ACTION DAY

PROJECT INSPIRATION
CRISIS AND POVERTY

What's been before?

This is a huge topic to cover! Within it, there are so many worthy causes to choose from. Previous NCSers have worked with charities to raise both awareness and money for the homeless. Another team gave refugees a voice by telling their stories with blogs, creating enough noise to get them on the BBC!

A project worth highlighting

The team worked with Exeter Foodbank, developing a simple idea to raise awareness of what food donations are needed most in their area. They worked with Sainsbury's to create shelf labels and positioned them alongside 'priority food items' in store. Not only did this boost donations, but the donations were more valuable – they were exactly what people required.

The project was so successful that the labels have been rolled out on a national level. What started as an idea on NCS, has now managed to make a long-lasting sustainable impact across the entire country!

How can this project keep growing?

This project had a massive impact. But where next? After getting Sainsbury's onboard, the team might consider targeting other big supermarket chains. Too ambitious, you say? Not for NCSers! When thinking about your project, it's always worth asking, "How big or small can we go with this? How can we really push it to be as great as it can be?"

Grads' valuable advice

"Don't be afraid to dream, but be realistic, and be willing to take constructive criticism - in the long run, it'll be worth it."

"Sometimes, focusing on a really specific issue means you can make a bigger change."

"Keep going when it's tough and put everything you can into it."