

friends connect

Hospital & Community Friends 'Caring in Partnership'

Issue 7
Summer 2004

Managing diversity
diversifying your group

Friends Week 2004
Are your plans underway?

Friends on 'the street'
We're in the media

Working in partnership
Prison visitor centre opens

Harlington's Diversity Success



Enthusiastic volunteers at Harlington Hospice

In this issue dedicated to diversity, we talk to Poonam Chandra from Harlington Hospice about recruiting ethnic volunteers...

"When it all started I was wondering 'will this ever take off?'" admits Poonam, talking about her mission to reach ethnic minorities in the area in which she works.

Poonam is an active access worker – recruited last autumn by Harlington Hospice, Hillingdon, to encourage the involvement of ethnic minority communities in every aspect of the charity's work.

Working from the premise that ethnic minorities make up 27.5% of Hillingdon's population, the Hospice felt that this diversity should be reflected by activities run by the hospice as well as by the staff, both paid and volunteers, who worked with them.

But why might ethnic minorities be reluctant to get involved without Poonam's help?

The idea of strangers looking after your elderly may be familiar to the British culture, but, Poonam explains, it is very foreign in cultures where the children are traditionally the carers.

"There are many multiple forces at play here," Poonam says. "I have seen families fighting over the issue of whether the younger generation will look after the elderly. Second and third generation immigrants have their work and social lives to take up their time. This means that the elderly still need the help but they feel they can't come forward- it is a pride issue- they think 'If I go there, what will people think? They'll think that my family won't look after me'."

Part of Harlington Hospice's strategy of reaching out is to increase the number of people on their staff who

Elderly people sometimes feel they can't come forward – they think 'If I go there, what will people think?'

come from those ethnic communities. The benefits are two-fold. Not only will ethnic patients see people who look like them – the comfort of which most of us take for granted, but ethnic volunteers will also be able to talk to patients in their mother tongue – a reassuring addition to their level of care. Poonam says, "Initially, when we had South Asian patients coming in, sometimes they just wanted someone of their race to ride along in the car with them." The fact that Poonam and others were willing to do that made such a difference to patient's confidence. "Physically being more similar, the connection is more familiar," Poonam explains.

To read on, turn to page 4....

About Friends

Over 43,000 volunteer Friends raise around £45 million every year for health and social care in the UK. They also support by running hundreds of shops, cafes, social groups, transport and visiting services.

Since September 1st 2003 our headquarters have moved from Colchester to London. All correspondence should now be sent to the new address:

NAHCF
11-13 Cavendish Square
London, W1G 0AN

Tel: 0845 450 0285
Fax: 0207 307 2571
Email: info@hc-friends.org.uk
Web: www.hc-friends.org.uk



FriendsWeek '04 18–24 October

What are your Friends up to?

Find out at specially organised events across the country.

www.friendsweek.org.uk

Conference season success

As we head into the summer season the NAHCF staff and Friends groups leave another successful conference season.



A Barbershop choir entertains the guests at the Wales conference

The regional teams including, the new Development Officers, Chairs and Officers have been busy organising these opportunities held every year. These get together give the opportunity for Friends groups to learn, celebrate, and discover new opportunities in driving the work that they do forward. Many conferences gave the opportunity to hear keynote speeches on subjects such as developments at the National from NAHCF Chairman, Baroness Emerton and Chief Executive, David Wood. While head office staff and guest speakers gave tips on encouraging a more diverse group of volunteers - with specific reference to ethnic, disabled and young volunteers. For the first time Friends in the regions met the new National staff. They were given the opportunity to ask questions, take part in workshops enabling

Friends to think in new realms in relation to, grant seeking, marketing, volunteer recruitment and working in partnership with other local and national bodies. Conferences were held across the UK in the South West, South East, North East, West Midlands, Wales, Scotland and London regions and were enjoyed by all. The Saturday evening of the Wales Conference in Wrexham, saw Friends and head office staff enjoy a super meal at the Holt Lodge Hotel and a concert from a female barbershop choir, whose 'piesta résistance' was the song 'That's what friends are for'. We are sure that all groups that attended the conferences valued the experience, and would recommend those that missed out to attend opportunities such as this next year.

