

FORWARD fM

FOREVER MANCHESTER'S FANZINE FOR PEOPLE WITH A PASSION FOR GREATER MANCHESTER



IN THIS
ISSUE

PAGE 2
**ONLINE VENTURES
GROUP VENTURES
THAT EXTRA MILE**

PAGE 3
**WE FOCUS ON
WHAT'S STRONG
NOT WHAT'S WRONG**

PAGE 5
**FIRST FRIDAY
NETWORKING CLUB**

PAGE 6
**25 WAYS YOU
CAN SUPPORT
FM THIS YEAR**

PAGE 8
EVENTS



Back when I was a fresh faced besuited bank employee, I remember getting quite excited by the idea of Corporate Social Responsibility (CSR) - no really!

I remember the celebrated management consultant Peter Drucker writing about how crucial it was to turn social problems into economic opportunities and I remember that in 1989 the wonderful Ben & Jerry's published the first ever social report.

At the time, as a young employee and a bit of an idealist, it seemed very important to me that the company you worked for cared about stuff and wasn't just about profit.

Just a few years later in 1995 Shell spent £20 million on its PR offensive to rebuild its reputation following accusations of complicity in the execution of Ken Saro-Wiwa and eight other activists in Nigeria. By pioneering the use of CSR reports, Shell managed to successfully rebuild the company's reputation.

Now call me a cynic but it was at this point that I think the game changed!

What had originally been about companies recognising that they had a responsibility to society became more about how companies can use the techniques of CSR to enhance their brand, divert attention from some massive faux pas or simply as a means of ticking a box for the annual report.

For me CSR should not be just an afterthought in the business plan, it should be driven by philanthropy as well as economic benefit.

The companies that support Forever Manchester do recognise that they have a real responsibility to care about the society we're part of, the people that work for them and the communities and neighbourhoods they live in. These are organisations that we love working with.

If you share our philosophy and want to take a fresh look at how your company is being socially responsible, please get in touch with us now.

NICK MASSEY-CHIEF EXEC

Twitter @MasseyManc

ONLINE VENTURES GROUP VENTURES THAT EXTRA MILE

Online Ventures Group is our digital marketing partner and one of our noisiest Manchester Million partners and we love it.

They are experts in creating quality, exciting attention online and have done a smashing job helping us to raise our game. When they're not squirreling away researching for us, they're shouting about what we do on social as well as their fabulous huddled.com news portal.

The team is full of ideas and putting them into place to raise some serious cash for us this year – the huddled Awards and Forever Foxtrot are just the start. Earlier this year they were first off the mark to celebrate our 25th birthday by incorporating our infinity logo into the huddled branding. We can't wait to see what they come up with next!



CAPTAIN MANCHESTER SAYS...

This week I took a trip to Alt Primary School in Oldham to show the pupils it's COOL TO BE KIND.

I told them what I do like giving out umbrellas in the rain and hugs to people on the street and they came up with their own great ideas for being nice to people in Alt too. One group decided to wash the teachers' cars for free and another is going to teach street art to the younger kids. I'm looking forward to hearing how the projects go over in Alt.

What kind of things could you do for people in your neighbourhood? It really is cool (and fun) to be kind!

AMBASSADOR: MICHAEL HENDERSON

Forget your stereotypical man in insurance, there's a new breed in town. Michael Henderson has made insurance bearable and he's one of our fave ambassadors. Michael is an honorary Mancunian who joined our gang well over a year ago, and since then he's set up his own boutique insurance consultancy, Risk Box.

Last year he put on his first event for us, 777: Seven Deadly Sins of Creative Start Ups, at MediaCityUK which raised a ton of cash, and he also ran backwards for us through Heaton Park. This year he's creating Forever Foxtrot with fellow ambassador Rionne Williams (Online Ventures), which will see Manchester's business folk waltzing across the ballroom to raise important cash for local people and communities.



WE FOCUS ON WHAT'S STRONG NOT WHAT'S WRONG



On Friday 31st January our Community Building Team took the next step in moving our innovative Women in Neighbourhoods (WiN) initiative forward.

