



Welcome

password
key

Introduction Pack.



What?



The Password Key C.I.C service goes into UK schools to educate and promote the importance of sports, health, road safety and well-being to schoolchildren. Through fun, interactive surveys and presentations.



Why?



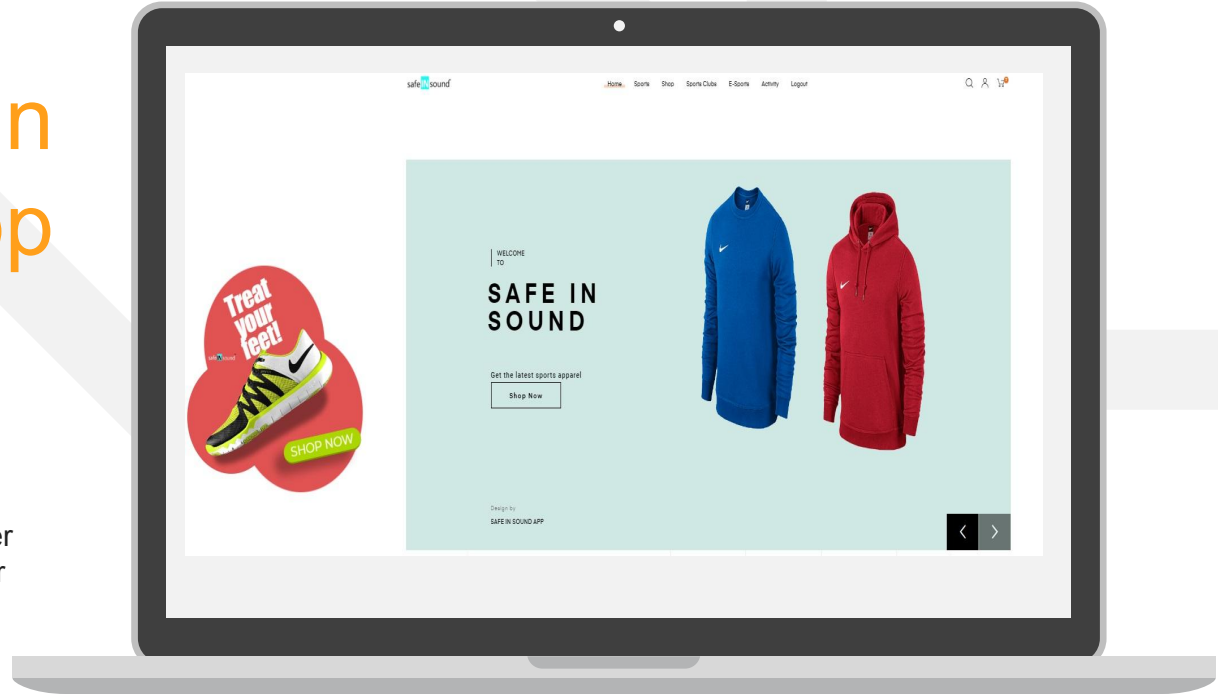
The UK has the one of highest level of childhood obesity in Europe. (NHS UK statistics.) There needs to be a dramatic intervention to reach the young who need support the most. Our community outreach charity Password Key C.I.C perform this offline by talking to them directly in a ways they can understand. Whilst online, our platform the Safe In Sound App does this in 5 distinct ways: 1. Giving members points for walking to school, sportsclubs and local businesses 2. allowing these points to be used for discounts on prizes, giveaways and tickets. 3. promoting sports how-to videos, 4. mapping local sportsclubs, 5. selling sports apparel. All five of these are done in combination with an aim to encourage active sports and fitness participation.



Safe In Sound App

How Safe In Sound App works?

Members sign up and gain points for watching sports content, walking to school daily and sports clubs by scanning our QR code sticker on entry. They gain points for all of these actions.



Password Key

The platform does the aforementioned but we also require the Password Key C.I.C outreach staff to go into schools to educate would-be schoolchildren members and promote it.

Password Key C.I.C is a non-profit Community Service registered company which Councils and Companies can fund to complete the initiative for fitness promotion. We also have a Sports Ambassadors to further engage students.

As a charity, we hire highly-vetted staff who have a passion for helping young people into sports, have benefited from sports in their lives and want to share what organised participation means for personal growth.



Our Staff



Staff Recruitment.
Our Recruitment process involves 3 hours of face to face and online briefing and training. Discussing behaviours, health and safety, visit scenarios and expectations.

OUR METHOD

Through the dual engagement on and offline of our work Password Key C.I.C can provide you real-time statistics of all the engagement we perform. To maximise saturation within our key demographic, educating and encouraging both long and short term, healthier lifestyle options which make a real difference.

In practice this means that through our operation your company, brand and campaign are seen in a positive holistic light through our work.



Password-Key C.I.C is a third sector charity organisation and takes no profit from its operation.

We are launching our Outreach initiatives in **September 2024** term!

Clients



LIVE
NATION



IN SOUND
Safe In
Sound App



The Ends
Festival



Foot Asylum

Sources

- https://myangelsacademy.org/?gad_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJS_2iE4TR_JVkJtycbBhmiCLNo3uHE0eYKVVe4hoWyC7xyiGHpq33EPhoCgkwQAvD_BwE
- https://urbanhealth.org.uk/our-work/childrens-health-and-food?gad_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJSDSFAb_rDJsWWGZMGKv0lvEpUUld2aKlq1-OqCNFEiuwLGCmVJ0hoCESEQAvD_BwE
- <https://www.rcpch.ac.uk/news-events/news/rcpch-responds-latest-childhood-obesity-figures-england-202223#:~:text=The%20prevalence%20of%20obesity%20in%20Year%206%20children%20decreased%20from,in%20the%20least%20deprived%20areas.>
- https://www.nuffieldtrust.org.uk/resource/obesity?gad_source=1&gclid=CjwKCAjw5v2wBhBrEiwAXDDoJaAx3GuUS98fdSFgi8z-YNb5xAyYxyiWKqVTrRiobB5l19u_kqJK9BoCYKAQAvD_BwE

