

FORWARD fM

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



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What do you feel when you read about Malaysia Airlines MH370? When you heard about the murder of police officers Fiona Bone and Nicola Hughes? Or when Roy went to collect Hayley's ashes?

Well if you're reading this it's because you already raise money for or donate to Forever Manchester so it's a fair bet that you're experiencing empathy – that you have the capacity to recognise emotions of others and you have the ability to experience genuine sympathy or compassion.

The economy has caused many organisations to reassess the way that they work, but it seems that hardly any energy has been expended on one of the keys to success: empathy.

Sure, charities and community projects are all about empathy and the people who provide those services are always focused on helping others. But real, deep empathy is more than shedding a few tears, charitable work and good intentions, it's the ability to lose your ego and walk a mile in somebody else's shoes and your ability to understand and care about stuff that actually matters.

Unfortunately, that empathy seems to evaporate when we get together in our organisations and we start thinking corporately or 'professionally.'

We lose our intuition and our gut feeling for what's going on outside of that group, in society, in the real world... You know the one we all live in. Our places of work start to feel disconnected from the practical concerns of everyday life – it's like a virtual world where who we are in the outside world doesn't matter.

But if organisations are going to survive and thrive in the future we're going to have to seriously think about the role that empathy will play in this success. If our real world is going to survive and thrive we all need to fine tune our empathetic skills into educated insight and we'll need to trust this intuition to help us make better decisions that affect the folks around us.

NICK MASSEY-CHIEF EXEC

Twitter @MasseyManc



MANCHESTER MILLION OF THE MONTH: ANS GROUP

ANS Group was founded in 1996 and has grown to become an award-winning cloud expert with offices in Manchester and London. Scott Fletcher and his gang of merry men and women are involved in many projects and charities in Manchester, and we were delighted to welcome them to the Manchester Million Business Club last year.

Since then they've raised a whopping £1,257 from their Tough Mudder challenge, followed by another £289 showing off their baking prowess during Caketober. Most recently they got behind The Mirror Ball as a key sponsor. Don't worry ANS we've got plenty more challenges ahead for your fabulous team. We even heard a rumour that Scott might be up for jumping out of a plane for the FM skydive this summer...

CAPTAIN MANCHESTER SCOOPS FOUR AWARDS



A couple of weeks ago we descended on the PR Moment Golden Hedgehog Awards where Captain Manchester was humbled by five nominations... Never did he think that he'd walk away with FOUR AWARDS!

Tunafish Media, Captain Manchester's creators, took home the awards for Not for Profit Campaign of the Year and Stunt of the Year, and Tunafish MD, Sam Jones, won the Golden Hoglet for best PR person of the year. They then went and won the biggest prize of the night – the coveted Grand Prix Award!

James McDonald, Creative Director of Tunafish, says, "It's fantastic to receive such great recognition for our hard work for a charity which is close to our hearts. The competition was really strong so we're over the moon. Hopefully this is just the beginning and will open more doors."

You can support the Captain Manchester campaign by buying one of his comics. All the proceeds go towards helping local people make positive things happen. Get yours now at www.forevermanchester.com/captainmcrcomics

AMBASSADOR: KATHLEEN O'CONNOR

Kathleen found us through our First Friday club, whilst networking her way around the city and we soon snaffled her up to become one of our ambassadors.



One of Kathleen's first successes for the cause was to be top sales person when it came to shifting tickets for our Summer Social last year. We knew then that she liked a party, and encouraged her to hatch her plans to put on a club night for us, which she did last month with Chop Beats Forever (page 4). It's one of the best nights out that FM has been involved in! She organised the whole thing single-handedly from the venue, the band and the DJs to coaxing her friends at Holden and Sons to create the fabulous flyer. With over a grand raised it was a job well done - that's for sure... and we reckon we might even wheedle her into doing a follow-up Chop Beats this summer so watch this space.



