



Fifth Annual Report

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Contents

Day1 – The Idea

Day1ers and mentors

Number one outcome

Work Experience Partnership Program

Where are they now?

Feedback from Day1ers

Success in 2010-2011

- **100 mark**
- **Awards**
- **Funding**

Big Weekend at Badaguish

Getting Involved

Thanks you to funders

Contact Details

Executive message:

2010-2011 has been another dynamic year for Day1 with many noteworthy milestones including our 100th Day1er to benefit from the Day1 program. The charity has continued to meet and surpass targets to help disadvantaged young people to get into or stay in education, employment and training (see where are they now table below for some examples) and this is evidenced in an independent analysis of our results undertaken by The Forth Sector as part of an evaluation by the Scottish Investment Fund. The results show a Social Return on Investment of £8.89:£1, with 94% of participants achieving a positive and sustained destination. This analysis alongside a robust business plan has helped the Scottish Investment Fund panel to commit to the financial support of the Day1 social enterprise initiative.

Key fact:



Day1 works closely with local businesses, schools and funding agencies to offer a wide range of new experiences and opportunities for young people to build their confidence, independence and self worth. The primary aim is to help each young person to make more informed positive life choices that will result in allowing them to achieve their potential through sustainable employment.

Day1 continues to attract funding from new sources such as The Co-operative Trust and Gannochy however it is the follow up awards from the European Social Fund and Children In Need who have both committed to a further three years of support of Day1 that we believe is a real measure of the trust and confidence major fund providers have in the Day1 model and our ability to achieve lasting positive impact with the young people regarding sustainable employment



This year saw former Day1er, Craig Urquhart win a national mentor commendation award from the Scottish Mentoring Network. This wonderful story was reported on by both the National Lottery and the Big Issue. Day1 won the National award for Youth Employment and also was awarded the highly commended certificate in mentoring, being the Scottish runner up in the British national mentoring project of the year awards.

Day1 is about to embark on a new partnership program that will provide a focused work experience for every Day1er. Working in partnership with organisations who share the same values the aim is to pass on to young people the essence of employment through work based mentors provided by our selected partners who will oversee the experience in a way that makes it real and of greatest value.

2011-2012 promises to be another exciting year for Day1 with the anticipation of full secured funding for our social enterprise which is likely to get underway in 2012. Details will be provided in our newsletters.

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.

Once again, 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

Day1 - The Idea

Day1 is a youth mentoring program set up to provide a much needed support system for young people who are struggling to find direction in life. Since 2006 the charity has enrolled more than 100 young people, aged between 14 and 17, these years for teenagers play a crucial role in shaping their future and can often be squandered with social priorities drowning out education. The Day1 mentoring program helps these young people (Day1ers) to become more focused and encourages them to unlock their potential, regain self-confidence and ultimately find them employment in an area they are passionate about. Throughout the year-long mentoring program Day1 helps to find work experience for these young people improving their employability and giving them an insight into the world of work preventing them from falling into the NEET category (not in Education, Employment, or training). The new work experience program is set to take action this year and will promote further the importance of real-life work experience.



Day1ers and Mentors

Day1 is linked to 6 schools in the Highland area. Day1ers come from mixed backgrounds, but all are in danger of becoming part of the NEET category. Many Day1ers have experienced hardship whether it be bullying, close family bereavement or come from an unsettled family environment. These experiences can leave many young people feeling isolated and adrift in life, the Day1 mentors provide a safety net for them and are always on hand to listen and offer advice.

A Day1 mentor is a role model, - must be dependable and be able to encourage a 'can do' attitude within a young person. Each mentor is provided with the Day1 training that equips them to focus on the principle outcome for their Day1er, namely sustainable employment. Sustainable employment comes as a result of many hours of contact between mentor and Day1er where positive realistic destinations are identified and pursued. Day1ers are encouraged to develop C.V. and work on employability skills. The year spent with Day1 in itself is viewed as a very positive life skills program by employers. By the end of the year the success of the program is measured against whether the Day1er has chosen to go into employment, further education or training. To date 94% of the young people on the Day1 program have.



