



# Khadys Dream

**BEFORE YOU  
COMMIT**

ANNUAL IMPACT REPORT 2023 - 2024

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# THE NEED

The report highlights the urgent need for increased focus on prevention work with young people to address the escalating rate of youth offending. Data indicates a concerning rise in the number of young individuals involved in criminal activities, emphasising the importance of early intervention strategies. By investing in prevention programs, we can equip young people with the necessary skills, support, and opportunities to make positive choices and avoid involvement in the criminal justice system. This urgency is further reinforced by the government statistics presented below:

## ARRESTS OF CHILDREN INCREASED FOR A SECOND CONSECUTIVE YEAR\* (2022 - 2023)

Arrests of children increased by 9% compared with the previous year, though the number remained lower than pre-pandemic levels.

There were just under 8,400 child first time entrants (FTEs). This was an increase of 1% compared with the previous year, the first increase seen in the last ten years.

## FIRST TIME ENTRANTS TO THE YOUTH JUSTICE SYSTEM INCREASED FOR THE FIRST TIME IN THE LAST TEN YEARS\* (2013 - 2023)

## ALMOST TWO THIRDS OF CHILDREN REMANDED TO CUSTODY RECEIVED A NON-CUSTODIAL OUTCOME\*

Of those who did not receive a custodial sentence following a custodial remand 28% were acquitted or had their case dismissed while 72% received a non-custodial sentence.

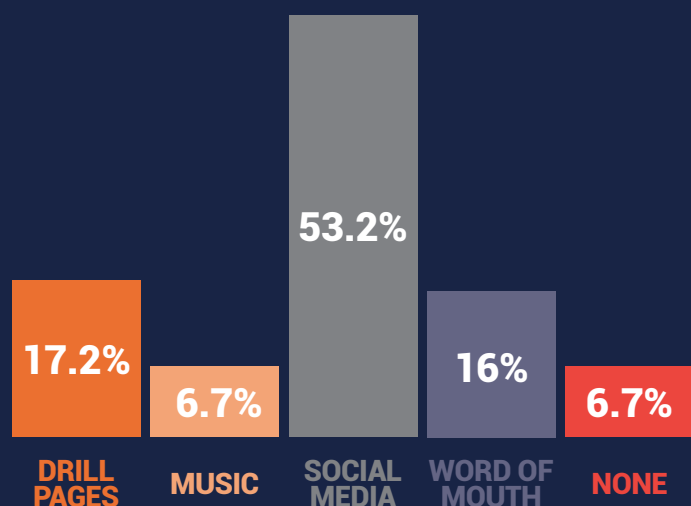
The number of offences resulting in a caution or court sentence increased by 1% compared with the previous year, though remained below pre-pandemic levels.

## OFFENCES RESULTING IN A CAUTION OR COURT SENTENCE INCREASED\*

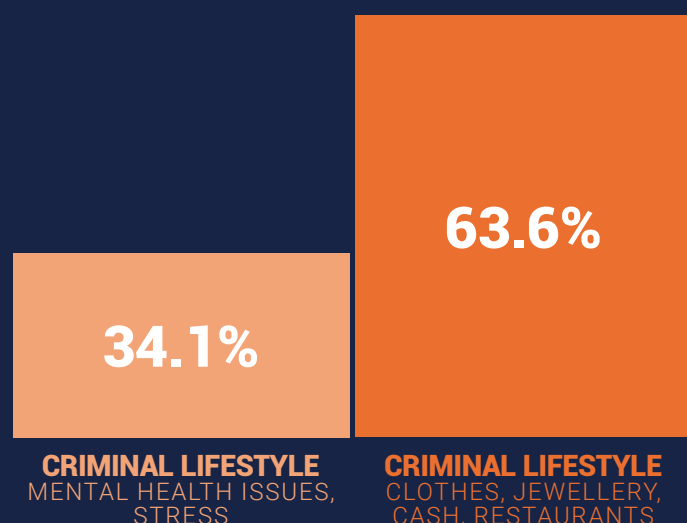
## SENTENCING OF CHILDREN AT COURT INCREASED FOR THE FIRST TIME IN THE LAST TEN YEARS\*

The number of sentencing occasions involving children increased by 8% compared with the previous year, the first year-on-year increase of the last ten years.

## WHERE WOULD YOU GET MOST OF YOUR INFORMATION ABOUT PRISON?



## WHAT DO YOU OBSERVE ON SOCIAL MEDIA, TV OR MUSIC?



# EXECUTIVE SUMMARY

**Khadys Dream** is a CIC (community interest company) which aims to offer an innovative support service designed to provide a comprehensive safety net for young people at risk. At **Khadys Dream** we believe **prevention is key**. We work closely in partnership with the National Probation Service, local authorities, various agencies, schools, colleges, youth clubs, and other charities.

We provide a unique approach to deterring crime which focuses on the root causes. The **"Before you Commit"** programme is the first programme delivered by **Khadys Dream**. It consists of seven workshops delivered by the co-founders **Jayde Allen** and **Kevin Koffi** as well as guest speakers such as ex-offenders, parents of ex-offenders, prison nurses, and probation workers. The central concept is presenting the raw, unadulterated reality of entering the criminal justice system, and what life in prison and after being released is really like.

**Kevin's** unique perspective and lived experience allow him to connect with young people, build trust, and advocate for their wellbeing. He's constantly honing his skills to **empower young people** to make better choices. His journey within the criminal system commenced at the tender age of 13, leading him to spend just over **6 years behind bars across 11 prisons** spanning the UK, including **HMP Cookham Wood, HMP Feltham, HMP Isis, HMP Pentonville** and **HMP Thameside**.

**Jayde** is a highly experienced **Youth Violence Prevention Specialist**. He excels at conflict resolution, youth development, and building partnerships to create impactful programmes for at-risk youth. **Jayde** displays a compassionate approach to every initiative, ensuring vulnerable youth receive the guidance and support they need to thrive. He has made significant impacts in **transforming lives** and **enhancing community well-being**.



# 1.1

## EXECUTIVE SUMMARY

### MAIN ACHIEVEMENTS OVER THE REPORTING PERIOD:

- **Khadys Dream** has successfully delivered the “**Before You Commit**” workshop series over 30 times to diverse groups of over 1,000 young people across different age ranges, with the biggest group (61.46%) being 12-15 years old
- **95%** of participants reported they would recommend the workshop series to family and friends, showcasing its relevance and impact

# 1.2

## EXECUTIVE SUMMARY

### KEY IMPACTS SUPPORTED BY EVIDENCE:

- A significant increase in awareness was observed post-workshop, with 79% of participants recognising the hidden consequences of a prison sentence, compared to 17.33% pre-workshop.
- The workshops effectively altered perceptions around the criminal lifestyle, with 67.37% of participants indicating they would seek further information by attending another **Khadys Dream** workshop, moving away from relying solely on social media.

