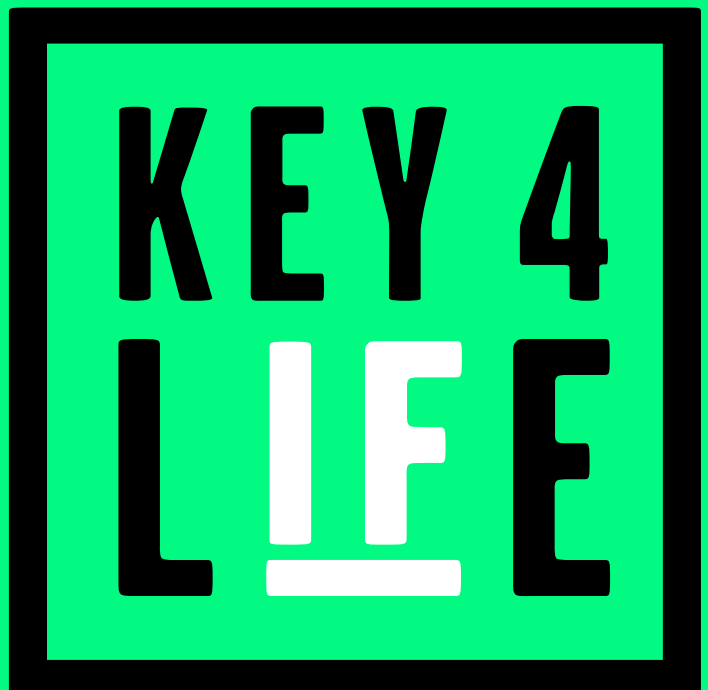


Submission Title	Key4Life Rebrand
Category	Design for Society
Industry Sector	Charity and Events
Client	Key4Life
Brand Agency	Lambie-Nairn
Date	26/06/15



EXECUTIVE SUMMARY

Key4Life aims to reduce recidivism in young offenders through therapy, emotional and behavioural management, equine therapy and mentoring. The charity was set up in 2012 by dedicated campaigner Eva Hamilton, MBE.

The Key4Life programme is worthy, effective and economic¹ – figures for 2011 showed that 90% of those sentenced in England and Wales had offended before and 46% of those jailed in 2011 were linked to 15 or more crimes.² By contrast, the recidivism rate for graduates of the Key4Life programme is just 17%.³ Despite the proven worth of the programme and Eva's tireless work, people weren't engaging with the charity and financial and voluntary support was low.

We got involved with the charity during its pilot phase in September 2013. Eva was in desperate need of funding to secure the future of the programme. Key4Life needed more companies and individuals to get involved as donors, mentors and employers. BUT, the most immediate need was funding, and lots of it!

A fundraiser was planned for December 2013 to raise the necessary money to keep the charity afloat. The event needed to be big, impressive and attention-grabbing to busy, wealthy potential donors. But Key4Life had no money, a tired brand and only 8 weeks until the event!

Below is the story of how we relaunched the Key4Life brand at an event that raised more money in one evening than the charity had raised since its launch, and how we gave the charity the professional face it needed to approach philanthropists and corporate donors.

Word count: 291



¹ It costs £6,500 to put a person through the Key4Life programme versus the £65,000 it costs to imprison a young person for a year. Statistic found at <http://www.key4life.org.uk/intro>

