



Celebrate the Journey

**Celebration
Support
Kit**



Dear Youth Mentoring Program Coordinator

We are writing about **Youth Mentoring Week: 23-29 October 2011.**

This week is a celebration throughout Australia of youth mentoring and all its success, potential and opportunity.

How you and your program decide to celebrate the week is up to you. You might choose an event, you might choose to share the story of a successful match with the media or you may choose to celebrate in a way unique to your program.

However you choose to celebrate, Youth Mentoring Week provides us all with a valuable opportunity to:

- celebrate the positive impact on young people
- recognise and celebrate the contribution of mentors
- raise the profile and promote the benefits of mentoring
- recruit more mentors
- seek support for mentoring through mentor recruitment and partnerships within communities and including business

With this kit we've provided tools to help plan and carry out a celebration. It includes:

- Tips and tactics on how to celebrate
- A checklist so you know how far out to complete different tasks
- A short description of the week suitable for council or school newsletters
- A template media release you can easily tailor with local information
- Key points to help prepare for a media interview
- A template recognition certificate, event invitation and photo consent form
- A set of speaking points for the guest speaker at an event
- Youth Mentoring Week logos

We encourage you to take the time to celebrate mentoring during the last week of October and I trust you'll find this kit useful.

Regards

A handwritten signature in black ink that reads "Kathleen Vella".

Kathleen Vella
Executive Officer
Australian Youth Mentoring Network

A handwritten signature in black ink that reads "David White".

David White
Chair
Australian Youth Mentoring Network



Tips and tactics on how to celebrate

Assess the facts

Before deciding how to celebrate jot down a few key facts:

- Who do you want to involve in celebrating Youth Mentoring Week? Add up all the mentoring pairs, contacts from supporting businesses, heads of the organisations mentors represent, and dignitaries from your organisation and community.
- What constraints are you working with? Is a middle of the day celebration difficult? Or are people so spread out that gathering in one place at one time is not feasible?
- What are your key objectives?

Organise an Event

Give the event a focus. Have a high-profile member of the community acknowledge the contribution of the mentors by awarding certificates or invite young people and their mentors to share their mentoring story with the group.

Choose a time that will allow most people to attend. Choose a venue that will make both young people and other attendees feel comfortable. This might be your local youth centre or a high-profile venue such as a room at the town hall.

Recognise young people and their mentors by awarding certificates of recognition.

Get the Media Involved

Media activity can be great where you need to raise the profile of your mentoring program to attract mentors or business support. It can also be a great way of giving young people a voice and can help correct misconceptions about what is involved in mentoring.

Think about which match includes a young person and mentor who will be comfortable speaking with the media.

Usually a well-presented email with a media release attached is the best way to submit your story.

Localise in the subject line of the email what the release is about and include what geographical location it covers – don't just say "local". Give a brief outline in the email about the story (point form is OK). Include your contact details.

Is there a photo opportunity you can suggest? Can you arrange a photo of a young person and their mentor doing something together that showcases the match? A good photo will pique the press' interest and also get people to notice the story once it's published. Remember that you must have a photo consent form completed by the young person or their guardian.

Additional support

Copies of this kit including the acknowledgment certificate, event invitation and photo consent forms are available to download at

<http://www.youthmentoring.org.au/youth-mentoring-week.html>



Youth Mentoring Week celebration check list

July

- Mark the week (23 - 29 October 2011) in your diary or online calendar
- Schedule approximately an hour's planning time to think through how to celebrate and when these planning milestones can get done
- Let your mentors and young people know about Youth Mentoring Week and involve them in planning how to celebrate.

August

- Confirm the key elements of the celebration – book a venue and guest speaker, let matches know the exact day, time and venue of the event
- Provide the short description of the week to newsletter coordinators at your council, school and other relevant organisations. If photos are included in the newsletter ask how they can be submitted and whether someone can come along and take them at the event.

September

- Share what's happening by listing details of your celebration on <http://www.youthmentoring.org.au/youth-mentoring-week.html>
- Book any catering, equipment or props needed for the event
- Source the details of the key target media in your area
- Tailor the template media release and issue it to local media, and resend it the day before your event

October

- Develop guest list and issue invitations using the template
- Develop a running order (what will happen in what order and for how long) for the event and confirm the role that each person plays.
- Tailor and print off the Recognition Certificates



Short description of the week suitable for newsletters

At the end of October (insert local region e.g., Darebin's, Ballarat's) young people and their mentors will be celebrating the annual Youth Mentoring Week with a (insert event summary if relevant e.g., BBQ, afternoon tea). Running from 23- 29 October the week recognises the important role mentoring plays in helping young people reach their potential. It's also a chance to thank the mentors, business and others who generously support the program.