With the help of some of the women active in neighbourhoods across Greater Manchester, we want to celebrate their contribution by building an initiative that will have more impact and involve even more people in their communities.

As a direct result of our launch event in January 2013, the Great Lever (Bolton) WiN network has been established and is going from strength to strength connecting women from across Great Lever by utilising their skills, gifts and assets to make a difference to their own lives and to where they live. This success demonstrated that there was an opportunity to grow the WiN network across Greater Manchester.

We invited 20 women from neighbourhoods in Oldham, Trafford and Bolton to attend an 'Asset Based Community Development (ABCD) and Innovation' workshop to share ideas and help to shape the future of WiN. We used the day to launch our WiN Awards programme which will allow 25 groups of 4 or more women to come together to carry out new projects in their neighbourhoods throughout International Women's Week 3rd-9th March.

At the workshop we introduced the group to the concept of WiN following an inspirational talk by Gulnaz Parveen [pictured] who is leading the way with WiN in Bolton. We invited the women to share stories about their work within their communities. The women then set about designing and planning activities using their skills and the skills of people they know that could be implemented in their neighbourhoods.

Gary Loftus, Head of Community Building at Forever Manchester says, "I was impressed by the women who attended and we see this network as a catalyst for our fresh approach to ABCD in the UK. The workshop demonstrated that getting women together in the right environment sparks some very real and positive community action. We will be calling on their skills again to form a steering group and plan a strategy to grow WiN even further."



THE ALCHEMIST RAISES OVER £550



The Alchemist New York Street raised an amazing £553 for Forever Manchester during the Christmas party season and Captain Manchester popped in to say a big thank you to the team (he might have had a cheeky cocktail as well!)

Jessica Cumpstey [third from left], Business Development Manager at The Alchemist (and an ambassador of FM) says, "We wanted to choose a Christmas charity that was both local and close to our hearts at Christmas. With our love of Manchester, Forever Manchester is a perfect partner for us. We realise that it's not just about giving great service, food and drink but sometimes it's about giving to those who need it the most."

FOREVER 80S

SMASHES £1,000



Where would you expect to see Evel Knievel, George Michael, Tom Cruise, Adam Ant, Duran Duran and Madonna under one roof? An Elton John party? Nope - all were in attendance at Forever 80s which raised over £1,000 for Forever Manchester.

The event, hosted by Frazer Fearnhead, Director at The House Crowd (one of our Manchester Million Club members), saw ASH Company performing street dancing to classic 80s electro and tribute band Back 2 Skool playing an 80s medley. The Irish raffle raised £500 and the night involved lots of wig swapping! Prizes were donated by Atelier Gallery Hale, Andrew Collier Photography, Hale Kitchen, Mottram Hall, Radisson Blu Hotel and Vanilla Women's Clothes.

We'd like to say a HUGE thank you to Frazer and to everyone who attended. We've had a great laugh at the pictures in the office.

CLIMB MOUNT SNOWDON

Come and join us as we attempt to climb the highest mountain in Wales (not forgetting taking in some breath-taking scenery) to raise money for Forever Manchester.

No previous experience is needed and there will be guides on the day. All you'll need is a decent pair of walking shoes... it is a mountain after all! We're in the process of arranging transport so we will hopefully be able to get you there too.

It's free to sign up so what are you waiting for?

The event is part of #12in12 – a physically testing challenge in every month of 2014 to raise money for FM (there are actually 17 events now but that's another story) – which our Manchester Million pals Neil Buckley and Darren Ratcliffe from RedStar Creative are intrepidly attempting.

WHEN: Saturday 26th April (all day – exact times TBC)

WHERE: Snowdonia National Park Ty Meirion, Eldon Square, Dolgellau LL40 1PU

PRICE: FREE (but we do ask you to fundraise as much as you can!)



REGISTER YOUR INTEREST AT
www.forevermanchester.com/snowdon
OR EMAIL DARREN ON me@webdarren.co.uk

FIRST FRIDAY NETWORKING CLUB

No frills. No nonsense. Just simple networking with good people, good drinks and a brand spanking new venue.