# AIMS & THEORY OF CHANGE

## 2.1

### AIMS & THEORY OF CHANGE

#### MISSION STATEMENT:

Khadys Dream's mission is to empower young people with knowledge about the realities of crime and prison life, thereby fostering informed decision-making and reducing youth crime rates.

## 2.2

### AIMS & THEORY OF CHANGE

#### SHORT TERM & LONG TERM OBJECTIVES:

##### Short-term:

- Increase awareness among young people about the hidden consequences of crime and their rights within the criminal justice system
- Diminish the appeal of the criminal lifestyle by showing the reality and challenges of having a criminal record

##### Long-term:

- Reduce youth crime rates
- Promote making better life choices through education

# 2.3

## AIMS & THEORY OF CHANGE

### THEORY OF CHANGE:

Khadys Dream’s mission is to empower young people with knowledge about the realities of crime and prison life, thereby fostering informed decision-making and reducing youth crime rates.

#### PROBLEM

There was a 75% increase in knife crime in England and Wales in 2022 compared to March 2013 (Office for National Statistics). In 2021/22, there were 282 murders involving a knife or sharp instrument in England and Wales, the highest total since 1946.

Most young people are unaware of the full consequences of committing a crime. Most of the information they receive is what they see on social media or what they personally experience after committing an offence. Young people understand they risk going to prison if they commit a crime and understand what having a criminal record means to some extent, but they are not aware of the raw reality of prison life, such as the effects on mental health, drug gang culture, and the effects on their families and the wider community.

Over 75% of the young people surveyed pre-workshop would go to prison for 6 months or more for £250,000. Nearly half thought that prison looked “cool” on social media, which is where most of them get their information about prison life from. This shows a sharp divide between perception and reality.

Ex-offenders who have encountered challenges within the criminal justice system struggle to talk about the reality of their lived experience because of the assumptions they will be judged or undervalued. Their belief system is that they need to stay tough and not speak about the challenges but just “get on with it” which blocks the truth from reaching young people at risk.

#### ACTIVITIES

We firmly believe that prevention is critical, which is why the “Before You Commit” workshop series aims to equip young people aged 13-21 with the knowledge and understanding of the processes involved in being convicted of committing a crime, undergoing arrest, serving time in prison, and subsequently being released. In addition to this, we encourage young people to gain an understanding of the criminal justice system and recognise the importance of having solid legal representation.

The “Before You Commit” programme provides workshop participants with the information needed to make informed decisions about their future. The aim is for the young people to think about whether the choices they are making in life match their long-term goals or if they will have an overall negative impact on their future. We explain how choices and consequences are intrinsically linked. This leaves young people feeling empowered and able to make positive informed choices about how to stay away from a life of crime.

The “Before You Commit” programme also signposts alternative pathways away from crime. We connect young people with relatable role models who look and speak like them, allowing them to connect with someone who understands them and their issues.

#### OUTPUTS

By educating young people about the realities of crime, Khadys Dream fosters a shift in attitudes and behaviours of young people at risk of entering the criminal justice system.

The “Before You Commit” programme, puts doubt into belief systems that have been built up over years of misconceptions and misinformation. Raw, unfiltered content delivered in person by ex-offenders and prison staff shows young people the difference between social media portrayals of prison life and reality.

Once they doubt the information they have previously been exposed to, they think twice before committing a crime because they have a better understanding of the full consequences of doing so. They not only understand what would happen to them as an individual but also gain awareness of the impact on the people they love.



## OUTCOMES

The “Before You Commit” programme by Khadys Dream has been designed to intervene at a crucial moment in the lives of at-risk youth, providing them with the knowledge, support, and tools necessary to make informed decisions and avoid the potential pitfalls of crime and negative behaviours.

The workshop series aims to contribute to reduced crime rates and safer communities. When young people get a general understanding of the hidden consequences of entering the criminal justice system it will motivate them to make better decisions, thus pushing them away from crime.

The programme has achieved significant outcomes in various areas:

### 1. INCREASED AWARENESS OF THE CONSEQUENCES OF CRIME

**Understanding the legal and personal implications:** Participants demonstrated a marked improvement in their understanding of the legal consequences of criminal behaviour. Pre-programme assessments indicated that only 40% of participants were aware of the full spectrum of consequences that come with a criminal record. Post-programme, this figure rose to 83%, with many young people expressing a newfound respect for the law and the impact that criminal behaviour could have on their future.

**Awareness of social and emotional impact:** Beyond the legal consequences, the programme has also deepened participants’ awareness of the broader social and emotional impact of crime. Many participants reflected on the potential harm to their families and communities, with 62% acknowledging the negative ripple effects that their actions could have on loved ones, up from 11% pre-programme.

### 2. BEHAVIOURAL SHIFTS AND IMPROVED DECISION-MAKING

**Reduction in risk-taking behaviours:** One of the most significant outcomes of the programme is the observed reduction in risk-taking behaviours among participants.

**Improved decision-making skills:** The programme has equipped participants with critical thinking and decision-making skills, enabling them to better evaluate the consequences of their actions. Post-programme evaluations showed that 82% of participants felt more confident in their ability to make positive decisions, compared to 45% before the programme.

### 3. ENHANCED SELF-ESTEEM AND CONFIDENCE

**Building self-worth:** A key component of the “Before You Commit” programme is the focus on building self-esteem and self-worth among participants. Many young people enter the programme with low confidence and a lack of direction.

**Increased resilience:** Participants also reported feeling more resilient and better equipped to handle challenges and setbacks. This increased resilience is crucial in helping them avoid the temptations and pressures that often lead to criminal behaviour.

### 4. ENHANCED SELF-ESTEEM AND CONFIDENCE

**Ongoing support:** To ensure the sustainability of the programme’s impact, Khadys Dream has implemented follow-up sessions and continuous support mechanisms for participants. We follow up directly with the organisations we work with, from schools and colleges to youth services and youth clubs, to check on the progress of the young people we have delivered workshops to.

**Positive feedback and recommendations:** The success of the “Before You Commit” programme has been reflected in the positive feedback from participants, with over 90% recommending the programme to their peers. This word-of-mouth advocacy has helped expand the programme’s reach and influence within the community.





