



Community Foundation Ambassadors: helping to inspire and support giving that strengthens communities and enriches local life

The Community Foundation Tyne & Wear and Northumberland is a charity that strengthens communities and enriches local life through effective giving. It offers people, businesses and other organisations an easy and rewarding way of giving back to those needing support within our communities.

We are part of a national and international movement in community philanthropy and are one of the most successful organisations of our type outside of North America. Our success lies in our ability to bring together those with the generosity and desire to help others in need with the many brilliant charities and voluntary organisations that provide those vital services.

Community Foundation Ambassadors play a key role in strengthening giving and philanthropy

Our Ambassadors are drawn from a range of sectors, areas and circles. We have many professional advisors who find that being an Ambassador helps in their client facing role as it enhances their understanding and knowledge of philanthropy and giving. Some are our existing donors, both individuals and corporates, and they are able to share their personal experiences of giving and what philanthropy means to them, their families and businesses. Many are simply people who know of our work and feel able to help us spread the word.

As an Ambassador you will be invited to our informal events where the focus will be on networking and sharing ideas. There will be short presentations from interesting speakers, including groups supported through the Foundation. There will also be brief updates from the Foundation so Ambassadors are kept abreast of the latest news and developments. We will also issue an Ambassadors newsletter two or three times a year with relevant stories on our progress and from the wider field of philanthropy.



**Community
Foundation**
Tyne & Wear and Northumberland
Enriching lives through effective giving

Some of the practical ways that Ambassadors can help us includes:

- Helping to identify potential donors and making introductions (at least one a year).
- Promoting different ways to give.
- Feeding back on ideas for new giving products and initiatives.
- Advising on and attending events, and suggesting speakers and guests.

Ambassadors will not need to remember all the details of what we do. Instead, the role will focus on sharing some simple messages about the Community Foundation:

- **Community is our cause:** if it's charitable and it's happening in our area, chances are we know who's who and how to help, or we can find out.
- **Give a little or a give lot:** make a gift of any size to a theme or unrestricted fund, become a member or make a major gift to set up a named fund.
- **Give for now, or give forever:** apply your support to something happening in the next year with a revenue gift; or see your gift support causes now and for generations to come through our endowment.
- **Try before you buy:** come to an event for one of the theme funds, hear what we get up to at our AGM or at an event, or talk to us about visiting a project.
- **Get a guide:** talk over your wishes and options with one of our expert team; read our *Vital Signs* reports; meet donors who are already involved.

To discuss the role in more detail, please speak to one of us:

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Sandra King, Chief Philanthropy Officer
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Fiona Cruickshank OBE, Chair
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