

JULY 2019

SECTOR CONNECTOR

Helping businesses make a difference in their local communities



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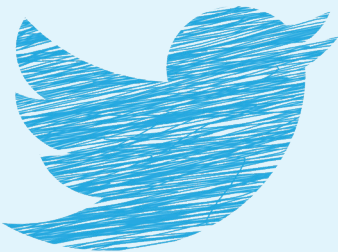
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FOLLOW US ON TWITTER!



After a break in transmission, @SectorConnector is back and raring to go on Twitter.

Follow us to find out the latest opportunities to support local voluntary and

community groups in North Tyneside. Or you can share your volunteering stories with us so that we can encourage others to follow your example. Our Sector Connector Twitter page is also a good way of letting North Tyneside voluntary organisations know of any support you can offer to them.

If you have something you would like to promote, or you are taking part in an activity as a result of Sector Connector, don't forget to tag us!

@SectorConnector

WELCOME



VODA's Sector Connector Coordinator Ian Dodds welcomes you to a special edition of the Sector Connector Bulletin.



Welcome to the special printed edition of the Sector Connector Bulletin, we've used this opportunity to launch our new-look Sector Connector logo and branding (see page 3).

Sector Connector supports businesses to get more involved with the community in North Tyneside by linking them with local voluntary groups which need help.

Many businesses are keen to offer their skills, expertise, time or other resources to help charities and small organisations – we help to match the support offered to community groups that need it. Businesses may offer support in a variety of ways:

- *Pro bono work.*
- *Delivering free training workshops.*
- *Sharing professional, business and academic skills.*
- *Mentoring and advice.*
- *Fundraising and collecting donations.*
- *Corporate volunteering.*
- *Becoming a trustee.*

Whatever your size of business, there is something that you can contribute. In addition to giving something back to the community, helping voluntary organisations in this way can also help you and your business by:

- *Helping to develop and use additional skills of you, your staff and apprentices etc. in a real time environment.*
- *Gaining testimonials for work carried out.*
- *Identifying new markets within the voluntary sector*
- *Identifying work that can be included as part of a Corporate Social Responsibility Strategy.*
- *Providing you with an insight of issues in communities and of the needs of a future customer base.*
- *Enhancing the reputation of your business in providing added social value.*
- *Empowering staff to get involved in local causes.*

For more information about this, and any of the opportunities mentioned in this newsletter, get in touch.

Ian Dodds

SECTOR CONNECTOR UPDATE

THANK YOU FOR MAKING SECTOR CONNECTOR A SUCCESS!



In March, the National Association for Voluntary and Community Action (NAVCA) presented Sector Connector with the Collaboration and Partnership Award at their first ever national awards in London. The NAVCA Awards have been designed to celebrate local third sector infrastructure – the unsung heroes of the voluntary sector – and a total of nine awards were handed out during the evening.

Robin Fry, VODA's Chief Executive, said "Sector Connector carried off the award in the category of Collaboration and Partnership Working as we believe it is a shining example of how the private and third sectors can work together for mutual benefit. Since the project began, over 100 businesses have engaged in Sector Connector, having a hugely positive impact on North Tyneside's voluntary and community sector. Collaboration is one of our five core values at VODA, and facilitating cross-sector partnerships is a key strategic objective. I am immensely proud of the work that our Sector Connector project has achieved to date, and look forward to seeing what the future holds."

Winning the Award would not have been possible without the valuable contributions that local businesses have made and the determination that corporate volunteers have to make a difference in their communities. So thank you for helping to make Sector Connector a collaboration that is recognised around the country.

NEW LOOK SECTOR CONNECTOR



Helping businesses make a difference in their local communities

You may have noticed our new logo on the front of this magazine. We felt that the project had developed beyond the original style and needed a new look to better reflect the professional standard of Sector Connector.

This new-look logo and branding has been kindly developed for us by our good friends yourPrintDepartment in North Shields. We are delighted with the new, more professional look, which also ties in well with our main VODA branding. Thank you to the team at YourPrint for all of your support! Find out more at www.yourprintdepartment.co.uk



If you work with Sector Connector and would like to use the logo on your website, please get in touch.

NOMINATIONS FOR THE NORTH EAST CHARITY AWARDS OPEN!!

The North East Charity Awards celebrate the achievements of the region's charity, voluntary and social enterprise sectors and also highlights some of the fantastic support businesses in the the North East provide.

