

APPENDIX 16

VOLUNTEER ROLES

Administration supporter – we have a small number of volunteers who carry out this role which involves ad hoc admin support at our Newcastle office. This may involve helping prepare mail outs to our supporters or assisting with event activities. As a small organisation the support of these volunteers is vital in helping us prepare for events and mailings for our members. They invest their time to help us engage with our supporters.

Ambassador – our network of ambassadors represent Shared Interest in their local area. They inspire others to support us and invest by seeking opportunities to increase awareness of Shared Interest such as delivering talks and running stalls. Supporting our Member Engagement Team, ambassadors contribute their knowledge and passion to enable us to reach potential investors.

Community supporter – similar to our ambassadors, our network of community supporters represent Shared Interest in their local area. They inspire others to support us and invest in a number of ways, including, helping at and running stalls and displaying posters. Supporting our Member Engagement Team and ambassadors, community supporters contribute their knowledge and passion to enable us to reach potential investors. Through introducing Shared Interest to people in their area our ambassadors and community supporters raised £346,232 of new share capital this year, a whopping 8% of new investment, meaning we can lend to even more producers.

Data Entry Volunteer – this role involved volunteers for a fixed time period to enable us to input responses from our member's survey. At the beginning of 2018, we undertook our sixth member survey and recruited ten volunteers to assist with the entry of these responses to our online survey. Our data entry volunteers helped us enter 2,000 member survey responses. That information has helped us understand the views and opinions of our members and helped us form our strategy for the next five years.

Translator – we introduced this new role this year to support our engagement and communications internationally. The majority of our customers are based in Africa and Latin America and so speak either English, Spanish (Latin American) or French as a first language. Because of this, it is important we have the full website, along with other resources and materials, available in both French and Spanish (Latin American) as well as English. We can now communicate better with our overseas customers and future customers thanks to the expertise of our translator volunteers who are working on translating our website and other materials into French and Spanish.