² BBC News: <http://www.bbc.co.uk/news/uk-18188610>

³ <http://www.key4life.org.uk/intro>

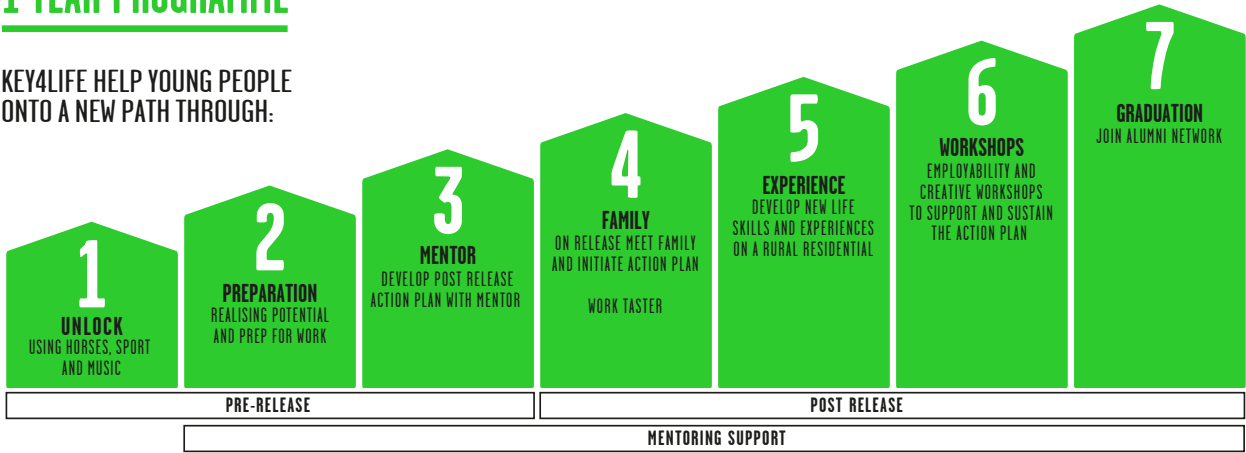
PROJECT OVERVIEW

Description

Following the riots in 2011, Eva Hamilton, MBE, a dedicated campaigner, decided to set-up Key4Life. She developed a rehabilitation model and took it to Brian Anderson, then director of HMP Ashfield Young Offenders Institution in Bristol. Brian embraced the idea and allowed Eva to carry out a pilot with 20 of his young offenders, aged 15-18.

1 YEAR PROGRAMME

KEY4LIFE HELP YOUNG PEOPLE
ONTO A NEW PATH THROUGH:



The pilot was undeniably successful, with significantly lower rates of recidivism than the national average, but the charity was struggling financially. It was also struggling to find mentors and work placements for its young offenders.

Project Brief

In 2013, Eva Hamilton approached us to rebrand Key4Life in time for its fundraiser in December – less than 8 weeks away! We were also briefed to brand the event itself.

Our proposition had to respond to the charity’s major and immediate issues of funding, mentors and placements both in the short and long term.

PROJECT OVERVIEW

Design objectives

- A brand to suit the charity: Eva Hamilton is persuasive, dynamic and enthusiastic. But the old Key4Life brand was staid and unimaginative with no creative idea or engaging communications and it certainly didn't reflect the unique and innovative nature of the programme. We needed to create a brand that would be appealing, engaging and cool. Its core concept had to be clear and easy for everyone to understand.



- Attract Opposites: The new brand had to appeal to two very diverse groups with different interests and influences – high value potential donors and boys in prison aged 15-20. On the one hand, the new identity had to be serious, professional and trustworthy – donors needed to feel confident giving large amounts of money to Key4Life. On the other, young offenders needed to believe that the programme could make a difference, but before that the brand had to catch their attention and look like it might be for them.

Business objectives

- Give authority to a young charity: The new brand had to help Key4Life get its foot in the door with donors. Without years of results or a bank of qualitative data to support the efficacy and value of their offering, the charity was struggling to persuade companies to make high-value investments. Key4Life also needed to attract individuals, who would be serious about mentoring these boys; and companies that would take a chance in offering placements to graduates.
- Sell some tickets! The fundraising event in December 2013 was Key4Life's first public event and was essential to provide a much-needed injection of funding. At £160 each, tickets weren't cheap and Key4Life needed to start selling them before the programme and performers were confirmed and announced. As such, the design and branding was the key tool to communicate the important messages and persuade people to part with their money!

PROJECT OVERVIEW

Overview of market

'Children and young people' is a well-funded charitable sector, supported by the second largest proportion (30%) of donors.⁴ But it's also a crowded sector, dominated by some of the UK's biggest charities – Save The Children, The NSPCC, UNICEF, Great Ormond Street, Barnado's, BBC's Children in Need.

Within the UK, the person most likely to give money to charity is female, older and in higher social grades.⁵ The reason that most donors give to charity is because they relate to it personally – 75% of donors give because of 'a particular belief that I have in a specific cause' and 61% of donors give because of 'a personal experience that I have had'.⁶ As such, Key4Life would have to work harder to engage this group of donors. Especially given that the offenders that Key4Life works with are young men who have serious convictions – armed robbery, assault, GBH – and do not attract a great deal of sympathy in a highly competitive charity sector.

A recent academic report titled, "I'm Moral But I Won't Help You: The Distinct Roles of Empathy and Justice in Donations" claims that "the positive effect of moral identity on charitable giving is conditioned on recipient responsibility due to greater focus on justice concerns".⁷ In short, the worthiness or culpability of the recipients of charity matters to the donor. Ross, co-author of the report, said in an interview with Forbes: "It's not only the characteristics of the giver that determine their likelihood of donating, but characteristics they perceive in the recipient."⁸

All of this was bad news for Key4Life.

