

people and places: responsible volunteering

SUPPORT PLAN FOR WORK OF VOLUNTEERS WITH THE NO WOMAN LEFT BEHIND INCUBATION CENTRE, THE GAMBIA, 2025

This plan describes ways in which volunteers can help this project to develop their aims and goals and gives examples of ways in which volunteers have contributed in the past.

Comments are based on the work of volunteers in the period up to December 2024 and are derived from questionnaires completed by the projects and reports written by the volunteers. New aims and actions, if any, are shown in green and these have either been identified from requests made by the projects or have arisen from the work done by volunteers. Any completed aims or actions are shown in blue.

AIMS	ACTIONS AND COMMENTS	WORK DONE TOWARDS THESE GOALS
<p>1. To work remotely and/or in situ with the President and other women associated with NWLB to provide ongoing support</p>	<ul style="list-style-type: none"> • Volunteers with appropriate skills could hold regular online meetings with specified members of staff, working one-to-one with them to mentor them in various aspects of their work, to help them become self-sufficient – for example: <ul style="list-style-type: none"> ○ management ○ book-keeping ○ marketing ○ presentations ○ event management ○ IT including Word, PowerPoint and Excel and social media ○ market research ○ customer service 	<ul style="list-style-type: none"> • An e-volunteer worked with the President of NWLB and with two members of the Executive for 12 weeks during 2022 to help them understand how to cost their menus and keep accurate financial records. • A volunteer holds regular mentoring meetings with Fatou to provide support and guidance – this is an ongoing placement. • Two volunteers who have done more than one placement have worked with the President to develop her confidence in various aspects of leadership and management and provide ongoing support.

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	<ul style="list-style-type: none"> ○ holding business meetings ○ developing business plans 	
<p>2. To help develop the capacity of the project leader</p>	<ul style="list-style-type: none"> ● Volunteers could support the project leader in building her capacity to understand good governance of a membership association (not required currently as the project takes on a new direction) ● Volunteers could work with the project leader to develop her self-confidence, assertiveness and means of self-presentation. (This aim has been largely achieved) ● Volunteers with appropriate experience could help the project leader with business presentations, ranging from how to write a successful presentation to attending and participating in a business meeting ● A volunteer could help the project leader to further develop her leadership skills, including conflict resolution ● A volunteer could work with the project leader in the areas of multi-tasking and prioritisation ● A volunteer with experience in media could help the project leader promote the work done at the Centre successfully in the media – for example how to present themselves well in interviews on the radio or TV, how to write eye-catching articles for newspapers, how to make promotional videos for social media 	<ul style="list-style-type: none"> ● An in-country volunteer demonstrated how to create cost/pricing sheets in Excel and started work on how to calculate profit margins. ● A volunteer worked with the President of NWLB to help them write a business plan and included NWLB's core values & assets, market research, competition analysis and strategic future planning. ● The same volunteer helped conduct market research, visiting farms and community projects around the Gambia ● A volunteer helped to develop promotional materials for NWLB. ● A volunteer worked closely with the President to build her capacity in aspects such as time management, leadership and delegation ● A volunteer worked with the President to write a generic cover letter for bids ● A volunteer who is a Maths teacher worked with the project leader on her business-related mathematical skills e.g understanding of percentages, profit and loss, calculating profit margins, interest rates

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	<ul style="list-style-type: none"> • A volunteer could help to teach the language of business, including language required for business meetings and for marketing. • A volunteer could provide further training on business planning. (This aim has been achieved) 	
3. To help develop the skills individual stakeholders	<ul style="list-style-type: none"> • Volunteers could work with individual stakeholders in the area of marketing, especially the use of social media to promote their products • Volunteers could work with individual stakeholders on simple book-keeping and accounting to help them develop financial literacy • Volunteers with appropriate skills could help catering businesses with aspects such as menu planning, portion control and customer service 	
4. To help develop the Women's Incubation Centre	<ul style="list-style-type: none"> • Volunteers with appropriate business skills could provide guidance in menu planning to support the restaurant – covering the whole process from sourcing ingredients, working out costs, calculating profit margins etc • Volunteers with relevant skills could help those using the Centre develop marketing techniques and business organisational skills including different forms of financial accounting 	<ul style="list-style-type: none"> • A volunteer who is a chef helped with menu planning, kitchen organisation and kitchen disciplines such as good hygiene practices for the NWLB restaurant and was instrumental in its opening. • A volunteer (over the course of two placements) helped to create an action plan for the shop, including processes for chasing outstanding work needed to get the shop open. She helped with visiting wholesalers, sourcing stock, pricing and funding, including discussions on micro-finance options.

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	<ul style="list-style-type: none"> • Volunteers with relevant skills could help with market research • Volunteers with appropriate skills could help with planning, process management and reporting for supply chains • Volunteers with appropriate experience could help with procedures for running the shop / distribution centre 	
<p>5. To help to develop inter-organisational links</p>	<ul style="list-style-type: none"> • Volunteers with appropriate skills could help to develop outreach to other women’s cooperatives such as accommodation providers, gardeners, food processors etc. • Volunteers could help members of NWLB to reach out to schools and colleges to establish a presence there, for example as guest presenters in home science lessons, with a view to promoting NWLB businesses, selling snacks at school, and acting as role models for girls • Volunteers could help facilitate introductions for NWLB members to appropriate government departments such as the Department of Youth and the Department of Women’s Affairs, with the aim of raising awareness of their businesses and getting these departments to use and promote them 	<ul style="list-style-type: none"> • Several volunteers have worked with the President to develop links with other women’s associations such as gardeners and food processors to set up working relationships to provide goods to sell in the shop and ingredients for the restaurant. • A volunteer helped to write a letter of introduction which can be used to approach government departments.