Sign up to the new 'Friend Through Membership' scheme

You can now support the work of the National Association of Hospital & Community Friends by joining our new 'Friend Through Membership' scheme.

The NAHCF is a membership organisation formed in 1949 which cares in partnership with around 800 UK charities working to enhance the quality of life for people suffering ill health, disability or social disadvantage. Through this partnership we aim to promote and support the work of our

members through professional Regional Coordinators, grants, information and guidance on best practice, a high rate deposit scheme, comprehensive low cost insurance, conferences, publications, negotiated discounts with suppliers, merchandise and support materials for fundraising.

We also take an active interest in lobbying government and other health and social care agencies to make effective policy. If you believe in our work and would like to support us, please consider becoming a 'Friend Through Membership'.

As a member, you will then receive:

- an exclusive 'Friend Through Membership' lapel badge
- subscription to the quarterly 'Friends Connect' magazine that will keep you up-to-date with all the great work being done by the Friends charities all over the UK – and also all the latest news from the NAHCF
- a personal invite to the Annual General Meeting regional and national conferences.

Friends feature on Coronation Street

Not only have friends been cracking the local media, but nationally our profile is being raised too!



Characters Emily Bishop and Tracy Shaw from the nation's most loved TV soap

Emily Bishop is a long term character on Coronation Street, played by Eileen Derbyshire. Emily's storylines have been many and varied, but there's nothing she likes better than to lend a helping hand in her local Friends group. A spokesperson from Coronation Street said: "Emily has always been involved with that type of community project. She is a very caring type of person who has put others before herself on many occasions. She has a very strong sense of community and will continue to be involved in such projects as the Hospital and Community Friends".

giftaid it

Would you turn down the chance to increase your income by 28%? Of course not – so don't ignore Gift Aid.

It provides a great opportunity for charities of all sizes to increase the value of their donations. The scheme allows you to reclaim the basic rate tax on donations, however small, from individuals. Already many charities with different causes, donor profiles and fundraising methods have increased their income as a result of Gift Aid.

It is easier than you think
Gift Aid is now much, much simpler. There are no complicated forms for donors to fill in – they just tick a box or make a phone call and give you their name and address. You only have to obtain donors' consent once and then all their subsequent donations can be covered. Declarations can even be back-dated to cover donations from 6 April 2000. Claiming the tax from the Inland Revenue is simple and most fundraising software packages will produce the claim for you. Or you can produce claims manually.

Convinced?
So how do you persuade your donors? Donors may be unfamiliar with Gift Aid and may need to be encouraged to make a declaration.

- Here are some ideas on how to do that:**
- Emphasise the positive. Donors often think it sounds too good to be true and are looking for the catch. And they may be suspicious of 'small print'. So make sure you explain that it won't cost them anything extra to use Gift Aid. Let them know what sort of difference it could make, for example what the extra money could buy.
 - Consider when is the best time for you to ask for a declaration. Some donors prefer to be asked when they are approached for a donation, but some charities have found it better to ask once a donation has been received. Consider what works best for your donor group.
 - Telephone donations provide a good opportunity to request a Gift Aid declaration as you can explain Gift Aid in a user-friendly way. Comic Relief secured Gift Aid declarations from about 80% of those who made donations by phone during this year's appeal. They used a simple explanation which told donors that Gift Aid would add 28 pence to every £1 donated.
 - Remember to ask for Gift Aid declarations when you ask for online donations. Online donors tend to respond positively - and their details can go straight on to your database for the purpose of making claims so there is no extra inputting to be done.
 - Be consistent in the way you describe Gift Aid so you can build up levels of donor recognition.

