We are Key Assets
Our Global Footprint

Introducing Key Assets – The Children’s Services Provider
INTRODUCTION

We’d like to introduce our organisation to you.

Key Assets – The Children’s Services Provider was established in 2007. A social enterprise underpinned by strong values and a commitment to improving outcomes for children and young people across the world. Through social impact investment from Jim Cockburn, the pioneering founder of the UK’s leading children’s services provider, The Core Assets Group, and in partnership with local innovative and experienced child care professionals, services have been established across Australia, New Zealand, Asia, Europe and North America. Led by founding Chief Executive Officer, Estella Abraham and working with local Directors the initial vision was to establish quality foster care services for children and young people who were difficult to place. The confidence to develop this service was borne out of the experience of developing foster care services in the Republic of Ireland in 2005 and recognising the positive impact this had in terms of creating additional placement choice for government sector partners.

Extending to Western Australia and New Zealand simultaneously in 2007 was a huge challenge and indicative of our commitment to innovate and respond. We were not content with a single demonstration project or service and so the urgency was to create an international footprint and our pace of development became important to establish presence and brand. Our cultural sensitivity, demonstration of quality and business acumen success has been recognised through confidence in contracting by government and non-government partners and through award accolades.

More than a decade later our global reach has expanded and we are operating in 8 countries (see map) and delivering the full continuum of care and related services. We provide services to over 2000 children and young people and our workforce is made up of 1800 staff and foster carers.

Our commitment to capacity building in vulnerable communities is underpinned through our partnerships with For Our Children (Bulgaria), the Martin James Foundation (UK), the Centre for Excellence in Alternative Care (India) and the Nippon Foundation (Japan). We also recognise the importance of research and evidence based practice which led our founder to fund development of the Rees Centre at Oxford University.

Our services include out of home care (foster care, Kinship care, Sibling Group Care, Therapeutic family based placements and Therapeutic Residential Care Services), intensive family support services (Edge of Care), Services to children with disabilities and other related support services.
WHAT IS IN OUR NAME – KEY ASSETS?

An ‘asset’ is something of value. We take care of ‘assets’ and we invest in them in order to have future benefit and impact.

Our name reflects our belief that children and young people are valuable and precious! They are the future and we must do everything we can to support them to grow up in safe and caring environments that help them to lead successful lives. We see children and young people as the ‘key assets’ of this future.

We also recognise that in order for children and young people to do well in life that there are ‘key developmental assets’ that need to be nurtured and invested in.

Areas such as education, emotional well-being, cultural identity, belonging and health require our time and investment. We want our young people to be resilient.

Our name ‘key assets’ reflects the role that individuals and teams make in nurturing and caring for young people. We would say that our staff, our foster carers and the families of children and young people are also ‘key assets’ in supporting them to reach their full potential.

WHAT IS IN OUR BRAND LOGO?

Our brand logo is universally applied across our group. It is our way of saying that we are ‘One Company, with many products’.

So what does it mean? As a social enterprise operating across 3 continents the circle reflects that we are a global company, it is the world globe. The coloured ribbons represent the diversity of our services or products and how they interlink with each other, demonstrating how we deliver a continuum of care. The small circular gap in the side of the logo can be seen in 2 ways, either for you to look through and to see what is next on the horizon or that our work is continually evolving and there is always room to do more, there is space to fill.

Our brand logo connects us across 8 countries and multiple language groups it represents our common purpose ‘to achieve positive and lasting outcomes for children, families and communities’.

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Our Executive Leadership team has a combined experience of more than 300 years in the Children and Families work in both Statutory and non-statutory services. The international connections allow our team to leverage off expertise across the world and mobilise support and solutions in a timely and adaptable way.
KEY STATISTICS

As of June 2018

1400 employees & associates across 3 continents

944 approved and valued foster and kinship carers

1116 children placed in out of home care

48 offices worldwide

814 families receiving intensive support

2500 children and young people receiving services everyday

79 Residential Care or Individual Living Arrangement Units Worldwide
2005
Fostering First Ireland Established
The Children’s Services Provider (Group) Established
The Children’s Services Provider (Western Australia) Established
Key Assets – The Children’s Services Provider (New Zealand) Established

2007
PKS
Perhehoitokumppanit Suomessa (Finland) Established

2008
Key Assets – The Children’s Services Provider (Queensland) Established

2009
Familjehem i Fokus (Sweden) Established

2010
The Children’s Services Provider (Japan) Established
Key Assets – The Children’s Services Provider (Queensland) Established

2011
for our children
Formal partnership with For Our Children (Bulgaria) Established

