

WesserWORLD

Updating you on what's
happening here at Wesser UK

Winter 2021

**OUTSTANDING PEOPLE =
OUTSTANDING COMPANY**



Wesser
Events, Department
Updates, Site
Fundraising, Dogs Trust
Charity Launch, Hear from
Our Charity Partners,
Fun & Games, Awards,
Celebrations &
More!

**"WE TAKE CARE
OF EACH OTHER"**

A year full of changes...

It has been a funny year but here we all are, ploughing through a global pandemic... go us! Although this year has not gone exactly the way we wanted it to, **there is a lot to be proud of and grateful for.** We have proven that we can handle a lot more than we think! With the Launch of Private Site Fundraising, and two brand-new campaigns: **Dogs Trust and Starlight Children's Foundation**, Wesser have truly come out shining, which is exactly what this edition of Wesser World will be celebrating!

We will kick off this edition with an opening statement from our Managing Director, Martin Wesser... and if you know Martin it will be nothing short of inspiring, filled with encouragement for all!

Moving on, we have our department updates. Without our crucial departments, there would simply be no Wesser. Head over to page 5 for a **Campaign Update**, hear from our HR and Administration Manager Jade Mole on page 6, and find out what our **Recruitment Team** have been up to on page 7! Continue reading pages 12 to 15 for even more updates from our departments.

From internal **promotions to fundraiser achievements** such as the Centurion and Millennium Clubs; to our Gold Standard Awards (not forgetting our Epic 21 Challenge), our fundraisers have achieved so much. On pages 26 & 27 you will find our 2020/21 awards and promotions. It was only appropriate to celebrate in style, so our winners from the 21 Challenge went on an all-inclusive three-day trip to Edinburgh! Check out the trip highlights on page 11!

It's amazing to present contributions from our **charity partners** who are at the heart of everything we do. On pages 28 to 30 you can hear from our prestigious charity partners and find out what working with Wesser means to them.

I have thoroughly enjoyed putting together this year's edition of Wesser World. Thank you all for giving me wonderful stories to write about and for your incredible contributions. Speaking of Wesser World, this is my first ever edition! I joined Wesser during a very strange time where I was working remotely from home and only started meeting my colleagues in person after a whole year, so I hope you like it!

If you have something in mind for the next edition in 2022, please feel free to send me ideas to: communication@wesser.co.uk.



Farzanah Rahman
Marketing & Development
Administrator



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Top 10 FUNDRAISERS

January – November 2021

★	1. Graeme Peat	★
★	2. Ben Spill	★
★	3. George Lowe	★
★	4. Lowis Fritchley	★
★	5. Bethany Knowles	★
★	6. Samir Patel	★
★	7. Brian Coats	★
★	8. Chloe Molineux	★
★	9. Christopher Stubbs	★
★	10. Sean Kerswill	★

TELEPHONE FUNDRAISING TEAM

January – November 2021

★	Gemma	Kam	★
★	Clare	Denise	★
★	Micia	Lorna	★
★	Total revenue raised:		★
★	£340,872		★
★	SJA:	£303,377	★
★	Starlight:	£12,298	★
★	STAFA:	£18,365	★
★	SJAC:	£6,832	★

A MESSAGE FROM MARTIN

Dear Wesser UK Team,

We all have one life and one of my main ingredients is simply being happy and positive. There are so many things which are great in life, so let's focus on these, as these make us happy. To this belongs without any doubt our most favourite Wesser World which has been passionately been put together by our Comms & Marketing Team, so thank you Farzanah and Oli and thanks to everyone for sharing a little bit of happiness in their Wesser family and personal life. And as we all know both worlds just merge and I can only hope all of you are all around happy. 😊

Obviously with such a happy boss what do you expect me to say about the future. **ONLY POSITIVES.**

I want 100+ Face to Face Fundraising across our 3 channels of Live-Ins, Locals and Sites which produce over one thousand supporters each week. This is our aim and we will achieve this. As all of you know this will then have a knock on impact on all other departments. We have made important changes across the board to get ourselves out of this negative spiral from April to September which almost seemed like a slow motion car crash but the Wesser Race Car is back on track with full speed ahead... hold on we are still accelerating... there is a lot more to come.

We have a lovely mix of charity partners with St John Ambulance in England being our core and longest charity partner, St. Andrew's First Aid in Scotland growing our local teams, London's Air Ambulance being very steady and solid and Dogs Trust creating great results in Scotland and in London.



I am convinced we will have a great finish of 2021 speeding into 2022 ready to once and for all break all Wesser Records in the UK so far and send a message to the rest of Wesser Europe – **WATCH OUT THE UK IS NOT ONLY BACK BUT IS OUT TO CATCH YOU – OH YES!**

Also at this point a big thank you to everybody. Thanks to such outstanding people who form Wesser – we are such an outstanding company. We have been taken good care of each other and will do so in the future – Thanks 😊.

Love to all of you and your families and see you latest on our X-MAS PARTY on the 17th of DECEMBER to **PAAAAAATTTTTAAAAARTY!**

**Martin, Angelica,
Mateo and Emmanuel**



Campaign Update! by James Dennis (1) (National Campaign Manager)

Last time I wrote a campaign update was towards the end of 2019. The year had been brilliant all round for the company. We were looking forward to an executive management meeting in Cologne and had such high hopes for 2020. As the year started though we quickly knew it would be a year like no other and we are still very much still feeling the effects now.

During the first lockdown, Martin and myself wanted to find the opportunity within this trying time. **We set out a forecast and plan to grow the campaigns astronomically.** The plan was carefully curated over several weeks and many Teams calls. When presented to the Senior Campaign Team, one Senior Regional Manager said it was the most exciting idea since he had begun! After many knockdowns and knock backs, lockdowns and team shutdowns, **where are we with that plan?!** Well we are in a delicate position to say the least. We have half the number of houses/teams we planned to open and are feeling the effects of our usual students back to uni September cliff, alongside a recruitment market which seems non-existent.

We have big plans to about-turn the ship and get us gliding in the right direction for a big 2022, making the most of the developments of 2020/2021. The biggest change in 2020 was bringing in one of our biggest characters to set up from scratch our Sites and Events Fundraising department. Johnathan (2) has got this department off the ground. It's not flying yet, but it will!

Locals, specifically in Scotland has had arguably one of its best years under the ever consistent and very experienced eye of Jim and Graeme. **Successfully launching the Dogs Trust campaign up in Scotland (3)** whilst continuing to raise funds for long time charity partner St Andrews first Aid.

The North and South have seen developments too with the appointments of 3 new Fundraising Managers in place. Jack Ditchburn (London's Air Ambulance), Jamie Brenner (5) (SJA south) and Ben Spill (6) (SJA North) all well positioned and ready to lead us forward under the guiding forces of Daniel (4) and Dean (7)! Oh, and do not forget Alan (8) (SJA North west) who continues to be ever reliable and a familiar face alongside a fresh new line up.



So though I have had more sleepless nights in the last year and a half compared to my previous 9 years, tears have been shed and I have screamed into a cushion more than once, I can see the light. Not that light! The light at the end of the tunnel, I'm still forever positive and damn hungry and I know this amazing campaign team is too!

Stallone says:

"It ain't how hard you can hit. It's about how hard you can get hit and keep moving forward".

We have been hit upside the head, but it has only made us stronger, more resilient and more ready to push through new levels and break more records. **The year is not out but it's only a warmup for the performance we intend for 2022!!!**

Powering Through the Pandemic

by Jade Mole (1) (HR and Administration Manager)

Friday 20th March 2020 will be etched in my memory for a very long time. Why? Because that was to be the final day of working in the office as 'normal' for many of us long term office-based employees. We, like so many other companies, had to adjust to a new way of working from home. We are incredibly fortunate to have a very efficient and supportive IT department, who worked tirelessly to provide office-based employees with the technology, equipment and access required to work effectively from home. This became the new 'normal' and whilst for some it was a big adjustment, all employees adapted to this new way of working incredibly well.

With the advancements in vaccination and the easing of COVID restrictions, we were very happy to finally be able to re-open our office on Monday 6th September 2021, albeit with a few changes.

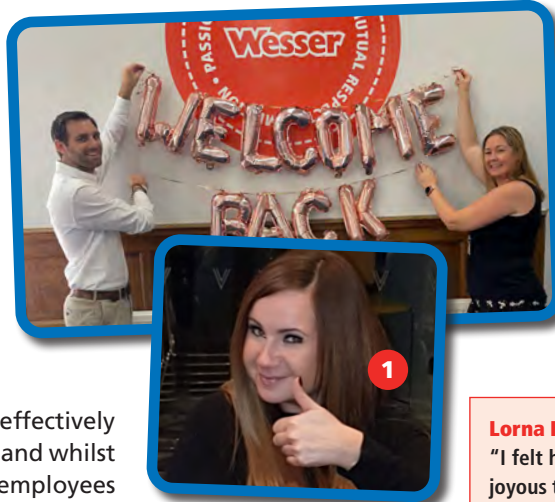
Following continuous reviews of our internal risk assessments, government guidelines, external research, and employee feedback, we decided to introduce 'hybrid working' into our office return. All office-based staff were given the option to return to their original weekly hours in the office, or work a minimum of two days in the office with the remainder being worked at home. Hybrid working has proven to be successful with many companies in recent months, with up to 49% of UK business's now offering hybrid working to employees as a long-term solution following the pandemic.

Hybrid working can help to promote positive mental and physical health as it gives employees the flexibility to still engage with their peers and colleagues, whilst enjoying additional comforts such as reduced travel expenses and commuting less.

With the introduction of hybrid working into our office for the first time ever and to enable a safe working environment, we have implemented several new procedures including daily cleaning of the office, increased ventilation and a clear desk policy. We will continue to regularly review our protocols, employee feedback and government guidelines to ensure that our office employees remain safe whilst COVID-19 continues to pose a risk.

