

Welcome to your latest volunteer update



Shared Interest customer Liberation have a fresh new look. Read more about their transformation [HERE](#) and read more about their business in the latest issue of QR [HERE](#).

Fast Facts

Keeping you up to date at a glance

Share Capital hit another milestone recently and currently stands at **£51 million** with **10,477** Share Accounts. This is an amazing accomplishment and a big thank you to you all for your support and commitment in helping us reach it.

The current value of approved lending is **£62 million**. In addition to this, we have **31 producer groups** in our pipeline awaiting finance.

Interest rate to members has reduced from 0.25% to 0.1% as of 1st October 2021.

Welcomes and Farewells

We are sorry to have said farewell to a few volunteers in recent months. Christine who supported Shared Interest as an Administration Supporter for many years and Jawwad who assisted with Data Entry have both moved on. We thank them both for their support and wish them well.

Recent Workshops

We recently held a series of workshops covering the topics of online communications, presentation content and generating opportunities

These sessions were well attended, predominantly by Ambassadors and Community Supporters. The workshops, and their accompanying takeaway tasks, have inspired many of you into various actions, from reviewing resources to considering how you would engage with a key audience when the time is right. We look forward to building on these sessions in the near future to continue enabling you to learn with and from each other.

'Very useful to have Martin's input on a recent presentation.'

'Useful to hear other volunteers' experiences.'

'The workshops have definitely been a positive help in making me think about "how to..." '



Your questions answered

In this new, regular feature, we hope to answer many of the FAQs you may encounter when talking to friends, family or the public about our work.

Could you explain the difference between the Society and Foundation?

A: The Society and Foundation are two separate legal entities. The Society relies on the capital invested by its members in the form of withdrawable share capital. The Foundation, a registered charity, relies on donations from individuals which can be gift-aided, smaller grants and larger institutional funders. The Society lends money to organisations involved in fair trade. Shared Interest Foundation delivers practical business support in the developing world, helping fair trade businesses to improve their governance systems and financial management as well as other business skills. You can find case studies on our [website](#).

If you have a question you would like answered please submit it to us at volunteers@shared-interest.com



Volunteer Impact Webinar

We held our first Volunteer Impact Webinar earlier this month, here's a summary.

The change we are trying to achieve is improvement in the livelihood of people as they trade their way out of poverty. Your involvement as a volunteer with Shared Interest, along with the activity of other stakeholders, is helping us achieve that change, here's how.

Member survey

1,200 responses entered online



members views are heard including in Strategic Review



- Engaged members
- Higher member retention
- Increase in capital available to lend

Events

27 stalls run and talks delivered (face to face and online)



Shared Interest introduced to new audiences and updates shared with existing supporters



- Increased membership
- Engaged members and volunteers
- Increase in capital available to lend

Beneficiary and Producer surveys

4 Surveys translated into French and Spanish



Views and experiences of beneficiaries and producers are gathered accurately



- Customer communications
- Strong customer relationships
- Partnership communications

A recording of the webinar is also available on the Resource Library.

'It was good to hear of the contributions of a wide range of volunteers and how everybody contributes to the final goals of the organisation.'

We have plans for continuing to support you in your roles.

We are going to build on the success of the workshops we held in the autumn, aimed at Ambassadors and Community Supporters, to give you more opportunities to share ideas and experiences around events and activities. We are also updating the Glossary of key terms for Translators to make translating our content easier.

We also need your support and ideas though, please help us by:

Sharing your ideas for sessions in next year's Volunteer Festival. Perhaps you have something you would like to share with other volunteers – a skill, an experience, a recipe, an idea – let us know and we will see how we can fit it into the programme. Maybe there is a relevant subject you would like to learn more about; let us know and we will see if we can secure a speaker on the subject.

Follow, like and share our content on social media (Twitter / Facebook / Instagram / LinkedIn). Mention that you are a volunteer with us in your own posts.

Let us know what you have been reading, watching and listening to so we can add it to our recommendations on the Volunteer Newsletter.

Find out, and tell us, what social, ethical, environmental or sustainability-focussed events are taking place in your area. This will help us support Ambassadors and Community Supporters as they seek opportunities to promote Shared Interest.



What's been happening and what's on the horizon

A round up of your recent and upcoming activity

In October we had a productive Good Money Week with coverage in North East newspaper, The Chronicle (read more [HERE](#)) as well as online and offline features in The Big Issue (which you can see above). Diana also represented Shared Interest on a panel at 'Green Money, Green Future', an event hosted by one of our partners ECCR in Newcastle (see image below courtesy of ECCR).

Krishna and Gosia have been supporting colleagues at Shared Interest Foundation with translations for their COPROEXNIC and CECAFE projects. In addition, Audrey, Elody and Gosia have assisted our communications team with document translations.

Coming up in the next few months: Ian, Shelagh and Vivienne hope to be able to attend events in their area to spread the word about Shared Interest (government guidance permitting).

A reminder of our upcoming Strategic Review, including an opportunity for you to participate in a workshop to discuss the emerging themes and learn a little more about the challenges and opportunities facing the Society. The one hour workshops will take place at the end of January and will be held virtually. If you would like further details or would like to join a session please email volunteers@shared-interest.com.



What we've been reading, watching and listening to

A round up of what's caught our attention recently.

THE FUTURE OF FARMING. IS IT TOO LATE TO KEEP GROWING. This story post from Fairtrade Foundation looks at issues including climate change, food security and seed banks in understanding how we can sustainably feed the world. Read more [HERE](#)

CAN CONVERSATIONS REALLY CHANGE THE WORLD? Another one from Fairtrade Foundation, this time from Senior Communities Campaigns Officer, Chrysi Dimaki. Read the blog post [HERE](#)

FAIRCAST. The Scottish Fair Trade Forum launched their podcast to mark COP26 in Glasgow earlier this month. Various episodes are available to listen too with inspiring stories from people across the Fairtrade movement. Listen [HERE](#)

FAIRTRADE INTERNATIONAL ANNUAL REPORT 2020-21. Fairtrade International have published their latest annual report which gives an overview of their year. There are some really great links to interesting initiatives within the Fairtrade world. You can download the report [HERE](#)

Our mission is to provide financial services and business support to make livelihoods and living standards better for people as they trade their way out of poverty.

By volunteering for a fairer world, you make the difference.

Thank you.



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