



VOLUNTEER AMBASSADOR RECRUITMENT PACK



MESSAGE FROM FIONA

Thank you for your interest in becoming a Charity Ambassador for Launchpad Reading.

At Launchpad, we believe everyone deserves the chance to live a safe, stable and fulfilling life, free from the fear of homelessness. Over the years, our charity has become a vital lifeline for vulnerable people in our community, providing not only housing support but also life-changing services that help individuals, couples and families to rebuild their lives.

As a Charity Ambassador, you will play an important role in helping us share this mission with the wider community. By representing Launchpad at events, giving engaging talks, and inspiring schools, community groups and businesses to get involved, you will help more people understand the realities of homelessness and how their support can make a profound difference.

Your enthusiasm, confidence and passion for helping others will help strengthen our community relationships, encourage fundraising activity and ensure our supporters feel valued. Ambassadors are the friendly, knowledgeable faces of Launchpad, helping to spread awareness and champion our work across Reading.

We are looking for ambassadors who share our commitment to empathy, inclusion and action, people who enjoy meeting others, speaking publicly, and representing a cause they believe in.

Your contribution will help us continue to support the people in Reading who need us most.

This is a truly rewarding opportunity: a chance not only to support individuals in our town, but also to grow personally and professionally as part of a forward-thinking charity. I encourage you to explore this pack, learn more about our work, and consider the positive impact you could help us create.

Together, we can prevent homelessness and change lives for the better.

Fiona Keyte

**Fundraising Manager,
Launchpad**



| About Launchpad

For 47 years, we have been Reading's leading homelessness prevention charity. We provide vital information and support for individuals, couples and families who are homeless or at risk of losing their home. It all started with a soup kitchen, founded by University of Reading students back in 1979. Since then, we've grown Launchpad into a complete homelessness service.

Preventing homelessness

Drop-In Service

Our Drop-In service provides free information and support for people with a housing or housing-related need. Absolutely anyone can visit our offices in central Reading on Monday, Wednesday and Friday from 10am to 2pm and speak to one of our advisors.

Floating Support

Our Floating Support team work with single parents, families, couples and individuals who are at risk of homelessness. The team offer support for up to six months. During this time, they work to address the root of a housing problem – such as debt, mental health or addiction - and help people remain in their home or find suitable accommodation.

Providing homes

Housing

Our housing team oversees Maintenance and Compliance as well as Tenancies and Lettings, supported by an in-house maintenance team. Staff are fully trained to ensure we deliver standards of service and safety. We currently provide and maintain temporary accommodation for up to 104 people across 16 properties throughout Reading. In addition, we provide 29 long-term bed spaces for individuals, couples and families in housing need.

Our strategic focus is on expanding our property portfolio, regularly reviewing tenant needs and improving the quality of our housing. We are committed to timely maintenance, ensuring all our properties are safe, clean and warm. A place we would be proud to call home.

Supported Housing

Our Supported Housing service provides homes for over 100 people who are homeless, and we have affordable long-term homes for individuals, couples and families in housing need.

Our temporary homes provide a stable place to live for periods of 6 to 24 months, while clients work with their dedicated support worker, to break the cycle of homelessness and tackle the issues that are holding people back.

The Nova Project

The Nova project is a specialist service for women, established in 2021 by Reading Borough Council in response to an identified need. It provides a home for 10 multiply disadvantaged women in a gender and trauma-informed supported environment.

The Pods

The Pods are self-contained modular homes in Reading established in 2021 by Reading Borough Council, providing wrap around support for 40 people who have been found sleeping rough and have complex needs.

Work and Life Skills Centre

Reading's first work and life skills centre is a place where vulnerable people can learn new skills, build confidence and get back into work. This is where we rebuild lives. We provide work-readiness skills, digital skills, DIY and cookery skills. The centre also serves as a hub, used by other charities and partner organisations as a safe space to meet clients who may be affected by housing issues.

Who did we help in 2024/25?

Preventing homelessness

 **1,089** people were supported by our **drop-in services**

 **234** people were supported by our **floating support service**

 **25** people were supported with **resettlement support**

Providing homes

 **274** people were supported by our 'supported housing, general housing and removals service'

Rebuilding lives

 **210** people were supported by our **Work and Life Skills Centre**

TOTAL - 1,832

Our vision

We want everyone in Reading to have their own home, and the opportunity for a positive future.

Our mission

Our mission is to house, support and empower vulnerable people to transform their lives and fulfil their potential.

