



Ambassador Role Description

Background

Since 1991, The Forward Trust has been working to empower people to break the cycles of addiction or crime to move forward with their lives. We believe that anyone is capable of lasting change, as celebrated in our More Than My Past and Taking Action on Addiction campaigns which are spearheaded by our Royal Patron HRH Catherine The Princess of Wales and chair of Trustees Tony Adams MBE.

Taking Action on Addiction

Taking Action On Addiction (TAOA) is the ever-present national campaign led by The Forward Trust that seeks to reframe the perceptions of addiction, fostering empathy and understanding to reduce prejudice and enabling more people to access the help they need.

Ambassador role description

At The Forward Trust, we know all too well the harsh realities behind the difficult stories we hear as part of our daily work. The aim of our Ambassador activity is to promote awareness of our campaigns and services to support people break the cycle of addiction and crime.

Our Ambassadors are so important - many of them have personally faced their own – or a loved one's - battle with addiction, and shared their own story to help others. For people struggling with addiction to hear that other people, particularly names they recognize, have been experiencing the same feelings that they have, and to see that recovery is possible, is hugely inspiring. Hearing stories of hope can provide a moment of strength to reach out for support or stay the course when the going gets tough.

As an Ambassador, your level of engagement would be entirely up to you. There is a wide range of ways that you can lend your support. Some examples include;

- Using your profile to raise awareness of our services and campaigns by sharing social media posts and campaign messages
- Visiting community or prison-based addiction support services
- Attending or publicizing our community or creative events
- Sending a video message of support to our campaigns and recovery community
- Involvement in media initiatives

The benefits to you as a Forward Trust/ Taking Action on Addiction Ambassador

- A deep sense of satisfaction and pride for helping to make a valuable difference
- Meeting other inspirational people, and observing our life saving work
- Raising your charitable giving profile through Forward Trust / Taking Action on Addiction association

What you can expect from the Forward Trust

- An induction session to introduce you to the charity
- Opportunities to visit our services and meet beneficiaries, staff and commissioners
- Opportunities to meet other Ambassadors
- A designated point of contact for support and guidance, when needed

We can facilitate private or official visits to our community and / or prison based services with or without PR participation. These visits allow our Ambassadors to see our work in action, meet some of our practitioners and beneficiaries, and develop a clear understanding of what we are all about, potentially sparking new ideas and opportunities for collaboration.

Whatever the relationship looks like, we fully commit to maintaining absolute discretion, boundaries and respect, whilst providing a friendly, nurturing and inclusive atmosphere. Our experienced Ambassador liaison team will ensure that communication is clear, specific - and that we provide a safe emotional space from which to engage with the charity.

Time commitment

- This is a flexible role to suit your availability, and as such there is no minimum time commitment.
- Ambassadors will be contacted as appropriate and offered the opportunity to attend events, participate in campaign and media initiatives.

Contact

For further information and to discuss your willingness to join our growing group of Ambassadors, please contact Fiona McDonald – fiona.mcdonald@forwardtrust.org.uk 074 8531 5614

“The journey towards addiction is often multi-layered and complex. But, by recognising what lies beneath addiction, we can help remove the taboo and shame that sadly surrounds it.

"That is why I am so passionate about the work of The Forward Trust, an organisation I am so proud to be patron of. This is the work that you, and many other charities, provide day in, day out. And it is needed now, more than ever.”

HRH Catherine, The Princess of Wales, Patron, The Forward Trust

