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CONNECTING YOU AND YOUR CHARITY

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Get creative

Smart ways to give

Goodwill hunting

A new career in volunteering

Walk on the wild side

The funny side of fundraising

Gift of GIV

Race for Life: Gloria Hunniford's charity of choice



www.charitychoice.co.uk

True philanthropy

Originally printed in Charity Choice Newsletter, Issue 2.

True Volunteer Foundation enables people to fit volunteering around their own lives, whether in the field or from the comfort of their own home

Why become a True Volunteer?

True Volunteer Foundation (TVF) is a registered charity that encourages Corporate Social Responsibility in the UK and worldwide. TVF has created five charitable brands focusing on children (LifeCycle), environment (GreenCycle), micro-finance (PhoneCycle), the elderly (SeniorCycle), and animals (AnimalCycle).

It has recruited over one hundred volunteers who donate as little as five hours per week performing a range of aministrative and professional services from their own homes, TVF's offices or in the field, helping individuals to achieve their PSR goals. TVF works by partnering with corporations to whom they offer tailored CSR solutions, enabling the organisations to fulfil their CSR objectives. For the companies and causes, this is a win-win situation; especially as TVF do not charge for these services which are made possible by TVF's key principle Pay to Work.

TVF's current focus is to recruit more housewives, retirees, the unemployed and students, who may have a relatively high level of free time. Each True Volunteer is instrumental to the success of TVF, and either works for a specific charitable brand or for a department prioviding services across the entire foundation (e.g. marketing).

Making a difference

TVF has no paid staff and is totally reliant on its True Volunteers. The foundation is currently running projects across 28 countries and benefitted over 75,000 people last year alone. The Pay to Work ethos behind TVF means that volunteers are not only un-paid, but they must also cover their own expenses.

Changing times

True Volunteers Henry Edu is recently retired. He enjoyed a sparkling career



Over 4,000 volunteer hours were donated to the Gampaha Regeneration programme in Sri Lanka

including management, international development and advisory positions with the Ghanaian government, councils in the UK, the Agricultural Development Bank and the Citizens Advice Bureau. His volunteering with TVF couldn't be more different to his old methods of giving back to the community: "Volunteering used to mean I would have to get a flight to a village and help out where I could for a week during my holidays."

Henry now volunteers 15 hours a week from home, managing a global microfinance programme using TVF's secure Extranet. This connects all the True Volunteers, corporate donors and other partners, giving home-workers access to all the resources they need including internal directories, document libraries and company guidelines. This fits perfectly into Henry's life: "Now I am not at the coalface, but I am helping implement vital projects from my home in my spare time and the magnitude of this contribution is immense."

Every little helps

Working mother of two Sarah, 44, was yearning to 'give something back' but

could not find the time. She is now a Partnership Manager for TVF, and is responsible for recruiting and managing partners providing pro-bono services for the charity. True Volunteers can specify how much time they want to dedicate, giving greater flexibility and having a big impact on the running of the foundation. Sarah explains: "I can easily spare 5-10 hours to fulfil specific duties. This might not seem like a lot, but when you have over 100 people all doing their bit, suddenly you have an organisation making a real difference."

Looking to re-skill?

TVF can also help people get back into employment. Furgana moved to the UK a few years ago and hoped to find work as a graphic designer, but the struggling economy proved too much, and jobs weren't available. She decided to keep herself busy by volunteering with TVF and in February she was promoted to Head of TVF's Graphic Design team and has now managed to gain full-time employment.

Network for the future

TVF's IT Manager, Keith, began volunteering with the charity while he was studying at university. He has been central in developing TVF's Extranet a fundamental tool for all TVF home-workers.

True Volunteers can log on from home, and sit in comfort whilst editing a video or drafting a proposal, making volunteering easier and more convenient. The amount of involvement each volunteer has is entirely down to the individual, and it is these work ethics, and new mass market technology, that enable people like Henry, Sarah and Furgana to volunteer in their spare time.



It's so easy to become a meaningful part of TVF. Our network is constantly getting bigger which means we are able to help more people. New volunteers are always welcome, and TVF will offer full induction and training. To become a True Volunteer email hr@truevolunteer.org or call the HR team on 020 7617 7787.















True Volunteer Foundation is an international NGO helping companies implement Corporate Social Responsibility programmes at zero costs for companies and high net worth individuals.

www.truevolunteer.org



Boscar Goldmin in the Continues A Hand Up Not A Handout September 27 - October 3 2010 No.917 KE.TO 800 ovember 11-17 1996 No 207 Coming up from the streets OUR MATE GEORGE interviews through the years Social Stringston

Routine Charity

True Volunteer Foundation gets smart with people's time

ave you ever wanted to volunteer but couldn't find the time between juggling work, friends, the broken toaster and the gym? Well, join the rest of us. Just 26 per cent of people volunteer, compared to 74 per cent who give money to charity – there's evidently a will, but not the way.

Fast-growing charity, True Volunteer Foundation (TVF), is hoping to change that. They provide volunteering opportunities that make use of smartphones, WiFi and Skype to enable even the busiest of people to give something back.

"Our ultimate goal is to reduce the gap between the haves and the have-nots in both the UK and the developing world," said Michael Padmanathan, founder of TVF. "With this new wave of technologies, it's possible for people to volunteer on their own terms, when driving, commuting to work or watching TV."

Already working in 28 countries around the world, TVF partner small charities that work for children, the environment, the rurally isolated, senior citizens, and animals. Their core principle is that every single penny of the money they raise goes directly to their projects – none is siphoned off for administration costs.

Volunteers sign up to have a 'social career' alongside their day jobs, and are given a specific role – whether that's head of their Madagascar project, bringing nearly 500 computers to one of the poorest countries in the world, or the head of finance at TVF itself – and a contract to work for a minimum of five hours a week. TVF has 108 volunteers to date, many of whom are students or those out of work hoping to learn new skills and add to their CVs.

Forty-eight-year-old Scott Blatchley, a marketing consultant who uses his expertise in volunteering for TVF, decided to get involved when he was diagnosed with an aggressive cancer. "What really attracted me to TVF is that the people benefitting from the work we do learn how to be little micro-centres of TVF in their own countries, running their own education or water programmes, for example," he said. "It's that old saying, 'Give a man a fish and he'll eat for a day, teach him to fish and he'll eat forever'. TVF is really achieving that." For more information, go to www.truevolunteer.org





True Volunteer Foundation

Are you a True Volunteer?

True Volunteer Foundation is a unique international NGO. We helped **75**,000 people in **28** countries last year

NO ONE gets paid
NO ONE get's personal expenses reimbursed
The charity has a near zero cost base

You can volunteer from home or at offices
Volunteer during your spare time
We have 108 True Volunteers from around the globe

Numerous opportunities exist...
Volunteering Programmes exist in Sri-Lanka and Madagascar

Join a young, dynamic, revolutionary charity!

contact hr@truevolunteer.org

call 0203 4687671

web www.truevolunteer.org www.paytowork.org



APRIL 2011

FUNDRAISING

www.civilsociety.co.uk/fundraising

for smart fundraisers

FACE OFF

Is face-to-face fundraising as controversial as we think?

TAKING CARE OF DUS111CSS

True Volunteer Foundation sees massive opportunity in the corporate sector. MICHAEL PADMANATHAN, founder of the charity which is funded nearly entirely through corporate donors and operates using only volunteers and pro bono help, discusses the charity's approach to corporate partners

True Volunteer Foundation (TVF) is an international non-governmental organisation that has achieved rapid growth and has attracted nearly all its funding from the corporate sector.

At first glance TVF does nothing new; like thousands of other charities its mission is related to eradicating extreme poverty, suffering and environmental damage by empowering people through education.

The difference comes with the TVF operating model. Relying on volunteers and pro bono, TVF approaches corporates with a unique proposition: let us do the good work you want to see done.

Project-based funding
We realised that with just 3 per cent
of all charitable donations in the UK
coming from the corporate sector, there
is a sleeping opportunity for corporate
support that we could exploit.

TVF, founded in 2004, now has

more than 60 corporate donors involved in giving to the charity in one of two ways. The first is related to project-based funding to implement charitable projects.

TVF proposes to prospective clients in the corporate sector that it will use all the funding they provide on specific projects that align with the companies' business objectives. TVF essentially proposes bespoke charity projects within our fields of work, allowing sponsors to input into the projects in a way that aligns with the company's own goals and priorities. This can involve the company naming a school, feeding into the design of the school's crest and the like. Moreover, its own employees can get involved, using and developing the skills they deploy in their own line of work.

TVF has secured a number of corporate clients and supporters in this way, particularly within the financial sector including BNP Paribas.

When we first researched the area it became apparent that many companies had a chequebook approach to charitable giving. Charity feedback from projects was poor, projects were not tied into donor business plans and subsequently funding levels were inconsistent and employees were not involved in the process. Companies would need a dedicated employee to manage the partnership – and this just couldn't be justified in most cases.

Here came the opportunity for TVF. We provided a financial model, based on volunteers, where we could tell corporate clients that every single penny flows through to the beneficiaries. Nothing is spent on wages or rent. And, critically, for all partnerships our volunteers provide first-class evaluation reports and rich media, which can be used in the company's marketing communications.