# METHODOLOGY DELIVERY & IMPACT

## 3.1

### METHODOLOGY DELIVERY & IMPACT

#### THE METHODOLOGY:

The programme uses a mix of pre and post-workshop questionnaires, interactive sessions, group discussions, videos, and personal testimonies to assess and increase participant knowledge.

## 3.2

### METHODOLOGY DELIVERY & IMPACT

#### DELIVERY OF WORKSHOPS:

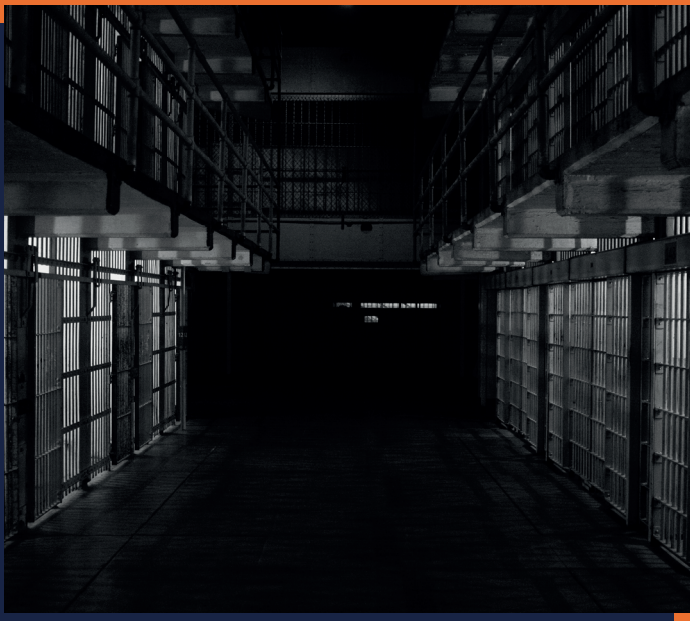
- Workshops were delivered to over 1,000 young people, with diverse demographics: **63.62% male, 34.10% female.**
- Workshops are not only delivered to young people at risk in schools, colleges, youth clubs and youth offending services but also to students wanting to work with at-risk youth and professionals already in the field.
- An alternative workshop is also offered in prisons, informing current prisoners about Khadys Dream and motivational speaking opportunities upon release.
- Workshops include interactive quizzes, role plays, group discussions, short films, personal testimonies from guest speakers (probation workers, ex-prison staff, prison nurses, solicitors, ex-prisoners) and motivational speakers.

## 3.2

### METHODOLOGY DELIVERY & IMPACT

#### IMPACT METRICS:

- Workshops had a 94% positive rating from attendees, and 96.5% found the workshop content clear and understandable, indicating high levels of engagement and understanding.
- 95% of participants reported they would recommend the workshop to family and friends and 94% wanted to attend another session.
- Nearly 70% of participants rated the workshop **10/10.**



**IS IT WORTH IT?**  
ONLY 1% MAKE IT

# CASE STUDIES & TESTIMONIALS

## 4.1

### CASE STUDIES & TESTIMONIALS

#### CASE STUDY A:

A 16-year-old male participant with a Black African background stated in a pre-workshop questionnaire that he saw prison life as “cool”. He believed he had a solid understanding of prison life, informed by what he had seen on social media and anecdotes from peers’ older brothers who had experience within the criminal justice system. He approached the workshops with scepticism, unsure of what new information it could offer.

The programme’s relatable speakers, reminiscent of familiar figures in his life, initially drew him in. The session which had the biggest impact on this participant focused on the ripple effect of incarceration, highlighting how it impacts not just the individual, but entire families and communities. This perspective was entirely new to him.

He left the workshop with a new perspective, stating, “**I now see the mental toll it takes on people.**”

#### IMMEDIATE IMPACT:

- The participant was actively engaged, asking numerous questions
- He expressed confusion and a sense of betrayal as the session challenged his long-held beliefs about prison life
- He realised the discrepancy between his previous understanding and the realities presented

#### ATTITUDE CHANGE:

- The participant eagerly sought more information and exchanged contact details
- The new information delivered became a topic of discussion among his peer group

#### LONG TERM OUTCOMES:

##### Engagement with Khayds Dream, supporting the organisation by participating in:

- Guest Speaker / Mentor Opportunities
- Feedback Interviews
- Short Film Production

##### Increased awareness of the consequences of criminal behaviour has led to:

- Reduce youth crime rates
- Promote making better life choices through education

#### CONCLUSION:

This case study demonstrates the power of targeted educational interventions in challenging misconceptions and fostering positive behavioural change among at-risk youth. By providing accurate information and relatable contexts, the programme successfully initiated a ripple effect of awareness and attitude shift, extending beyond the individual participant to his wider social circle.

# CASE STUDIES & TESTIMONIALS

## 4.2

### CASE STUDIES & TESTIMONIALS

#### CASE STUDY B:

A 15-year-old white female student, struggling in mainstream school, attended a “Before You Commit” workshop at a local college. The session included a mix of Key Stage 4 and Public Service students.

Before the session, the participant was aware of the basic consequences of criminal behaviour, such as your criminal record showing up on DBS checks. She had been exposed to glamorised portrayals of post-prison life on social media, believing ex-offenders were often picked up in nice cars, went shopping, and had fun upon release.

This young girl didn't really realise how getting involved in the criminal justice system could change her life, especially from a female viewpoint. She could be influenced by grooming or just have bad luck by being in the wrong place at the wrong time. We then showed a video of one of our female guest speakers who spoke at one of our workshops. She recounted how a simple car ride with her ex led to a three-year prison sentence, going from a university student with no prior issues to being locked up. This made the young girl think about her choices, and she started asking more questions to better understand how to avoid a similar fate.

**The session, which focused on life after prison and the hidden challenges ex-offenders face upon release, had a significant impact on her. It covered topics such as:**

- Reintegration into society
- Mental health issues
- Reduced communication and social skills
- Sense of not belonging
- Changes in family and friend dynamics over time

# CASE STUDIES & TESTIMONIALS

## 4.3

### CASE STUDIES & TESTIMONIALS

#### CASE STUDY C:

Key individuals from our partner organisations have highlighted the transformative impact of the open discussions and raw, real-life testimonials offered as part of the **"Before You Commit"** workshop series.

"We had the pleasure being able to host Khady's Dream at the NW5 Project, delivering to our local young people. Kevin's honesty, openness, and relatable approach truly resonated with our young people, creating an engaging and impactful session. His ability to connect with the young people and inspire them was remarkable. The feedback and further comments from our young people have been overwhelmingly positive; they found him being from Camden relatable, lived experience being insightful and inspiring. I highly recommend Khady's Dream workshops to anyone looking for a meaningful and motivational experience.