Our monthly networking club First Friday has been running for over a year and it's taken off with full Mancunian force. Our first First Friday of 2014 took place at The Bay Horse Pub in the Northern Quarter and it was the busiest and best yet with faces from across industries and Greater Manchester boroughs.

When: Friday 7th March 2014, 4-6pm

Where: The Bay Horse Pub, 35-37 Thomas St, Manchester M4 1NA

Price: FREE

Sign up at www.forevermanchester.com/firstfriday

We have limited places so you must register online before the event. Unfortunately we can't let last minute attendees in on the door.

SEE YOU THERE!



25 WAYS THAT YOU CAN SUPPORT FOREVER MANCHESTER THIS YEAR



INDIVIDUALS

- 1 Donate - make a one-off donation or set up a monthly direct debit donation - www.forevermanchester.com/donate
- 2 Tick the Gift Aid option when you donate so we can claim 20% of donation back
- 3 Fundraise for us - sign up to our wide range of fundraising activities - www.forevermanchester.com/events
- 4 Volunteer for us - to help us with our fundraising - www.forevermanchester.com/volunteer
- 5 Offer your time and skills to a community group near to where you live
- 6 Buy our limited edition Manchester bands artwork - exclusively designed for us by award winning illustrator Si Scott - www.forevermanchester.com/shop
- 7 Buy our limited edition and highly collectable Forever Manchester/Hard Rock Cafe pin badge www.forevermanchester.com/shop
- 8 Buy our Captain Manchester comics (3 editions) £5 (incl P&P) - www.forevermanchester.com/shop
- 9 Help promote Forever Manchester by sharing news, stories and videos on
Twitter: @4EVERManchester
Facebook: Forever Manchester
YouTube: 4vermanchester
Google+: +Forevermanchestercharity
LinkedIn: Forever Manchester
- 10 Spread the word - tell you friends and family about Forever Manchester and the ways they can help

EMAIL US marketing@forevermanchester.com TO LOG YOUR INTEREST IN HELPING US THIS YEAR.



BUSINESSES

- 11 Choose Forever Manchester as your Charity of the Year
- 12 Establish your own fund in the name of your company
- 13 Form a partnership with us to market a product or service for mutual benefit
- 14 Donate money - one off donation or monthly donations
- 15 Sponsor our events and fundraising activities
- 16 Raise money for us at your own events
- 17 Donate prizes for us to use at auctions and raffles
- 18 Get your staff involved with our fundraising and volunteering - great for team morale!
- 19 Invite your staff to join our Payroll Giving initiative
- 20 Hire Captain Manchester for your events / launches / PR activities
- 21 Take a batch of Captain Manchester comics to sell to staff, clients and suppliers.
- 22 Attend our popular First Friday networking event that attracts over 70 professionals from the Greater Manchester business community
- 23 Attend one of regular visits to some of the groups that we support
- 24 Liven up your office, reception or meeting rooms with our limited edition Manchester bands artwork
- 25 Promote/refer us to your clients

IF YOUR COMPANY IS INTERESTED IN HELPING US WITH ANY OF THE ABOVE PLEASE CONTACT GED MURRAY NOW ON 0161 214 0959 OR EMAIL ged@forevermanchester.com



TOUCHING FROM A DISTANCE FURTHER ALL THE TIME

MEET THE STAFF

GED MURRAY

Having managed relationships at corporate giants, Ged, our Vice-President, brought his skills to the voluntary sector when he joined FM in May 2013. As part of the Business Development team, he is involved in negotiations with large corporate companies and manages our telemarketing activity.

"It's nice to work for a small organisation where you can actually see the impact – even small amounts of money can make a massive difference. I can see the momentum building as big corporates begin to understand the importance of communities and adopt a culture of being involved. It's really positive and a lot more motivating."

"My highlight of working at Forever Manchester has to be signing up DSC as my first Manchester Million. They're really keen and donate 10% of their fees from every appointment they make."

