

Snow-Camp are the UK's only charity using a unique combination of skiing, snowboarding, education and vocational opportunities to support and empower inner-city young people. Snow-Camp play a key role in motivating and inspiring young people from communities with high levels of deprivation, enabling them to gain qualifications and to develop key life-skills.

We are passionate about providing an alternative approach to engage young people by providing an energising environment at artificial ski slopes in the UK in order for them to build relationships and gain employment. Our programmes require initiative, individuality and courage and therein lies the attraction and challenge providing a much-needed complimentary service to youth organisations working closely with those in local authority care, in the youth justice system and excluded from education.

Young people can gain their accredited Snow-Life Award, ASDAN in Health & Fitness, Safeguarding and First Aid Certificate, BASI and Snowsport England/Scotland instructor qualifications and an NVQ in Activity Leadership through our programmes, improving their CV noticeably. Furthermore, for every hour on the slopes, the same amount of time is spent in our life-skills sessions which have been planned to help young people reflect upon the skills they are demonstrating whilst learning to ski or snowboard – perseverance, commitment, listening, patience and overcoming fear as well as learning how to respond to challenges, deal with peer pressure and setting goals for their future. All of which are essential skills young people need to deal with the problems they may face in their everyday lives.

Partnerships are such an integral part of the work we do at Snow-Camp. We ourselves don't work out of a youth project with young people directly, so it is vital that we work with youth projects and youth services nationally to engage with young people and get them onto our programmes. To build good partnerships you really need to understand the youth projects you work with it is important that you create partnerships that you can build on year on year. At the heart of all our youth work partnerships are the young people. These partnerships will always continue to grow if you put young people first and to be able to provide such a unique experience to grow and develop into a career path that most young people in the UK wouldn't have even considered.

Our Stop Breathe Think campaign has just been launched. W

We have been working with LinkUp TV, a leading online urban and entertainment platform, to create a music track with Nito NB, an artist from West London. The campaign drill track, called Breathe, includes sections that focus on dealing with anger. Although drill music has been accused of encouraging serious youth violence, we want to use a relatable and authentic method to reach young people with a positive message.

Through the campaign we hope to encourage more young people to learn about their own mental health and help them deal with some of the emotions they may be feeling at the moment, like anger, loneliness and anxiety. We also hope the campaign will encourage young people to stop, breathe and think before engaging in negative behaviour, like getting involved in serious youth violence or using a knife.

### **What are we providing?**

**Stop.Breathe.Think gives young people across the country access to free 1-1 counselling sessions and a series of mindfulness videos and information.**

Our message to young people is that we know life is challenging right now. What you are facing, whatever you are worried about, we are here to help. We want to make sure you get the support to overcome life's difficulties, talking to someone can help.

By heading to [stopbreathethink.co.uk](http://stopbreathethink.co.uk) or scanning the QR code on the poster, young people can access this vital free service.

Rap artist Nito NB recorded a track to support the Stop.Breathe.Think project which can also be viewed on the landing page for the campaign.

Please share information about the campaign with any young people and youth workers, and if you would like to refer a young person to us, you can do that at [stopbreathethink.co.uk](http://stopbreathethink.co.uk).

Once a young person scans the QR code on the poster or types in the URL they are taken through to a [webpage](#) where they can listen to Nito's track, read information about the campaign and sign up for a free series of mindfulness videos created by young people and our mental health counsellor.

Importantly, we have also brought together a team of qualified professional counsellors who will be freely available to support young people throughout the campaign. If any young person wants to talk to someone, they can simply request a free 1-1 counselling session and we will link them up with one of our team. Please encourage your young people to take this opportunity if you think it would help them. They can sign up for these sessions at [www.stopbreathethink.co.uk](http://www.stopbreathethink.co.uk).

You can read more about the campaign here:  
[www.snow-camp.org.uk/stopbreathethinkcampaign/](http://www.snow-camp.org.uk/stopbreathethinkcampaign/)

Collaborations are so important to us here at the charity whether this is funding or youth related finding and building on these are such a critical aspect of success. We also have such a following from the ski industry that they all support what we do. From making us hoodies to providing opportunities to work overseas in the mountains.

Those who fund us help us provide these opportunities to young people and youth projects who need support to bring the cost of our work down and enable us to work with more young people nationally.

Sports are such a powerful medium to help and support young people and when you throw in the thrill of snowsports and an environment as epic as the mountains and young people start to really think that this could be a career path for them.

Without these collaborations with the ski industry, funders and youth projects we are just a group of passionate people. Everything we do at the charity is based on building and maintaining positive collaborations.

As a small team we have the capacity to be responsive to any possible future opportunities or collaborations. We pride ourselves on being able to do this and are always open to working with those who can help us achieve our aims and objectives or those who need our support, or simply have young people who may benefit from our programmes.