



Aston-Mansfield

Generating community wealth for social change

CORPORATE INVOLVEMENT WITH ASTON-MANSFIELD

Many companies are recognising the value of working with local charities such as Aston-Mansfield as it provides advantages for everyone. This involvement could be for example, giving donations or in kind support, or allowing your employees to participate in volunteering.

Your employees can:

- have the opportunity to give their time and skills to projects which directly impact the lives of people in east London
- develop on a personal level and learn new skills
- build stronger relationships with their work colleagues through team activities
- feel the satisfaction of making a positive contribution to the community
- learn about the community of east London first hand
- have fun!

Your company can:

- support the local community in a very direct way
- develop a partnership with us and through that, with the local community in which you work
- use the projects as team building activities
- encourage employees to stay with you longer
- attract positive feedback about your business
- recycle still usable equipment or supplies into the community

Aston-Mansfield can:

- have access to the professional skills of people at the top of their game, which can enhance the skills and expertise we have in our own sector
- build a core of corporate partners who can be advocates for both east London and our organisation
- widen the awareness of the grass roots work being done by the people of east London for the people of east London

Who can volunteer?

Your employees can volunteer individually or come as a team. We can find opportunities for people at all levels, whether they want to:

- come for one day or on a regular basis
- offer the skills they have or do something completely different
- use their brains to plan or their hands to paint

They can be new to work and on their first team building exercise, or high level executives of long standing. They could be staff approaching the end of their “official careers” who want to have an active and contributory retirement. Or if your staff have student age children looking for work experience and internships, for a couple of weeks or their gap year, we can design programmes with and for them which will give them skills and experience for their future careers whilst providing support for us and the people of east London.

Aston-Mansfield, Durning Hall, Earlham Grove, Forest Gate, London E7 9AB

OPPORTUNITIES FOR CORPORATE INVOLVEMENT

WORK WITH YOUNG PEOPLE

We have our own youth groups at the Froud Centre in Manor Park and also play host to many other cross-cultural and educational groups for young people.

Newsletter:

We would like to start up a newsletter for and by all the youth groups who meet at our centres, so that they could have a channel of communication for issues important to them. This would need some initial expertise and guidance from people with appropriate skills.

Preparing for Work:

Unemployment is high in Newham and many young people cannot see a future for themselves in the job market, even though they are bright, eager and have a lot to offer.

Job seeking skills:

You and / or a team could run workshop sessions giving advice on how to put together a CV; search for a job; write a job application; prepare for a job interview, etc.

Mentoring:

Are you from a similar inner city background to these young people? You could use your personal experiences of getting into a good career to give guidance to a young person.

Work Placement:

Your company could offer opportunities for young people to come and work in your organisation, to give them a taste of a professional future to which they could aspire.

Developing the skills base:

You and / or a team could run workshops on skills such as time and project management, which could help with planning school work and lay the foundations for university and professional life.

You could work alongside young people developing their IT skills

Leisure:

Educational / Fun trips:

You could plan a day trip out for the children in the summer holidays. This could be to a museum or gallery, a city farm, or a local landmark.

After School Club:

Our After School Club runs at the Froud Centre every week day during term time and you could design and run an activity session or help with homework.

Creative Arts:

You could run a session for the youth group in creative activities like singing, dancing, d-jaying, art, playing an instrument, etc.

Sports:

We have a lot of sports activities for the youth group. You could run a session or support the training programme or work with particular groups in developing sports teams.

WORK WITH COMMUNITY DEVELOPMENT

Workshops:

Our Community Involvement Unit runs workshops and seminars for small local voluntary and community groups in order to support their growth and development. We would welcome representatives from departments such as Marketing, Human Resources, Public Relations, Customer Service, Accounts, etc, coming to run a half day / full day seminars to the voluntary groups who use the services of Aston-Mansfield. This type of work would impact on the wider community and be a valuable way of disseminating information and training.

Support a Community Group:

You could serve as member, treasurer etc., on the management committee of a local community group (e.g. Community Transport) identified by Aston-Mansfield. The groups with whom we work cover areas as diverse as supporting Asian women living with domestic violence; children with parents who have AIDS; sporting projects; refugees and asylum seekers; work with young people; work with elders; health issues; and training.

