



# THE KICKSTART SCHEME

Hiring Kimisha Johnson for 6 months as Marketing and Fundraising Coordinator via the government Kickstart Scheme

### Case Study

## BACKGROUND

After hearing about the scheme from different connections we decided as a Management team to try and hire someone from the Kickstart Scheme. We did not know what to expect as we did not have previous experience managing someone in this role and approached this as a learning experience for Daniel's Den too. The recruiter managing our grant told us to have 'low expectations' from the candidates as they will not have much experience, thus being part of the scheme. On meeting Kim, we were presented with a very sweet but very shy young lady. Though her lack of experience showed we were drawn to her warmth and potential and hired her for the role.

Soon enough we were confirmed of our choice and Kim soon became a much loved and valued team member. She would support the Session Leaders in the groups, carry our surveys and other data collection and help with research and marketing.

## OUTCOMES

At the end of her time at Daniel's Den Kim helped support our sessions and activities, and received rave reviews from the families she interacted with, volunteers and staff members. Her confidence grew and her administrative skills too. Kim designed the Fundraising Month of June branding which we will be using for years to come.

## IN KIM'S WORDS

"My time working with Daniel's Den has been one of the best experiences ever. The staff and the volunteers at Daniel's Den are amazing individuals. I've learnt so much in a short space of time, being behind the scenes and seeing how hard the team works to make sure parents and toddlers are supported by us and the community makes me feel so happy.

I have gained so much confidence with interacting with people through Daniel's Den which was one of the things I used to struggle with. Daniels Den made me realise that I have a voice and I will be forever grateful. Daniels Den is very welcoming and every time you walk into the venues you feel at ease."



## AT A GLANCE CHALLENGES

- Wish we could have kept her on for longer
- More time for mentoring
- Need a lot of support, due to initial lack of experience

## BENEFITS

- Extra resource at no cost
- Learned a lot in managing
- Wonderful relationship built



## KIMISHA JOHNSON

Marketing and Fundraising Coordinator  
KickStart Scheme

*"Daniels Den is my safe place and will always have a special place in my heart."*