The corporate sector was extremely wary at first. They want to sit in front of professional people and have a project delivered, within time and budget, with excellent reporting and supporting media. We convinced them we would do this and do it for 'zero cost'. It was positioned as a commercial transaction; a highly beneficial one for both parties.

Pro bono products and services The second form of funding we went after was via pro bono products and services.

The TVF corporate partner team determines which products and services we need to do our work and identifies companies which can potentially provide those. Each company is presented with TVF's vision and mission and invited to join

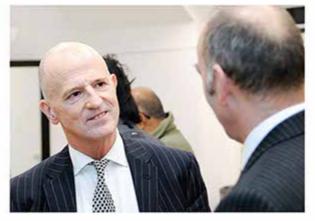
Fenner Austin. Pictured right: John Mager, TVF head of corporate partnerships,

talking with

supporters.

Pictured left:





24 = www.civilsociety.co.uk April 2011

a select group to help realise TVF's social objectives. Companies with excess capacity were contacted first, as working with us would have only a minimal incremental cost for them.

The main organisations targeted were landlords, technology companies and specialist consultancy firms. TVF is made up of over 100 volunteers. Some work from TVF's Soho office, which is provided on a pro bono basis by Henderson Global Investors, while others volunteer from home using an extranet that connects TVF's stakeholders and was purpose-built over 18 months by technologists, Digital Prodigy.

Policies, processes and an impactreporting structure are strategic imperatives. Fenner Austin (pictured), a management consultant from Cranfield Trust working pro bono for TVF, works on coordinating the disparate efforts of TVF volunteers to ensure we meet targets. The Cranfield Trust is one example of many 'enabling' charities that provide pro bono services to support smaller charities. TVF's human resources policies and procedures are also provided on a pro bono basis by consultancy Emperor HR, allowing the recruitment, induction and retention of our volunteers to be undertaken by True Volunteers.

Many charities are simply unaware of such pro bono opportunities.

In order to take advantage of such opportunities, however, it is critical to be able to effectively market the vision to the corporate sector. Perception is everything. Principles alone are not enough. Companies want to feel the energy in what we do and be able to touch our brand. Now when we meet a bank, for example, we have professional materials and business cards that make an impact. It communicates our financial limitations as our biggest strength.

Expanding the model
TVF is expanding during the
recession. The most exciting
development is an offering targeted
at high net worth individuals. The



proposition will focus on TVF whitelabelling our charitable capabilities, allowing an individual to set up their own charitable brand. The underlying registrations, project implementation and marketing will be undertaken by True Volunteers. Volunteer Gesmay Paynter went to Guatemala to help implement TVF projects. Two trips in 2010 cost her over £2,000.



Innovative charity improves productivity of its volunteers and reinforces zero-cost model with the help of BlackBerry solution

Founded in 2004, True Volunteer Foundation (TVF) is a fast-growing non-governmental organisation. TVF provides a range of educational services including building schools, capacity building for micro-finance entrepreneurs, large-scale health projects, and addressing environmental and animal welfare concerns. Last year over 100 TVF volunteers helped impact over 170,000 people with projects across 28 countries.

The Challenge

At first glance True Volunteer Foundation is like thousands of other charities: its mission is to help eradicate extreme poverty, suffering and environmental damage by empowering people through education. What makes it different is its operating model. First, TVF volunteers are not paid and they must cover their own expenses. This enables TVF to achieve a near-zero cost base. According to Michael Padmanathan, founder of TVF, "This approach is highly appealing for volunteers and corporate sponsors, who are often put off by the high running costs of traditional charities."

Second, TVF uses technology to make it easier for people to donate time. Volunteers sign up to have a "social career" alongside their day jobs. They are given a specific role — either on a project or providing support services to the whole charity — and sign a contract to donate a specific number of hours a week. The work is broken down into tasks, and volunteers use TVF's secure extranet to access these tasks and complete their work.

But with the explosion in personal mobility, it was becoming increasingly difficult to find volunteers willing to donate time. "Studies show that 3 out of 4 people in the UK are willing to give money to charities, but only about 1 in 4 give time," says Padmanathan. "Time is a very precious commodity these days." To get around this problem, TVF looked closely at how highly mobile people work. It realised that there is a significant amount of time wasted during what Padmanathan calls "dead time" spent commuting or in between meetings.

TVF wanted to find a technology that would let volunteers turn this down time into time donated to the charity.

Key Benefits

- Attract and retain more volunteers
- BBM helps support zero-cost business model
- Secure access to charity extranet
- Corporate brand recognition and affiliation



The Solution

"Let's say you are a TVF volunteer who works 40 hours a week and you commute on the train one to two hours a day," says Padmanathan. "There's a chance that you have a BlackBerry smartphone, which you use to manage work-related email. Now what if the volunteer could use some of that commuting time managing TVF-related email instead?"

The first thing TVF does when it recruits a new volunteer is ask the person to obtain a BlackBerry" smartphone, if they don't have one already. Today over half of the volunteers use BlackBerry. TVF's IT department then sets up the phone to access their TVF email account. Volunteers can also access the TVF extranet securely from their BlackBerry device. TVF opted for the BlackBerry® platform because Padmanathan considers the user experience to be superior to other smartphones because of the quality of voice communications, push email experience, the convenience of a full-QWERTY keyboard and BlackBerry® Messenger (BBM™). Moreover, the IT department insisted on the BlackBerry solution because of the built-in security features and the ability to help enforce IT policies.

The Benefits

Padmanathan credits the BlackBerry solution with helping TVF maintain a near zero-cost base and improve the effectiveness of each volunteer and hence the charity as a whole. "To put it simply, BlackBerry has helped increase our output. If we didn't have BlackBerry smartphones, the amount of work volunteers could do in a day would be much less, which means we wouldn't be able to do as many projects in year," he says.

This increased efficiency is primarily due to the flexibility the BlackBerry solution provides the volunteers. In a telling example, Padmanathan said that prior to owning a BlackBerry smartphone, one volunteer used to complain that she was submerged by upwards of 25 TVF project emails a day when she got home from work. After moving to a BlackBerry smartphone she was able to handle the emails in down time between classes and on breaks during the day. "She no longer has to action emails in the evening, so she's much happier and gets more done," says Padmanathan.

Another key benefit is the immediacy of BBM. With more and more TVF volunteers using BlackBerry smartphones, BBM has replaced texting. "With traditional texting, messages sometimes get lost and you sometimes have to pay for each message. With BBM we know when messages are delivered and we can share files — all with no extra cost," says Padmanathan. Volunteers use BBM Groups to chat in real-time instead of calling each other or using voice over IP, which helps to keep costs under control. "Especially when you have projects in so many different geographies, it's absolutely brilliant," Padmanathan adds.

Finally, using the BlackBerry solution has helped contribute to TVF's brand image when working with corporate sponsors. "Sponsors appreciate the efficiency and professionalism of TVF, which BlackBerry helps us achieve. When you are showing a key presentation using the BlackBerry smartphone you come across as very effective and very innovative. It's not something you see very often in the charities sector, and it helps to reinforce our reputation as a charity driven by efficiency", concludes Padmanathan.



"To put it simply, BlackBerry has helped increase our output. If we didn't have BlackBerry smartphones, the amount of work volunteers could do in a day would be much less, which means we wouldn't be able to do as many projects in a year."

Michael Padmanathan founder, of True Volunteer Foundation

Industry:

Other - Not-for-profit

Region:

UK

Company Size:

Medium

Solution:

BlackBerry® smartphones
BlackBerry® Messenger (BBM™)





Baroness Newlove Our vision for safe and active communities: Government Progress Update



Baroness Newlove spoke to hundreds of civil servants at Civil Service Live 2011

and the enthusiasm this can inspire.



In times of reductions in public sector spending, brought about by the need to tackle the budget deficit, Baroness Newlove believes more than ever in building on the wishes of public servants to serve the public - not compelling them but encouraging them to look into the choices available. She would like a more unified policy and equal

opportunity for civil servants across government. This would remove barriers and allow those who wish to take part to do so. Her belief is that as government is asking ordinary people to step up and become active, it must lead by example and support its own employees to be part of this national movement.



Going forward, Baroness Newlove has made clear that she would like to build on the best of the volunteering opportunities going on outside or in partnership with Government, such as the A Day in the Life programme run by NCVO, True Volunteer Foundation (www.truevolunteer.org.) and 'v' national young volunteers service (www.vinspired.com).







BUILDING ACTIVE, SAFER COMMUNITIES

Strong foundations by local people



True Volunteer Foundation (TVF) has a national delivery service, works with private sponsors and young people, and is driven by passion, social conscience and doing it all free.

As part of a successful DCLG Social Action Week TVF provided volunteering opportunities for DCLG staff. They are confident that they are able to roll out this programme on a wider scale, using the same model across other government departments, acting as a platform for the 'Civic Service'. Some Departments have expressed an interest and TVF will be working to roll this out.

See http://www.truevolunteer.org/Default.aspx

You can read more about TVF and this priority as a whole in Part Two.

Challenges to Action

In March 2011, I identified twelve challenges to action - actions I felt Government and others could be taking in the interests of safe and active communities. You can find about more about progress in these areas, examples and links to action underway, plus my thoughts about what more needs to be done, in Part Three.

