**“KEEP THE CHANGE”**

| PIC | 909174308 |
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| **OID** | **E10161243** |
| Full legal name  (NationalLanguage) | Biedrība “Keep the Change” |
| Full legal name (Latin characters) | Biedriba “Keep the Change” |
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| **PROFILE** | |
| Type of organization | NGO. Non-governmental organization |
| Is the partner organization a  public body? | Private entity |
| Is the partner organization a  non-profit? | Non-profit |
| Registration date of the organisation | 10.10.2017 |
| **ACCREDITATION** | |
| Has the organization received any type of accreditation before submitting this application? | **YES** Accredited projects for youth mobility. Project code : 2025-1-LV02-KA151-YOU-000298179 |

**BACKGROUND AND EXPERIENCE**

| **Please briefly present the partner organization.** | **"Keep the Change"** is a dynamic non-profit organization located in the rural village of Bernāti, Dienvidkurzeme region, Latvia. Established in 2017, the NGO is dedicated to empowering young people by providing them with access to non-formal education, personal development opportunities, and essential life skills. The organization focuses on supporting youth, especially those from rural areas or facing social, educational, and economic challenges, where access to resources is often limited.  "Keep the Change" regularly organizes local workshops, masterclasses, and sessions on personal development, entrepreneurship, digital literacy, mental and physical health, and social media awareness. Annually, the NGO delivers around 40 sessions to 300-400 young people through schools, youth centers, and other community spaces in the Liepāja and Dienvidkurzeme region. The organization also facilitates 7-10 international mobility projects each year, focusing on key topics like personal development, employment, communication, and entrepreneurship.  **Main aims of "Keep the Change" NGO:**   1. **Empowering young people**: The core aim of the NGO is to empower young people by equipping them with essential life skills, fostering personal and professional development, and building their confidence to succeed in today's world. 2. **Providing access to non-formal education**: We focus on delivering high-quality non-formal education to young people, especially those from rural or underserved areas, offering them opportunities they might not have access to otherwise. 3. **Promoting mental and physical well-being**: Through workshops, sports events, and mindfulness activities, we aim to create well-rounded individuals who can handle stress and lead healthy lives. 4. **Fostering entrepreneurship and employment skills**: We strive to cultivate entrepreneurial skills in young people, helping them develop the tools they need to start businesses, think critically, and succeed in the job market. 5. **Encouraging international mobility and cultural exchange**: we aim to broaden young people's horizons by exposing them to new cultures, perspectives, and experiences, helping them grow both personally and professionally. 6. **Supporting female entrepreneurs**: We aim to create a supportive network for women in rural areas and not only, empowering them to overcome professional challenges, share experiences, and succeed in their entrepreneurial ventures. 7. **Co-organizer of NGO Growth Incubator** in Liepāja – supporting **13 organizations in a 6-month development program** to enhance their **capacity, funding strategies, and impact**.   The NGO is committed to expanding its network of collaborators, locally and internationally, by working with schools, youth centers, municipalities, and NGOs. We seek to develop strategic partnerships that foster innovation and share best practices in youth work.  Through the holistic approach, "Keep the Change" strives to make a lasting impact by providing young people with the tools, knowledge, and opportunities they need to thrive in today’s world, both locally and internationally. |
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| **What profiles and age groups of learners are concerned by the organization’s work?** | "Keep the Change" NGO is dedicated to empowering young people from diverse backgrounds, particularly those facing educational, economic, and social challenges. Our mission is to reach young individuals in rural areas, small towns, and underserved communities where access to resources and non-formal education is limited. We focus on the following profiles:   1. **Young people facing educational challenges**: These are students who struggle academically and need additional support to stay motivated and successfully complete their education. We work to prevent school dropouts by delivering non-formal education programs designed to boost personal growth and academic performance. Through workshops on motivation, goal setting, and emotional well-being, we help students regain their confidence and focus. 2. **Young people facing economic and social challenges**: We work extensively with youth from rural and economically disadvantaged areas, providing them with tools for personal development and professional growth. These young people often face limited access to educational opportunities and career prospects, and our programs aim to bridge this gap. By offering skills in entrepreneurship, leadership, and job readiness, we empower them to overcome socio-economic barriers. 