**Thank you, Kevin, for making a difference!"**

**SHARLEY NEWITT, PROJECT MANAGER**  
THE NW5 PROJECT

"We recognise the importance of integrating local knowledge and experiences from community members. Kevin delivered an exceptional workshop for our group, showcasing his remarkable ability to simplify complex concepts into actionable steps. From imparting techniques on how to respond calmly during stop and search encounters to delving into the underlying factors driving these operations, **Kevin's delivery was marked by precision and empathy."**

**MILLION HAILEMARIAM, TEAM MANAGER**  
CAMDEN YOUTH EARLY HELP

"Thank you for today! The session was much needed for the boys and a reality check for them. I'm already impressed by the first session and the boys are too. **Honestly, it was fantastic.**

They came back after lunch and contemplating about the future and life.

I hope we can continue to distill this information to them and looking forward to the next couple sessions.

Best wishes,

**RAQHIB ISLAM, MANAGING DIRECTOR**  
YOUR BIKE PROJECT CIC

# CASE STUDIES & TESTIMONIALS

## 4.4

### CASE STUDIES & TESTIMONIALS

#### TESTIMONIALS FROM PARTNER ORGANISATIONS:

“We invited Khadys Dream to our establishment to help with a weapons awareness week... With Kevin only recently leaving HMP ISIS, we weren't too sure what to expect, but I can say that they exceeded all expectations. They listened to what we were trying to achieve in the week and adapted their work to our establishment's needs, which was refreshing. They went above and beyond and helped out with other projects too such as our prison radio.

In terms of the actual prisoner feedback this was really good. Prisoners are even now still coming up to me to ask when they are coming back and to make sure they can be put back on the course when they come back.

The experience is different I think because of Kevin's experience and age, making it really relatable for our young adults and showing achievable goals in a short time from release. Jade also has a lot of knowledge and experience from the other side, so together they made a great team. I really believe they can have a positive effect on young men and hope to welcome them back soon.”

**JASMIN CHAMBERLAIN, PRISON OFFICER**

*HMP ISIS*

“I enjoyed the presentation, the genuine approach that is being portrayed, the creation put into place to help us engage”

**PRISONER A**

*HMP ISIS*

“I enjoyed the workshop thoroughly. It raises awareness and from my perspective, I believe this is very productive and beneficial... I've seen many workshops, but none have come close to the potential of this workshop. Both presenters really get the message across.”

**PRISONER B**

*HMP ISIS*

“I really enjoyed the workshop today! The message being delivered is a vital one because it reminded me that my experience is worth every penny and it could save the next generation.

I wish I had someone to tell me about all the different consequences to the actions I did growing up.

I would love to work with Khadys Dream because I also have that valuable information needed to just tell the truth about all the things I have been through.”

**PRISONER C**

*HMP ISIS*

## Feedback Form

### Positives

I enjoyed the presentation, the genuine approach that is being portrayed, the creation put into place to actually help us engulf resourceful information and just the message that is being pushed in a whole is the right approach.

I also think you guys should try & get into more meetings in parliament with people like Lord Sugar. He attended ISIS a few weeks ago & is highly interested in changing the youth.

Also try to start attending schools in London as teenage years is usually the start of youth getting into crime.

### Khady's Workshop

I enjoyed the workshop throughly, it raises awareness and from my perspective i believe this is very productive and beneficial. There isnt an audience that this workshop doesnt reach, as the value of experience and awareness is invaluable, you cannot put a number on it. This will without doubt have a big impact on the youth and have a big affect on many peoples lives. I've seen many workshops, but none come close to the potential of this workshop. Both presenters really get the message across, I wish you the best.

### Feedback - Khady's Dream

I really enjoyed the workshop today! The message being delivered is a vital one because it reminded me that my experience is worth every penny. I wish I had someone to tell me about all the different consequences to actions I done growing up.

I would love to work with Khady's dream because I also have that valuable information needed to just tell the truth about all the things I have been through.



# THE JOURNEY



In July 2022, Kevin was in HMP High Down on a Zoom call with his probation worker, who informed him that he would not be given his HDC. During this call, he was introduced to Jayde from the Evolve team.



Upon release, Kevin envisioned showing young people how he wasted six years of his life due to poor decisions and highlighting the hidden challenges he faced, such as being placed back into the same hostel and his mother suffering.



Jayde used his personal experience from starting his own businesses, along with his relatable and authentic approach, to bond with Kevin and gain his trust.



With years of experience working with young people, Jayde understood Kevin's passion and was able to create a trusting space. Kevin had no qualifications, having been in the criminal justice system since the age of 13.



Jayde motivated Kevin to attend workshops and courses on business planning, building his confidence to apply for his first grant with Camden Giving.



Combining Jayde's expertise with at-risk youth and Kevin's lived experience, they created Khadys Dream. This blend of experience and professionalism transformed Kevin's frustration from years in prison into a determination to develop business skills and start Khadys Dream.



# CHALLENGES & LEARNINGS

## 5.1

## CHALLENGES & LEARNINGS

### CHALLENGES FACED

#### MISCONCEPTIONS:

- Many participants entered the workshops with deeply ingrained misconceptions about crime and the criminal justice system. These preconceptions were often shaped by social media, music, and peer influences, making it difficult to penetrate these narratives with accurate information. With 48.66% of young people reported getting most of their information about prison life

#### BARRIERS TO DISCUSSION:

- Many participants are reluctant to discuss topics such as mental health and the long-term consequences of crime, often due to personal experiences or exposure to trauma

#### STRUGGLING TO ACHIEVE LONG-TERM BEHAVIOURAL CHANGE:

- While the immediate impact of the workshops was evident, ensuring long-term behavioural change among participants remains a significant challenge. Many young people returned to environments that reinforced negative behaviours and attitudes

#### NOT REACHING ENOUGH PEOPLE:

- Despite our broad reach, certain vulnerable subgroups, such as those already entrenched in gang culture or those with a history of severe trauma, were harder to engage and impact effectively
- Limited resources to reach all intended London Boroughs effectively
- Slow response from schools after we send them information about the workshops we would like to deliver
- Some organisations only book certain workshop sessions, thereby missing out on the overall message delivered to those who attend the entire workshop series

#### IMPROVING WORKSHOP QUALITY:

- While the feedback we have received from participants has been excellent, we want to keep improving their experience and stay on top of educational and youth trends

