

# People helping people

Ashish Poddar is an ex-City lawyer who has just launched 'Let People-Help-People' - a campaign to challenge red tape and rules that hinder enterprising individuals from helping their communities



**I HEAD UP** a new, not-for-commercial profit enterprise. We generate funds to help community projects from chargeable services that help people with their study, career and lifestyle. It's a self-sustaining way for "people-helping-people".

Being a FreshTies member, you benefit from experiences that will help you. For example, get in touch with others who have done what you're interested in doing, share your situation or interests, through to ideas that inspire you- for all ages.

When an individual joins [www.freshties.com](http://www.freshties.com), 50% of the membership fee goes to the community project of their choice. A priority community project is to generate money for the elderly this winter.

Pensioner, Marian Jones, from South Wales says, "I support

FreshTies.com. I like the fact they're not after donations, but creating something sustainable that enables people to help others - by simply helping themselves. Given their project to help the elderly, I already know of some others who will ask their banks to support FreshTies. Others can do the same."

Over 8,000 people have joined FreshTies. Public figures also support FreshTies - from Gordon Brown MP and the Pro-Vice Chancellor of Bradford University to charities and the Archbishop of York.

Fresh Ties is based on people-helping-people, where money is just one part of what people can do for each other. What about when individuals from every walk of life give their encouragement, ideas and experiences to help other people move forwards, or gain in self esteem - that's powerful stuff. And that help then comes around, so everyone gains! The process of sharing experiences and knowledge breaks down social barriers between people, so everyone can claim their potential in life.

It's a simple idea to show that people from every walk of life, and way of living, has something to contribute. This is good for self esteem. I believe that when people feel good about themselves, they interact more positively with other people,

which is key for social harmony - our overall goal.

The over 50s have an important role to play. You have a wealth of experiences to offer all age groups, and can do so via the website. Not only does this bridge the generation gap but enables you to explore what else you can do.

Underpinning all is a spirit of community. By joining, you help a community project, then you can get 'help' from FreshTies members about what you want to do or know about, and vice-versa. The website also has specific features concerning retirement. For example, getting in touch with others about finding part time work, looking for new interests, retirement due to ill health, to studying or looking for a new direction.

With public support, we can convince the decision-makers to change their rules and back us. We're asking individuals of all ages to join FreshTies.com as a member, and ask their bank and other organisations to get behind us. FreshTies is for everyday people, by everyday people. This is an opportunity to be part of changing rules so people from all walks of life can benefit, including the elderly, this winter.

You are welcome to contact me on [ash@freshties.com](mailto:ash@freshties.com) or 07845 574 453.