2012
The Children’s Services Provider (New South Wales) Established

2013
Key Assets – The Children’s Services Provider (Sweden) Established

2015
Key Assets – The Children’s Services Provider (Tasmania) Established
Key Assets – The Children’s Services Provider (Victoria) Established
Centre of Excellence in Alternative Care (India) Established

2016
Formal partnership with the Centre for Excellence in Alternative Care (India) Established

2017
Vard i Fokus (Sweden) Established

Formal partnership with the Martin James Foundation (UK) Established
OUR INTERNATIONAL FAMILY

ONTARIO

NEWFOUNDLAND & LABRADOR

KENTUCKY

FLOREDA

IRELAND

SWEDEN

AUSTRALIA

NEW ZEALAND

FINLAND

SWEDEN

JAPAN

KEYASSETS

THE CHILDREN'S SERVICES PROVIDER

OFFI

Familjehem & fokus

Vård & fokus

OUR GLOBAL FOOTPRINT
Our Purpose

“Our purpose is to achieve positive and lasting outcomes for children, families and communities.”

Our Impact

We will achieve our purpose by positively impacting the lives of children, young people, their families and carers through quality services and expert advice designed to provide support, build confidence, improve skills, develop relationships and strengthen resilience.

Our Culture & Values

KEY TO WHAT WE DO IS OUR CULTURE AND CORE VALUES OF:

- Recognising everybody counts and is accountable
- Providing high quality and safe services
- Achieving excellence through continuous improvement
- Cultivating knowledge, innovation and learning
Our Pledges

**CHILDREN & FAMILIES**

1. Set high **standards** for ourselves and the **care** and **support** we provide for you
2. Be on your side and **accept** you for who you are and what you want to be
3. Prioritise your **safety**, connections and build your **resilience**
4. Be **passionate**, **caring** and **respectful** in everything that we do
5. **Listen** to and **learn** from you so that we can do things better

**CUSTOMERS, CARERS AND STAFF**

1. Deliver **excellence** through **quality** service provision, **collaboration** and **measuring outcomes**
2. Act with **honesty** and **transparency**
3. Deliver **innovative** services in **cost effective** ways
4. **Challenge** the norm, ask questions and keep our promises
5. Conduct our business with financial **integrity** to achieve sustainability and **value**

**COMMUNITIES**

1. Build a **socially responsible** and **friendly** presence in each of our communities
2. Value **diversity** and **inclusion** and act with **cultural sensitivity** and **respect**
3. Be **creative** and **flexible** to respond to each community’s unique **needs**
4. Recruit, train, support and retain the best **people** to deliver services
5. Contribute to **shared** learning through **research** and **partnerships**
What we will do?

We will positively impact the lives of children, young people, their families and carers through quality services and expert advice designed to provide support, build confidence, improve skills, develop relationships, and strengthen resilience.

How will we do it?

Why?

• Because true to our founders’ vision we believe that we can achieve positive and lasting outcomes. Our growth is about our commitment to making a difference across the world. We are the only founder led children and family social services agency working in four continents and nine countries and our expertise and experience is strong.

• Because we want to ensure that all children and young people reach their full potential.

• Because expanding our service offerings to support families and communities helps to achieve positive outcomes for children and young people – they are our future.

• Because working with sector partners across the world, through a research informed agenda, makes a lasting impact. We have the drive and the ambition to Grow, Lead and Innovate.

Over the next three years we will:

a. Deliver a continuum of care to improve outcomes for children, young people and families.

b. Be entrepreneurial, business focused and data led.

c. Create a culture of continuous improvement, strong communication and building of knowledge.

d. Contribute into public policy, research and systems change.

e. Provide quality services in new and innovative ways.

f. Support capacity building, through partnerships and within marginalised communities.
DO YOU WANT TO KNOW MORE?

Our global footprint ensures that Key Assets is at the cutting edge of research and we can access learning and evidence informed programs from across the globe. This places us at the forefront of international expertise and ensures we can rapidly adapt programs and models to suit local context. This includes the ability to create culturally sensitive interventions that suit the needs of First Nations people and families from a culturally and linguistically diverse background.

If you are interested in further information about Key Assets or any of the information in this pack please contact us and one of our team will be happy to provide further information or talk with you about your service needs.

AUSTRALIA
www.keyassets.com.au

NEW ZEALAND
www.keyassets.co.nz

EUROPE
www.keyassets.se
www.fosteringfirstireland.ie
www.perhehoitokumppanit.fi
www.4stetta.fi

UNITED STATES
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