# CHALLENGES & LEARNINGS

## 5.2

### CHALLENGES & LEARNINGS

#### CHALLENGING MISCONCEPTIONS:

##### CHALLENGING MISCONCEPTIONS:

- We learned that direct engagement through group discussions and real-life testimonies is essential for breaking down these barriers. Providing a platform for open dialogue helped to challenge and reshape these misconceptions

##### ADDRESSING EMOTIONAL BARRIERS TO DISCUSSION:

- We recognise the importance of creating a safe and supportive environment where participants feel comfortable sharing their thoughts and experiences. Incorporating mental health professionals and peer mentors into the workshops has been pivotal in overcoming this resistance

##### ENSURING SUSTAINED IMPACT:

- Ongoing support beyond the workshops: We are now developing follow-up programmes, and community partnerships to provide continuous guidance and reinforcement of the positive messages delivered in our workshops
- The power of peer influence: We have seen that participants are more likely to absorb and internalise messages when they come from peers who have shared similar experiences. Moving forward, we plan to incorporate more peer-led sessions and testimonials into our workshops

##### REACHING MORE PEOPLE:

- Tailoring our approach to meet the specific needs of vulnerable subgroups is crucial. We are exploring more targeted interventions, such as smaller, specialised workshops working with the youth offending service and gangs teams to better serve these at-risk populations
- Working closely with schools, community organisations, and local authorities has been key to our success. These partnerships have provided us with the resources and reach necessary to make a meaningful impact. We have learned that collaboration is not just beneficial - it is essential. We are now focused on more fundraising and partnership building
- Following up with schools to encourage bookings of the entire workshop series

##### ENSURING SUSTAINED IMPACT:

- Data-driven insights: The feedback from pre- and post-workshop questionnaires has been invaluable in shaping our program. By closely monitoring participant responses, we have been able to leverage data to adjust our content and delivery methods, thus better meeting the needs of our audience and further enhancing engagement and retention of information
  - Incorporate more interactive elements such as role-play and multimedia content
  - Develop presentation of firsthand accounts
  - Deliver shorter, more dynamic presentations
- Continual adaptation: The dynamic nature of the issues we address means that our approach must continually evolve. Whether it's adapting to new social media trends or responding to emerging challenges in our communities, staying flexible and responsive is crucial to our ongoing success

# FUTURE PLANS

## 6.1

### FUTURE PLANS

#### UPCOMING INITIATIVES:

Over the next three years, we aim to position Khadys Dream as a leading voice in youth empowerment and crime prevention by:

#### **EXPANDING THE REACH OF THE “BEFORE YOU COMMIT” WORKSHOPS:**

- Empowering 10,000 more young people
- Expanding workshops to new schools and community centres
- Introducing virtual sessions to widen the audience reach and make learning more engaging and accessible

#### **DEEPENING OUR IMPACT IN THE COMMUNITIES WE SERVE:**

- Building robust partnerships with schools, community organisations, and criminal justice agencies to create a supportive ecosystem for young people
- Reducing youth crime rates in our target communities by 20%

## 6.2

### FUTURE PLANS

#### PLANS TO ENHANCE IMPACT:

- Partner with mental health professionals to address concerns raised around prison life’s psychological impact
- Provide peer-led mentorship to young people by connecting them with relevant positive role models based on their career aspirations
- Support and training for families and communities to allow us to start tackling the causes of criminal behaviour at their roots
- Engage with policymakers at various levels of government
- Involve stakeholders in research and advocacy efforts



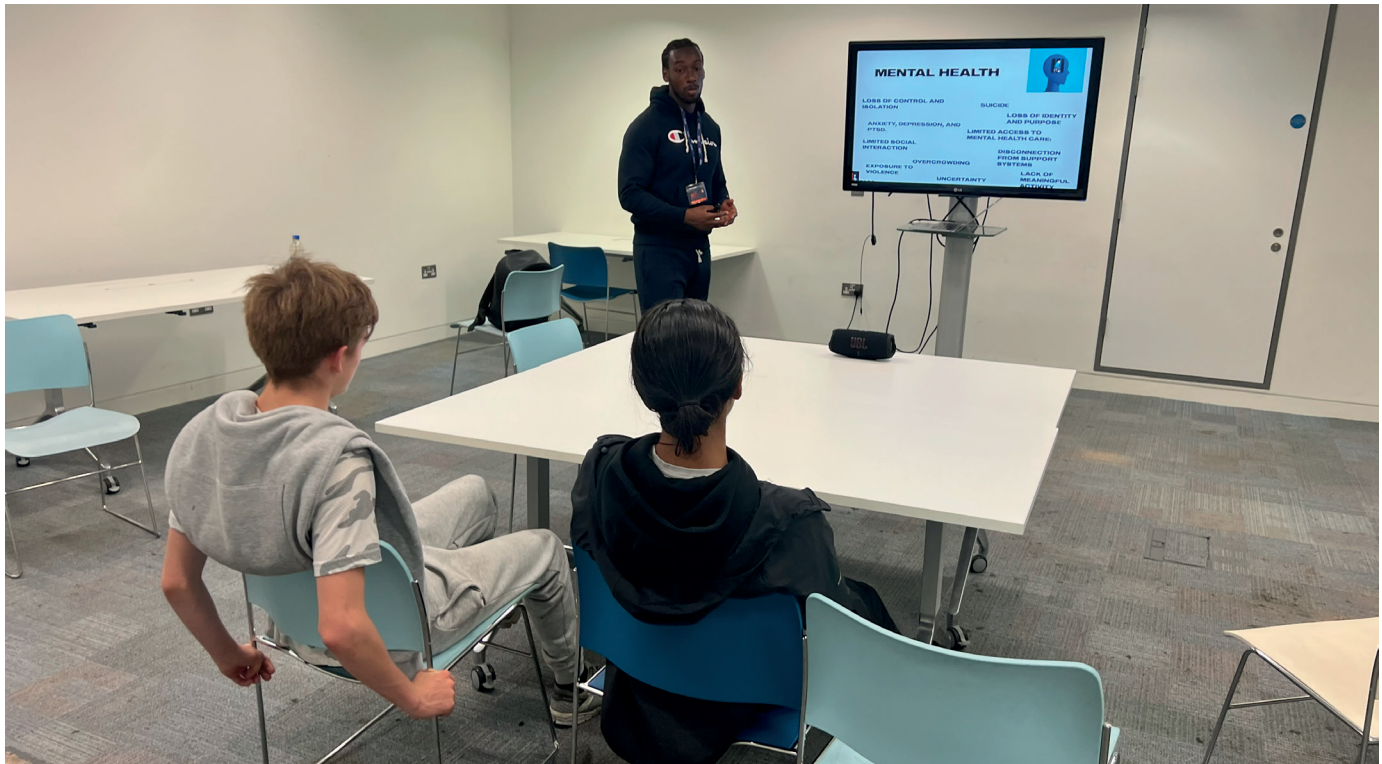
# CONCLUSION & RECOMMENDATIONS

## 7.1

### CONCLUSION & RECOMMENDATIONS

#### CONCLUSION & RECOMMENDATIONS

The findings underscore the critical role Khadys Dream plays in youth education and crime prevention. The **“Before You Commit”** programme has been proven to change mindsets, demonstrating the need for its continued expansion.