3. **Students in general education institutions**: In collaboration with schools across Liepāja and the Dienvidkurzeme region, we provide non-formal education workshops to students aged 11-19. These sessions complement the students' formal education, focusing on entrepreneurship, digital literacy, emotional resilience, and mental health. Our goal is to provide these young learners with practical skills that will serve them in both their personal and professional lives. 4. **Youths in transition to adulthood and working life**: Our programs focus on helping young people who are transitioning from school to employment. These youths, who are typically aged 16-21, receive training in leadership, entrepreneurship, and job-readiness skills. We aim to equip them with the tools they need to succeed in the workplace and in life, ensuring that their transition to adulthood is smooth and supported by the right resources. 5. **Youth workers and educators**: We not only work directly with young people but also provide training and resources for youth workers and educators. Our goal is to enhance their ability to support young individuals who face challenges in education, employment, and community engagement. By equipping youth workers with innovative tools and methods, we contribute to the broader ecosystem of support for young people. 6. **Female entrepreneurs**: We run events specifically designed for **female entrepreneurs aged 18+**, offering a safe space for women to discuss professional challenges, exchange business strategies, and support one another. These initiatives promote entrepreneurship and personal growth, fostering a strong community of women leaders. Additionally, in late 2024, we plan to launch a similar program for young women aged 15-18, focusing on early entrepreneurship and leadership development to encourage young females to take charge of their futures. 7. **Sports and networking events**: Our NGO also promotes physical activity and community engagement through **sports and networking events** for individuals aged 18+. For example, we organize **bicycle rides** that combine physical exercise with non-formal education and networking opportunities. These events not only encourage participants to adopt a healthy lifestyle but also provide platforms for individuals to connect, share ideas, and strengthen community ties. The combination of outdoor activity and structured group discussions fosters both social interaction and personal growth. 8. **Young people affected by the COVID-19 Pandemic**: The pandemic has left many young people struggling with psycho-emotional health and social reintegration. Our organization offers targeted support to help these individuals regain their confidence, rebuild social connections, and reintegrate into their communities. Through focused workshops and peer support, we help participants manage stress and anxiety while guiding them toward a positive future.  Age groups served by "Keep the Change" The age range for our projects varies depending on the context and the needs of the specific community or program:   1. **11 to 19 years old**: In collaboration with local schools, we focus on educational support, personal development, and emotional well-being for students in the 5th to 12th grades. Programs such as the "PUMPURS" project and other municipality-supported initiatives are designed to help students stay in school and thrive academically. 2. **13 to 21 years old**: We engage this age group in broader community initiatives, such as our 5-month personal development project in Dienvidkurzeme. This project includes over 800 young people from two youth centers and three high schools, offering workshops that focus on digital skills, entrepreneurship, and self-development. 3. **16 to 18 years old**: Specific projects, such as the **"First Steps in Medicine"** youth camp, cater to older teenagers who are exploring potential career paths. This program provides hands-on experiences in the medical field, helping young people learn about different professions and make informed decisions about their future careers. 4. **18 to 30 years old**: Through Erasmus+ programs and other international mobility projects, we engage young adults aged 18-30. These programs provide opportunities for international experience, cultural exchange, and skill development in areas such as entrepreneurship, leadership, and communication. Participants gain valuable insights into different cultures and bring their learnings back to Latvia to benefit their local communities. 5. **Youth workers (18+)**: We work with youth workers and educators, offering them training to enhance their ability to support young people. These workshops focus on non-formal education methods, community engagement, and strategies to assist young people who face educational and social challenges. 6. **Adults 18+**: We organize events specifically designed for adults, such as **female entrepreneurship networking sessions** and **community bicycle rides**. These events focus on business development, networking, and promoting an active, healthy lifestyle. They offer participants a space to exchange ideas, foster collaboration, and strengthen both personal and professional connections.   By working with such a broad range of profiles and age groups, "Keep the Change" ensures that individuals of all backgrounds and stages in life have access to the opportunities and support they need to thrive. From students and young adults to youth workers and female entrepreneurs, our organization is committed to creating transformative learning experiences that empower participants to reach their full potential. Through non-formal education, international exchange, and community-based programs, we aim to make a lasting impact on the lives of young people and their communities. |

