material/film making
- Photographers for promotional and/or media purposes
- Citizenship for Life hoodies
- Raffle donations for fundraising events



The last three cohorts have received a huge amount of support from:

The Fore

Cornwall Community Foundation

Williams Travel

BF Adventure

Bridget Barton

Bridget Betts

Cornwall Plastic Pollution Coalition

Active Plus

Fat Apples Cafe

Carol & Stuart Kitto

Vertical Blue

Cornwall Fire Service

Devon and Cornwall Police

RNAS Culdrose

Newquay Orchard

National Lobster Hatchery

Padstow Sealife Safari

Emmaus

Local Town & Parish Councils

Corserv Group

Truro Crown Court

Cornwall Council

The Tolmen Centre

Jon & Tod Welch

Tregenna Castle Hotel

GK Electrical

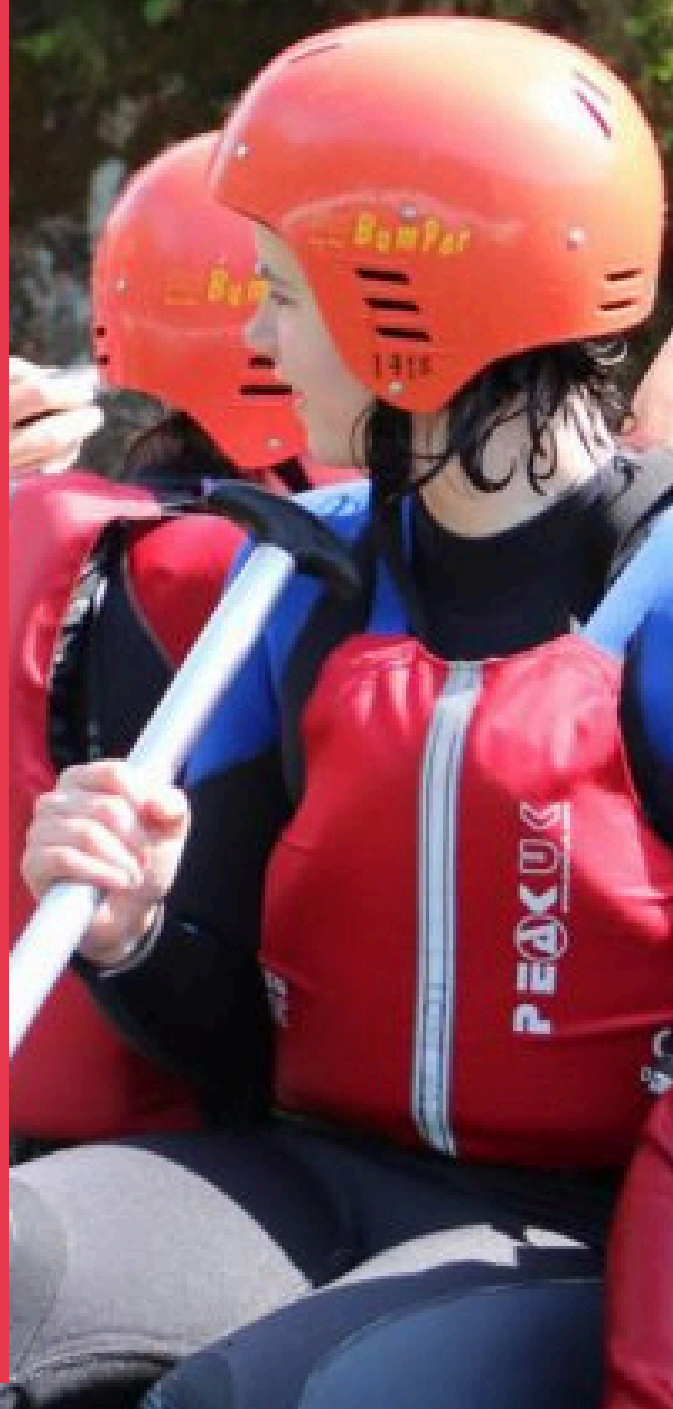
# SPONSORSHIP

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

The Citizenship for Life team invites you to participate as a sponsor on the upcoming 2024/25 programmes that are taking place in Cornwall. This is a great opportunity to become part of a truly exciting, inspirational and effective community focussed programme.

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

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



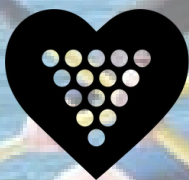


Benefits	Gold	Silver	Bronze
Satisfying social and corporate inclusion agendas	✓	✓	✓
Satisfaction of helping those young people most in need	✓	✓	✓
Name and logo recognition on printed materials	✓	✓	✓
Name and logo on Citizenship for Life website and any other related websites and social media platforms as deemed relevant	✓	✓	
Complimentary registration onto the Citizenship for Life membership scheme	✓	✓	
Opportunity to put any community project work that you may have into our 'project bank' (projects that we assist with as a whole group)	✓	✓	
Advertising space in any printed programmes, brochures or other promotional materials	✓		
Name, logo and promotional materials to be distributed at any events or conferences and online	✓		
Name, logo and/or special recognition in media correspondence	local, Regional, National	Local, Regional	Local
Name, logo and/or special recognition in programme newsletter (send to over 180 people monthly) and email updates	Monthly	Quarterly	Once
Logo on rotating slideshow at any talks, events or conferences where this facility is used	20 secs	10 secs	5 secs
Invitation to the C4L Gala Dinner Event held in April	✓		
Special recognition as lead sponsor at introductory talks, conferences and other events	✓		
Invited to attend any talks, conferences and/or other events as a VIP	✓		
Invited to attend one of the monthly excursions as a VIP	✓		
Table named after the sponsor at the celebration event as a special thank you	✓		

SPONSORSHIP COST	Gold	Silver	Bronze
	£8-£10K	£4-£6K	£0-£3K

Next Step: If you are interested in getting involved in the programme then please contact Jo Pelham-Wales on email [admin@citizenship-for-life.co.uk](mailto:admin@citizenship-for-life.co.uk) to discuss the options further. These sponsorship opportunities and benefits are guidelines as we have many individuals, businesses and organisations, who have a bespoke package that involves a mixture of mentoring, supporting and sponsoring.

