

# Case study – OK Our Kids



## Background

A newly-formed charity focussed on providing advice to young children about staying safe in today's world. It seeks to empower and not scare them about everyday dangers and equip them with ways of handling situations calmly and with confidence.



## Challenges

- The founders are passionate about empowering children – from pre-school to senior school yet they do not have the business experience to create a viable and sustainable charity.
- Whilst a number of resources have been developed to help children, their carers and schools to explore the very real everyday dangers funding is an essential pre-requisite.
- Marketing the resources and services available is an important outcome to fulfil the charity's ambitions.
- Establishing the strategy of the charity before creating the business plan has provided a clarity that was previously missing.
- Identifying the most appropriate organisational structure has enabled roles and responsibilities to be assigned.



## Solutions

## Impacts

The charity now has a Board of Directors and Trustees who have taken ownership of the strategy and plan.

A number of strategic partnerships have been developed which will be mutually supporting and beneficial.

Several funding streams have been identified.



Patron: Katherine Grainger CBE



## Duration

This is an on-going project which began in early 2016.

## Reference

Name: Tony Churchill  
 Job Title: Co-Founder  
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 Email: [tonychurchillokourkids@outlook.com](mailto:tonychurchillokourkids@outlook.com)

## Testimonial

*"Hilda has been brilliant. It is wonderful to have someone with her business skills helping us".*

Tony Churchill  
 Co-Founder

## Added Value

- Creating strategic partnerships with like-minded organisations within Buckinghamshire known to Ministry for Growth.
- Providing a sounding board for developments to ensure a sustainable business-like model going forward.
- Facilitating discussions with key potential trustees to secure their support.

## Contact Us

If you would like to have a no-obligation conversation about how Ministry for Growth can help your charity, social enterprise or not-for-profit organisation then do get in touch.

Phone: 03 333 217 888

Email: [info@ministryforgrowth.co.uk](mailto:info@ministryforgrowth.co.uk)

- ### Topics
- ✓ Stranger danger
  - ✓ Household dangers
  - ✓ Running off
  - ✓ In-car safety
  - ✓ Road awareness
  - ✓ Healthy lifestyle
  - ✓ Cycle awareness
  - ✓ Emergency services
  - ✓ Stealing
  - ✓ Healthy eating
  - ✓ Respect for animals
  - ✓ TV and Media
  - ✓ Internet awareness
  - ✓ Bullying
  - ✓ Gangs and groups
  - ✓ Mobile phones
  - ✓ Family dangers
  - ✓ How to say 'no'
  - ✓ Drink, drugs and smoking

# Guidance notes



- Keep text relevant and brief
- Quantify wherever possible
- Emphasise where we did something innovative, creative, different...
- Remember to take photographs during the project where possible.
- Provide dates, context, headline – for future reference
- May need to go back after 3/6/9/12 months as appropriate, to obtain the longer term benefits/impacts
- Convert page 1 and 2 only into pdf format.
- Upload case study to Dropbox/Marketing/Testimonials