The past 18 months have been difficult for all of us. Our experiences of the pandemic will be spoken of for many years to come. Unfortunately, we are not quite out of it yet, **but we remain optimistic that we are edging ever closer to a time where COVID-19 no longer affects the ways in which we live our lives.**

We are so happy to finally be back and able to see each other face to face again. I for one was extremely happy to return to the office. My colleagues are my family and I had missed everyone considerably.



We were extremely pleased with the response from staff, and since reopening, we have had a successful return and a very long-awaited reunion. This is what our staff had to say:

Ellie Barker – Campaign Assistant
"Feels like coming home."

Lorna Hooton – Telephone Fundraiser
"I felt happy and proud to return to the office and joyous that home schooling was finally over!!"

Liz Chandler – Campaign, property and vehicle management Administrator
"It's been great seeing work colleagues again."

Antony Dahmane – Business Support Administrator
"Great to be able to connect with people face to face again!"

Becky Bardle – Recruitment Administrator
So after Many Months of working in My "Kitchen Office" I was glad to be going back to the office, to sit amongst friends that I had really missed over the past 18 months. I had missed the vibe of the office and for anybody that knows me will know i definitely missed "office banter."

Madison Gallagher – Recruitment Assistant
"It's been great to finally be back at the office, it's definitely been a long time coming. I've enjoyed being able to have a laugh with everyone again and getting some normality back in life."

Bally Bains – Recruitment Assistant
"I would just like to say it was quite daunting returning to the office and meeting everyone but definitely worth seeing everyone again and getting back some sort of normality. I really did miss footy chats with all the rest of our office members."

Adam Burns – Supporter Administration Assistant
"It's great to have the option to split home working and being in the office, it really has been great to see people again after such a long time."

Farzanah Rahman – Marketing and Development Administrator
"Returning to the office has been brilliant! I joined Wesser in September 2020 when Covid19 restrictions were put in place and had only seen my colleagues virtually! It was great to finally meet everyone face to face. I really missed the social aspect of work."



Paul Brazauskas – Networking Administrator IT
"Glad to be back in the office seeing colleagues getting out of the house. Getting back to normality."

Department Update by Matt Gray (1) (Senior Recruiter)

Here at Wesser, the recruitment team continue to adapt as the landscape of the job market reaches a unique period of almost constant change. With this, the team have implemented a host of positive changes to the team's day-to-day workings and structure.

Although the year's recruitment gains were off to a steady start, the last couple of months have seen a drop off in candidate volume. This is not entirely unexpected from what has been, over the years at Wesser, appropriately coined 'the august cliff'. The drop in candidate volume also reflects the recovering and newly competitive job market, as employment across the nation rises following the pandemic's unprecedented blow.

Despite these challenges, the recruitment team, led by our fearless leader Matt Bradley (2), have chosen to view this period as an exciting and unique opportunity to spread the word of Wesser. In the face of these changes, Becky, Faye, Bally and Maddy have adapted their working routine and work tirelessly each day to take our candidates smoothly through the recruitment process. Their roles and dedication are integral to ensure that our new recruits are supported at each step of their journey; through interviews, training, moving and into their respective teams.

Structurally, **recruitment across Wesser has now been centralised**; a decision which will see recruiting local, live-

in and site fundraising positions all managed by the recruitment team. Recruitment presence for internal promotions is also being implemented, an exciting advancement which encourages the team to flourish and strengthen internally.

The field recruitment team has also had a makeover. With a structure that's not dissimilar to that of our German counterparts, Wesser will steer focus towards our ambassador programme. Under the management of Nathan Poole (3) in the South and myself in the North, a trusted group of eleven ambassadors are currently interviewing for door-to-door fundraising positions and helping to raise awareness of our opportunities.

We can't wait for the expansion of this team in the weeks to come; discovering talent, growing the numbers, and **welcoming more new faces to the Wesser family**.



Student Ambassador Scheme by Nathan Poole (3) (Senior Recruiter)

The past 18 months have been a period of constant change and as we start to return to "normal" the recruitment team continues to adapt to the constantly changing job market.

In order to attract and select the volume of talent required by the business we are battling against a candidate lead market, with unemployment at just 4.7% and over 1,000,000 vacancies in the UK currently (over 600,000 more than the previous year).

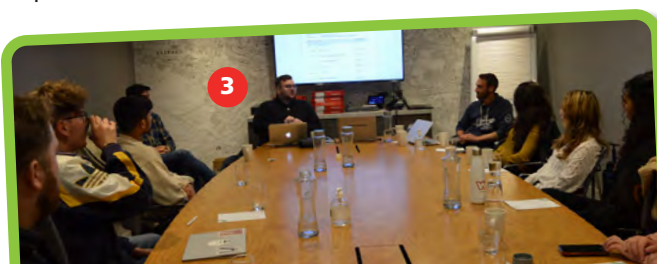
The biggest change we have implemented since 2020 is the evolution of the **Ambassador Scheme**. The Ambassador Scheme is something that I am sure most of us are familiar with; it has been around since before we can all remember but this year it is certainly different. The Ambassador Scheme has been completely re-designed. The focus of the refreshed scheme is to offer certainty and job security as core members of the recruitment team. We have done away with the causal zero hour contracts and replaced them with guaranteed 3.5 hours per week with potential for more hours when needed. This means our team of ambassadors are interviewing fundraising candidates every day! Interviewing and selecting candidates aren't the only responsibilities for our ambassadors.

We have created 5 main functions for this role to support recruitment and marketing:

- **Interviewing and selecting** candidates for fundraising opportunities
- **Advertising and promoting** the Wesser brand and values utilizing a range of offline & online activities
- **Relationship building** with external organizations such as universities and career centres
- **Creating and sharing** original marketing content across our social media channels
- **Innovation!** A space to be creative and shape how our recruitment team attracts new talent.

Since the update to our ambassador scheme we have already seen some positive changes to the candidate journey with more engaged and energised candidates progressing through to the training/assessment stage before becoming fundraisers.

A massive thank you to all of our ambassadors for your hard work and dedication this year. We are really looking forward to welcoming more Student Ambassadors to our team in 2022, from our next pool of talented student Fundraisers!



The Growth of Wesser Marketing

by Oliver Steele (Marketing & Development Manager) and Farzanah Rahman (Marketing & Development Administrator)

Back when I joined the Wesser team in **2010** the marketing function fell within the remit of the recruitment team who's primary task was to tell the world about Wesser's selection of fundraising roles. So, what did we do? We advertised our jobs on job boards. Not the most creative marketing right!

As the years passed, we realised that dropping adverts on job boards alone was not enough to attract the best fundraising talent, nor was it particularly engaging for candidates or employees who wanted to know what was going on in the business.

Between 2011 and 2020 we launched numerous ad-campaigns, set-up endless social media accounts (some a lot more successfully than others -> we are looking at you MySpace) and tested hundreds of new advertising channels. Now in **2021** we have distilled our job advertising activity down to a small core of quality channels while our social channels go from strength to strength, attracting likes, views and comments in their thousands every year. We have also vastly improved our internal communications with newsletters, posters and updates dropping into inboxes every week.

So, what about the marketing team?!

For quite some time I was the lone ranger of Wesser marketing, supporting the recruitment department, building our social channels, and working with media agencies to get the best out of our website and advertising spend. As I embarked upon the ever-growing challenge of attracting and retaining charity partners in 2018/2019, it became apparent that the then Marketing and Development person (me) needed to become the Marketing and Development "Team" with another pair of hands required sharpish!

Having advertised the all-new Marketing and Development Administrator role for just a few days in March 2020, a CV landed in my inbox from someone who had spent the last 7 months writing and publishing content about log cabins! That's right.... Fancy sheds. Now let's face it, if you can make a wooden box with a felt roof sound interesting, you can market anything! That talented marketer, content creator and social media guru was **Farzanah Rahman**. Fast forward 4 months (ignoring COVID19 and a lockdown or two) and Farzanah joined the Wesser team, completing the onboarding process, training, and introductions from a laptop in Bedfordshire.

Since August 2020 Farzanah has done everything from developing our blogging functionality and social media coverage to engaging with our fundraising teams to promote their many achievements in regular newsletters and updates.

Given that I am now the dinosaur of the marketing department (I had to be told by Farzanah to download TikTok!) I will hand over to Farzanah to tell you what the future holds for Wesser's marketing activities.

Oliver Steele



THE FUTURE OF WESSER MARKETING IS A BRIGHT ONE!

In this new digital age, we will be constantly looking at ways to develop our marketing strategies, research our competitors and analyse our ongoing traffic to not only be the fundraising company of choice but to also create a strong online presence which represents that.

Since joining Wesser I **have focussed on building on our current social media channels**, including Facebook, Twitter and Instagram, with regular posts, live

story shares, and introducing new features such as Reels and IGTV videos! We have also created our very first TikTok account! We have already posted a few videos but there will be much more to come.



MY VISION for our social media platform is to represent our company ethics and culture on all channels and build a great brand identity. The core aim is to direct traffic to our website and to our recruitment pages

where candidates can apply online and start a career with Wesser. Which is why it is important to improve on SEO (Search Engine Optimisation) and develop lots of engaging content. We have started doing this by building on our blog page, with future aims of having more link backs to our page from other websites to drive even more traffic!

Another key focus will be to promote the use of Element so that we as a company can communicate internally and share celebrations, news and information as we have been doing with our well-established weekly newsletters.

I hope to carry on creating more fun content for you to enjoy, and continue celebrating the amazing things that are happening at Wesser every day.

Farzanah Rahman

Our final message to you would be to say **A MASSIVE THANK YOU** for constantly sending in pictures, writing content, and sharing your amazing news in and outside of Wesser!

Sharing content about you, your colleagues and your fellow Wesser friends really emphasises the family aspect of the company. To stay connected it is important that we uphold this communication throughout the company. Please do continue sending in your fantastic images and news to farzanah.rahman@wesser.co.uk, we appreciate it so much!