Captain Manchester with Clint Boon

Big love to Tunafish Media for making it all happen.

ACTS OF KINDNESS



Since September 2013 our Community Builders have been utilising a strength based approach in two primary schools in Oldham - Alt Primary and Stoneleigh Academy.

Our 'Cool2BKind' scheme has been designed to encourage Year 5 and 6 pupils (aged 9-11) to take part in acts of kindness and steer them in a positive direction for the benefit of their local neighbourhood. It also helps to strengthen the role of schools in the local community.

Community Builder James Hampson comments, *"Schools can play a central role in helping young people to get more involved in their local community. The Cool2BKind scheme allows us to work in close partnership with the schools, guiding them through a process to introduce 'kindness' into the school curriculum and help engender philanthropic values in a new generation of people."*

To date our Community Builders have helped each school to identify its and their pupils' skills, talents and ideas using our Asset Mapping model.

Our Poet in Residence, Tony Walsh a.k.a. Longfella has held poetry workshops to encourage ideas and creativity and we've held laughter workshops, hosted by Robin Graham, who uses laughter as a tool to promote positive psychology and bring pupils closer together to improve health and happiness. Our very own Captain Manchester has even visited the schools to help pupils understand the importance of kindness.

In June both schools will hold a celebration event where 43 pupils will receive their 'Young Community Builder' badges and will have the lasting impression and attitude that it's cool to be kind.

If you are involved with a local school and want to find out more about Cool2BKind, please contact Gary Loftus, Head of Community Building, on 0161 214 0940.



FM SOCCER SOCIAL SMASHES £1,400



Forever Manchester's inaugural 5-a-side football tournament kicked off at Soccer in the City last month. Teams from Marriott Hotels, PricewaterhouseCoopers, Luxson, Brand Addition, Brown Shipley, We Are Adam and Forever Manchester battled it out for the prized trophy, with Brown Shipley taking the cup home after beating PwC 7-5 in the final.

Huge thanks to FM ambassador Moyen Ahmed (Soccer in the City) for hosting the tournament and providing the facility free of charge. And thanks to FM ambassadors Michael Henderson (Riskbox), James McDonald, Ric Brooks, Sam Jones (Tunafish Media) and Moyen, and IT'Sourced's Simone Spina for joining Paul Haworth in the Forever Manchester team.

Thought about doing your own football tournament? Why not organise one at Soccer in the City to raise money for Forever Manchester?

Visit www.soccerinthecity.com to find out more.



CHOP BEATS BOOSTS FOREVER MANCHESTER

First Chop Brewing Arm rolled back the barrels to make room for sequencer blues band Walk and the popular Beat Boutique DJs who spun disco classics until late, raising over £1,100 last month.

The night was organised by FM ambassador Kathleen O'Connor who says, "The fact that Rik [First Chop owner] offered the venue for free and is giving all the profits from the evening to the charity sealed the deal.

"I can't believe how generous everyone has been. The DJs and the band are doing it for free, Holden and Sons designed the flyers at no cost and everyone involved with Forever Manchester has been great at promoting the event."

Big props to Kathleen and everyone else involved with the night, and thanks to everyone who attended.

WOW! THE MIRROR BALL RAISES OVER £40,000



The Mirror Ball's glitz and glam theme this year was all in aid of Forever Manchester's silver anniversary and the night was bigger and better than ever.

Tony Walsh a.k.a. Longfella had emotions flying high with his new Mancstastic Silver Sparks poem and Jessica Rabbit doppelganger Catherine Tyldesley (Coronation Street) wowed guests with her stunning voice.

The night was brilliantly hosted by Rob and Wingman of Capital FM's The Rob Ellis Show and guests were treated to a surprise performance from The Big Reunion star Kavana, followed by Rowetta and New Order legend Peter Hook and a DJ set by Emmerdale hunk Anthony Quinnlan.