Project launch date – December 2013

Size of design budget and production costs

Pro bono work

Cost of hours not charged to the client: £77,585

Word Count: 785

⁴ UK Giving 2014 – an overview of charitable giving in the UK during 2014 (published April 2015) <https://www.cafonline.org/pdf/CAF%20UK%20Giving-FINAL%20-%20web%20enabled.pdf>

⁵ Ibid

⁶ Ibid

⁷ http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2438279

⁸ <http://www.forbes.com/sites/tomwatson/2014/06/30/what-makes-people-generous-charity-empathy-and-story-telling/>

OUTLINE OF DESIGN SOLUTION

“I’m Moral But I Won’t Help You: The Distinct Roles of Empathy and Justice in Donations” warns that charities “need to be cautious when describing the beneficiaries that they support, particularly if the recipient could be perceived as responsible for their plight and, by extension, undeserving”.⁹ This is something that we took on board when developing the strategy for the Key4Life rebrand. We needed people to see that crime has a social and economic context and a variety of causes. Most charities rely on sympathy to persuade people to part with their money; we needed more – we needed empathy. We created a brand idea that put the emphasis on the audience, to engage them emotionally by asking them ‘what if?’

“What If” was a simple idea that became part of the narrative throughout the creative expressions. It allowed us to pose a variety of questions and scenarios, from ‘what if you could change a life’ to ‘what if it were your son’ or ‘what if it had been you [that had been abused/who had grown up in care/ in poverty]’.

We created a powerful logo to illustrate this concept and to communicate it in a clear, instantly understandable way.

Building the word “IF” into the wordmark we used it as a device to link the brand strategy to the creative idea and establish consistency across the brand and make it recognisable. It also allowed us to turn the logo into a strapline and campaign concept that captures the heart of the project: life takes many twists and turns and anyone can make the wrong choice – what if it had been you?

In addition to the logo, we developed a robust design system with bold colours, typography and a black and white photography style using existing images of the offenders, sponsors and key supporters. We created a broad range of communications including stationery, website, newsletter and flyers.

The new identity was launched at Key4Life’s first fundraising Gala in December 2013. It was an exclusive dinner and dance evening with performances by Jessie Ware and a group of ex-offenders that worked alongside Key4Life to create a debut single. Applying the new visual toolkit and language, we created the CD inlay artwork for the boys’ single and worked on a number of elements for the fundraiser: from the event invitations and brochures, to t-shirts, information material and flyers.

The first fundraiser was a complete success and in 2015 we were asked to do the branding for their next fundraiser. We used the same bold visuals and updated the main strapline from “Making WHAT IF possible” to “WHAT IF you could change a life?” addressing people directly and creating a punchy call to action.

Word count: 442

⁹ <http://www.forbes.com/sites/tomwatson/2014/06/30/what-makes-people-generous-charity-empathy-and-story-telling/>

OUTLINE OF DESIGN SOLUTION



RESULT — FUNDING

- ■ OUR INITIAL BRANDING WAS **NOT IMPACTFUL** AND DIDN'T CONVEY THE STORIES OF SOME OF OUR YOUNG OFFENDERS. IT DIDN'T SHOW THE REAL MEANING, PURPOSE OR HEART BEHIND KEY4LIFE. ■ ■

PAUL STERNBERG, CHAIR OF TRUSTEES

Since its launch in September 2012, key4life had only raised £30,000. In the 3 months following the rebrand, key4life has raised a total of £150k, an impressive 2500% increase on the £6k average quarterly income of the preceding 5 quarters (£30k total).



RESULT — PROFILE RAISING



- ■ THE BRILLIANT WORK THAT **LAMBIE-NAIRN** HAS DONE FOR KEY4LIFE HAS BEEN INSTRUMENTAL IN **OPENING NEW DOORS** INTO NEW ORGANISATIONS AND SECTORS, **RAISING OUR PROFILE** AND HAS ENABLED US TO BEING TAKEN MORE SERIOUSLY. IT OFFERS A WINDOW INTO A WORLD THAT MANY PEOPLE HAVE PREVIOUSLY KNOWN NOTHING ABOUT. ■ ■

EVA HAMILTON MBE, FOUNDER & CHIEF EXECUTIVE

RESULT — FUNDING

- ■ ONE OF THE LEADING TRUST FUNDS CONSIDERING HUNDREDS OF APPLICATIONS WAS SO **INSPIRED** BY THE WEBSITE THEY HAVE SHORTLISTED THE CHARITY FOR FUNDING AND CAME TO VISIT US AT THE END OF JANUARY. WE ARE NOW DISCUSSING POTENTIAL ANNUAL FUNDING WORTH **£30,000** PER YEAR. ■ ■

LUCY MASTERS, CORPORATE FUNDRAISER KEY4LIFE

RESULT — KEY4LIFE BOYS

Not only did the rebrand improve external perception but it also changed the way that the boys on the pilot engaged with the programme.