Wesser.eu



Fundraiser_Jobs



Wesser_fundraising



WesserLtd

Meet Evangelos from IT by Evangelos Koutsogiorgos (Junior Software Developer)

Hi everyone! My name is Evangelos and I am a **Junior Software Developer in the IT department** in the UK. I joined Wesser back in February 2021. When I think back to my first days in the company, I remember how welcoming everyone was and it was such a great feeling!

Joining remotely was surprisingly easy. The first thing I did was to set up my new "office", which is in my living room! Even though I am not in the same physical room with the rest of my team, we are in the same virtual meeting room all day. Therefore, I have never felt lonely working remotely, because of my super team. I enjoy every day working with them and learning from them.

Thankfully, all the tools that we have been given have made it so easy to collaborate together. One of my favourite things is that we can quickly share our screens and take over each other's computers. This is super important, because it means that we can be specific about the code that we're writing or the problems that we're trying to solve. Also, I like that we can add other people to the meeting just at the right moment when

we need them to discuss any questions that we may have. By getting answers quickly, we're able to solve issues faster and more effectively.

I am happy that I joined Wesser as it has been a great couple of months, although they've gone by so quickly! Time flies when you're having fun!

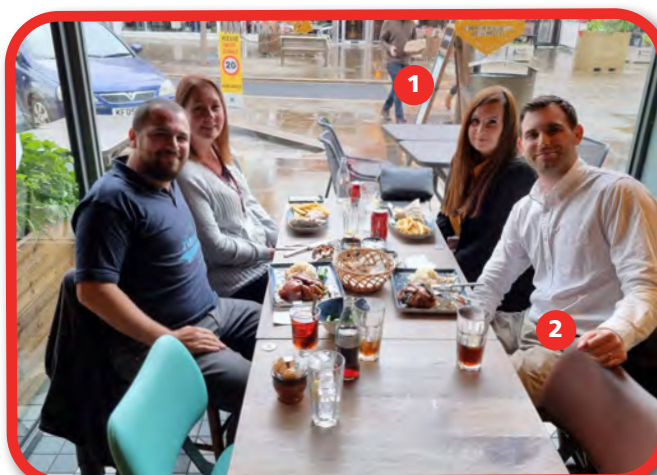


Welcome Callum

We welcomed **Callum Weaver, Business Support Administrator** into the **HR/Business Support team** on **Monday 6th September 2021**. Having been offered the role in July, it was great to finally meet Callum in person and since joining has settled in really well. Callum, we wish you all the best of luck in your new role and I look forward to our continued work together in the future.

Jade Mole (1)

HR and Administration Manager



I started working at Wesser on the 6th September, I couldn't be happier with the team at Wesser and the culture of the company. Although I have worked at Wesser for a very short time I would say this has been the most positive experience I have had working with a company. Everyone has been very welcoming, and everyone tries to help each other which I really value.

The environment in the

office is friendly and sociable which has been refreshing after the lockdowns of the pandemic.

Callum Weaver (2)

Business Support Assistant

Wesser Events & More!

HIGHLIGHTS FROM 2020/2021

Page 10

The Virtual Event Phase



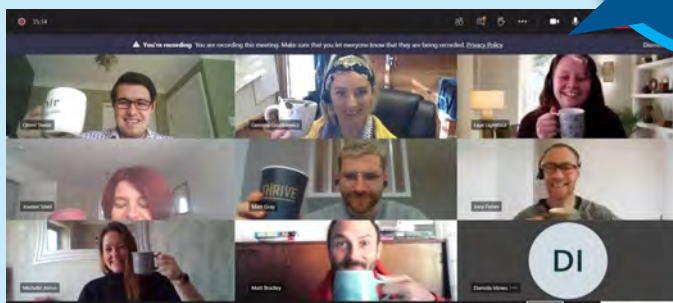
OUR FACEBOOK PAGE!

Top Performing Team Wins Breakfast!

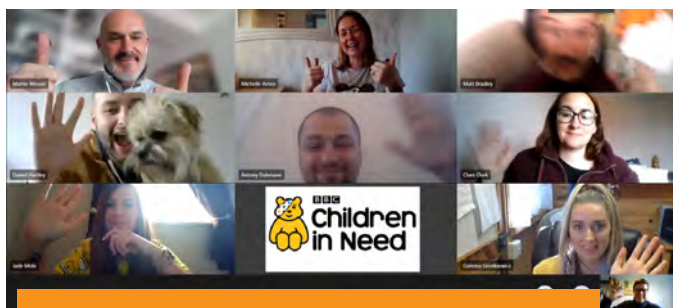


...with Martin (Managing Director) and James (National Campaign Manager)

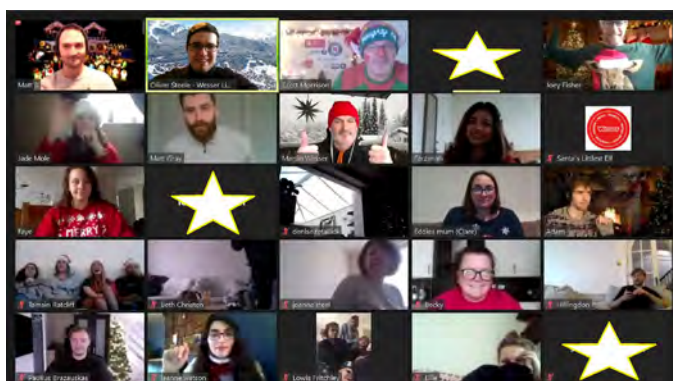
Macmillan Coffee Morning 2020



Children in Need 2020



Christmas Jumper Day 2020



Longford Team Trip to Alton Towers 2021



St John Gateway Event 2021



Scotland Team Bowling 2021





Wesser Ambassador Event 2021



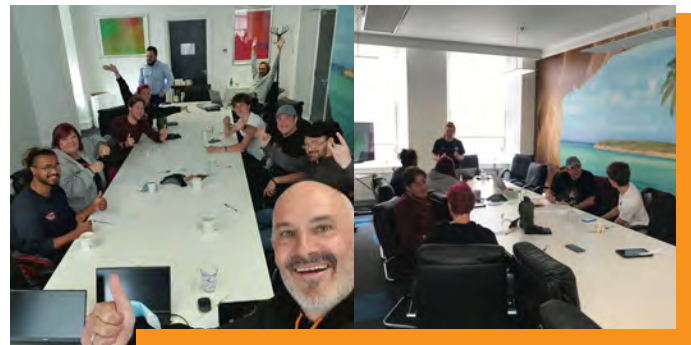
Hillingdon Team Trip to Thorpe Park 2021



21 Challenge Trip to Edinburgh 2021!



INSTAGRAM!



New Talents Training Day 2021



Can't Forget Our Meals Out!



Careers Fairs 2021

Department Updates

TELEPHONE FUNDRAISING

Hello Wesser friends! by Denise Retallick (1) (Telephone Fundraiser)

I hope you are all well. It was lovely to see you all in the office a few weeks ago after such a long time. I have been asked to write a few words about what it's been like in the Telephone Fundraising department over the last 18 months. My memory isn't my strong point, but I'll try my best.

I definitely remember bringing Covid back from my skiing holiday a week before the first lock down in the middle of March last year, so not the best of starts! Soon after, we all began working from home, and no-one in our team could anticipate the kind of responses we would start getting from supporters at this point.

We were very sensitive to possible concerns and fears, mainly surrounding illness and economic anxiety. Thankfully our esteemed leader Joey organised frequent Zoom meetings with Andrew and Chris from St John Ambulance. They put together fantastic presentations with updated facts, figures and stories which turned out to be essential in our conversations with supporters over the coming months. I think it's fair to say that we all had bundles of notes surrounding us whilst we were making fundraising calls last year incase a supporter asked a random question about the latest St John Ambulance involvement and achievement!

The initial fundraising results were amazing. At the end of every shift, everyone had a busy pledge sheet and generous donations from people who felt overwhelming gratitude toward St John Ambulance for their work on the frontline.

Working from home and schooling children was interesting as I'm sure it was for many of us at Wesser, but the I.T. department were absolutely amazing, always on hand to help with technical or internet issues (even on a Saturday!)

As the year progressed, conversations with supporters became more personal as everyone had been



touched by covid, either directly or indirectly. We were privileged to hear many personal stories, both sad and uplifting, from people who were keen to share their experiences with us. As a result of this, Jade very kindly provided us with a supportive 'mental health awareness' session. She listened to us and then talked us through how to handle situations on the phone which could be emotional or upsetting.

Joey continued to keep us connected with our occasional 'coffee and chat' breaks where we mainly laughed and talked about the funny things our kids had been doing in lockdown. Inbetween these, our fantastic team leaders Clare and Gemma always checked in to see if we needed anything.

Currently, we are working with Starlight, whose mission is to protect the power of play for seriously ill children admitted to hospital. Sam Butler, who we previously knew from his time at St John Ambulance, came to meet with us so we were fully prepared before the campaign started. I think we have all been pleased with the conversations and feedback and generosity of people we have called on Starlight's behalf.

Overall, it has been a really successful 18 months for our little team and we are achieving our targets which is such a great feeling. **Personally, I have been working at Wesser now for over ten years and the reason I love my job so much is because I am the annoying person who always starts a conversation in a silent queue of strangers.** I can't help myself! I think that everyone in our department will agree that more supporters this year are talking about their mental health concerns and hopes for a kinder, more empathic future as people take stock of their lives. It's good to know that most of us are rowing in the same direction. **Best wishes everyone!**



Interview with Damola (Supporter Care Team Leader) by Farzanah Rahman

Let's start with a bit about who you are and what your role at Wesser is?

Damola: "My name is Damola I am the supporter care team leader."

What does the Supporter Care Team do?

Damola: "After the fundraisers have recruited new donors, the data is sent on to the admin team. To thank the supporter and confirm they are happy to continue with the contribution we call them. It is also a great opportunity for us to gather feedback for our fundraisers."