This year we raised over £40,000 and we have to thank all the acts, our sponsors (Celsi Couture, ANS Group, Quooker, QDOS Fitness and Verdure Floral Design) and of course our committed ambassadors Andrew Trott-Barn, Natalie Gray, Daisy Whitehouse, Susie Bell and Siobhan Hanley who made the night happen.

Andrew Trott-Barn says, "Wow! What a fantastic night. The guests were wonderful and we raised over £40k for Forever Manchester in this important 25th year for the charity. Thank you so much to everyone who came along making it yet another special night."

Nick Massey, our chief exec adds, "The Mirror Ball was a super start to our 25th year celebrations. Andrew and his team have more than tripled the figure they raised last year and we are extremely grateful to them for all of their hard work. This level of donation will be invaluable to the local groups and initiatives that we support. Here's to the rest of the year being as successful as this."

FM GOLF DAY

Fancy yourself a day out of the office to play a spot of golf?

WHEN: THURSDAY 15TH MAY, 9:30AM-3:30PM

WHERE: HIGH LEGH GOLF CLUB, KNUTSFORD

PRICE: £300 FOR A TEAM OF 4

WHAT YOU GET FOR YOUR MONEY:
BACON BUTTIES AND COFFEE
ON ARRIVAL, SHOTGUN START,
BUFFET LUNCH AND PRIZES



Alan Halsall (Coronation Street) joined our Golf Day last year

BOOK YOUR TEAM NOW AT
WWW.FOREVERMANCHESTER.COM/GOLFDAY

We're also looking for business sponsors of the event. Get in touch with craig@forevermanchester.com if you're interested.



SUPPORTING AND FUNDING OUR COMMUNITIES

Over the last 12 months we have continued to support local communities through a number of funding programmes that we manage.

- Over **15,000** children have benefited from the Kellogg's Breakfast Club programme.
- We have connected over **2,000** people in Oldham and Trafford through our Community Building work.
- **1,284** older and vulnerable people have benefited from our Surviving Winter campaign.
- Over **£100,000** has been allocated to grassroots projects and groups as part of the Sport Relief Fund which we manage for Greater Manchester.
- Over **£95,000** has been awarded via the Comic Relief Local Communities programme.
- **150** groups have been funded through business donations.
- **80** groups have received cash awards through our FM Awards programme.
- **36** new projects in Oldham and Trafford have been established through our Cash4Graft initiative.

All of our award programmes however are massively oversubscribed. We need your help to raise more funds to help us to support even more grassroots projects across Greater Manchester.

Email us at marketing@forevermanchester.com if you want to make a donation or fundraise for us.

LAST CHANCE TO GET YOUR MANCHESTER 10K PLACES

It's that time of year again. The sun's finally shining and everyone's out running and getting fit in time for summer.

We've had some great offers on our Manchester 10k places this year and you've still got time to cash in on our final deal...

GROUPS WE'VE FUNDED

We've supported an inspiring grassroots project within one mile of your home or workplace in Greater Manchester. Did we help a project near you last month?

- > Bangladesh Association and Community Project, Rochdale.
- > Cheadle Hulme Allotment & Garden Association (Billy's Lane Allotments), Stockport
- > Compassion Prison Ministry, Manchester
- > Diversity in Barrier Breaking Communications, Bolton
- > Homestart, Bury
- > Inskip League of Friends, Salford
- > Kaze Football Club, Salford
- > Life Changing Solutions, Manchester
- > Marple Athletic Junior Football Club, Stockport
- > Mountain Street Allotment Association, Salford
- > Musicians Without Borders, Salford
- > Pennine Mencap, Oldham
- > Positive Effects, Manchester
- > Solidarity Catalyst, Manchester
- > South Manchester Downs Syndrome Support Group, Manchester
- > Sports, Training & Education Partnership CIC, Bolton
- > Tameside African Refugee Association (TARA), Ashton
- > Tigers International Association - TIA, Oldham
- > Youth Connections, Rochdale



Running places are only £30 if you book before 14th April 2014. Places will go to full price (£38) after that date.