For more information on Gift Aid please visit the Giving Campaigns website at www.givingcampaign.org.uk There you can download the Gift Aid logo and Tool Kit to get you started. Those without the internet can call 020 7930 3154 or 01686 611051 if in Wales.

*adapted from the Giving Campaign – Gift Aid Leaflet – www.givingcampaign.org.uk



Welcoming Angela Roberts

Angela, our new Regional Development Manager was born in Newcastle, New South Wales, Australia.

She has a degree in Communication Studies, and is currently doing a degree in complimentary therapies in her spare time. Before joining the NAHCF, Angela worked for the Voluntary and Community Sector Partnership Team in the Department of Health (DH). Her role involved policy making and redesigning funding schemes. She also had a large amount of involvement with the voluntary and community sector. Angela's appointment with the NAHCF switches her focus to working in the sector itself. Her knowledge of policy and funding will aid in enforcing and strengthening our link with the DH. In addition to these great qualities

Angela offers a wide and complete knowledge of the statutory sector. Angela's decision to join the NAHCF was partly built on her impression of the work done by Friends groups across the UK. She said, 'I'm very excited to have joined the NAHCF. I was amazed to discover the range of wonderful projects the Friends groups are working on and hope to be able to help them with better access to national information, initiatives and funding schemes.' Many of you will have met Angela already, seeing as she volunteered to attend both the Brighton and Birmingham conferences this year.

Angela also has the privilege of overseeing the Regional Development Officers. Angela's long-term aim is to source greater national and regional areas of funding to support new initiatives, find new volunteers and to capitalise on regional government changes for members. Of course she will also continue to improve our influence over regional and national health and social care policy. Angela enjoys seeing live music and has a passion for travelling. She also has taken time out to volunteer, mainly through work experience for a youth theatre in Australia and as a graphic designer for a health college.

ITV makes TV stars out of Friends

When ITV channel Meridian was looking for outstanding community volunteers to star in their spring programmes, it was no surprise to us that they thought of the Friends.

Meridian filmed volunteers teaching, gardening, befriending and going about their usual tasks. Patients were also interviewed for one and a half minute slots, broadcast in March.

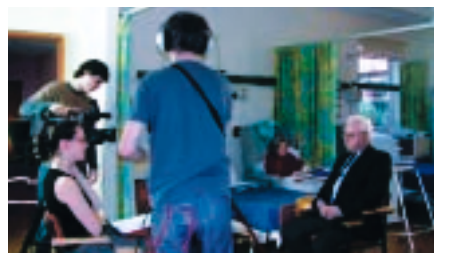
South West Regional Development Officer, Pat Baggott was on hand to capture the stories featured in the filming.



Brenda Bigg – Volunteer Art Group Leader
Brenda first started working with a patient referred for Speech and Physiotherapy – the common bond was their interest in Art. Brenda is keen to point out that from her point of view art was a hobby for her, but a hobby which proved invaluable to patients. The weekly art class was a natural progression from there. Brenda said, 'I enjoy working with the patients who certainly seem to gain a tremendous amount from the class.'



Peter Hawkins and Harold Durrant – Volunteer Gardeners.
Peter and Harold hard at work, even at this time of year there is work to be done to ensure that the patients have a pleasant place to sit. The garden was started by these two willing volunteers. Peter commented, 'My hobby is gardening, it's great that it gives the patients so much benefit and pleasure.'



Merl Burgess – Patient
Merl gets a range of support from Friends at Blandford Hospital both as an in-patient and when she is at home, through the befriending, transport and shopping schemes. Merl thoroughly enjoyed the filming. Merl said, 'I am very much looking forward to sending a copy of the video to relatives in New Zealand.'



Jo Izzo – Deputy Chairman and patient volunteer
All that Jo could say after the filming was, "That was awful - I'm going home now!", such modesty. Jo fulfils many roles for Blandford Friends, not least offering a listening ear and gentle support to patients.