Which charities do you complete welcome calls on behalf of?

Damola: "St John Ambulance, London's Air Ambulance, St Andrews First Aid and Dogs Trust."

Roughly how many donors does your team contact every year?

Damola: "At the time of writing, we have contacted 5026 supporters in 2021. This is much less than usual due to the lower number of donors recruited thanks to the various lockdowns coming into 2021. In a typical year we will contact north of 15,000 donors."



What do you enjoy the most about your job?

Damola: "Working for a good cause, speaking to different people, hearing different experiences."

What is the most memorable experience when dealing with a new donor? Any interesting stories?...

STORY TIME!

Damola: Once a supporter called back and was not happy that we spoke to her mum, she didn't believe we were calling on behalf of the charity. I stayed calm and spoke to her, I gave her information. In the end she thanked us, and is still supporting us till this day.

Even when people are screaming or questioning



authenticity, stay calm, that's what I have learnt from my experience, you can also direct them to our charity partners website where Wesser is mentioned as well.

Most of the time people want to check that we are real. We put them at ease and let them know they are supporting a great cause.



Find more Staff Stories here!

Lowis Fritchley

is lovely, the most professional and friendly fundraiser the supporter has ever met, and a really interesting person. Great relationship building.

Graeme Peat

is the best guy you've got.
Very understanding.

Anna Brown

is exceptional. Charming. Delightful. Smile on her face. Happy despite the bad weather. Going above and beyond. Lovely ambassador.

Best anonymous feedback we have received for fundraisers this year!

Picked by Gemma Grodkiewicz (Telephone Fundraising Administrator) and Joey Fisher (Operations Manager)

Joey Fisher Tells Us All!

by Joey Fisher (1) (Operations Manager)



The Training and Compliance department has grown from strength to strength this year.

In April we welcomed a new F2F fundraising induction trainer, **Makayla Jordan (2)**. Makayla has now delivered training virtually to over 50 budding new Fundraisers. She has been praised at every level for her affable, personable, and warm approach. She truly lives by two key themes that drive us: being welcoming throughout and getting the best out of our people, which makes her the ideal candidate for this vital role in the business.

The training strategy's mission is to reach any Fundraiser, at any time, anyhow. This year we have diversified our training offer and dramatically improved our digital training platforms. Our Compliance and Best Practice Administrator **Faye (3)** has dazzled with her creative and effective training videos that range from technical fundraising guidance to mindfulness/mindset techniques. We have developed a best practice guide to concern handling that is used across the fundraising channels and revamped the new starter training PowerPoints, utilising the latest Microsoft365 features. We have gone QR code crazy to link up motivated staff to yet more training. **We want our staff to be as knowledgeable as possible for when those tricky questions or concerns come in.**

As part of our commitment to investing in our staff's professional and personal development and to get the best out of our people, we were delighted to announce a **partnership with Kallidus, a digital training provider.** We want to promote a love of learning and provide opportunities for our staff to develop a diverse range of skills and experiences. Everyone has access

to over 60 courses ranging from coaching and personal development to competition law and equality and diversity; there is something for everyone.

We completed weeks without a single concern or complaint, demonstrating our commitment to our **COMPANY MISSION: Ethical Fundraising, Outstanding Service.**

2021 has seen a return to the New Talents Training. Part of the value of the training is meeting new people outside of your team and growing your Wesser network. This is not straightforward when it is done digitally, like it has been since last year, yet Faye has made the training as exciting and enjoyable with games like snakes and ladders concern handling!

Personally, I have had the pleasure of training many outstanding future leaders, with every one going on to become Team Leaders, and some even Fundraising Managers. Based on feedback regarding training needs, I have revamped the leadership training so that it now includes **extensive training on having difficult conversations, which allows for some hilarious role play activities!**

Looking into 2022, we want to reach even more people and strive for excellence through being more diverse, collaborative, and inclusive. This includes accommodating diverse training needs, cultivating new approaches to training and developing people and communicating our expectations clearly when it comes to staying compliant in a heavily regulated sector.

Finally, both Faye and our charity partner's training day audits have proven beyond doubt **that we have the best fundraising trainers in the sector.** All our trainers should be immensely proud of the standards they have set. Well done and thank you!



Our Very First Online Virtual Trainer

During the pandemic when covid-19 restrictions were implemented we had to rethink the way we delivered our face-to-face training sessions for new fundraisers joining our teams! This opened a brand-new position for

an online virtual trainer to join Wesser, and along came **Makayla Jordan (1)** who was perfect for the role.

Continue reading to find out exactly how it went from an interview with Makayla herself on the 4th of May 2021:

How did your first day of training go?

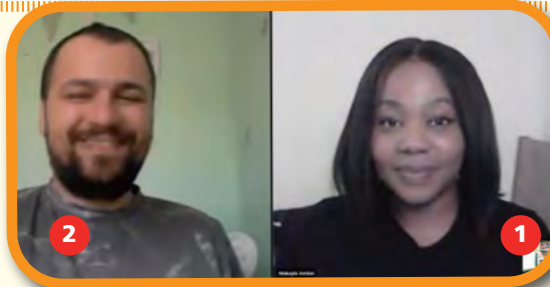
Makayla: "Better than I expected. I was very nervous but overall, it went well, and all the training Joey and Anthony gave prepared me well for it."

Tell us a bit about the virtual training.

Makayla: "This is definitely a new experience. I train fundraisers through presentations and through the screen digitally."

Do you think it is working well?

Makayla: "Yes I am successfully getting the message across. Face to face is better but because of the current



climate, this is ideal, and it has its perks, everyone is in the comfort of their own homes and is safe."

How are new recruits responding to digital training?

Makayla: "They are responding well, they are absorbing the information and responsive with questions and tests."

Is there anything else you would like to add?

Makayla: "Yes, I would like to say a massive thank you to Joey and Anthony (2) for being so supportive. Especially as a working mother to a new born. Thank you!"

Moving forward to the 4th of October 2021, Face-to-Face Training is back!

After the office reopening on the 6th of September 2021, we set our sights on relaunching our face-to-face fundraiser training for the first time since March 2020!

Although virtual training has been highly effective in the last 12 months, it was great to meet new recruits in person to introduce our charity partners, provide essential training and ensure that our future fundraising superstars are fully prepared for life in one of our wonderful teams.

"It is fantastic to have face-to-face training back again as it helps us connect even more with the future talent of the company!"

Anthony Dahmane (2)
Business Support
Administrator



Face-to-Face Training Sessions



WHY NOT APPLY FOR WESSER FOUNDATION FUNDING?

Wesser
FOUNDATION



UNIVERSITY
EXCHANGE
RESPONSIBILITY
CHARITY

The Wesser Foundation supports employees by helping to fund educational and personal development opportunities.

We have previously provided funding for courses such as:

- Driving Lessons
- Beautician Courses
- Cake Making Courses
- Language Lessons

IT'S SUPER EASY TO APPLY FOR FUNDING!

All you have to do is email foundation@wesser.co.uk specifying what your chosen course is, why you want to do it and how much it costs.



“It is good to be good”

“I applied to the Wesser Foundation to help towards the cost of a **Holistic Therapy course**. I was granted funding which meant I could start training. I'm really grateful for the financial support so I can begin building a business in a sector I am passionate about.”

Leanne Watson – Campaign Assistant



“I applied to the Wesser Foundation to help get an intensive driving course. The day after I applied it was approved and I booked my very first lesson. The Wesser Foundation made it possible for me to go from my first lesson to driving a company car in just a few months. Now my responsibility as a manager is so much easier and I can be there for my team. I have a much bigger sense of freedom **now that I can drive.**”

Jack – Fundraising Manager



WESSER FOUNDATION - NEW VOLUNTEER PROJECT SUPPORTING WWF POLICORO IN ITALY

As the BarevTrails project with WWF Armenia was successfully finished, we were looking for a new long-term project to support. We are happy that we have found a partner in **WWF Policoro** and a great volunteer project, **Turtle Project Policoro**, to support. In compliance to the current Covid-19 regulations, we started the project in June with 20 volunteers, including five employees from Switzerland. The WWF Oasis Policoro Herakleia is located within the Regional Reserve of Bosco Pantano Policoro, the last moist forest in Italy bordering the sea. The Oasis is dedicated to the protection of marine turtles and other wildlife such as birds of prey, boars or even wolves. They are also offering sustainable tourism. Our volunteers are helping to locate the nests of marine turtles, care for marine turtles and other animals in the recovery centre (C.R.A.S.), cleaning up the beach and to renature the moist forest.

During our second trip in September, we might be lucky to see turtles hatching from their nests and finding their way into the ocean. We are also helping to finance a turtle ambulance for the transport of injured marine



turtles into the specialized veterinarian clinic in Bari, an hour away from Policoro. We are looking forward to a long partnership with the WWF in Policoro and to support them in doing their important work.

THE SPIRIT OF THE WESSER TEAM IN SPAIN



Wesser Spain Team has proved that, even during a difficult situation, it's possible to seek and find an opportunity. After a very significant slowdown of our activity, we took this time to review every department and improve our processes.

The **Communication Team** launched brand new content for employees, such as newsletters, fundraising breaking news, social media and online events, all hand in hand with the rest of departments.

Living up to their name the **Talent Team** adapted all their tasks to online services, taking Zoom to another level!

Our superhero **IT Team** developed a new website and Intranet platform while also improving our daily reports systems (making everything digital).

At Wesser Spain, we consider every team as a part of a big family. Therefore, we focused on the physical and mental health of everyone, displaying the latest Covid protocols and health measures to keep our activity safe.

It's our people's **good energy and willingness to make things work that drives us to get** great results this year.

WESSER SWITZERLAND UPDATE



krebsforschung schweiz
recherche suisse contre le cancer
ricerca svizzera contro il cancro
swiss cancer research



In Switzerland, we are very fortunate to have been able to resume our work in May 2020 with a Covid-19 protection concept, and not to have to interrupt our work during the second wave of Covid-19 in winter 2020. After we had to cancel many events last year due to the pandemic, we are now very happy to organise a celebration for our employees in September in the Swiss mountains.