The Awards on 17 October are hosted by the Gazette, TeessideLive, The Journal and ChronicleLive in association with Brewin Dolphin.

Three of the award categories are:

- Outstanding Charity Support by Large Companies
- Outstanding Charity Support by Small to Medium-sized Companies
- Corporate Charity Ambassador of the Year

You can nominate yourselves for these awards, so make sure you don't miss out. Or you might want to nominate one of the charities that you have worked with in North Tyneside for an award. See <https://reachplcevents.com/events/northeast/charity-awards-2019/> for full list of categories. Deadline 16 August.



HELP WANTED!

BACKPACK BUDDIES

Because hunger doesn't take a break at the weekend

Backpack Buddies is a social action project designed to address weekend hunger and food insecurity. Food insecurity is when a household is uncertain of having enough food to meet basic needs, due to insufficient money or resources. In those instances where a guardian may have to choose between food and other necessities such as heating, a child is considered food insecure.



VODA is working with the Bay Foodbank and with schools and community centres to identify children and young people that are at the greatest risk of food insecurity, who may have access to school meals but have little to eat at the weekend. For example, over 90 percent of the children in one North Tyneside school attend a breakfast club each day, of these, most are on free school meals and 50 to 60 percent of those children have some additional input from social services with a multiagency support, special education needs or child protection measures. A significant number are therefore classed as food insecure.

BACKPACK BUDDIES DONATION WISH LIST

- Small boxes of cereal
- Crisps - baked type eg. Pom Bears, Skips, Wotsits, Snack a Jacks, Velvet Crunch
- Cereal bars/breakfast biscuits
- Pots of fruit in juice - not in syrup
- Mug shots
- Instant noodles (not Pot Noodle)
- Small tins tuna/cooked meat
- Baked beans in snack pots
- Small cartons UHT milk - not flavoured
- Jars of savoury spread
- Angel Delight/instant dessert
- Pots rice pudding/custard
- Jelly pots - low sugar or sugar free
- Cup a Soups
- Crackers or rice cakes
- Unsweetened popcorn
- Dried fruit

Backpack Buddies is a pilot project which is big in the USA but has not reached the UK – until now! The idea is to provide a child or young person with a bag of healthy snacks to take home from school at the weekend, in order to address food insecurity. Donations of healthy

snacks are always welcome. VODA recently held a Packing Party with staff from Accenture and Capita to prepare backpacks for vulnerable children. The volunteers gained a real insight into some of the issues faced by struggling families in North Tyneside.

“ I have gained more knowledge and better perspective of what is happening within the community”

“ It has helped me to understand social problems”.

Even in the early stages, Backpack Buddies is already making a difference to children's lives.

2 beneficiaries of the Backpacks are young carers who look after their parents.

1 child has Special Educational Needs and their parent has recently been made redundant. Pressure has been taken off the family with the intervention of a Backpack.

1 child speaks English as a second language and is new to the area. The school has found the family hard to reach, but when the child displayed signs of food insecurity, the school was able to respond with help from Backpack Buddies.

There are plenty of opportunities to get involved, you could host a food collection box, hold a food donation drive, or raise awareness of the scheme. For more information of how you could help, contact Rebecca Southern by emailing rebecca.southern@voda.org.uk

Backpack Buddies is one example of where a group of volunteers coming together to deliver a social action project can really make a difference to the lives of others. If you and your colleagues have a cause that you're passionate about, and are interested in developing a social action project of your own, give us a call. We can provide you with some hints and tips and may be able to put you in touch with organisations that can help.

SPRINGFIELD COMMUNITY ASSOCIATION NEED YOUR HELP!

Springfield Community Association in Forest Hall is looking for teams of volunteers to help them to clean and repaint decking and fencing at their centre. Contact Ian Dodds on ian.dodds@voda.org.uk for more information.

A SPOOKY HALLOWEEN TEAM CHALLENGE

Fancy using your creative talents to create a fun golf target? Rookie Sports provides activity programmes, promoting physical, emotional and mental wellbeing and in particular delivers fun Rookie Golf sessions for older people in community venues and residential homes. The activity sees older people hit golf balls under, over and off giant targets. Not only is it a great way to keep fit but it's a brilliant social event – and all without having to go outdoors.



One of the highlights of the year is the Halloween Rookie Golf Festival which this year will take place at the Linskill Centre in North Shields. A carousel of games is set up and teams are given a limited time to play each target, before moving on to the next target. Scores are kept and the winning team is presented with a trophy at the end.