Newlove Neighbourhoods

Meeting local people in their communities to learn from their experience is at the heart of what I do and what I stand for. For my first report, I worked particularly closely with activists in seven neighbourhoods, whom I personally chose as they came from a cross section of areas with different levels of problem and at different stages of community development. You can read the stories behind how they came to be activists and what they had achieved in my first report.

I have stayed in touch with this group because I strongly believe in them and in the need for communities to learn from one another. For this report, I have invited activists from the seven neighbourhoods, again in their own words, to let us know what has been going on over the past year: the successes, the barriers and the support they have received and their plans for the future.

You can read the latest from the Newlove Neighbourhoods in Part Four. many years. There are many worthy organisations nationally delivering essential services and lifelines to many people in need. But I finally selected one whose ethos matches mine, promises a national delivery service, works with private sponsors and young people and who does what it does from passion, social conscience and without payment: True Volunteer Foundation.



DCLG's SOCIAL ACTION WEEK

At the DCLG staff can claim up to six days paid volunteering leave. During Social Action Week in November 2011, DCLG staff were be able to find out more about volunteering through lunchtime sessions, visit a Volunteering Fair and sign up with an organisation, and to hear direct from volunteer 'books' from the Human Library.

In addition, the Department teamed up with True Volunteer Foundation (TVF) to offer a number of volunteering opportunities to staff during the week. These varied from individual opportunities to team challenges. TVF provided over 100 opportunities for civil servants (and other TVF staff and contacts) to work in six of 50 current projects and grassroots organisations in London alone: ranging from serving meals in a shelter for the homeless (see case study below) to repainting community centres - including one near the centre of the Tottenham riots. Volunteers worked outdoors and inside, and used their professional and personal skills. 48 civil servants signed up, with around 80 more lined up to volunteer for future work.

The Passage

Based in Carlisle Place, Victoria, the Passage offers a wide range of services, year round, to help homeless and vulnerable people. I 'walk the talk' so 7.30 am on Wednesday found me dishing out the beans, bacon and eggs to a line of hungry clients, joining civil servants and others in this rewarding task. The Department has policy responsibility for homelessness policy so this was a popular choice.

"The mission of The Passage is to provide resources which encourage, inspire and challenge homeless people to transform their lives. With a volunteer to staff ratio of over 3:1, volunteers are crucial to The Passage achieving that mission. We are proud to have been part of DCLG's Social Action Week; welcoming volunteers from DCLG and TVF to support our work, and in encouraging many more to get involved and truly

make a difference for some of the most disadvantaged people in our city." Mick Clarke, Chief Executive

"I really enjoyed it - it was very well organised and we felt able to just walk in and have a genuine role with only five minutes training, which was great. I enjoyed feeling I was doing something useful and tangible and I enjoyed the opportunity to work with someone from another part of DCLG. We both found out quite a lot about what each other did at work which was a useful by product of the day - but one which woud definitely be beneficial for the Department." DCLG employee

TVF are confident they are able to roll out this programme on a wider scale, implementing the same model across other government departments, acting as a platform for the 'Civic Service'. Some Departments have expressed an interest and TVF will be working to roll this out.

In addition, in the Giving White Paper (May 2011), the Government reiterated its commitment that each civil servant will be encouraged to do at least one day of volunteering each year using special leave. The Government also announced that the Civil Service will aim to give 30,000 volunteering days per year. The Cabinet Office hopes to measure the number of days the Civil Service has given via a survey in 2012. I believe it is important that we measure the growth in civil service volunteering because it can make such a massive contribution to the good of our communities. I shall watch the outcome of this survey with interest.

TRUE VOLUNTEER FOUNDATION

True Volunteer Foundation (TVF) is a unique, award winning, international charity which last year directly impacted over 110,000 people with projects across the UK and 27 other countries. Within the UK, TVF attracts corporate donors to provide a unique opportunity for civil servants, the corporate sector, universities and local communities to 'True Volunteer'. TVF has a seven-year track record of partnering with small, local, grassroots organisations to create joint venture projects. Because TVF has a strong core force of university students, it is educating the next generation and leaders in social responsibility, creating a better ethos and 'Big Society'. Google continues to provide TVF with free, paid-for search terms to enable partner charities to market their events and activities effectively. And regionally, BNI International continues to support TVF by providing skills-based volunteers and high quality mentors.







TVF has secured the University of Coventry's MBA programme pledge to donate the equivalent of five full-time MBA students to manage the HR requirement for recruiting, training and administering the Civil Service Volunteering programme. The University of Newcastle's Law School have signed up to the Baroness's projects, with four 2nd year undergraduates to work on tackling binge drinking in Freshers' Week and after.

TVF has offered expertise, volunteers and more importantly a non ring-fenced donation of £1,000 each to every one of the seven Newlove Neighbourhoods. By removing the burden of red tape and trusting the activists to spend it on ways to build community resilience, this has been a boost to these local people who struggle to raise money to realise their dreams.

To inspire wider Social Action, TVF is seeking to break down volunteering barriers for the wider public, by embarking on an exciting initiative that will take True Volunteering to where they shop on the High Street. Partnering with 3 Space, TVF will operate 'pop up' True Volunteering shops across the UK in prime locations. TVF will provide a free advisory service which will inspire action and present choice, matching local volunteering opportunities to their skills and interests.

Additionally, discussions are currently underway to determine how TVF can support the National Citizen Service. TVF are closely aligned to National Citizen Service, both models seek to encourage younger people to undertake 'Social Careers' for the greater good of society.



The fact no one gets paid or even claims back expenses makes this charity and its True Volunteers a fantastic example of the Big Society.

Sir Cliff Richard







How Wimbledon Common changed the sporting landscape forever

Wimbledon Common has a remarkable sporting history. To bring its history to life, unique award-winning charity True Volunteer Foundation (TVF) has produced an inspirational film.

'Common Ground' explains how Wimbledon Common became the catalyst for the birth of many sports and the breeding ground of sporting champions for almost 150 years. The film explores Wimbledon from the Ice Age, through the Victorian era, right up to the present day, illustrating how these periods of time and individual factors rising from them came together to produce a rich sporting history.

Today, Wimbledon is recognised for the most prestigious tennis tournament in the world. However, during the mid to late 1800s a number of sports were created or re-defined and played for the first time in Wimbledon leading to the formation of:

- The National Rifle Association
- The first and oldest cross country running club
- Rugby Football Union
- The only football club to win the professional FA and Amateur Cups
- Grass Hockey

TVF is a unique, award-winning international NGO working to empower children and communities through education. TVF is managed by 108 True Volunteers, no one is paid and no one can claim expenses. TVF and its True Volunteers have been hailed by celebrities and Ministers as an "excellent example of The Big Society".

This Wimbledon based project included many local partners who also gave their time and resources to make Common Ground a success.

To find out more please visit www.truevolunteer.org

To produce this unique film, 21 sporting celebrities, 18 young sporting hopefuls, 39 sponsors and partners, including Love Wimbledon, 27 True Volunteers and over 60 individuals from different walks of life have all donated their time, expertise and resources. It is estimated the film would have cost over

£90,000 to produce but only cost £400.

Narrated by Jacquie Beltrao from Sky News, the film features sporting heroes from a wide range of disciplines. Stars include, Former GB tennis number 1 Greg Rusedski, 2003 Rugby World Cup winner Will Greenwood, former 1,500 metre world record holder and Olympic Silver Medallist Steve Cram, Olympic Hockey Gold Medallist Sean Kerly, and many more.



hotograph: Joshua Tucke

In May, 'Common Ground' received a red carpet première at the Odeon in Wimbledon. With partners including Merton Chamber of Commerce, London Borough of Merton, Love Wimbledon. The Terrace Restaurant and many more the film is being developed as part of an integrated theoretical and practical educational programme, which includes books, walking trails and sporting activities for local schools.

If you would like to receive a copy of the film or wish to find out more, please email claire@truevolunteer.org

Schools in the News

savills.co.uk Sponsored by



COMMON KNOWLEDGE

Local film brings together celebrities, corporate donors and schools to provide sustainable sports education to Merton's Schools.

ocal film Common
Ground produced
by True Volunteer
Foundation (TVF)
received a red carpet première
at the Odeon in Wimbledon
on the 17th May. Almost 400
complimentary VIP tickets for the
event were provided to schools,
local business and celebrities. The
film acts the medium to launch
the Wimbledon Sporting Project;
a five year sporting programme
that will roll-out across schools in
Merton from September 2012.

'Common Ground is a unique story of how Wimbledon Common changed sporting history'

Common Ground aims to ignite sporting fever among children across the Borough, instilling a sense of pride and inspiring longterm engagement in sports for

After party at the Terrace Restaurant



L-R: Alex Best and David Frost and Teen Frazer (Savills)

generations to
come. The film
tells the unique
story of how
Wimbledon
Common
changed history,
becoming the
catalyst for
the birth of so
many sports.

Schools will receive complimentary copies of the

film and an accompanying TVFauthored book thanks to Merton
Chamber of Commerce meeting
the production and distribution
costs. The film has also brought
in thousands of pounds in
sponsorship from local businesses
and every penny of this will be
channelled to provide Merton's
schools with access to wideranging sports tuition, a result
of TVF's unique award-winning
principles.

