

Welcome to FreshTies.

A fresh approach to improve community life through sharing.



Business



Individuals



Non profits

“There are enough resources to go around, and a little sharing means that nobody has to lose out. It is that simple. We’ve devised a mainstream way to involve everyone in social change.”

Ashish Poddar, founder of FreshTies

FreshTies is not-for-profit.

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About FreshTies.

We help communities share their life experience, knowledge and resources to break down social barriers, so everyone has opportunities.



Business



Individuals



Non profits

Via our projects / website / newspaper, communities help each other out.

Our mission aims:

1. Practical solutions to social issues

Encourage and resource practical solutions to community issues.

2. Break down social barriers

Projects including our online newspaper with our constructive media coverage of people/issues.

3. Facilitate sharing of knowledge & resources

Website / other projects to facilitate sharing resources to study, career and life experience.

Campaigning and policy

We will also work for greater efficiencies in the way that community projects are funded, and for public bodies to utilise practical solutions to social issues, which the public can help create. Why? So that more people can be helped.

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Key people support FreshTies.

FreshTies is a much needed, practical approach to involve individual, business and charity in social change, which I support.

**James Leach, Head of Corporate Responsibility,
Norwich Union.**

"This is another practical example of people-helping-people and...corporate social responsibility.

**Dr Nelarine Cornelius,
Brunel University Business School.**

"If FreshTies can dispel ignorance, deepen understanding and promote respect for one another by all its users, it will prove that the internet, properly used, can be a Godsend."

**The Most Revd & Rt. Hon Dr John Sentamu,
Archbishop of York.**

"I give my support to FreshTies with its innovative use of technology to bring people, community and business together for mutual gain".

Prime Minister, The Rt Hon Gordon Brown MP.

"FreshTies 'people-helping-people' culture matches up the needs which exist with the talents and experience everybody has to offer."

Rt Hon David Cameron MP, Leader of HM Opposition.

"FreshTies offers that all-important personal experience from someone who's been there and done that,... this can be an invaluable asset."

**Professor Geoff Layer, Pro-Vice-Chancellor,
the University of Bradford.**

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Our work involves community projects to support our mission.
We also involve every community in our mission via our website project.
Why? Social change involves everyone.



Business

Website search for **study, career, life experience** you need- offer yours.

Website to **find all 'charitable' requests**, projects and initiatives in one place.



Individuals

Online **swap shop** to offer and request equipment, items to skills and advice.

OUR COMMUNITY PROJECTS
for schools, unemployed to youth.

Online newspaper for **good news**, share knowledge, experience & constructive coverage of people.



Non profits

Online, people offer spare **resources for local projects** tackling local issues.

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Our projects in communities.

A. We don't have all the answers. Though, between us, we do.

We encourage solutions from the public, as well as non-profit organisations.

B. Our projects are designed to have real life use / benefit to everyone.

You can see some examples on later slides, which work towards our three aims .

C. Who are our projects for? Which organisations do we involve?

The public including businesses, and we work with:

- School students
- Young people
- Unemployed
- Ex offenders / offenders
- Poorer communities.

- Schools / universities
- Police to prisons to youth offending teams
- Charity / community groups
- Local authorities
- Businesses.

Collaborating allows for efficient use of resources, so more can get done.

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Young people and adults to tackle community issues with business ideas.

Participants devise business ideas to tackle charitable issues, and present them to judges.



An example with Wellingborough schools.

One group of fourteen year olds devised an all in one foam bed with spring up mosquito net to tackle malaria. It was portable, cheap and easily distributed.

- All ideas / participants /supporters feature in our online newspaper.
- Ideas go into our searchable online database for anyone to learn from/use.

Participants benefit, and their work has real life community benefit.

It's used to develop practical skills, inspire enterprise, and develop the role of business in community.

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Local people solve community and environmental issues.

Local people create non bureaucratic solutions, making use of existing resources, not just cash.



Tackling local vandalism / opportunities for young people.

This garage will run sessions, in their own time, to teach young people how to take a car apart, and build it back up. This will teach practical skills, and responsibility.

Submit a solution for anyone to use:

- Solutions can be featured in our online newspaper
- Solutions are entered on our website which are searchable by area / type.

Or, submit a project with a shopping list :

- Local people browse the solutions, and offer what's needed;
- The group who submitted the project can carry it out.

Local decision makers can also see the issues and solutions.

How it will work:

We want to organise a day where our local community will bring 150 elderly people to Welshpool from across Powys to be dined, entertained, and valued by our community on April 8. The elderly have done so much for us and it's time to give something back to them. Please help us out with our shopping list, thanks.

Open Requirements

No Open Requirements Exist for this Project

Closed Requirements

Coach needed to transport the elderly from Oswestry....[Read More](#)

Coach needed to transport the elderly from Llanidloes...[Read More](#)

Entertainment needed for the day, from music to dance, or whatever you can offer, let us know....[Read More](#)

Raffle prizes needed. Please let us know what you can offer....[Read More](#)

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Constructive media to break down social barriers.

Good news, constructive coverage of issues/people, and sharing knowledge in plain English all helps breaks down social barriers, which tackles a basic cause of social issues.

Our newspaper is an opportunity to reflect the good things in our communities; dispel myths, and highlight the potential of all people in all of life's situations.

Local community media centre: work experience, training to confidence and jobs.

From a reporter to sales, individuals we help develop practical skills by training and working on an actual newspaper, from writing, interviewing to marketing and design. People helped can become 'mentors' to encourage others to take up productive activities.

Our project participants help develop local sections of the newspaper.

- News / stories / life experience from all parts of the community including young people.
- One off campaigns don't work, but regular, consistent coverage does change mindsets.

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Mobile community advisers.

A bit like Citizens Advice, but with individuals who for no good reason have been written off!

- They learn practical knowledge, for example, 5 key things to look for in a finance contract (by researching and speaking to professionals).
- They run sessions to help people in the community / key info published in the newspaper.
- Advice tackles common issues / gives them recognition- everyone wins.
- Advice is written up so it's easy on the eye- concise, plain English and the key points (with references for further help).

Individuals gain in practical knowledge and skills, and self worth.

The community gains from knowledge to help them in their everyday lives.

We build up an online directory of issues with solutions.

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Local FreshTies Groups.

The plan

Groups of local people in each county steer our work, as well as:

- Discuss local issues
- Gather stories for the newspaper
- Help decide how FreshTies funds should work in your area
- Help promote FreshTies
- 'Police' local FreshTies projects / spending.

Want to get involved?

Help us get these groups up and running.
Get in touch and work with us.



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Contact us, and lets talk!

Whatever you do with us, you're working with us to strengthen communities.

We'd love to tell you more about FreshTies!

Contact:

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Visit www.freshties.com

