

Part A - General Information

Organisation

Khadys Dream

Organisation Type/Structure

Community Interest Company (CIC)

Theme/Nature of Project

Children, Youth Development and Families

If 'Other' please specify

Crime Prevention and Youth criminal Justice

Company/CIC Registration Number (if applicable)

14817556

Project Name (if same as Organisation Name, please leave this blank)

Before you Commit

Name of Lead Contact

Kevin

Email

Kevin.koffi@khadysdream.com

How did you find out about the Awards?

Recommended by a Friend/Colleague or Other Person

Website

<http://khadysdream.com>

Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

Instagram - Khadysdreamcic

Tiktok- Khadysdreamcic

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Khadys Dream is about developing an ecosystem of support services for young people at risk of offending. Through in-depth workshops that separate from what is seen on social media to the actual reality of the criminal justice system, highlighting the hidden consequences young people fail to see before it is too late.

Situation (250 words)

More young people are committing crimes and going to prison. The reason that is so is because they have a view that prison is easy and relaxing. Committing crime isn't an option for young people anymore it's becoming the norm. Young people don't fear the consequences of prison because they feel like they are prepared for whatever it is. The problem is social media is glamorising the criminal lifestyle and prison lifestyle, through music, videos, and content. Young people don't have a platform to turn to that tells them otherwise. All the information they are getting about crime is coming from their friends and social media and that is misleading them to think it's okay to commit crime. All you will do is come to prison watch TV and eat loads of snacks.

There is currently nothing out there now to tackle this issue.

Arrests of children increased for the second consecutive year. Arrests of children increased by 9% compared with the previous year.

First time entrants to the youth justice system increased for the first time in the last ten years. There were just under 8,400 child first time entrants (FTEs).

Sentencing of children at court increased for the first time in the last ten years. The number of sentencing occasions involving children increased by 8% compared with the previous year.

The reoffending rate increased for the first time in eight years. The reoffending rate increased by 0.9 percentage points from the previous year.

Complication (250 words)

The issue is young people are being misled into thinking that committing a crime and going to prison isn't a punishment. They think it's cool and manageable. The problem is there's nothing out there to challenge

young people from believing these things. We have left it for so long as a community that it has now become a belief system that crime is cool and there are no consequences.

They believe that from a young age and as they are growing up and watching the socials there's just more and more content promoting the glamorizing lifestyle of a criminal, so they get more and more attracted to do crime.

This issue requires action immediately because the younger the persons that are committing these crimes, the more dangerous the community becomes, and the future becomes uncertain.

What has changed is that now the age of young people is getting lower and lower because it is embedded into their beliefs, and it is very hard to change. This affects everyone, from the young person to their family, and their community and the ripple effect doesn't stop there.

None has solved the issue because they don't know where to begin or maybe they do not have the passion and drive like Khadys Dream.

Young people cannot live their lives thinking crime is normal and not go unchallenged, there's no solution there now and that's why we need to step in now before it is too late.

Solution (250 words)

Khadys dream will solve the problem by step 1 educating young people and kids on the actual hidden consequences of committing crime before it is too late. We will show the raw, authentic information and educate these young people who go on living day to day thinking they understand the risks when they really don't.

We plan to create that doubt, plant seeds in their thoughts and tackle their belief system that has built up over these years. By showing another side of things, through the truth, lived experience and authenticity. In a manner where they can see themselves in the other person's shoes and relate.

Delivering workshops is the best way to educate the young people. In the workshops we deliver, the contents are raw and authentic, we don't filter anything because we are based on the truth so young people see for themselves what they are actually getting themselves into. We break down the process from the start from just getting stopped and searched to police stations, court appearances, prison, release from prison, being on licence, going back to prisons, CRB check, Ripple effect on family, Mental health and more. We break down in detail, but in a manner where they can take the information onboard. We also have guest speakers at our workshop so the audiences can see the criminal justice system from different perspectives, ex-offenders, millionaires entrepreneurs, probation workers, solicitors, vulnerable parents, ex-prison officers, and prison nurses.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

In my project I could benefit from a few things:

- 1- Is Legal advice based on protecting the business and the brand. Making sure everything is covered from the logo, slogan, and any loopholes that I want to tackle now so that in the future it doesn't come back to bite me. Also, make sure everything is legally covered within the business.
- 2- Accountant, making sure everything is neat and, on the books, being a CIC could be tricky, so I just want that bit sorted.
- 3- Mentoring- Someone who can help me get in front of schools, and colleges, other establishments so young people can listen.
- 4- Marketing – how to attract schools and organisations to allow me to deliver workshops in their establishment.
- 5- Help build partnerships within my borough and across the boroughs so I have a strong network group.

And anything else you feel Khadys Dream could benefit from

Part D - Financial Justification

How do you propose to spend the winning funds of £25,000 (50 words max). Please provide a general idea.

I will spend the money on, marketing, social media, creating a crime prevention brand that young people relate to and approach for help, and professional creative workshop types of equipment and short visual content online.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- [CIC.pdf](#)

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

The team is me and a volunteer called Jayde. I was kicked out of school at age 13 to go on to going to prison at age 17 for firearms and ammunition doing 6 years in prison across 11 prisons before turning 25 for many different offences. The story behind Khadys Dream was built on my past and how much my going into prison affected my mum and seeing the ripple effect.

Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference

www.khadysdream.com