

Every life matters



Charity Ambassadors

Our Charity Ambassadors are a small network of individuals living and working in Cumbria who help us to engage people in the work of our charity, raise awareness about suicide prevention and to inspire new fundraising activity.

The role is by invitation only, is suited to individuals who have a personal affinity to our cause, who have the skills, profile and ability to advance the aims of the charity, and who we feel can work to promote the charity unsupervised. This is a flexible role to suit your availability, and as such, there is no minimum time commitment.



Whom the Ambassador Role would suit

- People who have a personal affiliation to suicide prevention work
- Confident public speakers with excellent communication skills
- Those with a high profile within relevant business, political, health, sporting or community networks
- People with wide media and social media networks
- Individuals with a reliable, friendly and professional demeanour
- Those with an ability to use your own initiative and to work unsupervised



Talking about suicide saves lives

What does the role involve?

- Familiarizing yourself with the Every Life Matters mission, vision, and activity, and with our key suicide prevention messages.
- Promoting our training, events and key suicide prevention messages through your media and social media contacts.
- Raising awareness of the charity and its work within business, political, health, social care and community networks you are involved in.
- Promoting our suicide prevention training and awareness sessions to local groups you are connected too, and giving your own short talks on suicide prevention to groups where appropriate.
- Help promoting planned fundraising initiatives through media and other networks, and offering messages of support to fundraisers in our communities
- Actively seeking introductions to possible corporate sponsors, high net worth individuals and others who may support the charity.
- Attending events and fundraisers as a representative of Every Life Matters
- Offering other specialist skills that are of value to the charity.

What does the role involve?

- A full introduction to the charity, to your role and an opportunity to meet with staff
- Access to a broad range of suicide prevention and mental health training
- Invites to other Every Life Matters events and activities
- Access to a range of paper and digital resources to help you promote the charity
- A named staff member to offer you support and advice where required
- The opportunity to give feedback about your role



The benefits to you

- A sense of satisfaction and pride for helping to make a valuable difference
- The opportunity to support an important public health issue