On the red carpet at the Odeon Wimbledon



L-R: Edwardo and Jacquie Beltrao (Sky News Presenter), John and Lisa Scales, Michael Padmanathan (TVF) and Stephen Alambritis

It is estimated the film would have cost over £90,000 to produce but thanks to a robust partner ecosystem, it only cost £400. 21 sporting celebrities, 18 young sporting hopefuls, 39 sponsors and partners, 27 True Volunteers and over 60 individuals from different walks of life have all donated their time, expertise and resources to produce an inspirational film for children.

www.truevolunteer.org



L-R: British Tennis Champ, Roger Taylor, John Mager (TVF), Michael Padmanathan, Jessica Ponnampalam and Peter Ponnampalam (from The Terrace Restaurant)

Schools in the News

savills.co.uk Sponsored by



HOW WIMBLEDON MADE SPORTING HISTORY

New local film gets red carpet treatment

anticipation of the 2012 Games, unique award-winning charity True Volunteer Foundation (TVF) is producing an exciting independent film to ignite sporting fever amongst school children in Wimbledon.

ith the building

Rich in history, the film explores how the town became the birth place of so many sports and the breeding ground for sporting champions. Working in partnership with the Merton Chamber of Commerce, an accompanying book on the history of sport in Wimbledon is being developed and this, along with DVDs of the film will be provided to all schools across the Borough for free.

The aim is to instil a sense of pride amongst children and inspire long-term engagement in sports. To build on this momentum, TVF is working with Merton Council to provide free sporting activities to schools. Local businesses will be given the opportunity to become sponsors, contributing from £100 – £500 towards funding a selection of sport activities.

Founded in Wimbledon back in 2004, TVF is returning home

with this special film. TVF is an international non-governmental organisation working to empower children and communities through education. What makes TVF unique is that no one gets paid or even gets expenses reimbursed. Over 100 True Volunteers engage in a Social Career alongside their 'day jobs'.

The film premiere of *Common Ground - How Wimbledon Made Sporting History* will take place at the Odeon on the 17th May from 6:30pm and promises to bring the glitz and glam into Wimbledon. All are invited to come and watch the stars arriving on the red carpet.

Narrated by Jacquie Beltrao from Sky News, the film features celebrities and sporting heroes from football, hockey and tennis. Mystery celebrity guests will be making an appearance on the night along with some wellknown local sporting stars. Wimbledon Studios are supporting TVF, with Toby Sleigh-Johnson producing. Locations used include many famous sights including The All England Club, Centre Court and Wimbledon Common. Almost 400 free tickets will be available for the exclusive screening on the 17th May and



Involved is local Hall School star, Chloe-Poppy Halliday, who is currently ranked number 2 in Surrey and number 22 (U16) in Great Britain

announcements on how to apply will be made on TVF's Facebook page. Select ticket holders and partners will be treated to a private after party at The Terrace Restaurant in Wimbledon.

To keep up to date, search and like 'True Volunteer' on Facebook: www.facebook.com/truevolunteer

To find out more contact: Sarah Jones, TVF Project Manager sarah@truevolunteer.org T: 07905 600746

TRUE VOLUNTEER FOUNDATION JOINS THE TIMELINE OF WIMBLEDON'S SPORTING HISTORY

FROM VILLAGE SPORT TO GLOBAL RECOGNITION

WITH ANTICIPATION OF THE 2012 LONDON OLYMPIC AND PARALYMPIC GAMES BUILDING, THE UNIQUE CHARITY TRUE VOLUNTEER FOUNDATION IS EMBARKING ON AN EXCITING PROJECT TO BRING SPORTING FEVER TO THE LONDON BOROUGH OF MERTON. AMANDA MELVING REPORTS.

RUE VOLUNTEER FOUNDATION (TVF) is an awardwinning, international non-governmental organisation working to empower children

and communities through education. What makes TVF unique is that no-one gets paid or even gets expenses reimbursed. Over 100 True Volunteers engage in a social career alongside their day jobs.

Schools in the London Borough of Merton are eager to promote sport to their pupils, and local companies

are keen to get involved with the Olympics, but many are unsure of how best to do this. The Merton Olympic Project, independently funded by TVF, will allow schools and businesses in the borough to become directly involved in the

greatest sporting event on earth. The aim is to inspire children and young people to connect with the 2012 Olympic Games, and to engage children and the

in the Borough free of charge. Local businesses will have the opportunity to become Merton Olympic Sponsors. The cost will not be onerous, and will allow these organisations to easily become part of something special.

> Rich in history, the film explains how the borough became the birthplace of tennis, rugby union and the National Rifle Association, and explores the grand history and beginnings of Wimbledon Football Club. It aims to instil pride among children and young people in the borough, exciting and motivating them

Receiving wide support from local celebrities and businesses, the film is narrated by Jacquie Beltrao of Sky News and features former Wimbledon FC footballer and FA Cup winner John Scales, Leader

to engage in sport.



Jacquie Beltrao narrating the film at Canizzaro House – which, at 300 years of age, has seen it all.

community in sport before, during and after the event.

Stage one of the project is the production of the film If You Know Your History . . . How Sport Began in Wimbledon, which will be provided to all schools



Former Dons legends with Mick Pugh on location at Canizzaro House. From left to right: Bobby Ardrey, Ian Cooke, John Martin, Roy Law, Tom McCready, Mick Pugh.

of the Merton Council Stephen Alambritis, and representatives of a wide range of organisations from the area, including The All England Lawn Tennis Club and AFC Wimbledon

Many ex-Wimbledon footballers, including Roy Law, Ian Cooke, Dickie Guy, Tom McCready, John Martin, Les Brown (who took part in the 1960 Olympics), Bobby Ardrey, Dave Willis and Mike Kelly, have already been filmed or will be filmed at today's game against Bradford.

The film explores the history of Wimbledon from the Victorian era right through to the present day, illustrating how the Industrial Revolution and ultimately the 'Great Stink" caused the affluent to leave the overcrowded, disease-ridden areas of London, and how Wimbledon's steep rise in population led to sport becoming the pastime of the hard-working residents. How did Wimbledon come to be responsible for the birth of longdistance running and rugby union, and be home to the oldest cricket green in the world? What produced the Wimbledon spirit? The films also examines the current position of sport in Merton, looking at the globally recognised Wimbledon Tennis Championships and the efforts being made to revive football in Wimbledon.

The film is scheduled to premiere two months before the Olympic Games, in May 2012. To build on the film's momentum, following its launch, the sporting engagement will begin, with TVF funding free sport-related activities for access by schools in Merton. In the coming months TVF will

be canvassing local schools to determine which activities will be of most interest. TVF has engaged local business sponsors who have each contributed between £100 and £500 towards funding a selection of practical activities from football to aerobics.

TVF is currently in discussions with Merton Council to promote the existing resource directories so that schools and pupils can continue their relationship with sport during and after the Olympic Games. The long-term engagement of schools and sport is just as important as the initial interest in the upcoming London Olympic and Paralympic Games.

As TVF joins the timeline of Wimbledon's sporting history, the hope is that the Merton Olympic Project will ignite a passion for sport in children and young people, continuing the flame of sporting accolade within Wimbledon - 'from village sport to global recognition".



TVF will be torch bearers for the 2012 Olympic Games

AF

Guardian.co.uk

60p where sold

Thursday, May 24, 2012



and 5 tickets to the Derby

Fighting for parking justice Join us PARKING MADNESS Page 5

FOOTIE FAN STRANGLED

Polish hospital worker killed after cup clash

A football fan was strangled just hours after watching the Champions League final and died in the hospital where he worked.

Police found Przemyslaw Lepkowski in Eastbourne Road, on the Merton side of Tooting, shortly after 1am on Sunday, May 20.

Paramedics treated the 24year-old Polish man, who had suffered a cardiac arrest, and tried to resuscitate him at the scene and on the way to St George's Hospital, Tooting

Tooting.

Mr Lepkowski, who was from Croydon and worked in the hospital's domestic department, spent two days in intensive care but died of his injuries on Monday evening.

by HANNAH WILLIAMSON
hmcw@london.newsquest.co.uk

A postmortem examination gave his cause of death as strangulation. His father, Wojciech, who

His father, Wojciech, who also works at the hospital, said a colleague phoned him to ask if his son was at home.

He said: "I checked his room and said no, he was going with friends to watch the Chelsea and Bayern Munich game.

"He said 'Your son is in A&E'. I took a car and went straight away."

Mr Lepkowski's mother

Mr Lepkowski's mother Jolanta was in Poland at the time of the incident, but flew back to be at her son's bedside before his life support machine was turned off.

"The pair described their son as a friendly and popular boy who loved playing football with colleagues every Saturday in Mitcham.

Mrs Lepkowski said:

Mrs Lepkowski said:
"When he was in intensive
care, lots of friends were
coming to see him and say
goodbye."