# 7.2

## CONCLUSION & RECOMMENDATIONS

### CONCLUSION & RECOMMENDATIONS:

We are at a pivotal moment in our journey. The need for our programmes is greater than ever, and with your support, we can reach new heights. Stakeholders, partners, and supporters are encouraged to help scale this initiative to reach more young people and deepen the programme’s impact.

We invite you to invest in Khadys Dream, not just financially, but through partnerships, advocacy, and volunteerism. Together, we can empower thousands of young people to make positive life choices, reduce crime, and create a brighter, safer future for all.

Every young person should have a basic understanding of the criminal justice system to be able to make better-informed decisions. We need to focus on the lack of understanding of the potential repercussions of criminal activity. We cannot stand by and let social media educate our youth. Education should start now and not when they have already entered the criminal justice system. Together we can eliminate the illusion of glorified prison life and empower at-risk youth to pursue alternative pathways where their passion and determination can lead to success in their desired field.



# TESTIMONIALS

## CAMDEN GIVING & CAMDEN GIVING

Daniel Jourdan, Head of grant programmes

Through a relationship with Camden Council's 'Evolve Team', we first met Kevin in January 2023. At the time, **Khadys Dream** was far from fully formed, but Kevin was curious and asked questions about how charity funding works, and what different types of charitable infrastructures look like whilst simultaneously telling me about his plans to support young people at-risk of entering the criminal justice system. Fast forward to August 2023, and **Khadys Dream** are a registered community interest company, Kevin is delivering on his mother's dream and is being supported by Google to understand how he can market the project.

## CORAM'S FIELD YOUTH CLUB



Evans Omondi, Manager

Kevin recently came to Corams to deliver his workshop lived experience in the judicial system to our young people. What a powerful, fresh and engaging workshop this was. Kevin is so authentic and wants nothing but his positive message to reach the young people. The balance between theory and practical in these sessions are brilliant and we cannot wait for the next step of the workshops. Couldn't be prouder to be a part of **Khadys Dream**.

## NEW HORIZON YOUTH CENTRE



Viviane DaSilva, New Horizon Youth Centre

We were grateful that **Khadys Dream** approached us to deliver a workshop for our client group. The delivery was flawless, pitched at the right level to engage young people who were on the periphery of criminality, young people who had experience of the criminal justice system. After the workshop, we consulted with the group who reported a high level of interest in having **Khadys Dream** attend and deliver more sessions. I can only highly recommend his commitment to wanting to change young people's futures by informing them of the realities of the lifestyle he has experience of.

## HARINGEY COLLEGE



Shanell Johnson, Lecturer

The workshop on the lived experience of someone in prison profoundly enlightened our Key Stage 4 and Public Service students. It dismantled glorified stereotypes about the criminal justice system, presenting an unfiltered portrayal of prison life.

**Khadys Dream** authenticity provided a human face to the statistics, highlighting the daily struggles, emotional turmoil, and enduring stigma faced by those incarcerated. The session challenged students' preconceived notions, emphasising the socio-economic factors leading to crime and fostering empathy. Feedback was overwhelmingly positive, with students finding the workshop eye-opening and transformative.

## COLLEGE STUDENTS

R.S  
17

This is definitely different from what we normally get. The experience, the raw authenticity you receive, is unlike anything else. The information **Khadys Dream** delivers you won't get that anywhere else. **Khadys Dream** gives you an insight into the true consequences that come with the criminal justice system.

O.M  
19

It was fun to actually have someone with that lived experience who also wasn't too far apart from me in age. This gave us firsthand experience. My favourite part was when we could ask questions about specific situations and the stories, as well as the shocking statistics.

K.J  
16

Being able to listen to your story and straight away connecting because your relatable but more importantly gaining my trust by teaching me about hidden consequences of entering the criminal justice system that none talking about.

# APPENDIX

## 8.1

### APPENDIX

#### DATA, CHARTS, FEEDBACK, DEMOGRAPHIC BREAKDOWN

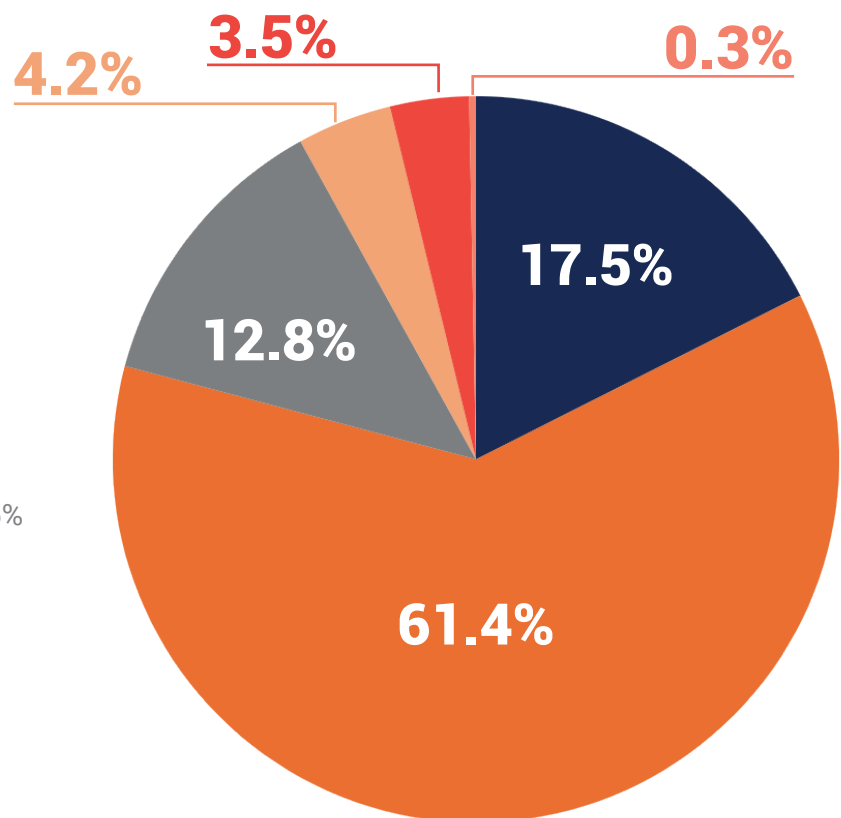
We hand out a Questionnaire before the workshop looking at how much information the young people have before they attend the workshop.