Rookie Sports is looking for teams of volunteers that can design and build some bespoke Halloween targets, as can be seen in the pictures, Rookie Sports has adapted some of its normal targets in the past, but this year is looking for five teams of volunteers to plan and develop some innovative and fun targets.



We want to see who can create the spookiest and funniest targets so let your imagination run wild!

If you're interested in this Team Challenge, Rookie Sports can host a session for you to find out more about how the game is played before you design your target, and you can also come along on the day and help out at the festival.

For more information, and to register your team of volunteers, contact Ian Dodds at VODA ian.dodds@voda.org.uk



SPIDER TRAP – the aim is to putt the ball through the spiders' legs to score points.

CLIC SARGENT: YOUNG LIVES VS CANCER

Can your business support our appeal to provide a Home from Home neighbouring the RVI in Newcastle?

CLIC Sargent aims to work with, and for, children, young people and their families to limit the damage cancer causes beyond their health.

One of the key ways they do this is through "Homes from Home", which provides a home-like environment where families can stay, helping to keep families together when it matters most.

In Newcastle, the RVI is a specialist childhood cancer treatment centre which serves the North East and Cumbria. Currently there is no Home from Home in Newcastle, but one is badly needed! Across the North East and Cumbria there are so many families who live over 60 miles from the hospital. The practical and financial implications for families having to make such long journeys multiple times during each treatment cycle are huge, and while CLIC Sargent does offer financial grants to help with travel costs, it wants to go further to ensure that people from the North East

and Cumbria have a place to stay next to the hospital.

CLIC Sargent is looking to raise £50k towards the appeal this year and to do that it needs the support of local business. If you or your colleagues are able to hold a coffee morning or fundraiser to raise a contribution, no matter how small, to Home from Home, please contact Emma Edmondson (Fundraising and Engagement Manager – NE & Cumbria) call 07500 961049 or email emma.edmondson@clicsargent.org.uk to find out more information about how you could lend support over the coming year.

YOUNG LIVES
vs CANCER
CLIC SARGENT

OPPORTUNITIES

ST OSWALD'S BUS TAKEOVER CHALLENGE

St Oswald's Hospice has taken delivery of a brand new charity bus – Ozzie Bus – which has many on-board facilities including a heating system and kitchen and it can be converted into everything from a meeting room to a shop or workshop facility.



Whilst the bus will primarily be used to reach outlying communities, St Oswald's can make the bus available to businesses around the North East that might want to run a 'Shop Takeover' challenge to raise funds for the Hospice.

The Hospice can bring the bus and park it in your company car park for the day, allowing teams of between four and eight people to work together to run a pop up charity shop for the day and see who can come up with the most creative way to make money.

The Hospice will provide initial stock, but you can always get colleagues to bring additional donations and come up with "Apprentice style" ideas to attract custom. It's a fun way to help out a good cause. If you're interested in Ozzie Bus coming to your business, contact Ian Dodds at ian.dodds@voda.org.uk.



CAN NORTH TYNESIDE VOLUNTARY ORGANISATIONS HELP YOU?

A number of voluntary organisations in North Tyneside are offering Sector Connector businesses the chance to find out more about their work and the issues that they deal with that might be of use to the business and its employees:



Healthwatch North Tyneside is looking to give businesses and their employees a voice

when it comes to shaping North Tyneside's health and social care services. If you are interested in talking to Healthwatch about how local health and care services could be changed and improved, contact Amanda Graydon on A.Graydon@healthwatchnorthtyneside.co.uk



Age UK North Tyneside If you have staff or colleagues that are thinking about taking a

step towards retirement, Age UK is offering a limited number of sessions for Sector Connector businesses to help them prepare for life outside of work. For further information, please contact Sonya Roe on sonya.roe@ageuknorthtyneside.org.uk

SECTOR CONNECTOR WORKSHOPS FOR BUSINESS

Later this year we are hoping to host a couple of free workshops run by voluntary sector organisations and aimed at business.

Workshops under consideration:

- Everything you ever wanted to know about becoming a trustee
- How to support employees and customers with visual impairments
- Employing people with a learning disability

We welcome your feedback on these and any other topics that are of interest to you. Email Ian Dodds with your suggestions at ian.dodds@voda.org.uk.