Paying by Direct Debit
Making your donation by Direct Debit allows us to plan financially.
To obtain a Direct Debit Instruction Form please call 0845 4500285 or tick this box and complete and return the form to the address below.

Paying by Cheque
 I enclose a cheque for £ _____ (suggested minimum donation £20, made payable to NAHCF)

giftaid it

Add nearly 30% to the value of your gift simply by ticking this box – we'll do the rest.

Note: to qualify, you must pay an amount of income tax and/or capital gains tax at least equal to the amount NAHCF will reclaim.

Please print your contact details here:

Title: _____

Surname: _____ Forename: _____

Address: _____

Postcode: _____

Telephone (inc. area code): _____

Mobile No: _____ Email: _____

Feel free to photocopy this form for your friends



www.buy.at/leagueoffriends

Online shopping brought to you by the National Association of Hospital & Community Friends

Mouth-watering success



Crawley Friends and helpers raise funds through curry night

When the League of Friends of Crawley Hospital ran their first curry night, two gentlemen from the committee arranged everything. Their families cooked the vegetarian food and local Indian restaurants donated the meat curries. Lesley from the Friends group said, 'As much as you could eat and a drink for £10 meant we sold 120 tickets in record time and the evening was a huge success raising £1004.'

As a result of the success of the evening and by popular request they now plan to hold three a year. The next one will include Indian dancers and they hope that by joining in with them they can burn off the calories and keep fit as well!

Partnership Provides Friends Prison Visitor Centre

A new café-style visitors' centre has opened at Coldingley Prison, Surrey, that will provide family and friends with refreshments and a comfortable place to sit while waiting to see inmates. Friends of Coldingley(FOC) was set up in November 2003 with the task of raising funds for the new centre.

The NAHCF was involved from the outset through our South East Regional Development Officer, Terry Bishop and we are excited at the projects completion in just five months.

Vicki Turton, chairman of FOC, said, 'The centre will provide refreshments and shelter to visitors, especially those traveling long distances and who may have to wait around.'

Prison governor Paul McDowell was in praise of what the NAHCF and FOC had done. He said, 'A visitors' centre here at Coldingley is long overdue and the time taken to achieve this has been incredible. This is a huge achievement and the people who visit the prison will appreciate it immensely.'

The project had been completed, but there was something missing – toys! Toys are a real help for children

waiting to see their mum or dad in prison. The NAHCF approached Prison Fellowship(PF) to see if they could help.

One of the ways that PF volunteers support prisoners' families is through their Angel Tree programme. They raise funds to buy, wrap and send Christmas presents to prisoners children on their behalf.

The volunteers at a PF Angel Tree group in Rochester, Kent heard about the Friends plight and responded by kindly donating four enormous bags of toys to complete Coldingley Visitors Centre via the Coldingley Prison Fellowship group, who in turn were able to donate £100 to the project from their own funds.

Peter Walker, Prison Fellowship Executive Director, said, 'It has been wonderful to see local Prison Fellowship groups working together and in partnership with NAHCF and their supporters, to provide such a worthwhile and important facility for those who visit prisoners in Coldingley.'

This is true testament to how partnership working can make a difference.



From left: chairman of FOC Vicky Turton, NAHCF vice president Lady Aird, and prison governor Paul McDowell cutting ribbon. Photo: Grahame Larter, Woking News & Mail

For more information visit:
[HM Prison Service www.hmprisonservice.gov.uk](http://www.hmprisonservice.gov.uk)
[Prison Fellowship England & Wales www.prisonfellowship.org.uk](http://www.prisonfellowship.org.uk)

Harlington's Diversity Success

Continued from the front page...

Another successful strategy, this time in attracting volunteers, was when Poonam spoke on a local Punjabi radio station back in February. Five volunteers came forward from just that one broadcast. The total number of ethnic volunteers working with the Hospice, at the time Friends Connect went to press, was 28. There has also been contact with the Hindu society at Brunel University, with the possibility of organising an Indian high lunch. In efforts to reach people with information, Harlington Hospice has organised for the printing of their leaflets in eight different languages. Poonam is happy to put hours of effort into these initiatives but, she says, "It is my aim for those hours to be converted into relationships."

