

# FORWARD fM

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

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## WHAT'S YOUR SILVER SPARK?

**"Manchester: there's a secret; to this... amazing place  
They beam a stream of dreams, it seems, from deep in outer space  
And when they meet our atmosphere they turn to silver sparks  
As The Spirit of Greater Manchester that sets this place apart"**

This is the opening verse to our latest poem created for us by Tony Walsh (a.k.a. Longfella) to commemorate our 25th anniversary of supporting communities across Greater Manchester.

Tony is known for his fantastic play on words, especially those about Manchester, and believe me it wasn't an easy task to create something new, that summed us up without him going over old ground. But he managed to do it. He hit on a word – 'spark' – which we all have in us. We all have new ideas for making things better and the beauty of the Manchester way is that you don't need to ask permission, you just need to do it.

At Forever Manchester we are privileged to see hundreds of these silver sparks every week, hundreds of innovative ideas coming in to our offices from all over Greater Manchester from all sorts of people.

Fruit growers from Farnworth, dancers from Davyhulme, mechanics from Mumps; people with energy, people with passion, people who care enough to use their talent, skill and enthusiasm to spark off

and inspire others to get off their arses and get involved in their local communities.

We're also starting to see more and more local businesses recognising the value of our local community projects, recognising that more often than not these communities are where their employees and customers live, where future employees might come from and where their brands can thrive and prosper.

For our own part, we never stand still; we are constantly trying to create new ways of sparking ideas, and evolving. Check out page 3 and our innovative Cash4Graft programme and I hope you'll see why we do what we do and who knows we might help ignite your own silver spark.

**NICK MASSEY-CHIEF EXEC**

Twitter @MasseyManc

**FOREVER  
MANCHESTER**  
THE COMMUNITY FOUNDATION  
FOR GREATER MANCHESTER

**"MANCHESTER... THE BELLY AND GUTS OF THE NATION" GEORGE ORWELL**



# CAPTAIN MANCHESTER SAYS..



## MANCHESTER MILLION OF THE MONTH: WE ARE ADAM

We first lured the gang at We Are Adam into our fold with Caketober – they couldn't resist the sugar rush and got baking to great effect raising over £500 in one cake sale. Adam's Chris McCarthy even took the golden crown at the Caketober Bake Off with his Halloween themed cake.

The We Are Adam lads worked off all those baked goods earlier this year in our inaugural 5-a-side football tournament at Soccer in the City where they put up a good fight. Experts in digital marketing recruitment, We Are Adam launched in 2006 and now serves the industry from Manchester and London. We were over the moon when they signed up as an official Manchester Million member in 2014 and look forward to much more fun to come!



March began with me sprucing up my cape for The Mirror Ball where I surprised guests with prizes as random acts of kindness.

I then picked up FOUR awards at the PR Moment Golden Hedgehog Awards. I was lost for words which didn't help when asked to do a speech at the end! The highlight was meeting Clint Boon – a true Manc legend.

Finally I visited Fairfield Primary School in Droylsden and taught the nursery children about heroes and the importance of being extra nice to people. I even took them a miniature Captain Manchester mask to try on.

Phew it was a busy month! Watch out for me doing a cheeky fundraiser with Miss Manchester soon.

## AMBASSADOR: DAISY WHITEHOUSE

Daisy is our queen of all things PR who is always working hard to make us hit the headlines.

This year at The Mirror Ball she excelled herself with 3 lead stories on the MailOnline before the night was even over. Her Twitter Wall got us trending and her post event coverage made The Mirror Ball (and our sponsors) the talk of the town, no, the talk of the nation!



Daisy is an adopted Manc having been here for ten years, but her work as MD of PR, events and social media agency Down at the Social has meant that she's firmly engrained in the fabric of the city, tirelessly promoting some of our top venues and attractions.

We love Daisy 'cause she is creative and clever and will work every single hour to make The Mirror Ball and Forever Manchester famous, even when she should be at home with her feet up.

# A SMALL AMOUNT OF MONEY CAN GO A LONG WAY



Over the last 2 years our innovative Cash4Graft matching grants programme has been helping to strengthen our local communities. With over 70 awards of £250 made in Bolton, Oldham and Trafford, Cash4Graft has been the spark that turns ideas into realities, skills into actions and people into community builders.

The Cash4Graft programme is designed to break down the bureaucracy typically associated with funding applications. It encourages residents who wouldn't usually apply for funding to gain access to money to help turn their ideas into reality and kick-start projects to benefit the wider community.