SECOND BITE SOCIAL ENTERPRISE

Cedarwood Trust has lauched Second Bite with Evans Bistro and The Bay Foodbank to tackle food poverty, provide catering training and a route to employment for people living on the Meadow Well Estate in North Shields, Second Bite offers a full buffet service to local businesses, which allows them to provide 40 free meals per day to people suffering financial hardship. For more details please contact Wayne Dobson wayne@cedarwoodtrust.co.uk

TIME WELL SPENT

NCVO report looking at the future of Employer-Supported Volunteering.



In June, National Council for Voluntary Organisation (NCVO) published Time Well Spent – Looking at the future of Employer-Supported Volunteering (ESV). The report considers many of the types of activity that Sector Connector supports. Some of the key findings are:

- > **The need for greater focus on the volunteer**
Investing in the volunteer experience leads to benefits for the organisations and the beneficiaries that the volunteers help; employers who support and encourage them; and the volunteers themselves.

However, Employer Supported Volunteering (ESV) volunteers often feel that their volunteering could be better organised, is too bureaucratic and feels too much like paid work compared with regular volunteers.

Whilst the report suggests that in order for staff to get the best experience from volunteering, some employers should be less prescriptive about how employees give their time, enabling volunteering in roles that feel more personal and more meaningful to their staff. It also recommends that voluntary sector organisations need to be more welcoming, to explain to corporate volunteers about how their intervention is helping the organisation and to involve corporate volunteers in their wider activities.

Is this your experience of volunteering organised through Sector Connector? If so, let us know.

- > **Motivations matter**

Corporate (ESV) volunteers clearly want to make a difference. However, volunteers, volunteer-involving organisations and employers also have a range of other individual motivations which can shape the way they participate – and what they prioritise. This can lead to tensions and negative perceptions, and instances of volunteering which can be resource intensive for both the organisations and the volunteers, but which has little impact at the end of the day.

Do you feel that volunteering opportunities organised through Sector Connector are making the best use of volunteers' time?

- > **Addressing internal challenges**

Much of the work in making ESV successful is about volunteer-involving organisations and employers working together, but perhaps the first step is to ensure corporate volunteering has a place and a purpose within the organisation. Corporate volunteering should be driven by a dedicated strategy, and have buy-in at all levels. But additionally, voluntary organisations need to better identify their own needs and how corporate volunteers can help; employers need to promote a clear understanding of what volunteering is and isn't and that there are lots of different volunteer roles; and everyone needs to ensure that success is measured by the impact of the volunteering and not just numbers of volunteers/time spent.

Is there something that Sector Connector can do to help your organisation with any of this?

The full report can be downloaded at https://www.ncvo.org.uk/images/documents/policy_and_research/volunteering/time_well_spent_ESV_report.pdf



SPREAD THE WORD

If you know of other businesses that might be interested in giving some time to Sector Connector, please circulate this newsletter and ask them to get in touch with us. In particular, we are currently interested in the following organisations:

Architects/Structural Engineers

Advise voluntary organisations about new buildings, potential costings and help draw up plans prior to funding applications being made.

IT Businesses

Provide an MOT of the digital systems and applications used by voluntary organisations to help ensure they are fit for purpose.

App Developers

Advise voluntary organisations about the potential to create apps to benefit users

Construction Businesses

Advise and help with small, one-off joinery, building, plumbing and electrical projects.

Also, if any organisation can offer use of a publicly accessible foyer space that could be used as exhibition space by arts groups.

In addition, if you know of recently retired colleagues who would like to make use of their professional skills every now and then, point them in our direction. Otherwise they'll only get bored!



SECTOR CONNECTOR TESTIMONIALS

“ I have really enjoyed working with Sector Connector. I love to be able to help out organisations which otherwise couldn't afford professional help, and I love meeting people who care so passionately about what they do. Has it benefited my business financially? Yes it has, in both work directly referred from Sector Connector and in recommendations from those referrals. But more than that it's helped me clarify the types of clients that I need to work with to make me happy.”

Jackie Latham, Director, Jackdaw Web Design



“ I am proud to have worked with Sector Connector for over 18 months. Initially I got involved because I wanted to give something back to my local community. It was also a great way to raise the Turncoach profile locally, especially when I was presented with Sector Connector Community Friendly Business Award. I didn't imagine that as a result I would get enquiries, to deliver paid for in-house training, from the organisations of the people that attended the sessions. One delivery done and another being organised, it has proved to be a mutually beneficial endeavour.”

Ali Donkin, Director, Turncoach



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yourPrintDepartment:
www.yourprintdepartment.co.uk

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