Rahim's story

Rahim had been recalled to prison as he had breached his licence. He was having a very challenging time and had been put into solitary confinement for 5 days. When Key4Life visited him in prison, he was very anxious, upset, agitated and distressed. We showed him the newsletter, which had been developed as part of the rebrand, and he completely changed his demeanour. He was given the newsletter whilst in solitary confinement and when the prison officer went in to see him, he was still looking at newsletter happy, laughing and in a completely different space. The prison officer was so amazed at the change that had come over the young man that she rang Eva at Key4Life to tell her.



Rahim aged 18

RESULT — WEBSITE



“The ‘What IF’ phrase in the new branding is incredibly poignant for every human being, we ALL think about ‘What IF’. The new website tells stories as they are, ‘What if that were me, or my brother, or my son?’, ‘What if I got involved?’, ‘What if I could make a difference?’ It is robust, powerful and shows the real purpose of the work Key4Life does. It appeals to the young men, agencies, companies and employers. All of our stakeholders love it and have been incredibly impressed with the impact it has had”.

Eva Hamilton, Founder & Chief Executive

RESULT — DEBUT ALBUM

WHAT IF HAS INSPIRED THE KEY4LIFE BOYS IN THEIR DEBUT ALBUM WITH UNIVERSAL MUSIC.

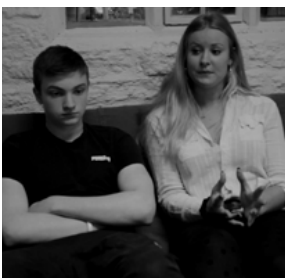
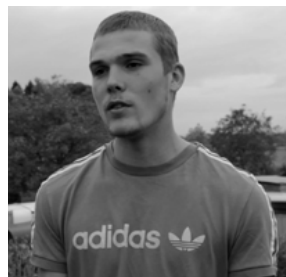
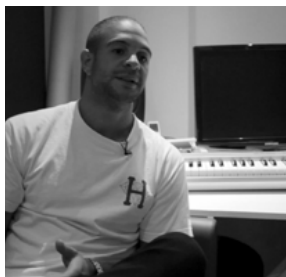
"What if my mum said stop and I had listened,
would that have made a difference would I have made prison?
What if my dad stayed and never went missing,
would that have made a difference, would I be thinking different?

What if I took a different pathway?
Everyday I feel a different heartache.
What if I never did crime, never did time?
They wouldn't judge me no more, coz I did right."

From "What If"

RESULT — EMPLOYMENT

A key aim is to help find work placements and employment to enable the boys to learn new skills and start a new life. Since the new professional brand the boys have gained work placements with a range of employers including Big Chill London, Shine PR, Boone Brand Construction, Wolverhampton FC, a gastro pub, catering company and 2 boys are pursuing a career in music supported by Universal Music.



RESULT — EVENT

The event was held in London on December 5th, it was sold out and raised £130,000 from ticket sales and an auction held on the night with a range of prizes which had been donated by sponsors, partners and friends!



RESULTS 2015

Development and contribution to societal change:

- Key4Life organised another fundraising event in March 2015 and raised £65,168.
- The programme's re-offending rate is still 17% versus the Government's 74%.
- Following the success of the initial pilot of 23 men, Key4Life is currently working with 14 young men all of whom have now been released as of 25th June.
- All of the young men on the current programme who have been released from HMP/YOI Isis have successfully completed their Work Tasters and have not committed another crime.
- Key4Life has also raised enough funding to start a new programme in Somerset, aimed at young men who are at risk of being sent to prison. It is currently working with 8 young men on this programme.

OTHER INFLUENCING FACTORS

Eva Hamilton

Eva Hamilton is a firm believer in Key4Life and she plays a major role in creating valuable contacts for the charity. She is persuasive, dynamic and enthusiastic.

Impact of the two events

The two events were key for raising awareness of the programme. Live auctions and music performances – amongst others from the boys themselves – created an enjoyable atmosphere for the attendees. The face-to-face, personal contact with the charity, complemented with a powerful branding, motivated people to get involved.

RESEARCH RESOURCES

1. Key4Life: <http://www.key4life.org.uk/intro>
2. BBC News: <http://www.bbc.co.uk/news/uk-18188610>
3. UK Giving 2014 – an overview of charitable giving in the UK during 2014 (published April 2015): <https://www.cafonline.org/pdf/CAF%20UK%20Giving-FINAL%20-%20web%20enabled.pdf>
4. I'm Moral, But I Won't Help You - The Distinct Roles of Empathy and Justice in Donations (published May 2014): http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2438279
5. What Makes People Generous: Charity, Empathy, And Storytelling (published June 2014): <http://www.forbes.com/sites/tomwatson/2014/06/30/what-makes-people-generous-charity-empathy-and-story-telling>