Independent research into the effectiveness of the Cash4Graft initiative has recently been conducted based on the 70 awards made since August 2012.

Key findings include:

- 87% of recipients found the awards easy to apply for.
- 80% of projects supported have continued since the initial £250 was spent (36% of these financed further activities through self-fundraising).
- 75% of recipients stated that their idea wouldn't have been realised without the Cash4Graft initiative.
- 62.5% of recipients hadn't previously received funding.
- 61% stated that £250 was the correct amount to be offered.

The main outcome of the Cash4Graft initiative was that it helped build connections and brought people together within a neighbourhood. As a result, the research found that there was an improvement in mental and physical wellbeing, building of community pride, an increase in intergenerational mixing, sharing of knowledge and skills, and creation of safer neighbourhoods and employment opportunities.

A success story of one of the Cash4Grafts projects supported can be found on page 6.

To help us to continue to support local neighbourhoods through our Cash4Graft initiative we need further investment.

**If you or your company is interested in supporting a particular cause or geographical area in Greater Manchester please contact Jean Mills on 0161 214 0940 to discuss how you can get involved.**





# THIS MONTH'S HEROES



## LADIES NIGHT SUPPORTING LOCAL WOMEN

We wanted to celebrate International Women's Day in style so we teamed up with Olive Restaurant (the hidden gem on Lloyd Street) and put on a ladies night with dinner and wine.

The event was a huge success with old friends, new friends, lots of networking and cocktails, and £400 was raised in the raffle. All the proceeds have gone to our Women in Neighbourhoods programme which supports local women to be more active in their communities.

Special thanks to Georgina Donnelly, Olive Business Development Manager, for organising such a great night!

## GRAFTERS AWARDS RAISES £2,000 FOR MANCHESTER GRAFTERS



It's very appropriate that we were the chosen charity of the Talk of Manchester Grafters Awards last month as our ethos is all about supporting the grafters of Greater Manchester – local people who share their skills, talents and resources to make brilliant things happen in their communities.

It was a top night with lots of worthy winners. Our 'This is the Place' poem went down a storm and £2,000 was raised in the raffle. Thanks to everyone involved and all who attended the night!

## MANC V. FOOD TESTS MANCHESTER'S HOT DOG LOVERS

Manchester's spin on the notorious Man v. Food TV show was an absolute banger. 12 teams of worthy scoffers were invited to Dogs 'n' Dough to devour as many hot dogs as possible in 10 minutes.

It's safe to say it wasn't a pretty sight. Large men in string vests and pink tutus (don't ask) necking 8 inch dogs in two bites and dipping bread in water to help it slide down isn't usual viewing on a Wednesday night, but, of course, all for a good cause. Dogs 'n' Dough kindly donated £200 of the profits to FM.

Thanks to everyone who bit a banger for local communities and big love to Adam Jones and the Dogs 'n' Dough team for their hard work.



That's a whole lotta sausage!

### Well Done Charlie!

Shout out to Manchester's favourite blogger and cake connoisseur, Charlie Hooson-Sykes, who ran the London Marathon for us on 13th April and raised **£396**

Thank you – you deserve a well-earned rest!

# GET ON YER BIKE FOR THE TOUR DE MANC

Forever Manchester introduces the Tour de Manc careering over 80 miles around the beautiful Greater Manchester landscape, climbing 6,000 feet and burning 4,500 calories.

This is 80 miles of **BLOOD, SWEAT AND GEARS.**



**When:** 7am, Sunday 22nd June

**Where:** Starts in Manchester city centre

**Price:** £25pp or £90 for a team of 4

**The Challenge:** Raise a minimum of £300 for your efforts (every penny raised supports local people in Greater Manchester)

**DISCLAIMER:** This is not for the fair weather cyclist! It's for those who are not afraid of the elements and who think cycling up hill is a walk in the park.



**BOOK YOUR PLACE AT**  
[WWW.FOREVERMANCHESTER.COM/TOURDEMANC](http://WWW.FOREVERMANCHESTER.COM/TOURDEMANC)



# WHERE YOUR MONEY GOES



## JIM JAM GIRLS – OLDHAM

**The Jim Jam Girls project in Alt, Oldham sources fruit from the local primary school's orchard, the green route to school (a Forever Manchester funded project to make the neighbourhood greener) and residents' gardens to make jams. Supported by a £250 Cash4Graft award, jars and cooking equipment were purchased but all the fruit is sourced locally and people's time donated for free.**

The girls sell jam, lemon curd and apple sauce for £2 and reinvest the profits into the project to buy more jars. Not only is the project economically self-sustainable it has also attracted attention from the Naked Bean Café in Oldham Library which provides an additional outlet to sell more. The group has agreed that any additional surplus will be reinvested in the local community centre.

