

# Volunteer Role Description

## Business Outreach Coordinator



### ***Why do we need your help?***

We need people to raise awareness of Nourish among local businesses and engage those willing to support with regular food donations and fundraising initiatives.

### ***What will I be doing?***

You will need to establish and maintain relationships with local business and engage them to support Nourish through funds, food collections and fundraising.

- Contacting local businesses, either face-to-face, via email or over the phone to promote Nourish and engage willing businesses to get involved with fundraising and organising collections.
- Deliver fundraising stationery and food collection boxes when needed.
- Maintain a contact list of relevant supporters.
- Regular liaison with the Operations Manager and Fundraising sub group.
- Encourage businesses to choose Nourish as their Charity of the Year.
- Raise awareness of Nourish and our work through talking to friends and family and on social media.

### ***What skills/experience do I need?***

- A personal and friendly manner.
- Confidence to approach businesses.
- Good organisation, marketing and negotiation skills.
- An honest and trustworthy nature.
- Access to a car or good transport links (reimbursement for each car journey is provided).

### ***How much of my time would you like?***

As much or as little as you want!

### ***How will I be trained and supported?***

- You will receive a full induction to Nourish Community Foodbank and to your role here.
- You will have a mentor as a named contact who will support you and answer any queries you have.
- You will be given any equipment necessary to carry out your role.

### ***What can I gain from volunteering with you?***

- The satisfaction of knowing that you are making a valuable contribution to the lives of local people in crisis.
- Utilising your existing skills as well as developing and learning new ones.
- Nourish Community Foodbank will act as a referee for you after successful completion of your role.
- Reimbursement for any expenses incurred (with prior agreement).

In the year  
2014/2015 we  
provided food  
for 2,345 people

43% of these  
were children  
under 18

992 separate referrals  
were made to us in  
2014/2015

In 2014/2015, half  
of clients - 50% -  
needed only one  
foodbag

78% of our  
referrals were  
for people using  
our service  
three times or  
less

## Where will I be based?

This role will focus on Tunbridge Wells.

## How do I apply?

Contact Dawn Stanford, Operations Manager, on 01892 548892

Or email [office@nourishcommunityfoodbank.org.uk](mailto:office@nourishcommunityfoodbank.org.uk)

Or return the application form to: Nourish Community Foodbank, 14-18 Goods Station Road, Tunbridge Wells, TN1 2BL

We worked with 90  
frontline referral teams  
during 2014-2015 across

### Tunbridge Wells is a wealthy town, why is there a need for a foodbank?

Although there are many people in Tunbridge Wells who are well off, there are pockets of the town where there is real deprivation.

The latest available data show that, in 2014, 17% of children within Tunbridge Wells lived in poverty (after housing costs are taken into account),<sup>1</sup> that's a 6% increase since 2012.<sup>2</sup>

However, in certain areas of the town, more than 1 in 4 children live in poverty.<sup>1</sup>

Local Authority and wards	Percentage of Children in poverty, after housing costs
Tunbridge Wells	16.96%
Benenden and Cranbrook	22.03%
Brenchley and Horsmonden	11.14%
Broadwater	29.17%
Capel	6.71%
Culverden	12.14%
Frittenden and Sissinghurst	8.16%
Goudhurst and Lamberhurst	14.90%
Hawkhurst and Sandhurst	20.40%
Paddock Wood East	15.95%
Paddock Wood West	15.52%
Pantiles and St Mark's	10.33%
Park	10.70%
Pembury	15.03%
Rusthall	23.96%
St James'	20.51%
St John's	15.47%
Sherwood	28.19%
Southborough and High Brooms	24.45%
Southborough North	10.11%
Speldhurst and Bidborough	5.45%

But what's important to recognise is that a crisis can happen to anyone – anyone can lose their job, fall seriously ill or have an accident that changes their lives - and that's where Nourish can help by providing an emergency foodbag to help relieve some of the immediate pressure.

Research shows around half of the population within the UK suffer to some degree from financial insecurity.<sup>3</sup> What that means is that they are unable to put aside money for things like an unexpected bill or a prolonged illness.

### Are most of the people who need Nourish just too lazy to work?

People are referred to us for a wide range of reasons, such as problems with benefits, low or delayed wages, domestic violence and debt issues.

Between April 2014 and March 2015, 40% of our referrals were due to benefit changes or low paid work, with a further 8% of people referred because of sickness.

Over 1 in 10 people are referred because of domestic violence, 15% due to a debt problem, which could be something as simple as an unexpectedly large bill. Just 8% of our referrals are for people who are unemployed.

### How do we know the need is genuine?

Our very robust referral only framework ensures the need is genuine and we work extremely closely with all of our referral agencies. This ensures that all of our beneficiaries are receiving the necessary ongoing support in order to target the root cause of their problems. During 2014-2015 we worked with 90 frontline teams across Tunbridge Wells.

We strive to discourage a culture of dependency, preferring to support families and individuals in crisis until they are able to move on. In 2014-2015, half of clients - 50% - needed only one foodbag and 78% of our referrals were for people using our service three times or less.

#### References

- 1 End Child Poverty. Child Poverty by South East Parliamentary constituency. October 2014. Available at: <http://www.endchildpoverty.org.uk/why-end-child-poverty/poverty-in-your-area>.
- 2 End Child Poverty. Poverty Map of the UK. January 2012. Available at: <http://www.endchildpoverty.org.uk/files/childpovertymap2011.pdf>.
- 3 The impoverishment of the UK. Poverty and Social Exclusion Research UK. First results: living standards. March 2013. Available at: [http://www.poverty.ac.uk/system/files/attachments/The Impoverishment of the UK PSE UK first results summary report March 2013.pdf](http://www.poverty.ac.uk/system/files/attachments/The%20Impoverishment%20of%20the%20UK%20PSE%20UK%20first%20results%20summary%20report%20March%202013.pdf)