This year we have a new client. In addition to the Swiss Red Cross, Pro Natura, WWF, Doctors without Borders and the Pestalozzi Children's Village Foundation, we have also **started campaign for Swiss Cancer Research**. The organisation works to make sure that important research projects are carried out in the field of cancer research, thus ensuring that cures for cancer become the norm. The campaign has started very well and we are very proud to count this major organisation among our customers.

Warm greetings from the whole team in Switzerland!

Site & Event Fundraising Launch! by James Dennis (National Campaign Manager)

September 2012, I'm on the phone to the then general manager as he is about to lift off and fly out to Dubai with a dozen top performers who had won an incentive trip out there. I did not have a passport, though I had won the competition and should have been on the flight. It didn't matter I was on cloud 9, I wasn't bitter, 4 hours I had been standing on London Victoria station. I had 11 supporters and my love for sites and events started. I told the GM that we had to do this full time not just a couple of times a year.

Years went by and we did a couple of events with no real consistency. My fascination with attending big events, fundraising shoulder to shoulder with our charity partners stayed firm but as a company our focus remained on door-to-door.

Fast forward to the Autumn of 2020, lockdown was in the rear view mirror and we wanted to make the most out of the opportunity we believed we had landed upon. An ideal situation was presented to us when Johnathan applied for our Fundraising Manager position in London. That position we filled with one of our own internal candidates. We all saw in **Johnathan (1)** something special though. The massive smile and the personification of our Company values, Johnathan brought a wealth of experience when it came to Sites and Events.

Its been a number of months now and we are still learning and growing. At times it has felt a little like pulling teeth and we have had more than our fair share of challenges. Johnathan is still standing firm and we are now recruiting internally and externally for a Team Leader and a Fundraising Manager.

The year is not finished yet but is simply a warm up for 2022. We will continue our work on private sites, these include shopping centres, high streets and supermarkets. Where we will find the real golden results though is at events. 2022 will see St John Ambulance back to best and back at those events across London; The marathon, football and Wimbledon too.



These events and many, many more we will look to be next to those life savers, raising the vital money that is needed to make their essential roles possible.

Dogs Trust Campaign Launch by James Hill (1) (Senior Regional Manager)

Firstly, what an absolute privilege and honour to be given responsibility for managing our newest campaign. A bit different from what we are accustomed too, but a learning opportunity for us all.

A huge amount of work was put in over many, many months by many people. A big thank you has to go to Oliver Steele who worked tirelessly to get everything ironed out, from all that boring contract stuff 😊 to test running the e-mandates and Portal capabilities down to sourcing the Dog Presenters (the pics of the dogs we use). Thanks to Liz, Ellie and Leanne for keeping us well stocked, and Matt Bradley for both his IT support as well as working out the recruitment journey with all of the relevant templates, Joey for all of the exciting stuff like disclosure statements and James for his oversight.

The biggest thanks has to go to Door-to-Door Fundraising Manager Graeme Peat (2) for driving performance with his own scores while also being our eyes and ears out on site, ensuring we create the right environment for people to thrive in. Also, to Brian Coats and new Team Leader Kevin Gallacher without whom, all of the previous hard work would have been in vain.

We can't forget Kavan and the team at Dogs Trust for some excellent training and being very responsive to the many questions and requests put forward as we learned the best way to present this incredible charity.

Of course, we all know Dogs Trust and how they never put a healthy dog down, but it's been a real journey of discovery as we learned of all the incredible things this organisation does, from taking in the many animals who have suffered through the pandemic to their outstanding work with people who experience homelessness and domestic violence.

We have grown to love Rosie (A sponsor dog) and her friends as we get to know more about them as we inspire people with how the "Sponsor a Dog" programme facilitates this work and essentially funds the non-destruction policy.

As with anything, we had our teething problems, but this provided an opportunity for us all to work together to overcome everything and make sure our guys went out armed with both the knowledge and resources they need to

do it justice.

We had just come back from a month in Newcastle representing the incredible St John Ambulance and getting used to being around other people again after so long stuck inside. This was a great opportunity to spend a bit of time together, get the team working well as a unit again and make sure we were good and ready to hit the ground running for Dogs Trust.

We headed out for that 1st Dogs Trust fundraising day looking like a big bunch of bananas (see pics!). It's no longer difficult to find each other in our very bright yellow uniform. 😊

The 1st supporter for the Dogs trust/Wesser partnership was of course achieved by Graeme Peat. Who else?

Dogs Trust was a different type of charity to what we were accustomed to and it has been a bit of a learning curve working out the best way to represent them. However, we couldn't be more proud to represent them and recruit new donors every day.

Our fears on things like average gift proved happily unfounded as the guys have stayed consistent with this very important QPI.

Once the foundation was set, it was all about consolidation and growth. The rounds of interviews (ably assisted by Student ambassador Sophia Schmeing), training days, 1-2-1's and Friday training sessions continue as we endeavour to develop the right support, training and environment to help our team be successful. Having a wee look at the 21 Challenge and the Wesser Olympics league tables would suggest they're doing ok 😊.

In summary, the beginning of our relationship with Dogs Trust has started well, we are now preparing to launch the campaign in other parts of the country where I'm sure it will go just as well.



GET INVOLVED

We love to keep busy at Wesser, which is why we have a variety of groups, committees, and clubs you can be a part of outside of work! Continue reading to find out what you can get involved with. Or why not come up with your own group?

Strava Club – Get on yer bike... Or Run. Or Swim!

by Oliver Steele

Back in 2020 when Boris Johnson couldn't tell us whether we were allowed to cycle around the local park or jog around our dining room table, a few Wesser employees came up with the idea of creating a little competition to motivate everyone to keep healthy and fit rather than reaching for the cakes at lunchtime. The #TeamWesser Strava Club was born!

By downloading the **Strava app** and joining **#TeamWesser** you will be joining a group of walkers, runners, cyclists and swimmers who enjoy getting out and about in the pursuit of keeping both mentally and physically fit. There is also a weekly competition to become the leader board champ by clocking up the most hours of activity. During 2020/2021 we have seen numerous weekly winners clocking up anything from 1 hour to 10 hours of time on the move during the 7 days.



STRAVA

"The Wesser Strava club has been great motivation to get back into fitness especially during lockdown! It's good to see a bit of healthy competition at work with everyone fighting to get to the top of the leader board!"

Farzanah Rahman

What do our Strava athletes have to say about the Club?



"I really enjoy being part of the Wesser Strava club, I will always pride myself on being the first member to reach a hat trick."

Gemma Grodkiewicz



"This bl**dy club is ruining my mornings, evenings, and weekends! I can't bear to let Steele, Grodkiewicz/Merlin, Lightfoot, or Spill win so it's good motivation to get the running shoes on."

Joey Fisher



Join our Strava Club!

The Climate Change Crew by Dan Hartley (1) (Senior Regional Manager)

The world is in a climate emergency. We have had forest fires that decimated Australia in 2020, flash floods in the middle of summer in London, and more recently fires in Greece that led to a full evacuation of entire islands.

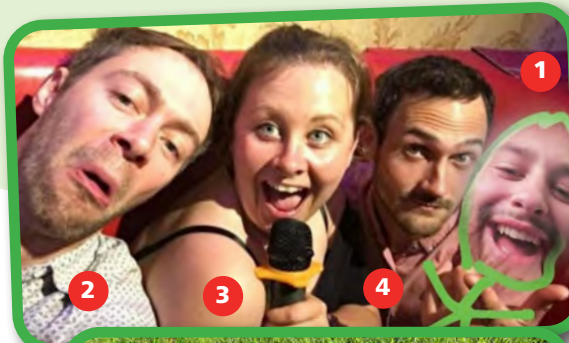
So, what can we do about it?

Sometimes such a mammoth task can seem impossible to deal with, but the little things can make a difference both down to individuals and businesses.

So firstly, a major thing that you can do is cut down on your meat consumption. According to world resources institute, by reducing your animal protein consumption by half you can reduce your diet carbon footprint by more than 40%.

Another simple thing you can do is make sure that you turn off your lights when you are not in the room. This will help save the planet and your wallet.

But what can Wesser do? In 2019 we created the Climate Crew to help change Wesser policies to focus more on our impact as a company on the environment.



**OUR VISION IS
TO BE A CARBON
NEUTRAL
COMPANY**



Our vision is to be a carbon neutral company.

One of the first things we implemented was to have a paper free training day. This was soon followed by a switch to biodegradable office supplies and stationery. More recently we have begun the phasing out of harmful diesel vehicles and moving to hybrids.

The Climate Change Crew currently consists of **Faye Lightfoot (3)** (Best Practice and Compliance Administrator) **Matt Bradley (4)** (Recruitment Manager) **Joey Fisher (2)** (Operations Manager) and **Daniel Hartley** (Senior Regional Manager).

What we need from the rest of Wesser are more ideas and people to help spread awareness of the cause.

If you would like to join or have any ideas on how to become more carbon neutral, please email climatecrew@wesser.co.uk

Diversity and Inclusion Group by Farzanah Rahman

The Diversity and Inclusion group is all about making Wesser a great place to work (even more than it already is!) The group focuses on the 9 Protected Characteristics of The Equality Act, this includes:

Age

Disability

Gender reassignment

Marriage and Civil Partnership

Pregnancy and maternity

Race

Religion or belief

Sex

Sexual orientation

We hope to bring in new ideas to make sure Wesser is as inclusive as possible. We also aim to share information based on these 9 characteristics whether it is to celebrate different religions, ethnicities or bring in new legislations to make sure we are a cohesive workplace.