You could help adult learners with spoken English or reading skills at ESOL and basic literacy classes.

Supporting and Promoting National Initiatives:

There are several national initiatives which could use the work of Aston-Mansfield to raise awareness of issues locally. These could be team building projects to plan events, for example, working with Aston-Mansfield staff and users. Examples are:

- Refugee Week (end of June)
- Black History Month (October)
- One World Week (October)
- International Children's Day (20 November)

SUPPORTING THE INFRASTRUCTURE OF ASTON-MANSFIELD

In order to work effectively as an organisation, we are always looking to improve our infrastructure, services and skills base.

Strategic Planning:

We have a five year strategic plan which is reviewed annually. Out of this plan, we often require feasibility studies / research / strategies in order to develop and forward our plans. These projects could be excellent to be used by people within your organisation who are studying for MBAs and similar business qualifications. These could include:

- feasibility of developing current and future charity shops
- development of further income generating opportunities
- public relations and media strategy

- staff development programme
- development of publications by Aston-Mansfield

Public Relations:

Marketing and PR is undertaken within a context of a small budget and one member of staff using one quarter of their time on all PR work. We have excellent word of mouth from our users and people who know about our centres, but very little other external PR activity. We have a great deal of very successful work happening throughout our centres, but we are not as good as getting these stories out to the public. We would welcome help in designing a PR / marketing strategy and in designing our Annual Report. (A full PR brief is available on request.)

Mentoring:

Our Centre Co-ordinators have a great many skills, but would find guidance in some areas of management extremely valuable. They can then pass their knowledge onto their colleagues, so the development process is continual throughout the organisation.

Developing the Skills Base:

You could run workshops for our staff on, for example, developing skills on IT software; how to run an appraisal; time and project management; etc.

Maintenance of Community Centres:

Our two community centres in Newham are in continual use by 30,000 people every year. During the course of the year, the facilities receive considerable wear and tear. There are always areas which are in need of redecoration, cleaning and renovation. Programmes of work can be put together dependent on the size of group and time available to them.

In Kind Donations:

Any money which we can save in running our organisation goes directly into our programmes. Therefore, if we can have items which we would otherwise have to purchase donated to us, this has a direct impact on us delivering our services.

Do you have rooms in your building which you would be happy to let our staff use for away days, team building days, fundraising functions?

Do you have spare equipment, office supplies, etc., which are surplus to requirements?

Have you recently decorated your offices and have spare supplies of paint, carpet, etc., which we could use to decorate a room in one of our centres?

Do you have in-house printing facilities where we could run off small print jobs for free?

FUNDRAISING

Events:

Are you planning to run a marathon, abseil down a mountain, swim the Channel? If you are undertaking any activity like this and would like to support Aston-Mansfield through fundraising, we can help by supplying information and sponsorship forms.

Mobile phones:

We can raise £3 per mobile phone which we collect and recycle. You could give us your phone, or you could collect phones in your company and send them to us. (Perhaps you could have an inter-company competition to see which department can collect most phones?)

Raise money just by searching the web:

www.everyclick.com is an internet search engine which donates half its' revenues to charity. Just make www.everyclick.com/uk/astonmansfield your home page or search engine and make sure you use it whenever you search the web. Each time you use it, it raises funds for us and it does not cost you a penny.

Durning Hall Charity Shop:

We run a charity shop in Forest Gate which has a pricing philosophy to keep prices low on necessary items so that goods are affordable to those who need them, but with higher prices on goods which are more like luxuries.

You could come and volunteer in the shop, helping to sort goods, or serving customers.

You could run a campaign in your company to get people to bring in old clothes, books, CDs, videos, household goods, bric-a-brac, etc., which can then be sold in our shop (any special items can be sold on eBay, to ensure a wider audience and better price).

OTHER WAYS IN WHICH YOU CAN SUPPORT US

Payroll Giving:

Employees can make a regular gift to Aston-Mansfield through their pay packet. They just need to tell their employer how much they want to give and how often. Their gift is then transferred to Aston-Mansfield from their pre-tax wage without them having to do anything else.

For more information, contact:

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