Day1 has established partnerships with local employer to encourage mentors to come forward, including Highlands and Islands enterprise, Lifescan, NHS Highland and BBC Highland. Mentors are encouraged to use their work links to set up work experience or employment for their Day1er.

Number One Outcome

DAY1 has seven intended 'Outcomes', the details of which are visible on our website. However, the most important outcome is the one at the top of the list.....

"To be in education or employment or training towards employment."

This is a so-called 'hard' outcome, easily measureable and well grounded in the reality of our young people's lives and we will continue to build our reputation based upon how we perform against it. We measure the progress of our Day1ers against this 'hard' outcome not only at the point of them leaving their year's mentoring but in the months to follow and then each year after that for as long as we have been in existence. We now have four years of records and we know exactly what each of our Day1ers is doing one, two, three and four years after they have completed the course. The results, we hope, speak for themselves with 92% of our Day1ers achieving our first intended outcome.

In addition, the so-called 'soft' outcomes such as increasing self esteem, building positive direction, respect for others etc. are built on the back of focus on the main 'hard' outcome.....i.e. getting into work. We believe that 'work is good' and that, in the process of securing, holding down and growing within a job, we can also ensure that each young person improves on all those 'soft' skills and attributes that are key for living a good life and creating positive direction.

Our progress against our 'hard' outcome is visible to all and, with some past Day1ers now starting to become mentors, our hope is that this cultural change that 'work is good' will settle ever more deeply into the lives of those in our community who need it most.

Work Experience Partnership Program

An exciting new initiative has been set in motion to provide Day1ers with real life work experience which will give them a true insight into the world of employment. Day1's



Partnership program will rely on organisations that will be able to put a work mentor in place for the duration of the experience (5 days) to make it more valuable in terms of learning the main aspects of a working environment. So far Day1 has signed up Lifescan, Macrae and Dick and Aquascot with ongoing discussions with Blytheswood and the Highland Council. This new program is an ideal opportunity for Day1ers to get a taste for employment and hopefully to spark off an undiscovered ambition.

For many young people work experience through school is the only opportunity they have to get a taste of employment. Many businesses cannot afford the time to involve the young person completely, however, Day1 understands these constraints and hopes that the work experience program will offer another opportunity for a real 'hands on' approach to the working environment giving the Day1er the chance to explore their own interests and learn



new key skills. The work mentor will ensure that time spent within an organisation is valuable and help to show them the positive realities of being employed.

Where are they now?

After a year of one on one mentoring, here is how some of the Day1ers are getting on

Lauren Chalmers completed Day1 in August 2010 - Since then she has completed a 5 month fulltime work placement in Childcare, a five month getting ready for work program, has just started full time employment in a commercial laundry and has signed up to become a Day1 mentor.

Josh Woolley completed Day1 in January 2011 – Since then he has started a motor mechanic apprenticeship in Inverness.

Kayliegh O’Neill completed Day1 in August 2010 – Now working as an apprentice in hair and beauty.

Chloe Rankin completed Day1 in August 2009 - Now working full time in a beauticians in Dingwall.

Megan MacDonald completed Day1 in August 2010 – She is going into her second year at college studying childcare.

Jodie Cowie completed Day1 in August 2010 – Now working full-time in a beauticians.

Rory MacDonald completed Day1 in August 2010 – Now is employed as a full time motor apprentice.

Feedback from Day1ers

"My Day1 mentor is such a laugh, we get on really well. He can be serious too though and he has helped me decide to stay at school and get more qualifications which I will need to become a joiner".

-Liam, current day1er



"I would really like to become a Day1 mentor. Day1 made me realise that I had something to offer, so I turned my back on a pretty hopeless future and have been working hard at my apprenticeship for the past three years. I have signed up for the training in December and I can't wait to give a little back to a young person who needs some help."

-Jade, former Day1er

"The support that I got from my Day1 mentor was amazing, even a year after the Day1 program was over I can still call him for advice. I lost my job because of the recession but with Derek's help I got another the very next day".

-Thomas, former Day1er

"My Mentor gave me the self belief to apply for a college course in catering which I start in a month. I can't wait".