Ged, a regular runner and walker, has a hidden penchant for oil painting and often ventures to the Lakes to inspire his landscape paintings. The best day of his life was taking a jet boat down the white waters of Niagra River followed by a helicopter ride over Niagra Falls and dinner in the revolving restaurant at the top of the CN Tower in Toronto. Oh... and the day that United won the treble.



WANT TO VOLUNTEER

WITH FOREVER MANCHESTER?



"I recommend volunteering as it can take up as much or as little of your time as suits you. It's a great way to do something for your community whilst meeting new people and having fun."

Rachel Bottomley, Restaurant Manager at All Star Lanes - one of our Manchester Million partners - who has helped out at our events for the past year.

"I first heard about Forever Manchester at All Star Lanes where we donate 25p from every burger we sell. Every time I tell a customer why we support Forever Manchester it inspires me to go the extra mile and give up some of my own free time. The charity supports dozens of fantastic community projects which makes me proud to be a part of the city."

MANCHESTER MILLION BUSINESS CLUB

Volunteering opportunities is just one of the benefits of Manchester Million.

If you'd like to find out more speak to Alan on 0161 214 0940.

HOLLA IF YOU WANNA VOLLA

If you'd like to offer your time and skills like Rachel give Craig a shout on craig@forevermanchester.com

EVENTS

It's our 25th birthday this year
and we've got loads going on to celebrate.

MARCH		
First Friday Meet like-minded people at our monthly networking event. Book your free place at www.forevermanchester.com/firstfriday	Friday 7th 4:00-6:00pm	The Bay Horse Thomas St, Northern Quarter, M4 1NA
The Mirror Ball ***SOLD OUT*** Email craig@forevermanchester.com to be put on the reservation list if we have any cancellations.	Friday 7th 7:00pm-late	The Lowry Hotel Salford
An Introduction to ABCD Workshop A fun introduction to the principles of Asset Based Community Development (ABCD). £85pp inc. lunch. www.theneighbourhoodworks.com/training	Wednesday 12th 10:00am-4:00pm	Castlefield Hotel Manchester
A Slice of Nice What can be better on a Sunday aft than a cheeky beer, slice of cake and top live music? Free to attend. www.forevermanchester.com/asliceofnicenq	Sunday 30th 2:30-6:00pm	TV21 Northern Quarter
APRIL		
First Friday Meet like-minded people at our monthly networking event. Book your free place at www.forevermanchester.com/firstfriday	Friday 4th 4:00-6:00pm	The Bay Horse Thomas St, Northern Quarter, M4 1NA
Greater Manchester Marathon You can even run as a relay team of two or four. www.forevermanchester.com/manchestermarathon	Sunday 6th Times vary	MUFC Old Trafford
Climb Mount Snowdon Climb the highest mountain in Wales. It's free to sign up! www.forevermanchester.com/snowdon	Saturday 26th All day	Snowdonia National Park Dolgellau, Wales
A Slice of Nice Join us for beer, cake and top live music. Free to attend. www.forevermanchester.com/asliceofnicenq	Sunday 27th 2:30-6:00pm	TV21 Northern Quarter
MAY		
First Friday Meet like-minded people at our monthly networking event. Book your free place at www.forevermanchester.com/firstfriday	Friday 2nd 4:00-6:00pm	The Bay Horse Thomas St, Northern Quarter, M4 1NA
City of Manchester 7's Forever Manchester is the official charity partner of the City of Manchester 7's corporate touch tournament. www.com7s.co.uk	Friday 9th Time TBC	Broughton Park F.C. (Rugby Union) Chorlton
Forever Manchester Golf Day Show off your handicap at our annual golf day. Email emmaj@forevermanchester.com for details.	Thursday 15th Time TBC	High Legh Park Golf Club Knutsford
Bupa Great Manchester 10k Run Love running or fancy a new challenge? www.forevermanchester.com/manchester10k	Sunday 18th Times vary	Manchester City Centre
A Slice of Nice Join us for beer, cake and top live music. Free to attend. www.forevermanchester.com/asliceofnicenq	Sunday 25th 2:30-6:00pm	TV21 Northern Quarter

GET INVOLVED!
WWW.FOREVERMANCHESTER.COM/EVENTS