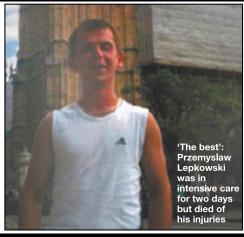
Mr Lepkowski said: "I

Mr Lepkowski said: "I know every father says 'My son is the best', but trust me, he was the best. He was a very hard worker."

Daniel Janik, 29, of Eastbourne Road, has been charged with murder.

charged with murder.

He was due to appear at South Western Magistrates' Court yesterday.





Fight: Our campaign

NHS axe evidence 'in doubt'

NHS experts have raised concerns over evidence being presented to justify closing the A&E and maternity services at St Helier Hospital.

A panel working on behalf of NHS South West London's Better Services, Better Value (BSBV) recommended earlier this month that St Helier lose its A&E and maternity as part of a cost-cutting shakeup of hospitals in south-west London.

But the National Clinical Advisory Team (NCAT), which conducts an independent clinical review whenever a major shake-up of NHS services is proposed, has allegedly raised concerns about NHS South West London's predictions that sufficient alternative services would be in place to ensure three A&E and maternity units could cope with demand, and the affect it could have on patient outcomes.

Recently A&E and maternity departments at St Helier have seen a rise in the number of people visiting.

Continued on page 4

Visit wimbledonguardian.co.uk for breaking news, sport and leisure

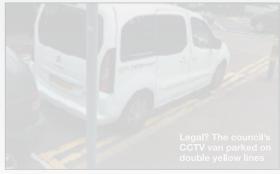




Driven mad: Sean Lynch claims the officer acted illegally. He has since had his fine revoked

'Traffic officer blocked - then fined me

by LAUREN MAY



May 24, 2012

Sports film given red carpet treatment

Olympic champions, students and volunteers flocked to the red carpet for the world pre-miere of a new film featuring former England footballer John Scales and former Great Britain tennis No 1 Greg Rusedski.

Common Ground, voiced by Sky Sport's Jackie Beltrao, explores the history of sport on Wimbledon Common and how the town became the birthplace of so many sports and breeding ground for sporting champions.

Among those attending the premiere at Wimbledon Odeon last Thursday were celebrities Ainslie Harriet, Andrew Castle and Alex Best as well as a host past and present British Olympians.

The film was produced over 14



Film fans: Eduardo and Jacquie Beltrao, John and Lisa Scales, chairman of True Volunteer Foundation Michael Padmanthan and Councillor Stephen Alambritis Joshua Tucker

months by the True Volunteer Foundation to inspire more people to take part in sport ahead of this year's Olympic Games.

Sponsors of the project included Wimbledon Film and Television Studios, Merton Council and the Merton Cham-

ber of Commerce.
Diana Sterck, of Merton Chamber of Commerce said: The project is a lasting legacy because of the Olympics coming to London – to not only promote Wimbledon's heritage (and that SW19 is not just about tennis) but will encourage people to get involved in sport and learn more about their heritage."

The film will be available on DVD with an accompanying book free of charge to all

Join our fight for fair parking

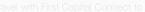
Today we call on readers to help us promote a just and transparent system of parking enforcement in Merton.

Over the past year, the Wimbledon Guardian has received more complaints about parking and

News

We want you to help us highlight these issues so we can hold the council to account. Send your gripes to newsdesk@ wimbledonguardian.co.uk.











info@truevolunteer.org www.truevolunteer.org 0203 468 7671

PRESS RELEASE

London, Monday September 27 2010

UK Voluntary Sector selects True Volunteer Foundation

The public select TVF from over 50 U.K. registered charities







The Team receive the Award

In the Jungle

International Fashion show contestants

TVF wins coveted award

On Friday 24th September 2010, over 10,000 people from the British Volunteering Public selected True Volunteer Foundation (TVF) for the coveted 'People's Choice Award' sponsored by People's Unlimited. Over 50 UK registered charities, with revenues in the multi-billions of pounds, took part including VSO, British Heart Foundation, Marie Curie Cancer Care and Macmillan Cancer Trust.

Unique Principles

TVF has a near zero cost base because all True Volunteers commit to True Volunteering between 5 and 35 hours per week. No one is paid and personal expenses are met directly by all True Volunteers. A large Human Resources organisation ensures the True Volunteering process is formalised.

A Jungle in Islington

Over £10,000 worth of props and donated services were provided by 11 Corporate Sponsors to create a Jungle in the middle of Islington, a result of True Volunteers donating 1,473 people hours of their time and meeting their own personal expenses in line with TVF's revolutionary Pay to Work principle. An International Fashion Show and Seminars also engaged the public. Over 400 people expressed an interest in becoming a True Volunteer.

Strategic imperative

TVF's exponential growth since 2004 meant that TVF needed to increase its True Volunteer organisation from 108 to 200 True Volunteers. Making the British Voluntary public aware of this new approach to volunteering was the key to unlocking the incipient demand within the voluntary sector.

"We always knew that TVF's unique principles would appeal to a segment of the Volunteering Sector. We now realise this segment is larger than we thought. The public have approved, on a mass scale, our principles and philosophies related to True Volunteering. We can now expand our organisation in order to improve the lives of our beneficiaries around the globe."

Michael Padmanathan, Trustee, True Volunteer Foundation

"This is an incredible achievement and one that has not been seen during the last ten years of this event. The dedication, energy, and professionalism of the True Volunteers was there for all to see."

Debbie Hockham, Director Forum3

Ed Davey, Minister for Business Innovation & Skills, has recognised the importance of TVF's work.

TVF has projects in 28 countries that directly impacted over 75,000 people last year.

For further information, please visit www.truevolunteer.org and www.paytowork.org

Wimbledon's magazine for local women

darlingmagazine.co.uk

VINTAGE ISSUE

Inspiring Holly Cupcakes Rising Common Memories Must Read -'Forever England' Pg 46

Julia Boggio

Portrait of an Entrepreneur

Festive Frocks

With Nathalie Baur

STRESS & SUCCESS

Top Business Tips

LOCAL HEROES
TO THE RESUE

- * divorce
- * infertility
- * inheritance



The Season of Giving

Charity begins at home

AROUND THE WORLD IN 80 MINUTES AT THE WIMBLEDON GUILD



t was a whistle stop tour around the world in 80 minutes for the Mayor of Merton and the Wimbledon Guild's 80 Day Centre clients on Friday 24th September, as staff and a host of volunteers from over 20 countries entertained them with everything from Flamenco guitarists to Russian ballet, performed by the London Children's Ballet. Songs such as "Tulips from Amsterdam" and "Streets of London" delighted the audience and children from Ricards Lodge treated everyone to fabulous Irish dancing.

Bishop Gilpin School raised over £300 to pay for the delicious lunch and Elys supplied an array of colourful flags to help set the mood. The tour ended in a rousing finale with everyone singing New York, New York!! A great time was had by all.

Sarah Bandurka
The Wimbledon Guild.
020 8946 0735
www.wimbledonguild.co.uk

CHRISTIAN AID AUCTION In January this year, a terrible earthquake struck Haiti - one of the world's poorest countries. Local Wimbledon artist Susan Mensah, organised an Art Aid for Haiti auction at Cannizaro House on behalf of Christian Aid to raise money for long-term rebuilding. There were also students from Ricards Lodge School who produced artwork for the auction. (Ricards Lodge has received a Gold Artsmark Award). Guests were treated to music from ethereal jazz singer Emelia Martennson on arrival. Seen left are the art students from Ricards Lodge School in Wimbledon.

Below are artists and sponsors Elliotwood, with Mayor Oonagh Molton supporting in full force. Susan Mensah third from left.





TVF WINS COVETED AWARD On Friday 24th September, over 10,000 people from the British Volunteering Public selected True Volunteer Foundation at the Forum 3 Exhibition, for the coveted 'People's Choice Award'. Over fifty UK registered charities, with collective revenues in the multi-billions took part.

"An incredible achievement and

one that has not been seen during the last ten years of this event." said Debbie Hockham, Director of Forum 3. This Wimbledon based charity, with projects in 28 countries, has a near zero cost base as all volunteers commit to volunteering between 5 and 35 hours per week and meet their own expenses. www.truevolunteer.org







Avoiding Holiday Nightmares - Hart Brown advises. Holistic approach to learning disorders. SCHOOL FEES? USE THE INHERITANCE TAX. Good morning Vietnam! TVF goes cycling. Wimbledon - Fashion Magnet. Michael Caine's new book.

FROM MERTON TO THE MEKONG AND

BEYOND!

Once a year the world comes to Wimbledon. For the rest of the year, thanks to the True Volunteer Foundation, Wimbledon goes out to the world.

ancy cycling Vietnam?
Darling has discovered an extraordinary outreach organisation that started in Wimbledon and is beginning to make a difference in far flung places and at home.

Back in 2004, when TVF was founded in Wimbledon, initial fundraising meetings took place at David Lloyd Leisure to help fund its first major projects.

Loretta Bird recollects: "My husband and I met up with Michael Padmanathan, one of the founders, at the Fox and Grapes on the Common. After the Tsunami had just caused so much destruction we decided to host a gala ball within 12 weeks."



After 8 weeks gone only 30 tickets were sold. John Mager, a member of the organising committee, recollects: "This was the first major event so we could not fail. However, the people of Wimbledon came good and a sellout crowd of 330 raised over £25,000. A number of sponsors came onboard including David Lloyd Leisure."

