



transaid

# AMBASSADORS PACK 2023

## CONTACT US:

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UK Registered Charity No: 1072105 Patron: HRH The Princess Royal



# WELCOME:

## A Message From Our CEO

Thank you for taking the time to look at our Ambassadors pack.

Since we launched the scheme in Transaid's 15th anniversary year in 2013, our Ambassadors have become an integral part of Transaid's activities. As we enter our 25th anniversary year, our Ambassadors continue to grow in number, and remain just as essential to our growth as an organisation.



Caroline Barber  
CEO, Transaid

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 role as an Ambassador can take a variety of forms — such as professional volunteer, challenge participant or industry advocate — their work is greatly appreciated by everyone at Transaid.

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

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 in which we can support you throughout.

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

The inaugural Scottish Transport Dinner (September 2022), organised by Transaid's Board Chair - Joan Aitken, and recently appointed Ambassador - Lynsey Mitchell.

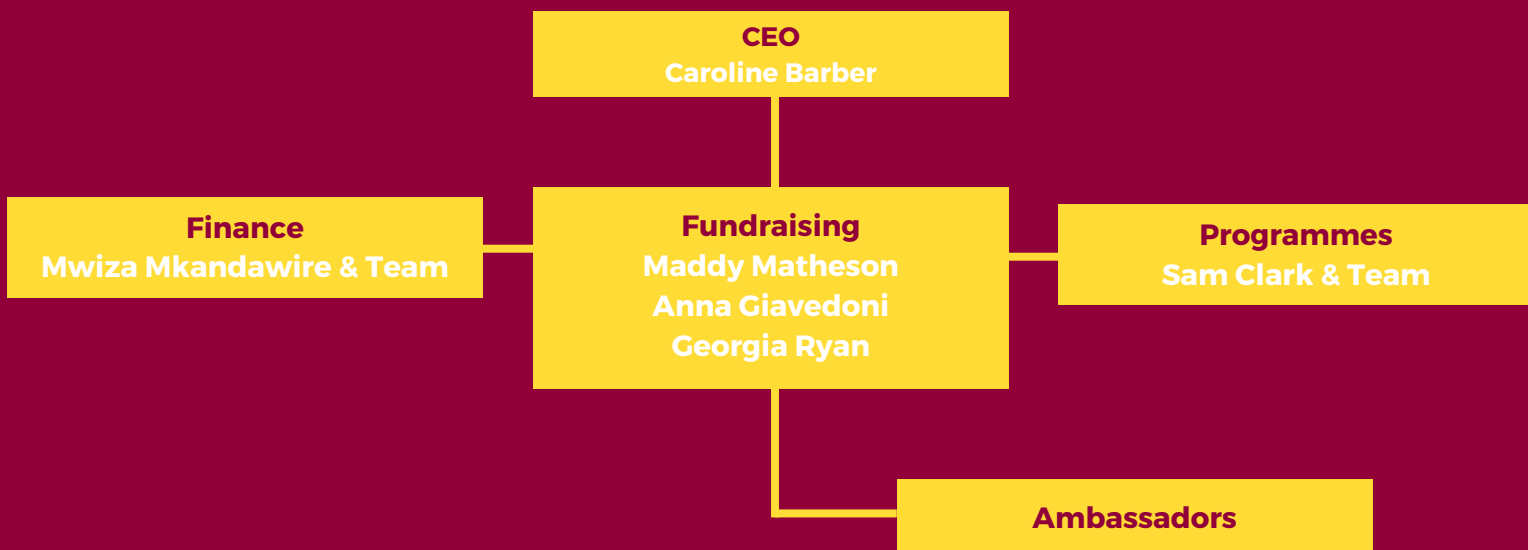


# The Role

Ambassadors are a key part of Transaid's fundraising 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 industry 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 remain as a Transaid Ambassador.

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, and many of our Ambassadors have remained for years to follow.



## 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, and take on as much or as little as you choose.

### 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.

Ambassador Jon Aspden (centre), Head of Driver Training at Clipper Logistics (now part of GXO) on his fourth overseas secondment for Transaid, working with four professional driver trainers in Ghana.