It looks as if the time Harlington Hospice has invested into ethnic minorities is really starting to pay off. A local Sikh organisation contributed £100 towards an Easter egg hunt that the hospice ran in the spring. People are willing to contribute towards charities they feel they can trust and relate to. Poonam sums it all up nicely when she says "My job is to create awareness – funds will follow."

Are you working with ethnic communities in your area? Perhaps you have some ideas that you could share with other Friends Connect readers? We aim to have 'update' sections relating to features we have done, so do email or send us your ideas to the address inside the back cover.



Volunteer helpers at Harlington Hospice. Active Access worker Poonam Chandra front row second from left

Poonam's ten point plan:

1. Communicate and seek commitment from all members of staff, volunteers & patients.
2. Recruit service staff and some members on the board of trustees' from the ethnic communities.
3. Conduct research on the issues related to hesitancy from these communities.
4. Run training sessions based on findings for all service providers.
5. Adopt a culturally flexible approach to the content of palliative care on the subject of death and dying, diet & gender norms.
6. Liaise on regular basis with social, business, faith groups and health and social care professionals.
7. Recruit young volunteers from schools & colleges.
8. Create awareness by propagating the works of your group through the media.
9. Acknowledge the contributions of the volunteers in your newsletters and otherwise.
10. Provide full support initially, to ethnic volunteers to help with integration.

Diversity in Volunteering

Is the number of new volunteers coming forward to your group dwindling to a trickle? Have you relied on word of mouth to recruit volunteers?



Then maybe you have been pulling from the same source for too long and it has simply run dry. Take a look at how diverse your volunteer base is. Is the old adage 'You attract what you are' ringing true? Never fear, there is a way for you to attract a broader range of people and this comes through encouraging diversity in your group.

A good definition of diversity in relation to volunteering is given by the National Centre for Volunteering, 'A diverse organisation is one which values difference.'

It is one which recognises that people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions. Diverse organisations encourage and harness these differences to make their services relevant and approachable.

A diverse organisation draws upon the widest possible range of views and experiences, so it can listen to, and meet, the changing needs of its users, staff, volunteers, partners and supporters.

We all know that our population is changing and our groups need to reflect people's increasing diversity to be relevant and effective. Many of the groups that we have seen close over the years have and the mindset of 'That's not the way we have done it in the past', thus have not adapted to the changes that a progressive society brings. By recognising change and accommodating difference, Friends can ensure they meet individual needs, thus engaging a greater representation of their community in the cause they are championing.

You will find that as a diverse group you'll have a lot more volunteers to choose from. These are only some basic pointers to consider when approaching managing diversity in you volunteering. More detailed help can be found in the following places:

- Books/ publications**
Are you looking at me?
 ISBN 07199 1636 4
 This resource will be useful for small voluntary organisations, as well as large organisations seeking to audit their diversity practice.
Making Diversity Happen! A Guide for Voluntary and Community Organisations
 ISBN 07199 1631 3
 A practical guide with case studies and checklists.
 Both available from the NCVO Shop
 0800 2 798 798
shop.ncvo-vol.org.uk
Websites:
 Diversity Challenge
www.diversitychallenge.org
 Info on increasing the diversity of your volunteers
- Voluntary Matters**
www.voluntarymatters3.org
 Videos and advice on volunteering issues from the Media Trust
- National Association for the Care and Resettlement of Offenders**
www.nacro.org.uk
 Info and advice for people working with ex-offenders
- Commission for Racial Equality**
www.cre.gov.uk
 Information on the Race Relations Act, equal opportunities policies and a ten-point implementation plan
- Refugee Council**
www.refugeecouncil.org.uk
 Further information on asylum seekers' rights
- Disability Rights Task Force**
www.disability.gov.uk
 Government information on disabled people's rights and the law.