| **What are the activities and experience of the organisation in youth work?**  **Please provide information on your organisation’s / regular youth work activities.** | "Keep the Change" NGO is dedicated to empowering young people and equipping them with the skills they need to succeed in life, especially those from rural areas with limited access to educational resources. Since its establishment, the NGO has been committed to providing dynamic and meaningful youth work activities that foster personal and professional growth. Our NGO has extensive experience in youth work, having engaged young people locally and internationally through various non-formal education projects, workshops, youth exchanges, and training courses. Local youth work activities At "Keep the Change," we believe in reaching young people directly, particularly those aged 13-21, who often face social, economic, and educational challenges. Many of our participants come from rural areas, small villages, and towns where opportunities for non-formal education are scarce. Our goal is to bridge this gap by organizing regular events that provide access to valuable learning experiences.  Each month, we organize 4-8 events (each lasting 1-4 hours) in schools, youth centers, and other community spaces. These sessions focus on key topics such as:   1. **Personal development**: we run workshops on self-confidence, motivation, and goal-setting. For example, participants engage in activities like "Strengths Mapping" where they reflect on their personal skills and set goals for the future. Peer feedback helps refine these goals, promoting self-awareness and long-term planning. 2. **Entrepreneurship**: we introduce practical knowledge about starting and managing businesses. Through role-play activities, participants simulate business scenarios such as market research, helping them think critically and develop leadership abilities. 3. **Mental and physical health**: well-being is a priority for us. We conduct sessions on stress management, emotional resilience, and healthy habits, including mindfulness exercises and using tools like the "Emotional Wheel" to help participants map their feelings. 4. **Social media and digital literacy**: we educate young people on the safe and effective use of social media. For instance, participants create a "Digital Footprint Map" to understand the information they share online and discuss strategies for protecting their privacy and digital well-being. 5. **Creative thinking and improvisation**: using non-formal methods like improvisation games (e.g., "Yes, And" or "Word-at-a-Time Stories"), we encourage creative thinking, problem-solving, and teamwork. 6. **Erasmus+ opportunities**: we introduce young people to international mobility opportunities through Erasmus+ programs. In activities like a "World Café," participants rotate between stations to learn about specific projects, ask questions, and reflect on how they can get involved.   Through these events, young people gain exposure to new ideas, opportunities, and skills that they might not otherwise have access to due to their location. We believe in empowering them with the tools and knowledge necessary to reach their full potential. Non-formal education methods At "Keep the Change," we utilize a range of non-formal education techniques that foster active participation and hands-on learning. These methods include group discussions, role-playing, experiential learning, and creative workshops. We aim to create engaging and impactful learning environments where participants can develop real-world skills that they can apply in their personal and professional lives. Our commitment to rural youth A significant part of our mission is focused on supporting young people from rural areas who face fewer opportunities due to geographic isolation or limited resources. By visiting schools and youth centers in these regions, we provide them with access to the same quality of non-formal education that is available in larger cities. Through our workshops and activities, we show these young people that their background or location does not limit their potential. We also introduce them to the possibilities of international programs like Erasmus+, encouraging them to explore beyond their immediate environment. International youth work activities In addition to our local efforts, "Keep the Change" is heavily involved in international youth exchanges and training courses. Each year, we organize and participate in 7-10 mobility programs, enabling young people to travel, gain new experiences, and develop their skills in areas such as:   * **Personal development** * **Entrepreneurship** * **Digitalization** * **Communication andmanagement** * **Social media management** * **Well-being and health (mental and physical)**   We are proud to have partnered with NGOs from various countries, including Lithuania, Poland, Italy, Georgia, Spain, and more, offering young people opportunities to learn about different cultures, engage in peer learning, and bring new perspectives back to Latvia. Our international projects focus on essential topics such as gender equality, business development, sports, democracy, and environmental awareness. Key projects and activities in last 2 years (2023-2024)Local projects  1. **2024**: A seven-month personal development project for over 400 young people (aged 13-21) in Dienvidkurzeme region, conducted in collaboration with two youth centers, five high schools, and five NGOs. The project involves 40 non-formal education activities covering topics such as career development, digital skills, entrepreneurship, and emotional resilience. 2. **Female entrepreneurs empowerment**: Regular networking events where local women entrepreneurs discuss professional challenges, share strategies, and support one another. In 2024, we will also introduce a similar program for young women aged 15-18. 3. **Community bicycle events**: These events encourage physical activity and provide a platform for participants to engage in non-formal education activities, fostering social connections and community building. 4. **Local camps**: Organizing camps like “Explore Liepāja” and “Radi un Dari” to provide local and refugee children with educational experiences and cultural exchanges.  International projects in Latvia  1. **Youth exchange “GOLDEN COMMUNICATION” (2024)**: A communication-focused exchange where participants explore different forms of communication, both personal and professional. 2. **Training course on NGO visibility (2024)**: A program dedicated to helping organizations enhance their online visibility and use digital tools effectively 3. **YE “I GOT THE POWER” (2023)**- project in Georgia about gender equality and gender roles. 4. **YE “DO IT YOURSELF”** - youngsters learned how to develop their business ideas, had workshops about business management, communication, leadership etc. |
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**CHECK OUT OUR SOCIAL MEDIA**

