

FRESHTIES.COM

REINVIGORATING THE COMMUNITY CONCEPT



Ashish Poddar

Ashish Poddar is an ex-City lawyer who believes in 'people-helping-people'. He wants to put community back into society. He has given himself the undemanding task of creating a 'people-helping-people' culture that will engender self-worth and harmony within and between communities. And all this starts with a website - www.freshties.com - one place for individuals, not-for-profit organisations and businesses to 'give & gain'.

FreshTies vision is uplifting yet practical, meaning that everyone can be part of it. Simply put, you can benefit from other people, and they can benefit from you. And if everyone gets involved, everyone can win.

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

Using www.freshties.com, individuals of all ages, in the categories of study, career, lifestyle and community can get in touch with others who've 'been and done' what interests them, who can support their situation, or offer new ideas. And whatever your background, faith or circumstances, you will have experiences and ideas to benefit other people.

Charitable and community groups enter their details in the website; and benefit

from its mainstream features and appeal that bring them into contact with a new and wider audience of individuals and businesses. In one place, individuals and businesses can find a whole range of not-for-profit organisations, locally and nationally, to support and get involved with. Local and national businesses also use the website to get their promotion and the cost for organisations' promotion is used to benefit their community.

Ashish Poddar says, "Our approach is to provide a practical, non preachy ethos that draws in all people and organisations as they find something that's in it for them, and can also help others in ways that suit them. This is our approach to engage the bulk of the population in a 'give and take' culture that means everyone can win."

There are already over 10,000 FreshTies members. In recognition of business confidence in this social enterprise, Round Table International has chosen FreshTies to be its global networking provider for its 30,000 members. In addition, FreshTies has support from The Rt Hon Gordon Brown MP; Rt Hon David Cameron MP; Leader of HM Opposition; Sir Menzies Campbell QC MP; universities and charitable groups.

FRESHTIES VISION IS UPLIFTING YET PRACTICAL, MEANING THAT EVERYONE CAN BE PART OF IT.

As FreshTies is a social enterprise, it earns its not-for-profit income. The revenue is generated by membership fees of £7.50 for individuals and £250 for businesses. On joining FreshTies, fifty per cent of the membership fee is allocated to the local area in which the member is based. The remainder will help FreshTies grow, and mainly to fund more projects.

In each local area, the plan is that membership fees create local enterprises in the heart of communities. These local enterprises will be sustainable in their own right, so communities generate their own revenues in part derived from FreshTies services, and use the profits to benefit their area.

Ashish says, "FreshTies is building a non-bureaucratic way to invest in local

communities, as they know how money needs to be used best for their needs. I also want to ensure that people that the 'market' overlooks for no justifiable reason, can show what they can do."

In addition to the law, Ashish was a policy writer at the Commission for Racial Equality. This provided hands-on experience of just how much social labels dictate lives - whether by helping people or by excluding them. The inspiration behind FreshTies is that that we all have something more to contribute than cash; namely life experiences, support and ideas. Importantly, these are things that all individuals can contribute - making everyone equally important. When people feel valued, they tend to interact more positively with the people and world around them - fundamental to building community.

Local groups can use FreshTies.com to generate their own funds to help the community. Simply, a local group contacts FreshTies to request a unique voucher code eg 'group123', which people enter on joining the website. By asking people to join FreshTies, half the membership fee will go to that local group.

Ashish says, "It's really taking off as the donor gets something tangible in exchange,

and the local group has a simple way to raise funds for their community. I do hope that people and groups will join FreshTies.com."

For more information visit www.freshties.com or contact Ashish on 07845 574 453 or email ash@freshties.com



Freshties website