Adapted from www.volunteersweek.org.uk with permission



www.buy.at/leagueoffriends

Online shopping brought to you by the National Association of Hospital & Community Friends

Friends update

Friendliest Charity Shop



Mansfield and Sutton Hospital Friends plus shop.

A successful shop, established a year ago by Mansfield and Sutton Hospital Friends, has raised £10,000 profit to donate towards patient care. The charity shop, which has been nominated the friendliest in the area, will enable patients at the community hospital to have new wheelchairs and mattresses, and will purchase a dialysis machine for Kingsmill Hospital.

Ultraviolet lights



L-R: a staff nurse; Dr Bowers the consultant dermatologist; and guild of friends committee members.

TWICE the number of patients at Cambourne-Redruth Community Hospital can be treated for skin conditions locally, thanks to the recent donation of an ultraviolet cubicle by the Guild of Hospital Friends. The cubicle, which cost over £12,000 will ease demand at the main hospital in Truro.

Play it again Sam

Musical instruments are just one of the pleasures provided by the Friends of South Tyneside Hospitals, for special care patients in their Bede Wing. These, along with £292.74 worth of footstools, a £12,500 patient transfer monitor and a Baxter Epidural pump costing £8,500, were donated after a very successful year of fundraising.

Having a ball



Guests sit down for dinner at Powderham Castle. Photo: Guy Newman.

Dancing by moonlight was just one of the treats in store for those attending the charity ball held at Devon's Powderham Castle in March. The event, organised by Exeter Leukaemia Fund, started with a champagne reception, and was followed by a five course meal, musical entertainment and a casino. The annual event is a useful PR exercise- last year more than £15,000 was raised from business partners in the wake of the ball.

Blast from the Past

ONE HUNDRED years worth of Monmouth Hospital memories were celebrated recently when the hospital's Friends arranged a special reunion of past and present staff. Miss Doreen Price, who served at the hospital as long ago as 1930, was able to attend along with Mrs Pat Alban, a nurse from the 1940s. Ninety people were present at the special day.

Get your cash here!

Balderton League of Friends for Community Care know how to make themselves very popular. They recently gave away £77,000 on the occasion of their closure. Grateful recipients included past patients, contacted by the Friends who were given contributions towards music centres, theatre outings, decorative lights and all sorts of fun.

Biggest quiz, big profits



Friends test their brains for charity.

Nearly 500 people took part in what organisers claimed was the biggest quiz evening in Kent, in March. Friends volunteers from the Kent and Canterbury hospital prepared food and set 62 tables. Their efforts were rewarded by having a quarter of the evening's £6,378 profit.

Reality TV?

New cameras will be among equipment paid for by the Friends of Brighton and Hove for outpatients at the Royal Sussex County Hospital soon. The innovative equipment will enable patients undergoing certain procedures to watch on monitor and gain a better understanding of their treatment. The £15,000 donation represents just 10% of what Brighton and Hove are giving away in their area.

Drive time made easy

Friends in Peterhead were celebrating buying their new bus recently after a lot of hard work to raise the £23,000 needed. The bus is now available to the social work and day care departments for taking patients on outings.

New equipment!

Breast cancer patients at Tameside Hospital will be treated more efficiently thanks to a scanner donated by their Friends group. The equipment, costing £80,000, will help radiologists have a clearer view of breast lumps and other pathologies relating to breast cancer.

Beauty and the beasts



Let there be rock: Beauty and the Beasts.

Congratulations to Harrogate League of Friends who raised a massive £250,000 for their Magnetic Response Imagine (MRI) scanner appeal recently. Both beauties and beasts rocked to raise money for the appeal at one of the many fund raising events. The quirkily named local band, Beauty and the Beasts, are pictured here. Now chairman Andy Wilkinson is urging donors to not give up on the bread and butter items that the Hospitals so desperately need. He said: "We have no time to rest on our laurels. We need to tackle an overdue domestic agenda and replenish our coffers quickly."

