
Business Buddy

Operations Guide



The Hygiene Bank is a registered charity in England and Wales number: 1181267 and in Scotland SC049895

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Introduction

The Hygiene Bank is a grassroots, people powered charity and social movement, grounded in community. Our network of partnerships exist to ensure those living in poverty and whose choices are constrained have access to the basics. We believe that everyone should have a dignified life.

Our passion stems from a sense of injustice. Feeling clean should not be a luxury or a privilege in the modern world and so we work to inspire social change.

Business Buddy Partnership

Many offices and workplaces host collection drives and these are managed by a local area Project Coordinator.

However, where we do not have a local Project Coordinator or if you work for a large business and would like to have a proprietary initiative with The Hygiene Bank for enhanced staff engagement, then you can look at becoming a Business Buddy.

This involves working with us to set up Hygiene Bank collection points in your offices. Donations are then distributed by your staff to specific charity partners within the locality of your office.

Please note, The Hygiene Bank does not give out products to individuals. We ONLY distribute through official partners; charities, community groups, social enterprise, Local Government Authority services and schools to ensure your donations reach the people that really need them.

Different partners will be found to match your objectives and calendar e.g. women's refuge link up to tie in with International Women's Day etc.

The Hygiene Bank could not exist without the time and commitment your staff give as volunteers. Volunteering is an empowering, social experience that gives the opportunity to make a real and tangible difference to those struggling with the stigma of hygiene poverty in your community.

Compassion and justice are values that underpin our society – we believe in helping each other out when we're having a tough time. We need to make sure those values underpin the way we talk about poverty too.

As a Business Buddy you are the voice of The Hygiene Bank on the ground and it is important we speak the same language. Framing means making deliberate choices about how we communicate. It's about understanding how people think and feel, and telling stories that change hearts and minds.

To help with this challenge, we're using The Framework Toolkit from the Joseph Rowntree Foundation. The toolkit is based on the FrameWorks Institute's research into public attitudes to poverty in the UK, involving 20,000 people.

You'll find the Framing Toolkit in the On-boarding, Induction and Training Zone section of Members Area on-line.

Read our policies and the Volunteer Handbook which details what we expect from our Volunteers and what you can expect from us.

The Process

1. You will be allocated a Head Office Partnership Manager who will guide you through the process, helping facilitate the relationship with a locally mapped charity partner(s).
2. Setting up - Please source your own collection boxes, any good condition box that is fit for purpose is fine to use. We will provide you with downloadable artwork for display.
3. Communicate the initiative internally and publicise it
4. Ask staff to donate new and unused hygiene products
5. Engage a team of staff volunteers to collect, check, sort and prepare the product donations into type for delivery to your mapped charity partner.
6. Each collection drive can target a particular community need and charity partner

7. Goods are delivered to the charity partners by your staff and in turn are given out free of charge to the people they support.
8. Making an impact - donations allow charities to save precious funds and do more for the people they support. Donating unwanted products makes a wider positive impact by reducing waste.

Promotional Assets

- collecting bin label sticker
- Drop off Here' Poster
- A5 Leaflets
- charity T-shirts
- roller Banner (1 generic, 1 shopping list)
- charity collection Bucket
- Stickers

Downloadable artwork can be found on the Members Only area of the website.

If you want to create co-branded or bespoke collateral please follow our Brand Guidelines and seek Head Office approval before you print.

Storage, Sorting and Distribution

You will need somewhere to store the donated products before you distribute them to your local charity partners. Sort products into type ready for delivering out and label using the THB delivery label.

Report back to The Hygiene Bank

There are a number of forms that are critical to our auditing as we track all collections and distribution of donated products by weight.

You will need to keep a record of the total weight of collections and distributions and these will be reported to Head Office via our registers. Links for these are found on the Members Only Area of the website.

Collections Register - weight of donations collected

Distribution Register - weight of each donation, date delivered and name of the charity partner delivered to.

Disregard Register - weight of products that were discarded (usually the discrepancy between collected and distributed)

If the Collector/Drop off and Charity Partner are the same, please record the weight to both registers.

Stories of Change - this form is for recording stories of change. When you come across someone for whom we have made a difference, please use this to share their story

Set up an Easho Wishlist

Some people find it easier to buy online and get it delivered directly. We've partnered with wholesale on-line club EASHO so it's easy for your colleagues to donate to your collection drive directly.

Easho stands for easy-shopping and together we have curated a range of our most needed items from brands that you know and love, at wholesales prices. You can set up a wishlist and get products sent direct to your office.

Our account manager at Easho is Georgie Pavel: georgie@easho.co.uk

<https://www.easho.org.uk>.

Keep up do date with THB news

Join our Facebook Volunteer Forum

This is where we update our volunteers on announcements and important information and host Facebook Live sessions for live Q&As and interaction with Head Office. It is also a platform for you to ask questions, share concerns and achievements with other project coordinators and Head Office. If you have a question, chances are someone has asked it too and has the answer.

In setting up your team, please ensure at least one member accesses to this page.

Volunteer Newsletter

All registered staff will receive a fortnightly newsletter - please make sure you receive this (check your junk mail) and read it.

Members Only Area of website

Important reminders, recordings of Facebook lives and dates will be posted here too.

Publicity & Social Media

Use the hashtags:

#TheHygieneBank

#EndHygienePoverty

#MakeADifference

#ItsNotOk

#ITSINTHEBAG

Remember to always tag us.

For specific PR queries, please email: media@thehygienebank.com

Campaigns

Throughout the year we will ask you to join in with our UK wide campaigns and promotions. Examples are #ITSINTHEBAG Christmas appeal.

Fundraise

Fundraise for us. We have an A to Z of fundraising initiatives that are fun and are great team-builders (see the website). However you want to work with us, we can provide you with support in generating ideas, planning your fundraising calendar, and delivering it to motivate and engage employees. Many employers offer a matched funding scheme. This is where they either donate a fixed amount towards your target or match the amount you've raised.

Get involved

Please email enquiries@theygienebank.com and a Head Office based Partnership Manager will contact you and work with you to meet you CSR objectives.