TVF built 3 schools and a children's home. The Birds had put in so much time and effort that TVF named one of the schools Bluebird after them and their dog, Blue. TVF now has 15 schools in Asia and Africa and this is what interested Dao Tran-Boyd, a local business woman.

"My dream has always been to build something for children in my native country Vietnam. I was lucky enough to move to the UK and escape the war but as a result, I felt that I needed to find a way to give something back. I am ecstatic to have discovered TVF! As a True Volunteer, this dream can now come true!" In July Dao went to Vietnam and saw the land where the school will be built and started organising Cycle Vietnam, a 500km



bicycle ride which will take place in November 2011 to raise funds to for this project.

TVF is a unique charity. No one gets paid and no one gets expenses reimbursed. There are over 100 True Volunteers who donate between 5 and 35 hours of their time per week to various duties within an organisation. Many True Volunteers work from home.

TVF has projects in 28 countries and a number of initiatives are planned in Merton relating to improving school dinners, free sport for middle aged women and addressing mental disorders amongst the young.

To get involved in local projects or *Cycle Vietman* please email info@truevolunteer.org or call 020 3468 7671 truevolunteer.org



True Volunteer Dao Tran-Boyd has set up a series of celebrity events to boost the presence of Cycle Vietnam an organised 10 day cycling excursion to Vietnam and Cambodia.

DO SOMETHING AMAZING. CYCLE VIETNAM On 19th -29th Nov 2011, a team will cycle through Cambodia and Vietnam to raise funds to build a network of schools and support orphanages in the region. The challenge will take you on a 400km cycle ride deep in the heart of Vietnam and Cambodia. You will be cycling off the beaten track, experiencing everything both countries have to offer. This will be a truly amazing trip and a life changing experience. You do not have to be super fit; you can go at your own pace and will have a team of 50 people to support you every step of the way. To make a big difference to hundreds of kids go to www.truevolunteer.org Dao Tran-Boyd dao@truevolunteer.org http://www.youtube.com/watch? v=RpgpCqhzFqEhttp:// www.youtube.com/watch? v=RpgpCqhzFqE



Naturateur Foundation





The Cycle Vietnam team with Rugby Internationals from the last 20 years.



TVF CHARITY FUN DAY AT DAVID LLOYD True Volunteer Foundation

L-R: Victor Ubogu (former Bath rugby player), Sue Mappin (former international tennis player), Pearl Panton (former British tennis player), Michael Padmanathan (Trustee, True Volunteer Foundation). Mike Read (former Radio 1 DJ) and Dao Tran-Boyd (Volunteer, True Volunteer Foundation). by Application (Volunteer) and Dao Tran-Boyd (Volunteer, True Volunteer Foundation).



TRUE VOLUNTEER FOUNDA-

Lloyd Club in Raynes Park recently,

attended by club members, the local

special celebrity guests. The sun was

shining and spectators were treated to a Wimbledon style Celebrity

TION (TVF) held a big fun and

charity sports day at the David

community, local businesses and

doubles tennis tournament, True

worked out on tennis court one in

the master aerobics class, clowns

entertained in the children's area and things really heated up in the

culminated with a barbeque and a band to relax and unwind. Special

guests on the day were Mike Read

former Radio 1 DJ, Victor Ubogu

international tennis professional and part of the golden 1970's era for British Women's tennis. The event was also kindly supported by Sir Cliff Richard, former tennis international Annabel Croft, celeb chef Ainsley Harriot and BBC

presenter John Inverdale and Jacquie

Beltrao, the face of Sky News.

former England and Bath rugby player, Sue Mappin former

spinning competition. The day

Volunteers dressed as gorillas

True Volunteer Pierre Jacquinot won the Rollapalluza cycling challenge at Brands Hatch against beat professional cyclists and rugby players. Cycle Vietnam entered a team of 6 cyclists, who will be travelling to Vietnam in November 2011, for the Cyclothon celebrity



True Volunteer Foundation Gesmay's BBC interview

Gesmay Paynther, from True Volunteer Foundation, was invited to the BBC studios for a live broadcast to talk about her volunteering work in Guatemala.

There are two aspects to her work:

1) To immediately help children get back to school.

2) To set up a strategic volunteering programme abroad (namely: True Volunteer World) to allow individuals or groups to engage in volunteering programmes in Guatemala.

The BBC was interested in inviting Gesmay on one of its programmes due to her participation with True Volunteer Foundation (TVF).

Over 100 True Volunteers, who 'Pay to Work', run TVF. True Volunteers do not receive any wages, commissions, or even reimbursement of personal expenses. TVF provides a unique platform for True Volunteers to realise their Personal Social Responsibility objectives, working from home, the office or in the field in the U.K or abroad. As TVF makes no money, corporate donors see 100 per cent of their donations allocated to those in need and volunteers can travel abroad to projects without having to raise funding to pay TVF. Gesmay's trip to Guatemala was self-funded.

Gesmay was interviewed by Neil Pringle on Monday 3rdJanuary 2011 at BBC's Studios. Below is an excertfrom part of the interview.

MC, BBC: "Gesmay Paynther, a volunteer, with the True Volunteer Foundation will be flying to Guatemala this coming weekend, where it is estimated that just one in three children attend school, She's going to be taking with her a suitcase packed with books and pencils, to hand out to pupils there and we welcome Gesmay into the studio, Good Morning to you."

GP, TVF: "Good Morning"

MC, BBC: "Very nice to see you this morning."

GP, TVF: "Very nice to see you too."

MC, BBC: "How did you get involved in all this?"

GP, TVF: "...a lot of children do not go to school because the very important thing is that they don't have any materials, any books, and some of them not even classrooms, so they normally go to school in the park or without books; so when I was there I decided to do something about it. So I also joined as a True Volunteer with True Volunteer Foundation."

MC, BBC: "What does this organisation do?"

GP, TVF: "True Volunteer Foundation helps people in 28 countries and they help children with education and adults with micro-finance. For example, TVF builds classrooms and schools. They have other projects too, for example helping women to start up their own businesses therefore helping them become independent and self-sufficient."

MC, BBC: "The children there, we think we have it hard in this country, they have a very different story and one which is times of real struggle."

GP, TVF: "Yes, the children normally come from very, very poor families. For example, the books that I want to collect from people are to go to a special community in Guatemala, just outside Antigua, in St Andres Espasa. Normally the family is very big: they have a maximum of ten people in the family. They cannot afford to send their kids to school because they can't afford to buy the books. The books are very, very expensive."

MC, BBC:" So the books are too expensive to purchase out there, which is why you are then taking a big suitcase with you."

GP, TVF: "Yes, I did the same thing when I went on my last trip in August, I took a lot of books and I wanted to do the same this time. Especially my carrier, my airline, has given me extra baggage allowance so I can bring the books."

MC, BBC: "Okay, so think about maybe the soft backs rather than the hard backs, obviously for your health as well, carrying that big suitcase. If people want to do this how can they get involved?"

GP, TVF: "There is also a website for TVF, which is truevolunteer.org and also there is a telephone number 020 3 4687671. They are based in London and also TVF is looking for many ordinary people to become True Volunteers to get extraordinary results."

MC, BBC: "and I'm sure you will be an inspiration to that, because what have you found from your trips there, you've obviously got something out of it?"

GP, TVF: "I've got lots out of it, the stories, and I want to do more, that's the reason I am going back, because it is inspirational, just to look at the kids who don't have much and they are waiting to learn, they are so excited to learn English,"

MC, BBC: "Well if people have been inspired by this and particularly, initially, because you are going this weekend, if people have been inspired, if you've got books, brightly coloured books, not heavy books, so maybe old ones from the children or grand children."

GP, TVF: "And I would like to have the books before the 9th of January"

MC, BBC: "Okay, so before this weekend, so you've got basically a couple of days to sort those books out. Gesmay, best of luck with it and let us know how your trip goes as well."

GP, TVF: "Yes, thank you very much."

Gesmay successfully received more books than she could carry and delivered them to a number of families on 19th January 2011 in Guatemala. The cost of books are the main reason why people do not go to school so this simple project will help tens of children now receive an education.

Gesmay also researched the True Volunteer World project whereby volunteers can be matched with specific TVF projects in Guatemala. TVF will provide this as a free service. Soon numerous True Volunteers will be able to help others in Guatemala too.



Make That Change











TRUE VOLUNTEERING //

True Volunteer Foundation

My name is Paolo Brand; I am 32 years old. I have spent many hours, days and nights enjoying Soho's infamous fare: its bohemian cafés, quirky pubs, funky bars and trans-continental restaurants. Soho would not be Soho without its architectural 'walk through the ages'; the colorful media; theatrical innovation; its pioneering stance for 'wacky culturalism' ... and, of course, the red lights!

I thought Soho had everything; however, now I realise something was missing.

Soho has the geographic area of approximately one square mile. Ironically, the 'Square Mile' in the City, where many of my friends ply their trade, has an altogether different vibe. Pin-striped suits and the relentless pursuit of money and self-centralism are a far cry from my artistic DNA. which thrives on a healthy work/life balance.