To get involved with youth mentoring contact (insert your details).



MEDIA RELEASE

This example uses details from a fictional mentoring program. You will need to tailor the release with local information wherever [fictional descriptions] appear.

[SUNNYBANK] CELEBRATES YOUTH MENTORING

Young people and their mentors this week celebrated Youth Mentoring Week with a [BBQ awards ceremony].

[Sunnybank's] youth mentoring program involves [27] young people aged between [14 and 18] and was established to [help them to reach their potential].

The young people and their mentors meet on average for [2 hours a fortnight]. The meetings may involve doing fun activities like having a meal together, going to the movies or playing sport. They might also have a more focused purpose such as visiting workplaces or talking about the young person's hopes for the future.

The mentors have a variety of backgrounds but are all non-judgmental and dependable and provide hope and optimism to their young person.

The program is run by [Sunnybank City Council] with funding from [X and Y]. The program involves recruiting and training mentors and matching young people with the right mentor.

Program co-ordinator [Jill Smith] says the program is already starting to show benefits.

"I know that visits to workplaces have already broadened some of the young people's post-school goals. And I know some of the relationships have been of huge importance when the young people have needed a trusted adult ear."

"However the success of the program would be boosted with even more mentors and support from local business."

"We're looking for donations goods or services that can alleviate the costs facing mentors. Things like [movie tickets, café vouchers and bowling vouchers] would be a huge help," she said.

To find out more about [Sunnybank's] youth mentoring program or to donate opportunities for young people and their mentors to share contact [your name and number].



Key points to prepare for a media interview

Your duty of care involves preventing the unnecessary disclosure of personal information and ensuring you are present with the young person at a media interview. Talk through these questions together before an interview.

Mentor

- Take your mind back. What motivated you to get involved in mentoring? What were you hoping to get out of it?
- Had you had much to do with young people prior to this?
- What have you learned about young people since getting involved in the program?
- How have you mentored? How often are you in touch? What do you do together?
- Do you use work time and what has been your employer's reaction to you mentoring?
- What are the highlights of your time so far?
- What's been challenging or surprising about mentoring?
- How has your view of mentoring changed now you've experienced it?
- Would you recommend it to others? Why?
- What support was available to help you navigate mentoring for the first time?

Young people

- What were your first impressions of your mentor?
- What types of things have you done with your mentor?
- What are your highlights of having a mentor so far?
- How has mentoring helped you?
- Would you consider becoming a mentor to a young person in the future?
- What would you say to another young person who was thinking of getting involved in mentoring?



Speaking points for an event

Often it won't be appropriate for the key speaker to talk in detail about your specific program. In this case, have the Director of Community Services or similar act as MC for the event, questioning you on the program using a Q & A format.

This is intended to provide an idea of what could be said but it will need to be tailored in as many places as possible to make it more interesting for the audience.

The sources of information are not intended to be spoken out loud, they are provided so the speaker knows the information is accurate.

Local information

Outline local program including:

- How long the program's been running
- How it all started, who was the driving force, who funds the program, who co-ordinates it
- What training was provided and how this program was set up
- How many young people are involved, what ages they range from and to, what schools they're from
- Mention the vocations and skills sets the mentors represent (this will hopefully show the diversity of who mentors) and give an estimation of the time per week/fortnight/month they dedicate.
- What are some of the outcomes for young people who have been involved in the program?

Today I want to invite you to get involved if you're not already – and to spread the word at your businesses and organisations to encourage others to get involved.

What the [Sunnybank] program needs in order to succeed is– (be specific e.g., male mentors, in kind support from a business with training facilities, catering, entertainment)

If you think you can help contact (insert your details)

Overview

In Victoria there are now more than 150 youth mentoring programs operating in the community, in schools and even via email through e-mentoring.

Effective mentoring:

- is a relationship that focuses on the needs of the young person
- fosters caring and supportive relationships
- encourages all young people to develop to their fullest potential; and
- is a strategy to develop active community partnerships.¹

Research shows that there are some very significant benefits of mentoring – for young people, mentors and the wider community.