If you are interested in joining the Diversity and Inclusion Group or have any suggestions on topics we can discuss, please feel free to get in touch with us by emailing Farzanah.rahman@wesser.co.uk



A Day in the life of a Fundraising Manager

by Graeme Peat (1)

At Wesser I am the Door-to-Door Fundraising Manager. **My role is to support my Line Manager (James Hill (2)) by feeding back all activity out on site, training, conducting performance reviews while exceeding my own donor recruitment targets.**

I first became a fundraiser in 2010 alongside James Hill at another organisation. Jim and I developed a strong working relationship and moved into management before joining the Wesser team a few years ago. We now work on campaigns for St Andrews First Aid and Dogs Trust.

What top tips would you give to a fundraiser?

- Don't focus on what other people are doing, focus on your own game.
- Ensure that you reset your habits after every door regardless of the outcome - sign up, no answer or not interested. Habits include, presentation (structure, compliance and delivery), urgency and attitude.
- If you don't exceed your targets, I would always ask "where did you lose your attitude"
- Don't externalise (blame external factors). It's not productive and often not true. Always internalise, ask what you can change to get the desired result, be objective about yourself.

Why is Wesser a great place to work?

Everyone is looked after and treated well. There are endless training opportunities and there is a great support network for all fundraising staff. You are rewarded well for a job well done (lots of incentive events and team activities are available).



What does a typical day look like?

On a Monday I come into the office at half 9 for my one to one with Jim. At half 10 we then each have one to ones with a Team Leader to provide any information or support they need to get the best out of the team and produce great results for our charity partners. We then all go into a regular Monday meeting with the full cluster/team to offer training to the fundraisers and plan out the week ahead.

Once everyone is up to date and ready to head to the fundraising area, I go out on shift to support the Team Leaders and model the good habits of an experienced fundraiser. **It's imperative that I am out a lot with the team to ensure there is strong structure to the day, all staff are compliant and acting as ambassadors for the charity.** It also enables me to feedback to the Team Leaders, highlight great achievements and areas of improvement. Tuesday to Friday is much the same with ongoing training provided to team leaders and fundraisers when required. I also regularly check in on the team's performance to make sure everyone is on target.



A Day in the Life of a Fundraiser by Rebekkah Feeney

I started working with Wesser as a fundraiser at the end of June 2021 and my day-to-day life has changed a lot since then.



Every morning I wake up at around 11 to prepare for the day ahead. After showering, I will have a quick bite to eat and do something to keep myself positive throughout the day. Afterwards, I do my hair and makeup and get ready to leave the house, making sure **I'm prepared for shift with my PDA, pens, my badge, uniform, and some water.**



Once I've arrived at the office, I pick up some lunch and greet the rest of my team outside. We then 'hit the road' and drive to the area we're working in that day. We normally arrive 30 to 45 minutes early so we have time for some training (and in my case, occasionally running to the nearest toilet at the last minute).

We then break off into two groups (with the people we are working with that day), wish each other well and knock on our first door. Personally, I always feel quite nervous talking to the first person but afterwards, I'm ecstatic to continue the day.

My days are involve meeting interesting people and introducing them to wonderful charities and how they can help (which, I feel, is the best part about this job, the amount of different people I meet daily that I am able to bond with is amazing).

Once the shift is over, we all meet up and drive back to the drop off point, exchanging stories of the day and congratulating each other on the people we were able to sign up. The music is then turned up and it is a party the whole way back, laughing and singing along (or in my case, 'screaming').



After dropping everyone off, I head home, have some dinner, and think about the work I've done for the charity that day.

Working with Wesser and fundraising for charities really is a dream come true, from talking to the public, to feeling amazing about the impact of great day of fundraising.



Watch me!

Providing Training and Support to Fundraisers and Team Leaders

by Dean Freed (Senior Regional Manager)

As a senior manager it is important that I provide training and support to teams across the UK **so that our fundraisers can get the best possible results for our charity partners.**

I learn from my teams on how best to train them. You must listen to every individual as everyone is different and tailored training is key. I like to make training different, challenging and as varied as possible so that everyone will get something from a session whether in a team house or out in the field. This training can range from developing an effective presentation in the first few days of a fundraisers role with Wesser to handling concerns after months of years in the job.



One to one training is vital. I always encourage fundraisers to contact me for help and support, this includes fundraisers contacting me to discuss personal challenges as its important for us to support our teams both in and out of the workplace.

The way I get the best out of the guys is by going the extra mile for them and truly believing that I work for them, not the other way around. If they are happy, I am happy.



Scotland Road Trip!

by Bethany Knowles (1) (Fundraising Team Leader)



I was given the opportunity to go on a road trip to Inverness **to learn about and work with The Dogs Trust team up in Scotland.** Having never crossed Scotland's borders before, I packed my woolly jumpers and fluffy pyjamas and hoped for the best.

I met Jamie (2) (my soon to be manager) at the airport who greeted me with a smile and introduced me to Wagamama's where we sat and bonded over funny Wesser stories, food and travel.

Upon arriving in Inverness, we collected our luggage and waited for a taxi in the Baltic weather to take us to the house where we were going to spend the next six days. We both felt like we'd flown to the North Pole. I was just so excited to get a warm shower and get into my comfies. When we arrived at the house, we had a little tour and sat patiently waiting to meet the Scottish guys who would be joining us. As their journey took longer than expected we began to watch Netflix and enjoyed a nice local Indian takeaway.

Around 10:30pm Graeme (3) (Fundraising Manager), Brian (5) (a Dogs Trust team leader) and Rhys (4) (who came from another charity) arrived and we instantly all got along but I knew it was going to be a long hilarious week of having to grasp the accent and understand their slang. Rhys and I quickly bonded over the fact we are both petrified of dogs and the following day we would be working for a charity whose potential supporters are likely to have dogs that we would have to pretend to like... but it was all fun and games.

We quickly found out that Graeme is an ex-chef and volunteered to cook breakfast and dinner for us every evening which went down an absolute treat.

On the **MONDAY**, we woke up to the smell of omelettes, followed by training to prepare us for our first day working for our new charity. It rained (obviously), from start to end but it still did not put a dampener on the day. **We all had such high spirits.** The views of the area were lovely, which made the day even more enjoyable.

Everyone was so chatty on the doors and it was a wonderful way to kick off the week. When we arrived back, Graeme cooked us a lovely pasta dish which we all thoroughly enjoyed, although he cooked enough pasta for the entire population of Inverness. We all sat around the table getting to know each other and taking the mick out of our accents.



On the **TUESDAY** it rained (some more), but still we remained in high spirits. It was a chilly day but we knew that Graeme had a Salmon dish on the menu with a homemade sauce, so we all looked forward to tucking into that, and it did not disappoint.

The **WEDNESDAY** came by, and before we knew it we were mid-week. Wednesday in the Inverness house meant PIZZA NIGHT! Rhys and Brian (loosely) volunteered to make the pizza dough, which was the highlight of the whole experience to watch them get stuck in cluelessly and make a mess of the dining room table. I must say Rhys' pizza was a strong 2/10 and he just sat and complained that all he felt like he was eating was endless plates of bread.

On **THURSDAY** I met some lovely supporters with genuine stories, which always makes the day go by faster. I worked with both Graeme and Brian who together are the perfect combination and make any day brighter.

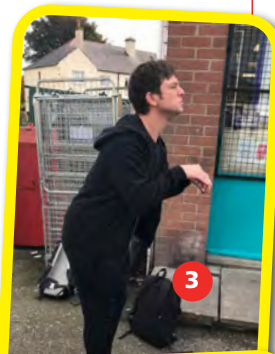
Before we knew it, it was **FRIDAY**, the last day working on our road trip and myself and Jamie, the two southerners, were paired up together to go and raise funds for Dogs Trust. At the beginning of the shift, **we had a competition, the English VS the Scottish** and whoever collectively got a lower average would have to do a dinosaur impression for three minutes, which Graeme kindly demonstrated.

After finishing our last day, myself, Graeme, Rhys and Brian all went to a local Indian restaurant where we had a lovely meal to celebrate a week of learning, laughter, and bonding.

Upon arriving back at the house after having a lovely chat with a local 80-year-old Inverness taxi driver, we relaxed and had a few drinks with our feet up to celebrate the end of a hard-working week. We played a few games and had a few laughs, and it was a great way to finish the week off nicely.

On the **MONDAY** I was introduced to Jim, who was so genuine and welcoming and did everything he could throughout the week to make it beneficial and engaging for me. I met the rest of the Scottish team who were, again, lovely, and chatty. Throughout the week I got to sit in on training days, meetings and 1-1s which enabled me to see how the Scottish team manage and successfully run.

I'm excited to travel back down to Crawley to open my own Dogs Trust team and cannot thank every single person up in Scotland enough for their time and effort they have put into me the past two weeks to make it not only enriching, but also a really enjoyable experience I won't forget.



WESSER WORD SEARCH

- ☐ WESSER
- ☐ STARLIGHT
- ☐ RECRUITMENT
- ☐ FOUNDATION
- ☐ FUNDRAISERS
- ☐ SITE AND EVENTS
- ☐ CHARITY
- ☐ TEAM
- ☐ LIFE SAVING
- ☐ DOGS TRUST
- ☐ DOOR TO DOOR
- ☐ ETHICAL

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D	N	I	D	O	O	R	T	O	D	O	O	R	S	N
V	D	T	T	H	G	I	L	R	A	T	S	A	T	O
E	E	A	R	O	G	L	A	T	S	N	N	I	R	A
R	V	T	S	T	U	T	D	R	U	T	O	S	D	E
A	E	T	A	R	E	E	L	R	E	S	S	E	W	O
T	N	E	R	O	O	N	S	R	E	H	I	R	N	E
D	T	A	I	S	N	R	R	M	N	O	I	S	A	D
S	S	M	T	N	E	M	T	I	U	R	C	E	R	S

* HINT *
some of the words may be backwards!