-Iain, current Day1er

Success in 2010-2011

100 Mark

Day1 has now enrolled over 100 young people onto the Day1 program since its inception in 2005. In addition to this over 100 volunteers from the community have gone through the Day1 training system, the majority have gone on to actively mentor a young person for a year. The common feedback from mentors is how they themselves have developed over the course of their year as a mentor. This a huge mile stone for Day1 as in our first year we only took on around 6 young people but since then the success of the mentoring program has taken off and the results speak for themselves.

Awards

Craig Urquhart, who was one of the first Day1ers to sign up back in 2006 has switched roles within the programme to become a fresh new mentor and picked up the prestigious commended-Mentor Award in November from the Scottish Mentoring Network. Day1 was also privileged enough to collect the National Employment Project of the year award.

Funding

Day1 is also lucky enough to be receiving its 4th year of funding in 2011 from the national grant provider, Children in Need. The sum of £18 thousand will be given to Day1 with a further £18 thousand in 2012. This future funding is testament to and recognition of the hard work and outcomes being achieved at Day1 as receiving year on year funding is hugely beneficial and we are grateful for their continuing support. The generous funding will go towards core requirements for Day1 such as mentor training and Day1 activity costs. Also Day1 is happy to have the financial support of the Scottish Investment Fund and matching funding is also being sought from other grant providers.



Big Weekend in Badaguish

On the 3rd June more than 40 mentors and Day1ers travelled to the Cairngorm National Park making it the biggest activity weekend yet for Day1, and co-director Corrin Henderson also deemed it the most successful, as everyone soaked up a weekend of BBQ's, games and adrenalin filled activities, which included quad biking, paintballing and horse riding. For many the weekend marks the end of the mentoring year as a new group of Day1ers are due to start the program in August, However for all the kids on the program the work of the Day1 team over the past year has given them the positive direction they need and the

motivation to follow their ambitions. Their mentors have helped steer their focus with many of them opting for higher and further education. Oceanne Camus has now left school, but has enrolled into an SVQ course at Inverness College in Child Care with a job in Tain starting in August and close friend Jenna Greenwood is staying on to sit her highers in 5th year at Dingwall



Academy. Two other girls keen to go into child care were Debbie MacGillivray and Naomi Davis. Naomi is outgoing and confident, traits she only recently discovered as outings with her mentor, Kaylisa Davidson have helped dissolve any angst and given Naomi the self-assurance she was lacking and helped her realise her ideal career.

Day1 provides the support that these young people need and helps them appreciate their own potential. Many teenagers leave school at an early age with no intentions to pursue a career in an area they are passionate about, Day1ers in this situation can turn to their mentors for advice about what next step to take. Iain Wright, mentored by Derek Oliphant, has since discovered his ideal job and has enrolled in an SVQ course at Inverness college in professional cookery.



During the weekend when the mentors weren't under fire from a teenager with a paintball gun or ducking and diving on a rugby pitch, they too got the chance to meet each other and reflect on their role within Day1. Whether it was through a poster on a local notice board or via a friend of a friend, mentors sign up to Day1 with little knowledge of what they are in for. However, 6 months down the line words like 'rewarding' and 'excellent' are used to describe their role as a mentor. Eddie Frew, mentor to Mikie Taylor, 15 from Culloden, joined Day1 last Christmas and admitted to being initially uncertain of what he could offer a young person in the way of support and direction but he soon realised that all the kids have potential in different ways and that all they need is

some guidance - being able to offer this to a young person can turn their whole outlook on life around. Eddie managed to get Mikie involved in some work experience at Macrae and Dick where he works full-time as the service manager; however he has plans to return to school next term and work towards a career in barbering.

'Mikie, said just before his mobile vibrated, 'I'm glad they set it up, without Day1 I wouldn't be on the right path', he is grateful to Day1 as through the support of Eddie he has become more focused and level headed. Mikie then replied to a text turning down an invite to fight a boy from school.'

"Day1 has made the most incredible difference in the lives of the young people who have been referred from this school. Their one on one approach is the envy of many teachers and their results speak for themselves. Congratulations".

- Guidance teacher Culloden academy.

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

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
- Children in Need
- The Cooperative Foundation

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.