Our Soho 'Square Mile' has evolved to become a unique balance of industry, commerce, culture and entertainment... and now, its own innovative brand of charity, which fits squarely into the Soho story.

me a chance to volunteer on my own terms. On some days after work I meander down to their offices and work in the Marketing and PR team for a few hours.

I don't get paid and cannot claim back expenses. The same goes for everyone at the charity -- all 108 of us! This principle is termed Pay to Work.

It's pretty liberating really; I get the chance to unleash my creativity, knowing what I put in benefits only the people who really need to be helped: that is the 110,000 underprivileged people in the UK and 27 other countries worldwide who need an empowering hand. The office is full of people of all shapes, sizes and backgrounds. It has a real buzz, a real vibe. They

even have full-time staff; some are retired; there are numerous European gap-year students; some unemployed; a few travellers; and, I have even met the odd frustrated actor. The arty types like video editors, graphic designers and the Events team sit in one corner, you have IT playing with their gadgets in another; fundraisers beavering away with their corporate counterparts, while project managers are yelling away on Skype to different corners of the world striving to keep their projects on time and within budget. There seems to be a role for everyone to get involved and contribute; numerous positions can be done from home leveraging an internet based Extranet which connects various TVF stakeholders.

The office has broadband, desks, computers, printers and telephones. It is by chance that everything matches as nothing was bought; everything came as a result of a donation. When the team first moved in, 8 True Volunteers (as we are known) had to carry everything up four flights of stairs. The same 8 people chipped in to buy paint and spent their weekend glossing the office. One member of this team was James, from Reddin-Clancy, the property consultancy that organised the property rent-free from Henderson Global Investors.

James told me how this was different to anything he had seen before: "The charity just has this positive energy where everyone gives up their time to help others. While I was representing them I realised the sacrifices people were making to do their bit; people taking days off to attend meetings and so on. I just felt like making a simple contribution and that was painting a few walls".



True Volunteer Foundation moved into Poland Street last year. This educational charity gives On entering the building you are greeted by the famous quote by Margaret Mead, the American anthropologist that reads: "A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has".

> The TVF history is testament to that. The Charity was founded in 2004 by a guy called Michael Padmanathan. For the first 5 years it was run virtually from peoples' homes. True Volunteers

"The TVF history is testament to that. The Charity was founded in 2004 by a guy called Michael Padmanathan. For the first 5 years it was run virtually from peoples' homes. True Volunteers were undertaking a 'Social Career' alongside their day jobs to make the model work.... and into their seventh year they still are! It gained so much traction that it was time to put down roots, and luckily Soho mirrored its ambition."

were undertaking a 'Social Career' alongside their day jobs to make the model work.... and into their seventh year they still are! It gained so much traction that it was time to put down roots, and luckily Soho mirrored its ambition.

Last year I met a True Volunteer who said she gave up watching soaps so she could fit True Volunteering

into her hectic London schedule. Others cut down on the Soho nightlife. I am not sure I could go that far!

Ironically, TVF goes to the City's Square Mile for most of its project funding. The multinationals need to have structured philanthropy programmes and TVF ensures every penny of each pound donated makes its way to the end beneficiary. These companies get

the maximum impact from their charitable grants and can outsource the whole charitable-giving process to a professional partner. TVF do not charge for this service. Unsurprisingly, this charity has won awards and media acclaim for its approach.

Soho should be proud to house such creativity. To celebrate, a number of organisations are coming together to hold a summer party in June, so watch this space. As for me, as you can see I have just finished my volunteering assignment and my good deed for the

To get involved please visit www.truevolunteer.org or www.paytowork.org or call 0203 468 7671.





Mind - Body - Spirit



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MEDITATION HAS BEEN PRACTISED FOR THOUSANDS OF YEARS ESPECIALLY WITH THE EASTERN TRADI-TIONS OF BUDDHISM AND HINDUISM AND IN MONASTIC SETTINGS IN THE WEST, PEOPLE OF ALL AGES AND ALL RELIGIONS ARE NOW REALISING THE BENEFITS IN TERMS OF OVERALL WELL BEING, BLOOD PRESSURE. BRAIN FUNCTION AND THE REDUCTION OF THE EFFECTS OF STRESS ON HUMANS AND THERE HAVE BEEN THOUSANDS OF STUDIES THAT HAVE CORRELATED THE EVIDENCE.

There are both playstand and spectraal benefits. Through meditation you are able to accord your. You you get to see the day to do noted and watch the drawns, you may find the pain and get address and you get to commit to the infinite universe, the extend of the matrix of the joy and excitament, but you also get to realize that nothing hads forever. You must to sto Mit all around you. You much a higher place where you can go beyond your limiting belieful distinged that this life as we know it is just a series of events that happen and the value of it all

You get to access the reador of possibilities and netracles, and you man to change the villation. within and around you, you start to anderstand that you seet't your thoughts or critis joint. factings you are an infante being of consciousness not fanded by anything and you call although

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"Meditation practised everyday consistently gets you in touch with your inner power your inner strength, it reconnects you to yourself and your inner joyful state. Once you start to spend even a few minutes connecting with yourself, just like brushing your teeth, you can soon reset your inner dialogue,

to understand that all pain parson had no down all juy power and strength in an instant. " tion, and your fears to align possesself to the modelle of the

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is well worth it for the benefits.

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You can even home to draw your consciousness back to the contract your book rather than the frost of the brain, where all the comment chatter goes on. You start to view life differently, you get end of your own way and you start to flow with tile rafter than stood what discord spinor years.

When you get to find that place where time literally reads ntill you get to unive. You get to be in the watcher state with all the things you say and do, you start to see life differently through a storm years of gilemon.

present year inner strongth, and your inter psyllel state. Once you start to sporal areas a few minutes comread. You get to not the cycles in life and you must so change your whole proception of the. One heading your loofs, you can soon root your inner duringss, power and strongth in an

Was care faster to middless just by citing in a quiet space. Very findy has to be combinable you. We all have life most tapped to us was are all business but the degree to which we take things med to of up straight and lengther your spine. By lumning to slive your breast your street programming will be realizedly obtained. With predictions you get to be the moster of your street mind and you can release your negative droughts. This value practice but with parameter it, and are able to train your throting like a matter, you have that you are controller and you can consciously feast to have the good thoughts when you worch concludy

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I wish you great jets, abundance and netracles until we ment again.

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Tackling Unemployment Together

True Volunteer Foundation

There has been a noticeable increase in the number of unemployed young people in London and this has become one of the major talking points over the last two years. Now you, together with True Volunteer Foundation (TVF), Soho's newest charity, can do something about it!

TVF is an educational charity which has a number of projects aimed at getting young people back to work. These include the creation of social enterprises, mentoring and 'up-skilling' programmes. According to MP Eric Ollerenshaw, OBE, TVF provides an "excellent example" of the Big Society and is now arranging for the charity to formally present its unique model to the Government.

The charity has received rave reviews as it is run by True Volunteers who Pay to Work; no one gets paid or even claims back expenses. Since there are a number of ambitious projects in play, TVF is looking for more True Volunteers as it aims to increase its 108-person organisation. Vacancies exist across a number of departments including Advertising, IT, Graphic Design, Mentoring and Operations. Please get in touch to see how YOU can make a difference.

You can True Volunteer from as little as 5 hours a week, from home or at TVF's Poland Street offices.

e: hr@truevolunteer.org

t: 0203 468 7671

Let's tackle London's unemployment together!

29 October 2010 £5

For professional communicators and reputation managers

From the ground up

Grassroots campaigners are fighting public cuts Public Affairs Supplement



Global Report Card

PRWeek looks at how networks have fared in the past year Page 22



A champion cause

Profiling Alzheimer's Society's Andrew Ketteringham Page 18

Essex and Westminster make thousands in fees as public sector budgets slashed

Top councils raise cash by selling comms expertise

By Matt Cartmell

Nineteen public bodies have bought comms services from two councils in the reco according to records obtained by PRWeek.

Essex County Council made more than £50,000 from selling comms services in the past 12 months. Westminster is believed to have made significantly more but the council failed to provide a figure when approached by PRWeek.

The trend is expected to grow as Northamptonshire County Council and Blackburn with Darwen Borough Council finalise plans to sell comms services to other public bodies such as other councils, primary care trusts and police forces (see page 3).

A Freedom of Information request revealed that Essex Communications, the consultancy formed by Essex County Council, made £51,131.50 in fees in the 2009/10 financial year.

Essex's work included pub-



Comms for sale Essex Council made £50,000 selling services

lic affairs support to Wandsworth Council and Thames Gateway South Essex.

The council also provided a 'comprehensive review of the comms structure and recommendations on future comms work' to Suffolk County Council.

Meanwhile, Westminster City Council's company, Westco, is revealed to have worked for 15 clients in 2009/10, including the Metropolitan Police Authority, ten councils and Capita Business Services.

Westminster did not disclose how much money it made from the clients, claiming it would be a 'prejudice to commercial interest'.

Band & Brown Communications head of public sector Simon Francis said: 'It's about sharing best practice in the

Selected clients

- Wandsworth Council
- Thames Gateway South
- Suffolk County Council
- · Brentwood Borough
- Rural Community Council Essex

Westminster

- Cannock Chase District Council
- · Eastleigh Borough Council
- Metropolitan Police Authority
- NHS Harrow

public sector, and that should be encouraged. It's difficult for a national agency to go in and understand all those local issues as a council would.'