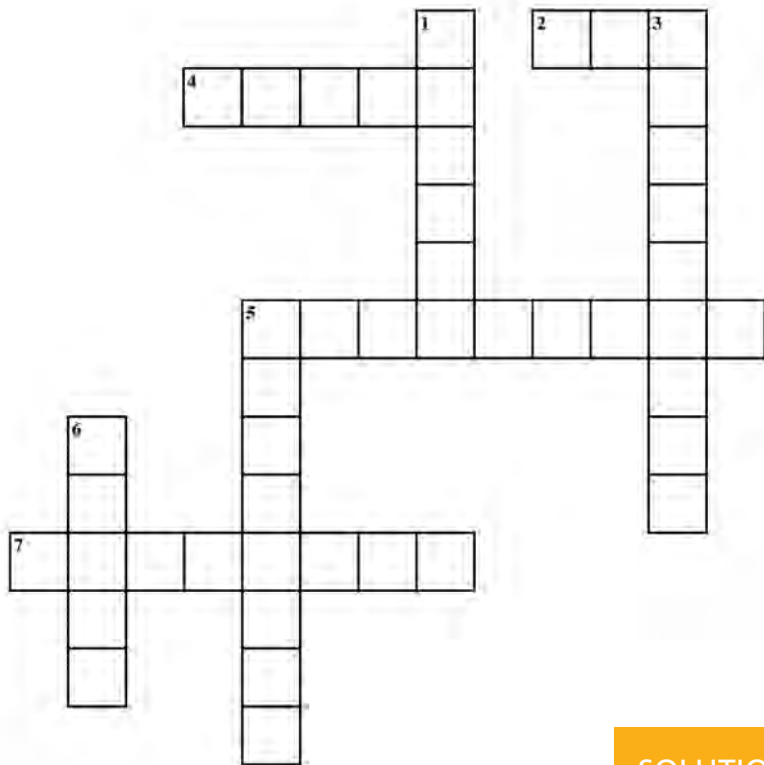
CROSSWORD PUZZLE

DOWN:

- ☐ [1] What is the first name of the man who founded Wesser in 1968?
- ☐ [3] Which charity partner helps rescue abandoned dogs?
- ☐ [5] When Wesser UK launched in 1997 in which city was our first fundraising activity?
- ☐ [6] What is Martin Wesser's first name?

ACROSS:

- ☐ [2] What colour is Wesser's corporate colour?
- ☐ [4] Which Wesser Value is missing? Honesty, Mutual Respect, Ambition, Passion and
- ☐ [5] In what city would you find the Wesser Germany head office?
- ☐ [7] Which Wesser social media account has the most followers?



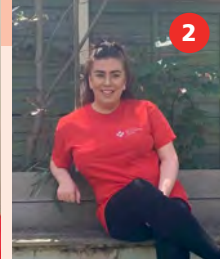
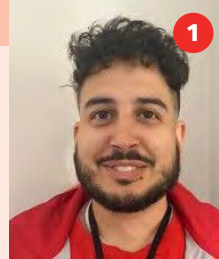
**SOLUTIONS
ON THE BACK
COVER!**

Promotions, Awards & Celebrations!

Team Leader Promotions

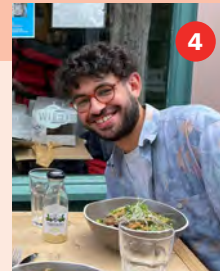
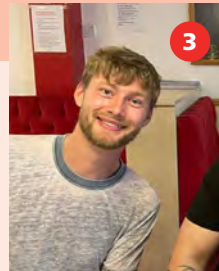
Through hard work and dedication these guys have progressed within the company, earning themselves a well-deserved promotion which will now allow them to manage and train fundraisers. Congratulations to the following on their newly appointed role as Team Leaders:

Mauricio Corrales Burgazzoli (1), Bethany Knowles (2)



Fundraising Manager Promotions

The promotions do not stop there, we also have the pleasure of announcing that **Ben Spill (3)** and **Jamie Brenner (4)** have been promoted from Team Leaders to Fundraising Managers! The pair have shown that they are more than qualified for their new role after demonstrating outstanding fundraising and leadership skills over the past year.



The Gold Standard Award

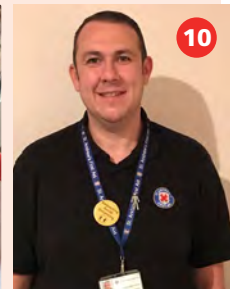
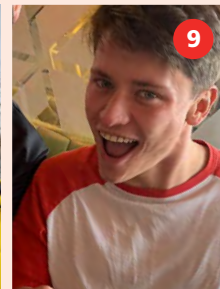
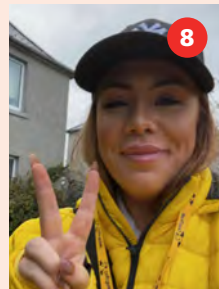
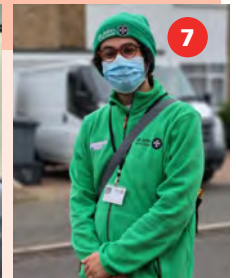
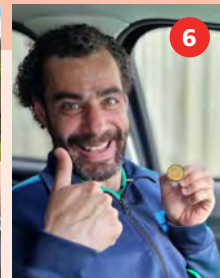
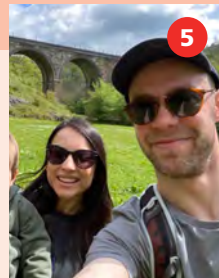
Taking it back to the start of the year we have seen several of these pop up; our Gold Standard Award! This is a prestigious award that recognises the time, effort, and dedication our fundraisers have put into recruiting long-term, quality donors for our charity partners.

Here is how Operations Manager **Joey Fisher (5)** describes it:

"This represents a 'Gold Standards Performance Review' – a training and monitoring tool that assesses Fundraisers against a series of benchmarks including compliance and best practice, technical fundraising skills and their KPI/QPIs over the previous two weeks. Only the top Fundraisers in the company receive the Gold Standard award having scored over 85% in their performance review. Fundraising staff who are awarded Gold embody our company mission: 'Ethical Fundraising, Outstanding Service'"

Gold Standard Award Champions:

Sean Kerswill (6), Jamie Brenner (7), Bethany Knowles (8), George Lowe (9), Brian Coats (10)



Wesser Centurion Club

Next we move on to the Wesser Centurion Club. It is inspiring to see many of our fundraisers accomplish this, marking the recruitment of 100 donors for our charity partners! Anyone who enters the Centurion Club is awarded with a stylish black Centurion hoodie that can be worn with pride to show off their achievement.

New Centurion Club Members:

- | | |
|-------------------|--------------------------------|
| – George Lowe | – Sean Mould |
| – Kenny Murray | – Anna Brown |
| – Lowis Fritchley | – Chris Stubbs |
| – Chloe Molineux | – Rhys Cornes |
| – Beth Knowles | – Bekah Feeney |
| – Mark McGhee | – Mauricio Corrales Burgazzoli |
| – Lewis Sharrock | |

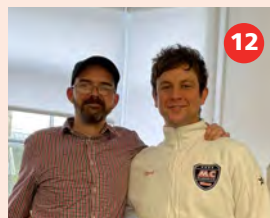


Wesser Millennium Club!

Last but definitely not the least, is the honourable achievement of the Wesser Millennium Club! This prestigious club is for those that have recruited 1,000 supporters for our different charity partners!

A very special welcome and congratulations on joining the Wesser Millennium Club was presented by Director Martin Wesser to **Alan Gregory (11) and Graeme Peat (12)!**

Alan and Graeme have recruited over 1,000 donors each for our amazing charity partners and raised over £100,000 each for vital causes. Huge congratulations to them both on receiving this prestigious award after consistently delivering outstanding results thanks to their unwavering dedication, effort and fundraising talent.



Internal Promotions

Nathan Poole:	From Regional Recruiter => Regional Recruitment Manager this summer 2021
Damola Idowu:	From Supporter Care Assistant => Supporter Care Team Leader 2021
Gemma Grodkiewicz:	From Telephone Fundraising Team Leader => Telephone Fundraising Administrators 2021
Clare Clark:	From Telephone Fundraising Team Leader => Telephone Fundraising Administrators 2021
Faye Lightfoot:	From January 1st 2022 => Training and Compliance Manager

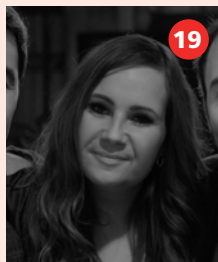
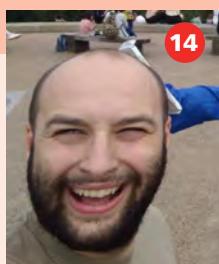
Milestones

5 Years of Service!
Dean Freed (13)
Dan Hartley (14)
Faye Lightfoot (15)

10 Years of Service!
Adam Burns (16)

12 Years of Service!
Michelle Amos (17)
Liz Chandler (18)

15 Years of Service!
Jade Mole (19)



Upcoming...

Sengodan Thevagurunathan (21)
10 years on the 15th of December 2021!

Paul Brazauskas (22)
10 years on the 25th of February 2022!

Martin Wesser (23)
20 years on the 1st of January 2022!!



Our Charity Partners

Since 1997 Wesser fundraisers have recruited over 500,000 donors for a small core of incredible charity partners. It has always been our ethos to work with a small number of organisations so we can invest our time in developing meaningful income for vital projects and services. Not only do we offer these organisations an industry leading face to face fundraising service, but we also offer telephone fundraising, supporter care and data management, making us the go-to omnichannel fundraising agency in the UK. **Some might say "The Fundraising Company of Choice"!**

Having worked closely with **St John Ambulance**, **St John Ambulance Cymru** and **St Andrews First Aid** for many years, we took the decision to offer our services to more

organisations in 2018 and soon developed a relationship with **London's Air Ambulance** for whom we have already recruited almost 10,000 new donors who donate over £1million every year.