| **FACEBOOK** | **INSTAGRAM** | **TIKTOK** | **YOUTUBE** | **LINKEDIN** |
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| <https://www.facebook.com/keepthechange.ngo/> | <https://www.instagram.com/keepthechange.ngo/> | <https://www.tiktok.com/@keepthechange.ngo> | <https://www.youtube.com/channel/UCFPkPIiEjbxX2oEyqGRgIhA/featured> | <https://www.linkedin.com/company/keep-the-change-ngo> |
| **@keepthechange.ngo** | **@keepthechange.ngo** | **@keepthechange.ngo** | **@keepthechangengo6531** |  |
| **Dissemination of project activities: 1.** Media communication- posts and videos on social networks, emails to schools and NGO's, personal contacts.  2. Press releases and media communication.  3. Local events to promote erasmus opportunities or to lead a session about specific topic – we have good cooperation with local youth houses, other NGOs (NGO “Radi Vidi Pats”, NGO “You+”, Business incubators and schools where young people “hang out”.  4. Arrange presentations or assemblies in schools to directly reach the target age group. Share the project's goals, activities, and opportunities for participation.  5.Organize workshops or seminars in the community to share insights from project activities. | | | | |

| **What are the skills and expertise of key staff/ persons involved in this application?** | **Andra Štāle** is the driving force behind "Keep the Change" NGO, with over 10 years of experience in both local and international youth work. Recognized as a skilled and certified youth worker by the Latvian National Agency and the Ministry of Education, Andra has made a significant impact on the NGO's growth and success. She is known for her ability to organize and facilitate various youth exchanges, training courses, and local events that focus on personal development, entrepreneurship, and non-formal education.  Andra not only manages the day-to-day operations of the NGO but also actively creates content for non-formal education sessions alongside young people. Her hands-on approach allows her to tailor activities that are engaging, relevant, and impactful. With a deep understanding of project management, she has successfully led numerous Erasmus+ projects, organized networking events, business workshops, and sports activities. Her strong leadership and management skills ensure that every event or project meets its goals while providing valuable learning experiences for participants.  Additionally, Andra has extensive experience in facilitating teamwork, critical thinking, and creative development workshops, helping young people unlock their potential. Her expertise in managing partnerships, grant applications, and international collaborations has solidified the NGO’s reputation as a leader in youth empowerment.  **Andželika** is a fresh yet vital addition to "Keep the Change," having worked with the organization for just over a year. Despite being new, she has quickly become an integral part of the team, actively contributing to the writing of new projects, managing partnerships, and creating promotional materials such as posters and social media content.  In addition to her work with the NGO, Andželika is the head of the local student council, where she gains valuable management and organizational experience. Her dual role as a leader in the student council and a coordinator at "Keep the Change" allows her to bring a unique perspective on youth leadership and engagement. She is also involved in running non-formal education sessions, where her enthusiasm and creativity help to inspire young participants. Her focus on building strong relationships with partners and contributing to the strategic direction of the NGO ensures the continued growth and success of the organization.  **Linda**, who has been part of the NGO for the past two years, is our go-to expert for all things social media. With a bachelor's degree in marketing, she excels at creating engaging and informative content that raises awareness about the NGO’s activities, events, and youth opportunities. Her marketing expertise ensures that our messages reach the right audience and make an impact.  Currently studying to become a doctor, she shares her knowledge about physical and mental health during workshops and sessions, covering topics such as well-being, healthy living, and stress management. Her dual focus on social media and health makes her an invaluable asset to the team, as she helps young people stay informed and balanced in their lives, both online and offline.  **Paula** is a key member of the team, specializing in mental health. As a future psychologist, she runs sessions that focus on emotional well-being, stress management, and mental health awareness. Paula's sessions are designed to help young people develop coping mechanisms, build resilience, and understand the importance of mental health in their daily lives.  **Madara** is a dedicated youth worker who hails from the rural area of Nīca. She has a deep understanding of the challenges faced by young people in rural areas, where access to educational opportunities is often limited. Madara organizes local activities in schools and youth centers.  **Agnese** is a key administrative support staff member at "Keep the Change" and is gradually expanding her role into youth work.  At "Keep the Change," we believe that our own growth as youth workers is just as important as the development of the young people we work with. That’s why, 2-6 times a year, our staff members attend various training courses both locally and internationally. These trainings allow us to continually refine our skills, stay up to date with the latest trends in youth work, and bring fresh, innovative approaches back to our local and national projects. |
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| **LEGAL REPRESENTATIVE and contact person** | |
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**SPECIFIC INFO**