¹ *Mentoring Australia 2000*



'A well planned and organised formal mentoring program can provide strong individual support, advice and guidance for the young person and help in practical ways at important transition points in their life'²

Research has also shown that mentoring plays a key role in improving the learning, social and emotional outcomes for a young person:

A major study found young people with mentors are:

- 46% less likely to begin using drugs
- 52% less likely to skip school
- 3 times less likely to leave school early³

Undeniably, mentoring can be an amazing experience for the young people and mentors involved.

But we know that good mentoring programs don't just happen. There is an incredible amount of preparation that goes on behind the scenes to ensure mentoring relationships are successful.

Successful mentoring programs follow best practice standards in screening, training and matching mentors to young people. Staff know that a safe and successful mentoring match means a lot more than simply introducing a community member to a young person.

The [Sunnybank] program is a well respected program in our community.

I'd like to now pay particular tribute to the young people and mentors involved in (name of the Youth Mentoring Program). Mentors – your openness and ability to really listen is an incredible gift to give. Your role as a guide and encourager is one of the most valuable any community member can make.

Young people - your courage to let someone in to your life and share you journey is inspiring. I have no doubt that the support and guidance you will receive through this experience will give you a real foot up over the coming years.

Your involvement in youth mentoring has provided you both with an experience to learn from each other and establish a real and supportive relationship. It is partnerships like these that ensure that our community stays strong.

I'd like to thank the program co-ordinator (and any other program staff or volunteers) for their dedication and hard work.

I'd also like to thank the employers who provide time or flexibility for mentors to participate:

- List employers

And I'd like to thank organisations who have provided support in kind:

- List organisations and the nature of their support

Award certificates of recognition.
Thank everyone for coming.

²Hartley, R (2004) *Young People and Mentoring: towards a national strategy*

³ Cynthia L Sipe (Mentoring: A Synthesis of Public/Private Venture Research 1988-1995 PPV 1996)





Attachments:

Recognition certificate for young people
Recognition certificate for mentors
Event invitation
Sample Photo consent form (adult)
Sample Photo consent form (requires guardian)

These forms can be tailored to make them specific to your program.

They are available to download at

<http://www.youthmentoring.org.au/youth-mentoring-week.html>



PHOTO CONSENT FORM (ADULT)

This consent form applies to photographic images of you that may be used by the Victorian Youth Mentoring Alliance (VYMA) and Australian Youth Mentoring Network (AYMN) in publications, brochures and on internet sites to promote Youth Mentoring. Provision of consent is voluntary.

YOUR DETAILS

Name:

Youth Mentoring Program:

Address:

Postcode:

Phone:

Email:

PROVISION OF CONSENT

- a) I give my consent to the VYMA and AYMN (and any person authorised by the VYMA and AYMN) to copy or reproduce images of me (whether by photo, film or other electronic or printed media) as the VYMA and AYMN may determine, without acknowledgment of myself and without my entitlement to any remuneration or compensation now or in the future.
- b) I acknowledge that the photographs are the property of the VYMA and AYMN.
- c) VYMA and AYMN agree not to use any image in a manner that may be deemed adverse, or defamatory to the person signing this form. The VYMA and AYMN further agree that they will not use the image for any political or commercial gain.

AUTHORISATION

I hereby agree to the terms and understand the conditions set out above.

Signature:

Date:

Office Use Only

Name of Project / Event:

Staff member responsible:

Phone:

Identifying features (e.g. clothes, gender, approx age)

Image Number/s:



PHOTO CONSENT FORM (Requires Guardian)

This consent form applies to photographic images of you that may be used by the Victorian Youth Mentoring Alliance (VYMA) and Australian Youth Mentoring Network (AYMN) in publications, brochures and on internet sites to promote Youth Mentoring. Provision of consent is voluntary.

YOUR DETAILS

Name of person: _____

Name of guardian: _____

Youth Mentoring Program: _____

Address: _____

Postcode: _____

Phone: _____

Email: _____

PROVISION OF CONSENT

- d) I give my consent to the VYMA and AYMN (and any person authorised by the VYMA and AYMN) to copy or reproduce images of me (whether by photo, film or other electronic or printed media) as the VYMA and AYMN may determine, without acknowledgment of myself and without my entitlement to any remuneration or compensation now or in the future.
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