Despite the huge upheaval caused by COVID19 in 2020, we built relationships with numerous charitable organisations. One such organisation was **Dogs Trust**. After an 8-month campaign build we launched a brand new "Sponsor a Dog" donor recruitment campaign in May 2021 making use of our experienced team in Scotland. The campaign got off to a fantastic start and laid the foundations for us to expand our output in 2021/2022, kicking off with new teams in London and the Southeast of England.

St John Ambulance by Andrew Kew (Face to Face Officer)

What a crazy and long 18 months it's been. The pandemic has tested us but has also driven us to adapt to the new challenges while faced with this invisible enemy. It's not been easy, and many aspects of life and fundraising have changed. We want to sincerely congratulate everyone at Wesser for their patience, their resilience and for withstanding the many hardships thrown at them during these unprecedented times. Wesser continue to work hard and together we have bounced back to fundraise efficiently and safely.

Fundraising allows all our vital lifesaving work to continue so St John can be out there caring for our people, patients, customers, and communities.

We are continuing to support the NHS with hospital work and mass vaccination programme, while our adult and youth units make the gradual return to face-to-face meetings, events, and operations. The clinical skills, resilience and compassion of our St John volunteers really matter at times like this, and we are forever grateful for their commitment.

Following the huge efforts of our volunteers in the wake of the COVID19 pandemic we launched our most ambitious new advertising campaign called "Ask Me" so we can better connect with the nation and the communities we support. It's safe to say that St John Ambulance has been

St John Ambulance



at the forefront of people's minds with extensive media coverage on vaccination centres and the thousands of hours committed to the NHS. As this is written, St John volunteers have also been providing round-the-clock support at UK airports to provide medical help and humanitarian care for new arrivals rescued from Afghanistan.

We are nothing short of proud of our partnership with Wesser and incredibly happy to be continuing our fundraising journey after an already impressive 23 years!



London's Air Ambulance by Eddy Francis (Face to Face Fundraising Coordinator)

London's Air Ambulance was founded in 1989 by a group of determined medics, who saw a way to provide urgent care to critically injured people. Their medics can restart hearts, re-inflate collapsed lungs and stem catastrophic bleeding – procedures usually only performed in a hospital operating theatre. As well as this, their pioneering medics hold the world-first for performing open-heart surgery at the roadside.

On an average day in London, five people are so seriously injured that they need immediate, hospital-level treatment at the scene to survive. Every minute they are waiting for treatment, can mean the difference between life and death, full recovery or lifelong disability. Their medics bring the hospital to the scene of the injury within minutes, arriving by helicopter to the patient's side when the unthinkable happens.

What most people don't realise is that London's Air Ambulance is a charity and needs around £9m a year



to run its service. To help meet that target, the charity has had a successful partnership with Wesser since 2018, delivering regular giving supporters to the charity via door-to-door fundraising. London's Air Ambulance Fundraising Manager Jake Glenn says of Wesser *"Since the beginning of our relationship with Wesser, we've always felt that they have a really good understanding of our cause, being able to get this across to their fundraisers which translates into a really strong fundraising ask. They're an integral part of our face to face fundraising strategy"*

As well as this, there have also been many positive comments given by those signing up to Wesser fundraisers; *"She was lovely, was the reason I donated" and "Natural, down to earth, I would have her as my daughter" and "He was professional, polite, everything that you would want".*



St Andrew's First Aid by Thomas Scott (Fundraising & Sponsorship Exec)

At St Andrew's First Aid our aim is to create a nation of lifesavers. Established in 1882, St Andrew's First Aid is Scotland's only dedicated first aid charity and leading first aid provider; as such we are uniquely placed to achieve this aim. We believe no one should suffer or die because they required first aid but were unable to access it. **Our ambition is for everyone to learn vital skills to make Scotland a safer and more resilient place to live.**

One of the ways St Andrew's First Aid is making this happen is by working in partnership with Wesser to raise funds that is allowing us to create long term income generation that allows us to carry out our charitable activities such as our community engagement programme, schools programme, prisons programme and our new Ready for Life programme that engages pupils in secondary schools across the country out with normal attainment levels to gain qualifications in First Aid and First Aid for Mental Health.



"Over the last few years working with Wesser, we have developed a great relationship which is not only great for our prospective and existing supporters, but also the fundraisers who make it possible."

"The joint effort we have both made to create an exciting place to work and where knowledge is key, is the success of our fundraising allowing our charitable activities to flourish."

Starlight Children's Foundation by Rachel Doree (Head of individual giving)

Childhood is when we begin to discover the things that shape us and determine who we become in adult life. It's a precious rite of passage that should be protected for everyone. So when serious illness intervenes, Starlight steps in to provide play to seriously ill children, to help them cope with treatments and the anxiety they bring. **Play is vital. In fact, it is every child's human right.**

This Christmas, Starlight are launching their **Time to Play campaign**. Currently, half of all hospitals in the UK do not have play resources – and with over 3 million child admissions to hospital each year, this means millions of children do not have access to play at the time they need it most. Starlight are committed to changing this.

Starlight are passionate about protecting the time to play. We champion its importance and defend every child's right to it. Our passion takes us to the bedsides of the some of the most poorly children in the UK, where we use the power of

STARLIGHT



play to create a sense of escape from the difficult reality in which they find themselves, to delight and distract.

With Wesser, we are expanding our range of channels to acquire and speak to our supporters. Already, their callers have re-engaged past supporters, exceeding our target by 40%, and their callers have carried out warm, positive interactions with people across the UK. Wesser are working with us to make sure each conversation has a positive impact, regardless of the outcome, and we are excited to be working with

them as we launch our Protectors of Play pledge this winter.

You can join the Time to Play campaign this November, and help us to reach children in hospitals where play is needed most. Have some fun, raise some funds and do your bit to help by achieving 3000 star jumps over the month of November. All the funds you raise will help a child to play when they need it most – visit <https://www.starlight.org.uk/how-you-can-help/starjump>

Dogs Trust by Kate Chamberlain (Fundraising Officer)

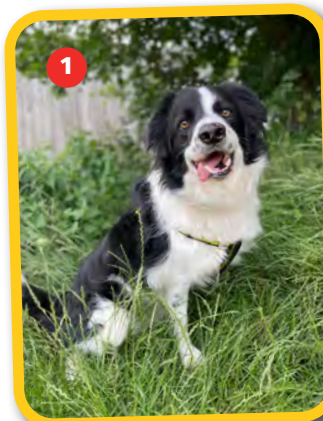
We believe every dog deserves to live life to the full. We want to protect the bond between dog and owner. And we want to be there for anyone who has no other option but to give up their dog.

We receive no government funding and are totally dependent on the generosity of our supporters. Most dogs find loving new homes within about six weeks but some pooches need a little extra help from us. To care for those dogs who can take longer to match with their forever homes, we have our Sponsor Dog Scheme that allows us to look after dogs, like **Stitch (1)** here, for as long as they need us.

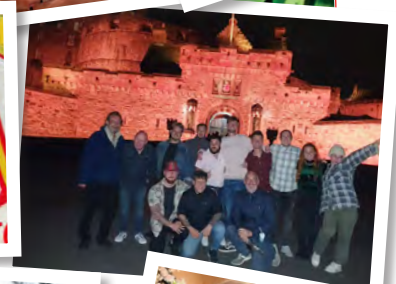
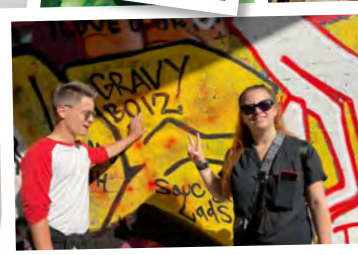
Sponsor a Dog is used to fund our fantastic rehoming centres so that they can continue to be there for the nation's dogs; to fund preventative work to help protect dogs in the future; and to invest in, develop and promote information to help dog owners understand the needs of their pooch pals.

All of this is possible thanks to the incredible work that Wesser do on our behalf. With their

outstanding service and genuine, ethical approach to fundraising, we have been able to raise awareness of our cause on a more personal, thought-provoking level. Whether or not someone decides to join the scheme, we know that after interacting with a member of the Wesser team that person will have everything they need to become a Dogs Trust supporter in earnest.



Our 'Wesser PHOTO World' ...
Seminars, Events, Incentives...
PART II



**GOLD
MEDALS**

Wesser Olympics

Wesser
Ethical Fundraising – Outstanding Service

TRIP MARCH/APRIL 2022
to a European Olympic City
(or London dependent on
travel restrictions)

- **Qualifications:**
Top 4 Fundraisers
from each Category
- **3 Days &**
2 Nights Trip
- **All Expenses Paid!**

*Previous
Olympic Experiences:*

2007 *Madrid*
2008 *Berlin*
2009 *Stockholm*
2010 *Granada*
2011 *Zagreb*
2012 *Athens*
2013 *Grenoble*
2014 *Rome*
2015 *Lisbon*



Rome



Granada



Zagreb



Athens

STAY CONNECTED AT WESSER

Keep up to date with everything at Wesser
and share your experience with other
employees through Element!

To join the group, download the app from
your app store: ----->

NEXT, follow these steps to join the Wesser
conversation (make sure you have logged into
the portal first):

- After opening the app, select "Other" (under
"select a server")
- In "Address", enter <https://chat.wesser.co.uk/>
- Press "Continue"
- Press "Sign In" (no need to sign up as we have
already created an account for you)
- Your username is "w" followed by your
Username/badge number (e.g. w210003)
- Enter your Portal password

Contact it@wesser.co.uk (for tech support)

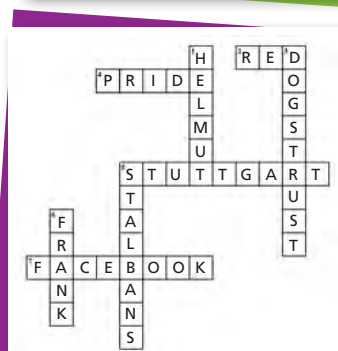


Element – App Store



Element – Google Play

SOLUTIONS for page 25



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