Grayling divisional director Justin McKeown added: 'The need for communications does not go away in a recession. Sometimes that will be by using in-house staff, or sometimes it will be outsourced."



Playboy founder Hugh Hefner

Mischief wins Playboy brief

Mischief PR is to promote plans for a new Playboy club in London - 30 years after the previous celebrity-frequented venue shut down.

The original club in Park Lane attracted stars such as Sean Connery, Michael Caine, Joan Collins, George Best, Roger Moore, Jack Nicholson and Muhammad Ali.

Now, casino giant London Clubs International has called in Mischief as it plans to convert the Rendezvous club, in Old Park Lane, into a Playboy franchise. The new club is due to open in 2011.

Feminist writers have criticised the reopening, but Mischief MD Mitchell Kaye said: 'It's an iconic venue - and very much a case of the legend returning.' He added: 'We will be targeting a very exclusive membership.'

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ACTIONAID was awarded the prize for the world's most innovative fundraising campaign at the Global Fundraising Awards held in the Netherlands last week. The development charity picked up the award for its Yorkshire Means the World campaign, which was launched in October 2009 when the UK was still in recession.

AUDIENCE
COMMUNICATIONS, part
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Rosie Strachan as
account director. She was
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director at Fishburn Hedges.

TRUE VOLUNTEER **FOUNDATION** has called on charities to step up and identify' how the impact of the public spending cuts can be minimised. In a statement, TVF partnerships team member Kim Momtaz said: 'There is no doubt there are thousands of charities delivering vital services. Some of these services will cease to exist without national or local government funding:

For breaking voluntary sector news, check prweek.com/uk/ voluntary

of media and images Sarah Gillam as head of comms, and made two other hires.

Melanie Hook joins as comms resources manager from the Royal College of Surgeons, while Victoria Hassett joins as comms officer (media) from Sam Forest PR.

The three appointments have been made to help the charity increase the number of horses it helps around the world, to two million a year by 2016.

Gillam, who previously worked as press manager at Farm-Africa, said: 'We will be looking at how we can maximise our visibility. I will be putting together a comms



Treatment The Brooke hopes to help tw

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The hires come as part of a move to integrate the comms and online teams. Previously, the online team was included in the fundraising unit.

The charity is aiming to launch a new website next year, v 'respo paign, treatm used in

The 800,00 benefi lion pe anima throu, world.

TAKING ACTION... Scottish Trades Union C

Protesters ScottishTrades Union Congress

Target Westminster

Location Edinburgh **Date** 23 October

The lowdown

Twenty-thousand people protested in Edinburgh in a mass rally organised by the Scottish Trades Union Congress. Buses from across Scotland brought people to the city centre for a rally between East Market Street and Princes Street Gardens. The rally was part of the union's 'There Is Another Way' campaign. The event was attended by Holyrood politicians including Justice Secretary Kenny McAskill and Scottish Labour leader lain Gray, who said the large turnout



Rally Protesters gather in Edint

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Why the protest?

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Case studies

Exploring the opportunities of corporate partnerships

Fundraising | 5 Apr 2011 🛅 🤇 🖾

Topics: Corporate fundraising | Volunteering

True Volunteer Foundation sees massive opportunity in the corporate sector. Michael Padmanathan, founder of the charity which is funded nearly entirely through corporate donors and operates using only volunteers and pro bono help, discusses the charity's approach to corporate partners.

True Volunteer Foundation (TVF) is an international non-governmental organisation that has achieved rapid growth and

has attracted nearly all its funding from the corporate sector.

At first glance TVF does nothing new; like thousands of other charities its mission is related to irradiating extreme poverty, suffering and environmental damage by empowering people through education. The difference comes when you unravel how TVF enables this model.

It is driven initially, like most businesses, by how it can meet the varying outgoings that make up its cost base to support projects across 28 countries, empowering people through education.

The initial goal was to enable a sustainable model that would allow TVF to grow year on year. It was clear we had four major cost areas: implementing charitable projects; human resources to manage these projects and a one-hundred persons' organisation; offices and travel. We then had to think who could benefit from funding those areas. We did not just want donations; we wanted to deliver value in order to foster long-term sustainability.

In 2004, TVF researched and wrote a White Paper on corporate social responsibility (currently available as a free download at www.truevolunteer.org). It realised that charities predominantly gained funding from three different parties: the government, the public and trusts. All of these parties were inundated from most of the 168,609 UK registered charities. However, the corporate sector accounted for less than 3 per cent of all charitable donations in the UK



Exploiting the incipient demand

TVF realised they had to attract two forms of funding from the corporate sector.

The first, highlighted above, was with project based funding to implement charitable projects. TVF gained a number of corporate clients and supporters within the financial sector including the French banking powerhouse BNP Paribas. However, there were additional costs incurred to build an organisation to deliver such project?

A second form of funding was required through pro bono products and services.

Project-based funding

Corporate fundraising is a sleeping giant for the sector. Our research showed that many companies had a chequebook approach to charitable giving. The managing director would write a cheque to one of the largest charities towards the end of their fiscal year, based on annual profits. Charity feedback from projects was poor; projects were not tied into donor business plans and subsequently funding levels were inconsistent and employees were not involved in the process. To rectify this, companies would need to hire a dedicated employee to manage the process and this financial outlay could not be justified.

Here came the opportunity for TVF. It was clear this sleeping sector needed to be enticed with an innovative proposition and this is where TVF's newly created value proposition came into play.

TVF proposed to its newly-found clients in the corporate sector that it would use all funding on specific projects in line with the companies' business objectives ensuring every single penny flowed through to the end beneficiary with nothing spent on administrative costs or commissions, with first-class evaluation reports and rich media, which could be used in their marketing communications, being provided as part of all agreements.





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The corporate sector was extremely wary at first. John Mager, head of corporate partnerships at TVF, says: "Initially, they could not understand how the model could work; 'So what is the catch?' they used to ask. They wanted to sit in front of professional people and have a project delivered, within time and budget, with excellent reporting and supporting media. We said we would do this and do it without charge. It was positioned as a commercial transaction; a highly beneficial one for both parties."

This was made possible by TVF's 'Pay to Work' principle whereby no volunteers get paid or can claim back personal expenses which includes travel, communications and postage costs.

Pro-Bono products and services

The TVF corporate partner team determined which products and services were required to achieve their goals and identified a number of companies who could provide those services. Each company was presented with TVF's vision and mission and invited to join a select group to help realise TVF's social objectives. Companies with excess capacity were initially contacted as their supply had aminimal incremental cost.

The main organisations targeted were landlords, technology companies and specialist consultancy firms. TVF is made up of over 100 "True Volunteer's. Some work from TVF's Soho office, which is provided on a pro bono basis by Henderson Global Investors. Others 'True Volunteer' from home using an internet-based Extranet that connects TVF'sstakeholders and was purpose-built over 18 months by technologists, Digital Prodigy.

Policies, processes and an effect-reporting structure is a strategic imperative. This is something Fenner Austin, a management consultant from Cranfield Trust, has been focusing on to ensure the output from a highly fragmented organisation manages its deliverables to a sector that mandates high performance. The Cranfield Trust is one example of many 'enabling' charities that provide pro bono services to help smaller charities exist. The issue seems that many charities are simply unaware of such opportunities.

Likewise, human resource policies and procedures were provided on a pro bono basis by human resources consultancy, Emperor HR allowing the recruitment, induction and retention of staff to be undertaken by True Volunteers. Being able to effectively market the vision to the corporate sector has been important.

Claire Ashfield, head of TVF marketing explains: "Perception is everything. Principles alone are not enough. Companies want to feel the energy in what we do and be able to touch our brand. We started working with Colouration who has supported our brand strategy. Now when we meet a bank for example we have professional materials and business cards that make an impact ensuring our financial limitations become our key strength."

Expanding the model

The second unexpected trend is how TVF is thriving during the recession.

It does not have to reduce its cost base and there have been no government funding cuts to its income. In fact donors want to justify a greater return for their social investments and there are more unemployed migrant workers and students than ever before searching for practical industry experience.

This growing workforce has led to a number of new products under development that will be launched through the course of the next 24 months. The most exciting is an offering targeted at high net worth individuals. The proposition will focus on TVF while-labeling their service capabilities allowing an individual to market their own charity. The underlying registrations, project implementation and marketing will be undertaken by True Volunteers.

It is clear that volunteers are key in enabling TVF's pioneering financial model. By not claiming a charge for their services or expenses they are effectively meeting a significant proportion of the charity's cost base. However, the corporate sector has been central in making a difference to thousands of lives.

TVF has proven its pioneering approach to charity finance has worked and is now seeking greater funding and partnerships to scale the model as it plans to launch a global micro-finance programme and expand its existing school network across Latin America and Africa.

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True Volunteer Contact Information

Contact: pr@truevolunteer.org

Telephone : 0203 468 7671

Web: : www.truevolunteer.org

www.paytowork.org

Address : 8th Floor, Eland House,

Bressenden Place

London SW1E 5DU