Starting with a small unintimidating amount of money gave the girls a chance to develop their project management skills as the project grew naturally.

This project illustrates how far £250 can go. Not only does the project sustain itself, it has developed into the beginnings of a social enterprise that benefits the wider community.

## GROUPS WE'VE FUNDED

We've supported an inspiring grassroots project within one mile of your home or workplace in Greater Manchester. Last month we funded 36 groups with over £71,000. Did we help a project near you?

- > Burnage Good Neighbours
- > Cheadle Hulme Ladybridge Cricket Club
- > Cheetham Al-Hilal Community Project
- > Cirtek Alcohol Service Users (CASU), Stockport
- > Create Bolton
- > Evergreen Luncheon Club, Rochdale
- > Firwood & District Residents Association, Chadderton
- > Friends of Farnworth Memory Café, Bolton
- > Friends of Horwich Memory Café, Bolton
- > Friends of Offerton Group, Stockport
- > Friends of South Park, Cheadle Hulme
- > Full Circle NW CIC, Oldham
- > Grenada Overseas Association, Longsight
- > Higher Tonge Over 50's Group, Middleton
- > Horwich Tuesday Club, Bolton
- > Indian Senior Citizens Centre, Whalley Range
- > JCom Employment Agency Ltd, Prestwich
- > Manchester Congolese Organisation
- > Mental Health Carers Group Stockport
- > Middleton Child Contact Centre
- > My Community UK (MC-UK), Manchester
- > New Hey Court Luncheon Club, Sale
- > Newall Green Gymnastics Club, Wythenshawe
- > Pakistani Community Centre Oldham
- > REEL Mcr, Whalley Range
- > Salford Welcome Group
- > St Agnes - The Cuppa Club, Stockport
- > St Margaret's - Tuesday Group, Burnage
- > Stockport Boccia
- > The Ascension Parochial Church Council - Paradise Garden & Community Space, Salford
- > Tyldesley Aged People's Voluntary Welfare Committee
- > Wai Ying Chinese Women's Society, Manchester
- > Warm Hut UK, Salford
- > Westhoughton Pentecostal Church - Luncheon Club
- > Wimbourne Close, Stockport
- > Woodley Sports Bowling Club, Stockport

## MEET THE STAFF

# HELEN SMITH

**Helen, Senior Community Builder, began in physiotherapy and moved onto learning disability and homelessness support work before joining FM in 2012. So what is a Community Builder?**

*"We make connections with people in neighbourhoods and encourage them to connect and make friends with each other to build stronger communities. The highlight has to be seeing the impact of our work. One woman said the other day, 'Thanks for everything. You've changed my life.' Hearing someone saying something so powerful like that makes everything worthwhile."*

Helen loves Community Building so much she's even taken it into her own community where she runs a fortnightly 'Stitch 'n' Bitch' for her neighbours.

Our very own Green Queen, Helen is vegan and recently traded her car in for a bike in a bid to be more environmentally friendly. Plus she's secretly multi-talented having mastered the electric violin, ballet and watercolour painting.



## VOLUNTEER

### OF THE MONTH

**Volunteering is good for your CV, social life and your heart, so get stuck in!**

**This month we chat to Jade Miles who has helped out at our Halloween Ball and First Friday.**

Everyone at Forever Manchester is welcoming and friendly. It's well organised - volunteers are given lots of information about their roles so you know exactly what you're doing. The events are diverse and fun, you meet a whole range of people, and hard work is recognised and thanked.

I've gained confidence, leadership and organisation skills, networking skills and insight into charities, which are all helping me with my university degree.



JADE

## HOLLA IF YOU WANNA VOLLA

We have loads of events support volunteer roles available over spring and summer. If you want to get involved drop Craig a line - [craig@forevermanchester.com](mailto:craig@forevermanchester.com)

# UPCOMING events

Looking for ways to engage with Forever Manchester? Our calendar is jam-packed with great stuff for you to get involved with.

