Welcome: A message from our CEO

Thank you for taking a look at our Ambassador Pack.

Since we launched the scheme in 2013 in our 15th anniversary year, our Ambassadors have become an integral part of Transaid’s activities. As we enter our 20th anniversary year, our Ambassadors have grown in number, but remain just as essential to our growth as an organisation.

The Transaid Ambassadors scheme recognises the time and effort individuals put in to support Transaid, and formalises their role as a ‘super supporter’. Whilst the Ambassador role can take a variety of forms — such as professional volunteer, challenge participant or industry advocate — their work is greatly appreciated by everyone at Transaid.

All of this adds to our value. Ambassadors raise awareness, revenue and strengthen Transaid as a whole.

From cycling across stunning African landscapes, to providing invaluable expert knowledge, there are many ways you can help Transaid as an Ambassador. This pack will give you an insight into how you can get involved and the ways we can support you throughout.

I hope the following pages inform and inspire you to become an Ambassador yourself.
The Role

Ambassadors are a key part of the Transaid marketing team, helping us build the sustainable and stable growth of Transaid’s programmes. We are looking to build on our success and create even stronger links between the transport and logistics industries and the international development programmes that Transaid implements.

As an Ambassador, you will support and advocate for Transaid as an individual, rather than as a corporate representative of your organisation. If your circumstances change, for example if you change employer, we would still want you to be an Ambassador for us.

We ask that you commit to the role for 12 months. With our support, you will bring your enthusiasm and passion to help us achieve our objectives, using a personal plan adapted to your specific interests and expertise. After this first year, your role can be reviewed.

What does an Ambassador do?

Every Ambassador works with us to devise their own tailored plan for each 12 month period, which is personalised to suit their individual priorities and schedules. The activities you choose will very much depend on your interests and what you are comfortable doing, as you will have the freedom to make the role your own.

Promote

- Raising awareness of Transaid at appropriate opportunities will be a vital aspect of your work. This could be at work, at an event or through social media.
- You could help to promote Transaid events and recruit for fundraising challenges. You may even decide to take on a challenge yourself!
- At work you could recruit company teams for Transaid challenges, aim to nominate Transaid as your company’s charity of the year, or source prizes for our prize appeals.
- You could promote Transaid within your workplace by:
  - Helping with internal communications
  - Placing Transaid adverts, press releases, etc.
  - Giving presentations about Transaid
  - Helping with appeals
Promoting payroll giving
- Actively searching for fundraising opportunities. For example, you could recommend us as the official charity for your company’s awards event.

Help out

- Ambassadors can provide invaluable people power by volunteering at industry events where Transaid has a presence (for example: CV Show, Multimodal, Motor Transport Awards, etc.).
- You could also run your own individual fundraising events, including internal fundraising events at your workplace.
- If you would like any help with fundraising ideas or materials, please get in touch and we will be happy to help you.

Provide Expertise

- As a professional in your field, you are in a unique position to provide expertise, knowledge, and contacts.
- You may have the opportunity to travel to one of the countries in Africa that we are active in as a professional volunteer.

All of these important actions help to increase our supporter base and raise more funds for our life-changing programmes. You are completely free to decide which and how many of these activities you undertake. We only ask that you are committed to your role as a Transaid Ambassador and try to be as proactive as possible.

If at any point you need help, guidance, or just want to chat about the position, please don’t hesitate to get in touch.
Why be an Ambassador?

Whilst we ask you to be committed and proactive in your role, you will find that you get as much out of the scheme as you put in. Some of the immediate benefit include:

- **Widening your social and business networks.** Our Ambassadors are knowledgeable, experienced and influential industry figures. By joining the scheme you will have the opportunity to interact with each other.

- **Developing your marketing, PR and public speaking skills.** By promoting interest in Transaid’s activities, you will have the opportunity to inspire others in a variety of ways.

- **Adding the role to your CV.** As a widely recognised and uniquely placed actor in the logistics and transport sectors, our partners are proud to be associated with us.

- **Making a difference.** From getting involved in fundraising activities to offering your expertise in the field, every Ambassador has the chance to make a real difference with a widely respected industry charity.

In addition to the above, you’ll also receive ongoing support throughout your ambassadorship, including:

- Regular updates on programmes, internal developments, e-newsletters, and other useful information.

- Membership of an Ambassador LinkedIn group.

- Ambassadors will be given as much notice as possible of appeals and events.

- To support you as much as we can, each Ambassador role will be tailored to each individual’s needs.

- Expenses (please talk to us first if you are going to incur expenses and want to claim them back from Transaid).

- If necessary, we will provide you with a letter of authority confirming that you are acting on our behalf.

- The tools you need to be an Ambassador.

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**Contact Information**

Your main point of contact for Ambassador activities will be Transaid’s Communications Officer, Elena Leonard.

She is contactable on elena@transaid.org and 020 7387 8136.
Our Ambassadors

As an Ambassador, you will be working alongside over 30 industry leaders and innovators. Here are the stories behind just a few of our current ambassadors. We hope you are inspired by their passion and commitment to Transaid’s mission.

**Peter MacLeod**  
**Director of PR, Adfield Group**

Peter is the former Editor of SHD Logistics, the UK magazine launched in 1957 as Storage Handling Distribution. He is a business-to-business editor with almost 30 years of experience across both business and consumer journalism, as well as marketing and PR. Peter has participated in many of our cycle challenges, and more recently was the Master of Ceremonies at our 20th Anniversary Showcase, which was attended by HRH The Princess Royal. He is now the Director of PR at Adfield Group, a marketing, communications and events agency.

**Mike Daly**  
**Logistics Consultant**

Mike is a Fellow of the CILT and has been a major player in the logistics industry for over 30 years. He built DTS Logistics himself with one van 1,000 employees over 25 years, which he sold to Clipper Group in 2005. He is still actively involved in the logistics industry as a consultant. As an early supporter of Transaid, Mike has been an active Ambassador since 2013. He has participated in the Transaid Snowdonia Walk Challenge and the first Transaid Motorcycle event. He also showcased our only UK-based bicycle ambulance in the City of London ‘Cart Marking Parade’ as well as taking it to numerous trade shows such as Multimodal and the CV Show at the NEC.

**Kirsty Adams**  
**Editor, SHD Logistics**

Kirsty came on board at the end of 2017, and has since become one of the scheme’s most active Ambassadors. She first learnt about Transaid as Project Editor for SHD Logistics Magazine, where she worked alongside us. Now Editor of the publication, Kirsty uses her industry contacts and expertise to support Transaid with their fundraising activities within the industry, making us the official charity partner for the SHD Logistics Awards. In December 2018, SHD Logistics also ran Transaid’s Christmas Appeal, helping to raise over £29,000. In her spare time, Kirsty has raised funds for Transaid by completing the 2017 Paris Marathon, and looks forward to supporting Transaid at future events and challenges.