## OUR FUNDERS & SPONSORS:



**Cornwall  
Community  
Foundation**



REDRUTH  
REVIVAL



Alexander Miller  
Opticians

Vision

INDEPENDENT  
FINANCIAL  
PLANNING

Penderlaw

SOLICITORS

STIVES SCHOOL  
OF PAINTING



IGNITION

Part of the  
STAR  
Asset Finance Group



Camborne & Redruth  
Lions Club



[gpappraisals.uk](http://gpappraisals.uk)

GRF Wealth  
Management Ltd

Cober Valley Helston  
Rotary



AQUA  
CARPET CLEANING



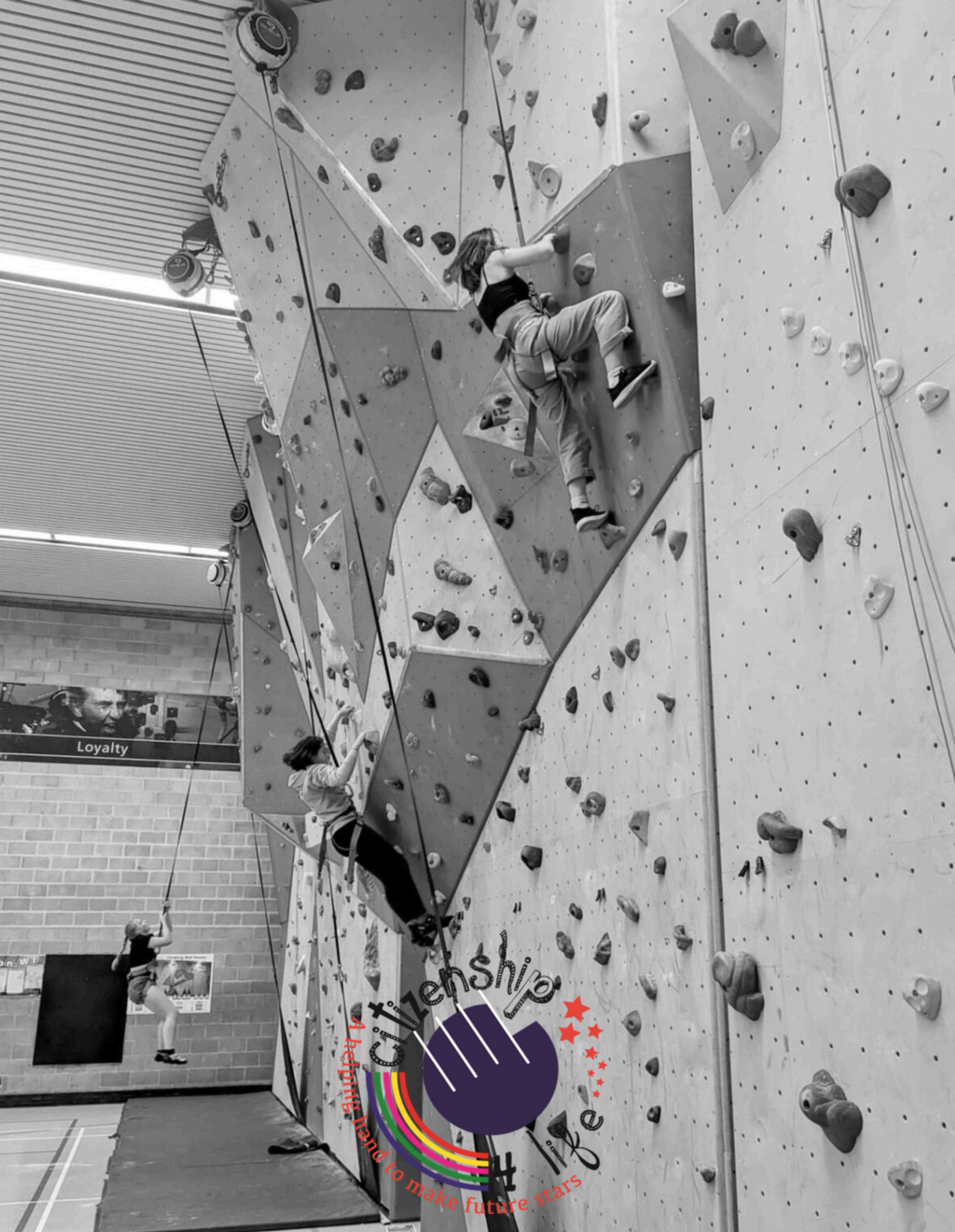
Hopscotch  
Home Services

Trisha Hewitt  
COMMUNICATIONS

Telling the right  
stories to the right  
people at the right  
time

Mr & Mrs Kitto  
Bridget Betts Mrs Bridget  
Barton







Citizenship for Life Programme  
2024-2025