Blooming marvellous



Friends come out smelling of roses.

Fresh and silk flowers have been a blooming success at Eastbourne District General Hospital. The Friends shop, started in 1986, has quadrupled its profits during that time, from £5,400 in its first year to £21,500 at the last count. The shop, open seven days a week and manned by volunteers, has also been extended twice in its lifetime.

Brand new hospital opens, thanks to Friends

A brand new hospital has been built in West Berkshire thanks to their Friends and money left by a local benefactress in her will. While the West Berks Community Hospital Friends raised £1 million towards fitting the hospital with equipment, the actual building was paid for by the sale of land, left by Miss Rosemary Rook who died in 1987. Building began in autumn 2002 and was completed this February. The 60 bed hospital replaced the Newbury and Sandford Hospitals after 100 years.

Chairman celebrated



L - R: Frank Burns, hospital Chief Executive, 'Rev Trev', wife Doreen (front), daughter Susan (back) and Friends President Dr. Meecham.

Seventeen years in service of the League of Friends of Arrow Park Hospital on the Wirral. That is how long 'Rev. Trev' has been Chairman. The Friends and the hospital held a special function to say thank you and to welcome Mr T. Nicholas and Mrs C. Evans as Chairman and Secretary respectively. Almost 2 million has been raised by the Friends group in the past 20 years! Congratulations!

Let us know what your friends group has been up to. Send your stories and photos to newsdesk@hc-friends.org.uk, or to the address on the inside back cover. Let us know your ideas and what you have planned for Friends Week 18-24 October 2004, we'd love to hear from you!

Please get your articles to us before July 30th, 2004, for inclusion in the next issue. Thank you!

Shop talk – Where's your coffee bean?

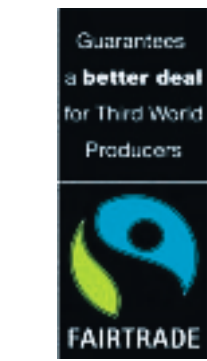
The first two weeks in March were set aside as 'Fairtrade Fortnight'. Myself, Anna Brett journalist on Friends Connect travelled to Ghana for ten days with World Action to find out more about Fairtrade and how as Friends we can support it.



Anna Brett on a Fairtrade visit to Ghana with World Action

Picking coffee, Costa Rica
Julia Powell, The Fairtrade Foundation, 2002

The Fairtrade market



The Fairtrade Mark – pictured – appears on over 100 different products, including coffees, teas, bananas, cocoa and chocolate, snacks, biscuits, honey and sugar. They are available in most major supermarkets, wholefood and Fair Trade shops, and by mail order. If your store doesn't have the product you want, please ask the manager to stock it!

By buying Fairtrade goods means the supermarket are giving the growers fairer price for what you've bought.

Exploitation? Not in our name

Fairly traded goods are in some cases a little bit more expensive than their non fairly traded counterparts. The few extra pence that you're willing to pay, however, sends a very clear message to multinational companies and to the government: We don't want people treated badly for our sakes. We are willing to put our money where our mouths are, and we have principles.

Where can we get hold of Fairtrade products?



It's easy to make Fairtrade available to your customers. There are hundreds of Fairtrade teas and coffees to choose from as well as Fairtrade hot chocolate, sugar, and bananas, all at competitive prices. Speak to your existing supplier about Fairtrade foods. You may be able to source from them. Otherwise, the Fairtrade Catering Directory on the Fairtrade website www.fairtrade.org.uk lists hundreds of nationwide suppliers.

At a personal level you can purchase the goods displaying the mark. On a recent trip to my local supermarket I picked up fairly traded fruit juice, granulated sugar, golden granulated sugar and chocolate. It was all of excellent quality, indeed since fairly traded goods became popular I've never had reason to complain of the taste or quality of anything I have tried. So as a Friend why not try to make your trading fair.