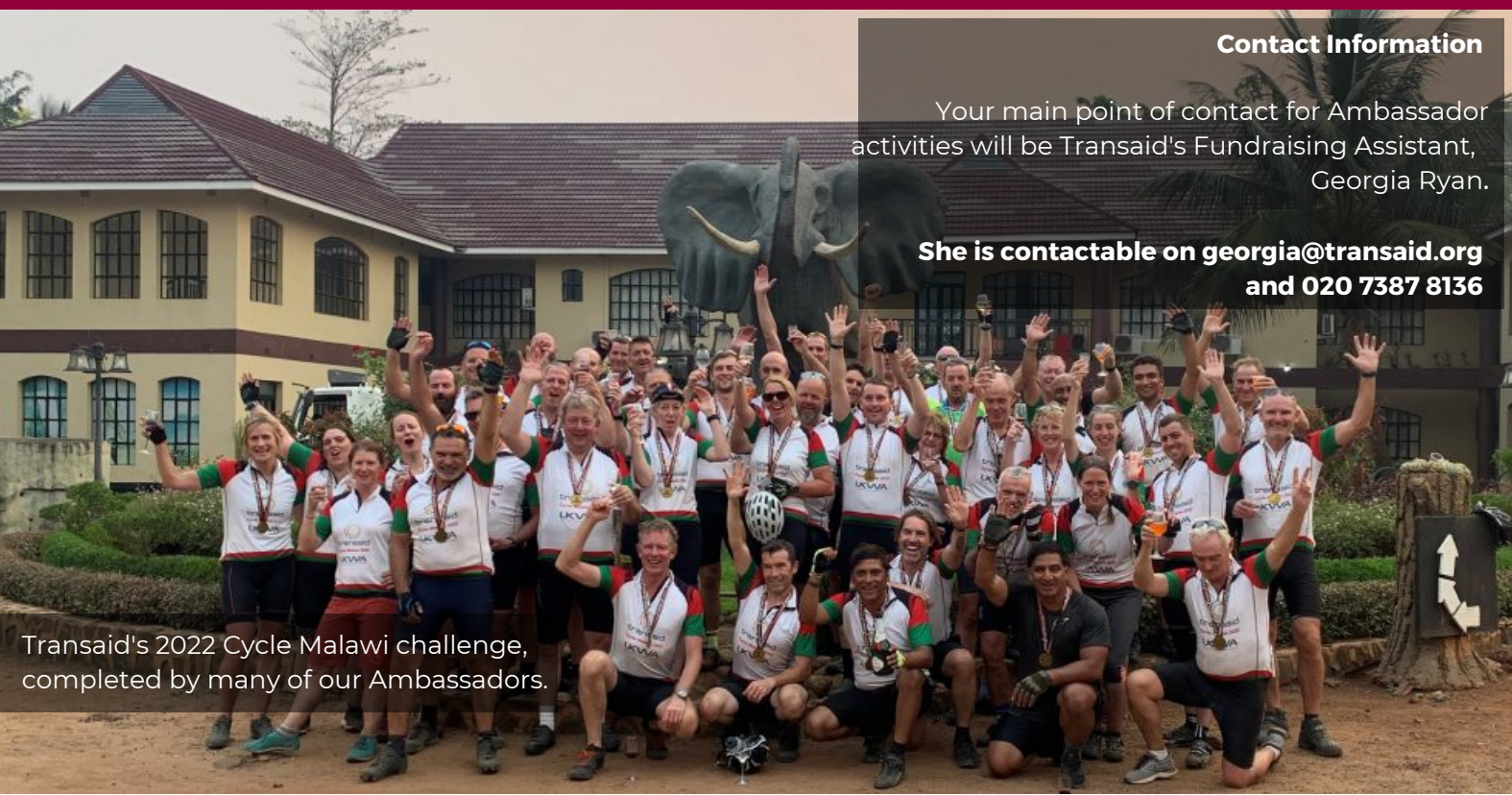
# Why be an Ambassador?

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 transport and logistics sector, our partners are proud to be associated with us.
- **Making a real difference.** From getting involved in fundraising activities to offering your expertise in the field, every Ambassador has the chance to make a real difference as part of 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 Transaid's Ambassador LinkedIn, and Whatsapp groups.
- 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.



## Contact Information

Your main point of contact for Ambassador activities will be Transaid's Fundraising Assistant, Georgia Ryan.

**She is contactable on [georgia@transaid.org](mailto:georgia@transaid.org) and 020 7387 8136**

Transaid's 2022 Cycle Malawi challenge, completed by many of our Ambassadors.

# Some of 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.

## Mike Daly

### Logistics Consultant

Mike is a Fellow of the CILT and has been a major player in the logistics industry for over forty years. He built DTS Logistics himself with one van to 1,000 employees over 25 years, which he sold to Clipper Group in 2005. He stepped down from Clipper in 2022 following the acquisition by GXO when it had grown to over 10,000 employees. He is still actively involved in logistics in consultancy. Mike was an early company supporter of Transaid and has been an active Ambassador since 2013. Mike participated in the Transaid Snowdonia Walk Challenge and the first Transaid Motorcycle event. He provides invaluable support to Transaid's Christmas Appeal every year, is always on hand for industry events, whether that be to drop-off and collect Transaid's only UK-based bicycle ambulance model, or to help the team on the stand.



## Clare Bottle

### CEO of UK Warehousing Association

Clare Bottle FCILT is CEO of the UK Warehousing Association and Vice-Chair of Women in Logistics UK. Having joined the logistics industry in the 90s she has worked across a number of sectors including chemicals, construction and food & drink. She was on the board of Transaid from 2011 to 2018, completed a trek and five sponsored bike rides and remains an active Ambassador.



## Guy Heywood

### Director of Sales and Marketing for Europe at Hankook.

Guy has been a Transaid Ambassador since 2013. His interests include: travel, design, cycling, cooking, watches and classic cars. He is keen to keep fit, help people in the process, interact with like-minded people and if he can travel doing it even better. Guy has spent two years backpacking around the world, renovated a classic car and completed the three peaks challenge in 21 hours. He also participated in Transaid Madagascar, Uganda and Malawi, cycled London to Paris, Lancaster to Edinburgh, Grande depart Yorkshire in 2014 and climbed Kilimanjaro in 2014. He cycled to Tanzania in June 2015 and South Africa in 2017 for Transaid, and also joined the Cycle Zambia Challenge in 2018.



## Lynsey Mitchell

### Business Support Supervisor, John Mitchell Haulage & Warehousing

After graduating from Robert Gordon University, Lynsey began her career in the logistics industry. Her first role was in Finance, before moving into Administration and then into her current role where she gained a licence in HGV driving. Lynsey's career highlights so far include being awarded Scotland's Transport Woman of the Year in 2022. In her spare time, Lynsey loves to help out in her community where possible. She is a member of the local Rotary Club, and volunteers as a dance teacher at her local Youth Theatre Company. It is this interest that sparked her relationship with Transaid when she had the opportunity to join the team to help plan out the first ever Scottish Transaid Dinner.







# transaid



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