Out of those attending the workshop roughly 4% of individuals had been in a YOI/Prison before with most of the participants not knowing what Prison life could involve. Just above 31% knew what a sentencing guideline is and how it could affect them when at trial. Only 23.5% of participants knew how many different prison categories there were. When it came to whether you would get a solicitor when being interviewed by police, 46% didn't know, just under 40% said yes with the other 15% saying no. When it came to whether someone in prison would be able to attend a family members funeral, 43% felt that they would always be able to attend, 17.7% felt they wouldn't be able to attend and lastly just over 39% felt it would depend on the situation and that it would be a case by case basis.

Participants did not have an accurate representation of Prison Life with just under 35% believing it sometimes looked cool, 49% saying it always looked cool and the rest saying they didn't believe it looked cool (just over 17%). This seems to be down to the fact of where most people got their info about Prison life with 40% getting it from social media, 6.7% getting it from music/music videos and only 16% getting it from Word of Mouth. This follows on when you consider what they seemed to be getting from Social Media, TV and Music with 75% only observing the better things from a Criminal Lifestyle - clothes, jewellery, cash, restaurants with just under 25% observing the Mental Health Issues and the stress.

#### WORKSHOP AGE RANGES

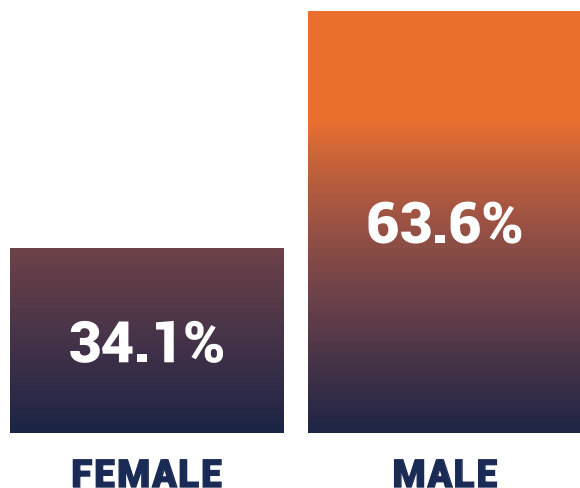
Most of the young people that we worked with were within the 12-15 age range with them making up to 61.4% of the young people who attended the workshop, the 9-11 age came second with made up 17.5% of those young people who attended the workshop.





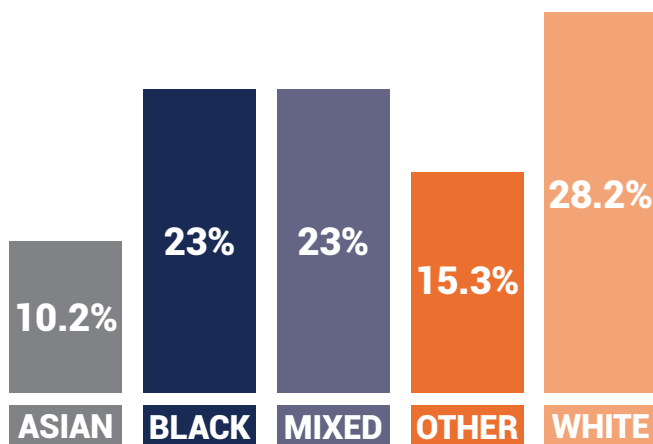
## GENDER DEMOGRAPHICS

When looking at gender, we have close to 63% of young people who attended the workshop as being Male with just above 34% being Female.