CHECK OUT THE WEBSITE FOR MORE DETAILS: [WWW.FOREVERMANCHESTER.COM/EVENTS](http://WWW.FOREVERMANCHESTER.COM/EVENTS)

MAY		
<b>Ladies at La Vina</b> Get the girls together for our networking dinner. 3 courses and a glass of Cava for £26pp. <a href="http://www.forevermanchester.com/ladiesatlavina">www.forevermanchester.com/ladiesatlavina</a>	<b>Thursday 1st</b> 6:00-9:00pm	<b>La Vina</b> Deansgate
<b>First Friday</b> Meet like-minded people at our monthly networking event. Book your free place at <a href="http://www.forevermanchester.com/firstfriday">www.forevermanchester.com/firstfriday</a>	<b>Friday 2nd</b> 4:00-6:00pm	<b>The Bay Horse</b> Northern Quarter
<b>Formal Fight Club</b> We're the chosen charity of Manchester's white collar boxing tournament. Book your tickets at <a href="http://www.forevermanchester.com/ffclub">http://www.forevermanchester.com/ffclub</a>	<b>Saturday 3rd</b> 7:00pm-3:00am	<b>The Palace Hotel</b> Oxford Road
<b>City of Manchester 7's</b> We're the charity partner of the corporate touch tournament. <a href="http://www.com7s.co.uk">www.com7s.co.uk</a>	<b>Friday 9th- Sunday 11th</b> 3:00pm	<b>Broughton Park F.C. (Rugby Union)</b> Chorlton
<b>Forever Manchester Golf Day</b> Show off your handicap at our annual golf day. £300 per team of 4. <a href="http://www.forevermanchester.com/golfday">www.forevermanchester.com/golfday</a>	<b>Thursday 15th</b> 9:30am-3:30pm	<b>High Legh Park Golf Club</b> Knutsford
<b>An Introduction to ABCD Workshop</b> A fun introduction to the principles of Asset Based Community Development (ABCD). £90pp inc. lunch. <a href="http://www.theneighbourhoodworks.com/training">www.theneighbourhoodworks.com/training</a>	<b>Friday 16th</b> 10:00am-4:00pm	<b>Marriott Renaissance Manchester City Centre Hotel</b>
<b>Bupa Great Manchester 10k Run</b> Love running or fancy a new challenge? <a href="http://www.forevermanchester.com/manchester10k">www.forevermanchester.com/manchester10k</a>	<b>Sunday 18th</b> Times vary	<b>Manchester City Centre</b>
<b>A Slice of Nice</b> Join us for beer, cake and top live music. Free to attend. <a href="http://www.forevermanchester.com/asliceofnicenq">www.forevermanchester.com/asliceofnicenq</a>	<b>Sunday 25th</b> 2:30-6:00pm	<b>TV21</b> Northern Quarter
JUNE		
<b>First Friday</b> Meet like-minded people at our monthly networking event. Book your free place at <a href="http://www.forevermanchester.com/firstfriday">www.forevermanchester.com/firstfriday</a>	<b>Friday 6th</b> 4:00-6:00pm	<b>The Bay Horse</b> Northern Quarter
<b>Tour de Manc</b> 80 miles of blood, sweat and gears. Are you Man(c) enough? <a href="http://www.forevermanchester.com/tourdemanc">www.forevermanchester.com/tourdemanc</a>	<b>Sunday 22nd</b> Early start	<b>Greater Manchester</b> See page 5 for route
JULY		
<b>FM Summer Social</b> Last year's Summer Social was an absolute scorcher with over 200 guests, blazing sunshine and a BBQ. <b>Watch this space.</b>	<b>Friday 4th</b> Time TBC	<b>Venue TBC</b>
<b>Forever Manchester Skydive</b> Calling all adrenaline junkies! <a href="http://www.forevermanchester.com/skydive">www.forevermanchester.com/skydive</a>	<b>Saturday 5th</b> All day	<b>Black Knights Parachute Centre</b> Cockerham, Lancashire
SEPTEMBER		
<b>Forever Manchester Abseil</b> Abseil down one of Manchester's iconic buildings. <a href="http://www.forevermanchester.com/abseil">www.forevermanchester.com/abseil</a>	<b>Saturday 6th</b> Times vary	<b>The Printworks</b> Manchester
<b>Tough Mudder</b> Testing strength, stamina, mental grit and camaraderie. Not for the fainthearted. <a href="http://www.forevermanchester.com/toughmudder">www.forevermanchester.com/toughmudder</a>	<b>Saturday 13th - Sunday 14th</b> Times vary	<b>Cholmondeley Estate</b> Cheshire



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## GET IN TOUCH

Visit: [www.forevermanchester.com](http://www.forevermanchester.com)  
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