



# Totally Stoked

Communities Giving Together

## Our Values Explained

- 1. Turning Investment Inwards Towards the City.**
- 2. Bringing People, Ideas and Energy Together.**
- 3. Minimising Waste: Time, Money, Energy and Resources.**
- 4. Valuing Everyone's Contribution.**
- 5. Raise, Challenge, Inspire, Shine.**

### What do we mean by these ?

- 1. Turning Investment Inwards Towards the City.**
  - Providing pathways to encourage local people, philanthropists and businesses to make well informed choices when wanting to invest their money in charity or supporting good causes that will better benefit the people and families of the city directly.
  - In the knowledge that their money is being spent resourcefully and is supporting the development of our local communities and the organisations best placed to support local people in need – people of all ages, backgrounds and abilities across all six towns of the City.
  - Levelling the playing field for smaller Stoke-on-Trent based good causes and community projects to reach the attention of donors and sponsors, rather than competing with national charities to attract fundraising, regular donations, sponsorship and grant funding from national funders, trusts and foundations.

## **2. Bringing People, Ideas and Energy Together.**

- Gluing all the parts together - healing fractures and breaking barriers that help to bring the six towns and surrounding villages and hamlets together in joint projects, initiatives and networks.
- Helping local people to discover what charities and services community activities and opportunities are available in their community.
- Finding the appropriate volunteers, advisors, champions, businesses, buddy organisations, networks, resources and networks from across the city that can support a charity or community group coming forward and needing support.
- Helping community organisations, people and businesses to achieve ambitions, by finding their tribe - forging mutually supportive relationships, with trust, positivity and strength to build their community's spirit.

## **3. Minimising Waste: Time, Money, Energy and Resources.**

- **Time:** Saving the time community organisations seeking grant funding, volunteers, sponsorship, other resources, venues etc by bringing their request to **Totally Stoked**. Aiming to get the task of sourcing all the elements completed efficiently and at low cost from the partners and wealth of sources within the community. Saving the time of businesses wanting to sponsor and give to charitable good causes with a community grant process, but which they don't have the capacity to manage in a transparent application and evaluation process with fair criteria and judging panels. This scheme allows them to have the security of efficacy and be fully recognised as being a major funder in the community.
- **Money:** Making business sponsorship and people's donations go further - by pooling together small amounts to make a bigger impact, avoiding no unnecessary purchases on new equipment or expensive hire of professional services or facilities when they can be sourced locally at subsidised rates or for free, and matching up shares or donations from the community. Enabling the money from businesses, philanthropists, donors and funders to have a wider

impact with evidence that is measured and reported back, so they can see the benefit they have helped to create. Saving money for the organisations so they can use their limited reserves and core funds on keeping skilled staff in work and keeping the lights turned on.

- **Energy:** Uniting organisations with people and businesses who have energy to spare and want to share their skills, services, just help out and give support, - from workforces delivering CSR team activities, organisations providing teams of youth volunteers, or businesses providing individual staff with pro-bono skills and volunteer brokers sourcing the ideal volunteers living in the community.
- **Resources:** Reducing equipment, furniture, materials which may otherwise be thrown into landfill. Also sourcing other resources and facilities that are being underused and could be valuable and extremely helpful for community organisations on tight or non-existent budgets.

#### **4. Valuing Everyone's Contribution**

Ensuring every contribution of money, time, equipment, resources, advice etc is valued, rewarded and recognised. Every level of support is recognised, and everyone can take pride in being part of the solution. Examples may be:

- One person helping to serve food at a local lunch club once a week.
- An adventurous fundraiser skydiving from a plane or running a marathon.
- A local business providing a large sponsorship deal.
- A team of company workers digging out a community allotment.
- A local community group sharing their facilities with another local group.
- A family-run business donating a little money each month.
- A local business providing a charity with equipment to borrow or keep.
- A large company or a sole trader offering services free to charities occasionally.

... the possibilities are endless and each one has a great value.

Recognising, thanking and rewarding their support with media releases, tweets and posts, certificates, thank you cards, awards, articles in newsletters, volunteer credits ... whatever is appropriate.



## **5. Raise, Challenge, Inspire, Shine.**

- Raising the profile of the good work taking place in the city through the efforts of individual volunteers, communities, community focused businesses and social enterprises, networks, voluntary groups, charitable organisations involved in the **Totally Stoked**.
- Challenging local people and workforces to be part of the solution and fundraise and volunteer for the good of Stoke-on-Trent communities, rather than expecting someone else to make the change.
- Inspiring local communities and individuals to realise their potential, to be the instigator of positive change for themselves, their community and future generations.
- Shine a vibrant, positive, warm light on the City - let its people and the outside world see Stoke-on-Trent in a new light.