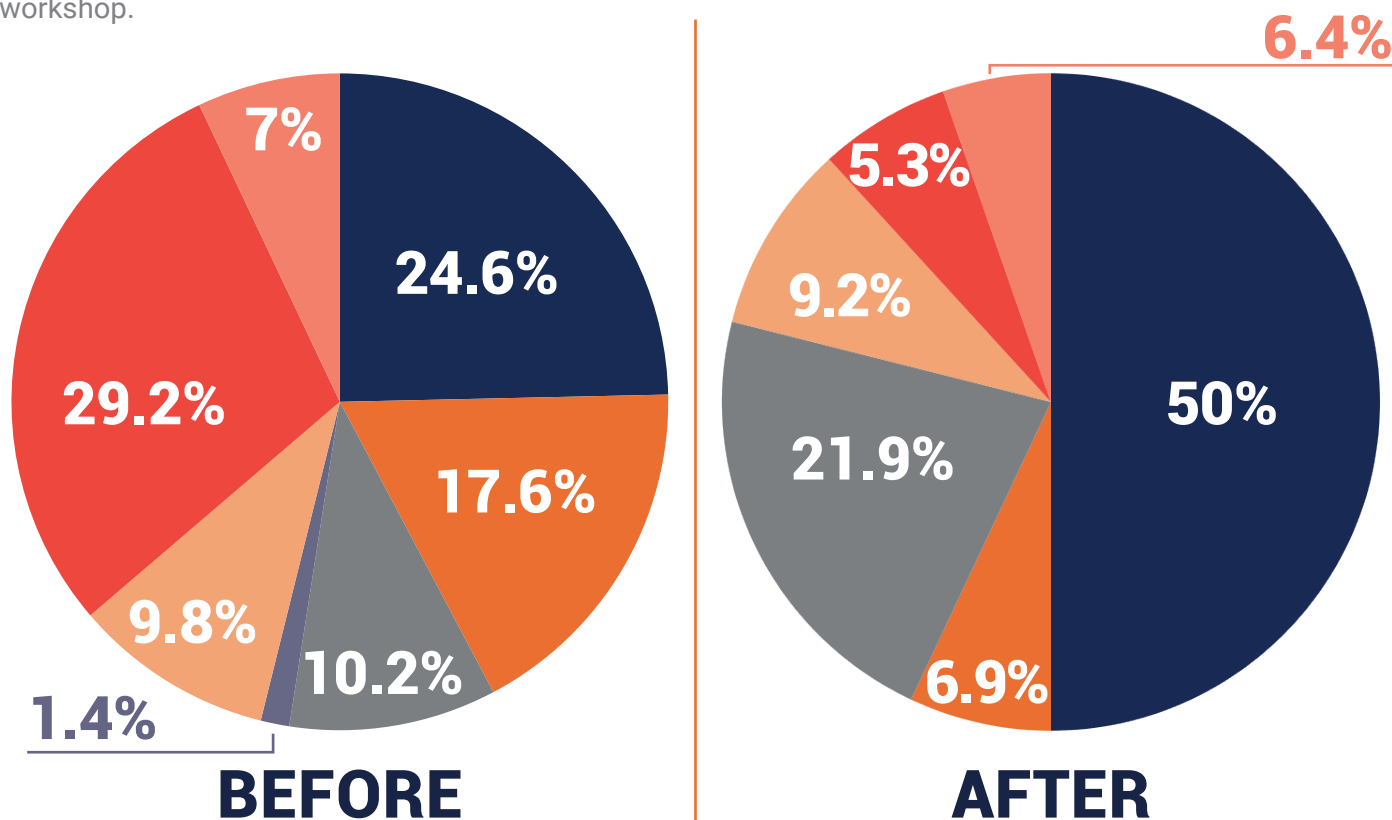
## ETHNICITY DEMOGRAPHICS

When it comes to ethnicity the highest proportion of young people that attended the workshop were of White Ethnicity (28.2%), with the Black and Mixed closely following with just above 23%.



## IF SOMEONE OFFERED YOU £250,000 BUT YOU HAD TO GO PRISON, HOW LONG WOULD YOU BE WILLING TO SPEND IN PRISON?

Before the workshop, responses showed varying willingness to serve prison time for £250,000, with 24.65% saying “no time at all” and 29.23% willing to serve 3 years. After the workshop, half of the participants (50%) refused any prison time, and fewer were willing to serve 6 months or 3 years. Willingness to serve 1-2 years disappeared entirely. Overall, there was a clear decline in participants’ willingness to serve time after the workshop.



No Time

6 Months

1 Year

1-2 Years

2 Years

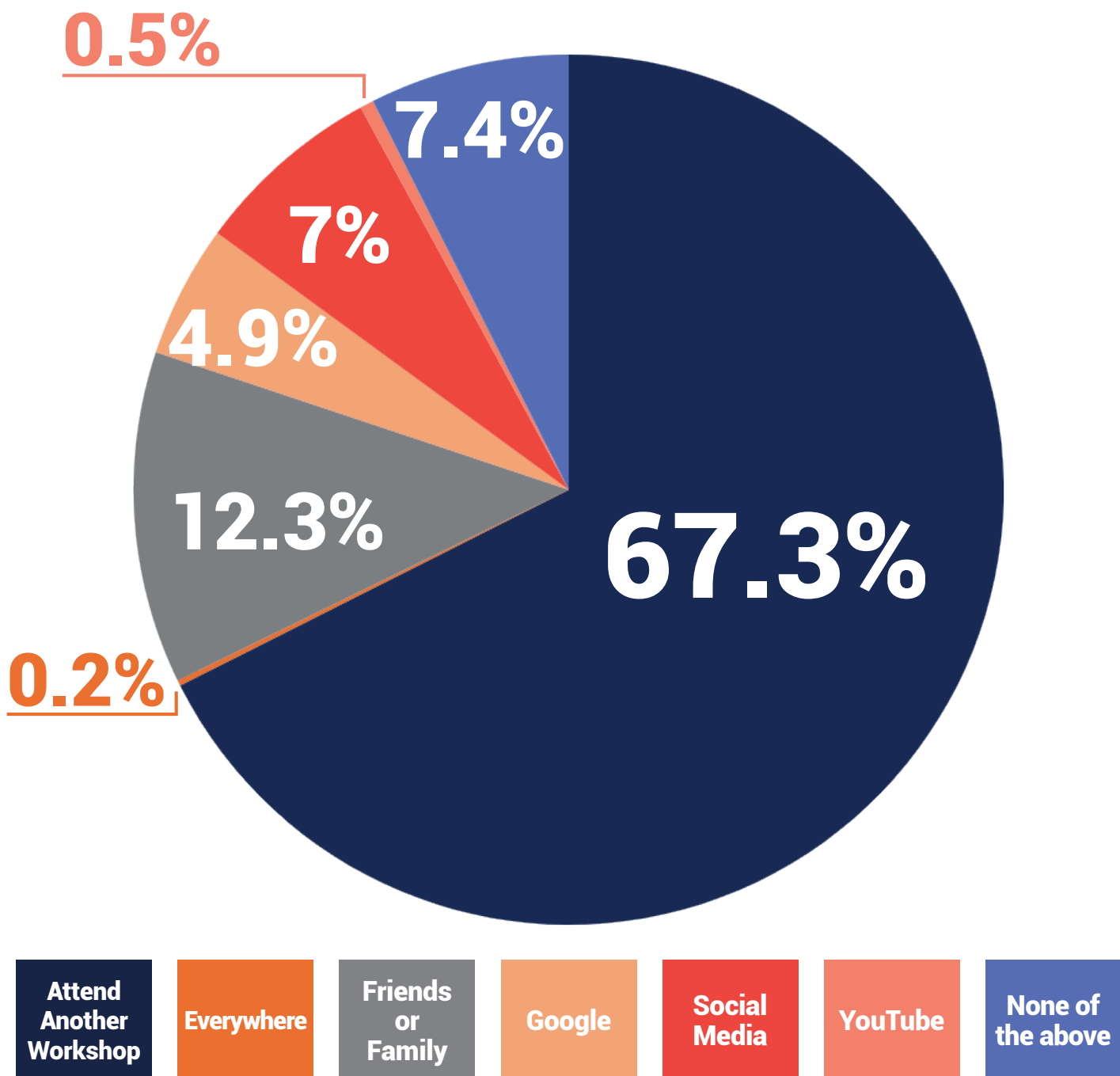
3 Years

5 Years

# AFTER TODAY'S WORKSHOP, WHERE WOULD YOU GO FOR FURTHER INFORMATION?

The data reflects participants' preferences for seeking further information after attending a workshop. The majority (67.37%) expressed interest in attending another workshop, specifically Khadys Dream. A smaller portion (12.3%) indicated they would turn to friends or family for information, while 7.02% would rely on social media.

Other sources like Google (4.9%) and YouTube (0.56%) were less popular. Additionally, 7.46% of respondents indicated that they would not use any of the mentioned sources, and only 0.22% would look for information "everywhere." Overall, attending another workshop was by far the most preferred option.







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