So what are you waiting for? Head over to www.forevermanchester.com/manchester10k to book now.

Hint: If you'd like to book multiple places for a company team contact run@forevermanchester.com or **0161 214 0940** and we'll sort out an invoice.

MEET THE STAFF

PAUL HAWORTH

Paul, our Marketing Director, has worked in marketing since university and assures us that he knows how to keep the "birds" in check after spending 7 years as Bird Control Manager at a pest control company.

He then helped us rebrand in 2011 as co-owner of a brand design business before being appointed full-time in April 2013.

Paul says, "I'm passionate about Manchester and care about the lives of people across the region so Forever Manchester is fitting with my beliefs."

"The highlight has been seeing the profile of the organisation really increase over the last 3 years which has enabled us to support even more local communities."

An avid football fan, Paul has followed United home and away from a very young age, but he made a stand against modern football in 2005 to become a co-owner and supporter of FC United.

Paul is a big Manchester music scene fan and co-managed local band Poets Corner in 2001-2003. Their biggest achievement was supporting Shed Seven at Manchester Academy 1.

Some might say he's a stereotypical Manc... Y'know the football, the music, having his wedding reception at Manchester Town Hall and David Haslam DJ'ing after...

Yup he's a stereotypical Manc. Perfect breed for Forever Manchester ey?



Paul

VOLUNTEER

OF THE MONTH

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

This month we catch up with one of our better known volunteers, Captain Manchester, who runs (or flies) around town doing kind things for local people.

"I volunteer because I want to make this city a better place to live for everybody. Forever Manchester is a great charity that helps achieve these goals. Remember it's nice to be nice."

You can do your bit and buy Captain Manchester's comic at www.forevermanchester.com/captainmcrcomics (all proceeds help local people and communities).



CAPTAIN MANCHESTER

@CAPTAIN_MCR

HOLLA IF YOU WANNA VOLLA

We have loads of volunteer roles available such as hosting and fundraising at events and social media support. If you want to get involved drop Craig a line - 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

MARCH	DATE	VENUE
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 Northern Quarter
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 and over 50 people have already signed 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 Northern Quarter
Formal Fight Club We're the chosen charity of Manchester's white collar boxing tournament. Book your tickets at www.forevermanchester.com/ffclub	Saturday 3rd 7:00pm-3:00am	The Palace Hotel Oxford Road
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- Sunday 11th Time TBC	Broughton Park F.C. (Rugby Union) Chorlton
Forever Manchester Golf Day Show off your handicap at our annual golf day. www.forevermanchester.com/golfday	Thursday 15th 9:30am-3:30pm	High Legh Park Golf Club Knutsford
An Introduction to ABCD Workshop A fun introduction to the principles of Asset Based Community Development (ABCD). £90pp inc. lunch. www.theneighbourhoodworks.com/training	Friday 16th 10:00am-4:00pm	Marriott Renaissance Manchester City Centre Hotel. Blackfriars St, Manchester
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
JUNE		
First Friday Meet like-minded people at our monthly networking event. Book your free place at www.forevermanchester.com/firstfriday	Friday 6th 4:00-6:00pm	The Bay Horse Northern Quarter
Tour de Manc 80 miles of blood, sweat and gears. Are you Man(c) enough? www.forevermanchester.com/tourdemanc	Sunday 22nd Early start	Manchester Route TBA
JULY		
FM Summer Social Last year's Summer Social was an absolute scorcher with over 200 guests, blazing sunshine and a BBQ. Watch this space for news of this year's event.	Friday 4th Time TBC	Venue TBC
Forever Manchester Skydive Calling all adrenaline junkies! www.forevermanchester.com/skydive	Saturday 5th All day	Black Knights Parachute Centre Cockerham, Lancashire