**Will you involve participants from difficult situations that make their participation in the activities more difficult?**

We prioritizes inclusivity, and we actively seek to involve participants facing challenging circumstances that may make their engagement more difficult. Specifically, we give preference to individuals with a challenging economic background and those belonging to socially marginalized groups, including unemployed youth, NEET (Not in Education, Employment, or Training) individuals, and young people from rural areas. Despite their challenging situations, we've observed that these participants typically do not encounter difficulties in keeping up with and actively participating in project activities. This approach aligns with our commitment to providing opportunities for individuals facing adversity and creating an inclusive environment within our project.

**Which types of situations are these participants facing?**

Discrimination, lack of confidence, youth unemployment, economical problems, school dropouts.

**PREPARATION**

Project manager and Coordinator will inform our participants about details of the project and help them to plan travel, games, presentations and other enquired activities. Also, “Keep the Change'' team will organize online meetings before the exchange to prepare participants for activities during the project. Once participants will be in the youth exchange or training course, they will inform the organization about the project activities and we will make a few posts on the social media pages.

**FOLLOW UP**

**What is the expected impact of this project on your organization?**

**Networking opportunities:** Expect the project to provide valuable networking opportunities for my organization.   
**Enhanced organizational visibility:** Anticipate an increase in the visibility of your organization within the local community and beyond.   
**Skill development for organizational members:** Beyond the individual participants, the project can contribute to the skill development of our organization's members. This includes project management, cross-cultural communication, and leadership skills, which can benefit the organization in its future endeavors.  
**Diversification of project portfolio:** By engaging in activities that address the needs of young people with varied backgrounds, our organization can demonstrate its adaptability and responsiveness to a wide range of challenges.  
**Knowledge exchange with partners:** Through international collaboration, anticipate a rich knowledge exchange with partners. This can bring innovative ideas, best practices, and different perspectives to our organization, fostering continuous improvement.  
**Long-term impact on participants:** Beyond the immediate outcomes, we expect the project to have a lasting impact on the participants. As they find their career paths, become more active in the community, and develop critical thinking skills, they may also become advocates for our organization and its mission.

**How will this project impact your local/regional/national community? How do you plan to maximize this impact?**

The project will actively engage local participants, encouraging them to disseminate their gained experiences and knowledge within the broader local community. This may involve organizing community events, workshops, or presentations to showcase the project outcomes and foster a sense of community participation.

Participants will try to integrate into the ongoing activities of NGO "Keep the Change." This will ensure that the skills and insights gained during the project continue to be applied meaningfully within the local community.

Participants will serve as inspirations to their peers, motivating them to join the NGO, participate in similar projects, and develop their initiatives. This peer-to-peer influence can create a ripple effect, expanding the impact beyond the initial project.

We will do our best to share the lessons learned and best practices with other local NGOs. Like organizing workshops or collaborative events to enhance the capacity of neighboring organizations, promoting a collective effort toward positive community impact.

We always actively promote Erasmus+ opportunities locally to encourage more young people to participate in such projects.