Get started on FAIRTRADE. Visit www.fairtrade.org.uk or call the Fairtrade Foundation on 020 7405 5942 and sign up for their newsletter 'Fair Comment'.

Friends Connect Magazine

Friends Connect is published by the National Association of Hospital & Community Friends (NAHCF). NAHCF works in partnership with around 800 UK charities to provide volunteering in support of health and social care. We provide member charities with comprehensive advice and services. Membership is by subscription.

Friends Connect is available in alternative formats please contact us for details.

Publisher
NAHCF, 11-13 Cavendish Square
London, W1G 0AN
Tel: 0845 450 0285
Fax: 0207 307 2571
Email: info@hc-friends.org.uk
Website: www.hc-friends.org.uk

Editorial: Anna Brett & David Elcock
Production/Mailings/Advertising & Sponsorship:
David Elcock
david.elcock@hc-friends.org.uk
Send press releases to:
newsdesk@hc-friends.org.uk
Graphic Design: Matt Kevan
design@kevan.tv

Printed on paper sourced from sustainable forests.



www.buy.at/leagueoffriends

Online shopping brought to you by the National Association of Hospital & Community Friends

FriendsWeek '04

18–24 October



What are your Friends up to?

Find out at specially organised events across the country during Friends Week

www.friendsweek.org.uk

What is your group planning for Friends Week?

An unprecedented opportunity at a local level that will have national impact to raise awareness of the volunteering, fundraising and practical support that Friends give to those people affected by ill health, disability or social disadvantage.

How you celebrate Friends Week is up to you!

There were some ideas to get you thinking in the last Friends Connect. Since then we have received some more:

- organise a special fundraising event,
- hold an open day,
- put on a volunteer recruitment day,
- a high street collection,
- take assemblies in local schools,
- encourage your community to wear a blue, white and red hat and donate £1 for the privilege!

Whatever you do take lots of photos. Let us and your local media know! Most of all have fun doing it!

Photocopy and fill in the form below. Send us your completed form and we can help to publicise your event. This will make it easy for other local organisations to get in touch with you and will let the media know what's happening in your area.

The following check list may help:

- 1. Decide what you want to achieve from your event
- 2. Set a date and time within Friends Week, consider the availability of volunteers and other events that may detract from yours.
- 3. Set a budget – try to get as much as you can for free
- 4. Plan your activity – why not get help from local schools or businesses?
- 5. Identify potential sponsors for food, drinks, prizes, equipment, publicity etc.
- 6. Approach celebrities, local politicians, sports personalities or speakers well in advance and brief them on the purpose of the event and what you want them to do.
- 7. Invite guests, making sure to ask them to RSVP so you can cater properly for the event.
- 8. Have you got, banners, flag day stickers, certificates for volunteers. Do you need the NAHCF or Friends Week logo for publicity? Contact us for these.
- 9. Don't forget to let us know what you are doing so that we can highlight your event in Friends Connect, on the Friends Week website – www.friendsweek.org.uk and possibly use it to get national media coverage - fill in the form or email friendsweek@hc-friends.org.uk
- 10. Don't just tell us, tell your local media. Set up photo opportunities for them, invite them to get involved. For example, they could help you to run a volunteer recruitment campaign, running profiles on the different volunteers you have. Or you could get them to judge a photo competition of volunteering within your group – to broaden the scope of entries you could do this with other Friends groups in your region.
- 11. Have fun doing it!

Let us know what you're up to!

Firstname: _____
 Surname: _____
 Position: _____
 Friends Group: _____
 Telephone (day): _____
 Email: _____
 Group website: _____

Title of activity/event: _____
 Description: _____

 Start and end date: _____
 Start and end time: _____

Venue: _____
 Address: _____

 County: _____
 Postcode: _____
 Membership ref. no: _____

Please return this form to: NAHCF Friends Week, 11-13 Cavendish Square, London, W1G 0AN