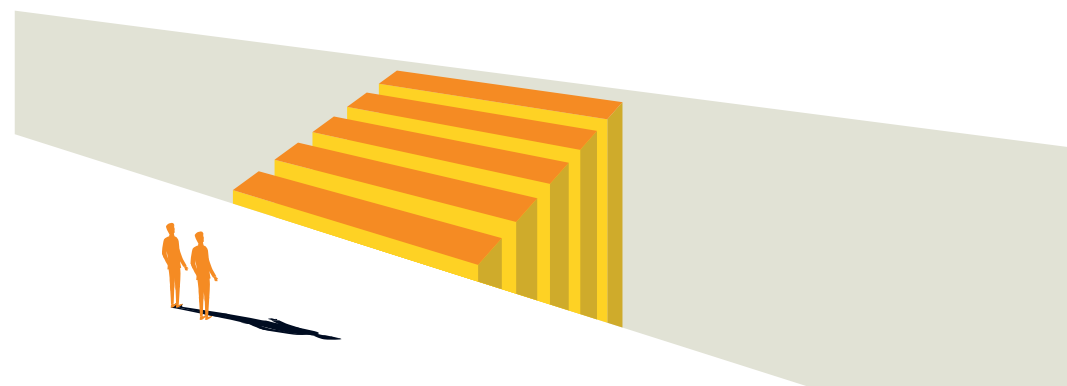
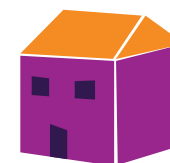
Our values

RESPECT - We respect the unique worth of every individual

EMPOWER - Every individual has the opportunity to help others fulfil their potential

INTEGRITY - We are always open, consistent and accountable in all that we do

INFLUENCE - We use our skills and knowledge to encourage change and innovation



Role overview

Background

Launchpad provides many volunteering opportunities and ambassadors is a key role for us. Ambassadors give inspiring talks to help businesses, community groups and schools understand more about homelessness, and what Launchpad does to support local people in housing crisis. They also showcase how people can get involved with the charity and fundraise.

We train our ambassadors to help them become experts on Launchpad and represent the charity and the fundraising team in the local community.

Examples of ambassador activities

- Attending invited events, for example community/social group meetings, school assemblies to give presentations and talk about the work of Launchpad and the difference we are making; to inspire people to support us through fundraising or to thank supporters for the fundraising they have completed
- Making conversation with members of the public as appropriate, and answering questions about the charity
- Promoting planned fundraising initiatives and activities
- Sharing social media

The benefits to you

- A sense of fulfilment and pride for helping to make a valuable difference
- Develop your skills
- Add to your CV
- Meet new people
- Inspire people

Skills, experiences and qualities

- Personable, enthusiastic and approachable
- Ability to work with a range of groups and individuals from primary school children to the elderly. Many are linked to faith groups so our ambassadors must be comfortable with people of all faiths and cultures
- Initiative and confident in public speaking

What you can expect from Launchpad

- An induction session to introduce you to the charity and relevant policies, your skills and identify any ongoing support you may need from us in order to fulfil the role
- Appropriate training, including observation and shadowing
- A designated point of contact for support and guidance, when needed
- Suitable leaflets and materials to enable you to fulfil the role
- Reimbursement of out-of-pocket expenses, for example travelling to and from the fundraising venue
- Ambassador meetings, to meet your peers and to stay up to date
- Launchpad monthly E-newsletter

Time commitment

This is a flexible role to suit your availability, and there is no minimum time commitment. Volunteer ambassadors will be contacted as appropriate and offered the opportunity to attend events to which we are invited.

Travel

Volunteers must be able to travel to various locations - access to a vehicle is really helpful - but not always essential.

Equality, Diversity and Inclusion

We are committed to equal opportunities and building a team that reflects the community we serve. To enhance our diversity, we welcome applications from people from minority ethnic backgrounds, all gender groups and/or with a disability, and people from the LGBTQI+ community.



Above and right, Launchpad volunteers at the Pancake Race event. Photo: Launchpad.

Apply





If you would like to apply to be an Ambassador, please email Fiona Keyte:

fiona.keyte@launchpadreading.org.uk



Launchpad Reading
The Stables
1A Merchants Place
Reading RG11DT

0118 950 7656
enquiries@launchpadreading.org.uk
launchpadreading.org.uk

 @LaunchpadRdg
 @Launchpad_RDG
 @launchpadreading
 @Launchpad Reading



Launchpad is a registered charity (279859) and is a company limited by guarantee (1459149) in England and Wales.