

your life. make it happen



FRESHTIES

FRESHTIES

the concept

FRESHTIES is about people from all backgrounds making connections on the basis of shared interests. More than just a website, FRESHTIES is underpinned by the belief that valuing and helping others actually makes for greater success in personal goals, as well as for the wider community.

Wide-ranging connections between people helps breaks down barriers to the flow of info, experiences and encouragement to individuals who wouldn't otherwise have the opportunity nor time to get in touch. Moreover, a fresh perspective can liberate an individual's potential to raise their aspirations and achieve their goals. Connecting on the basis of shared interests and ambitions takes individuals beyond their own backgrounds, circumstances and experiences

the website

Within the categories of study, career, taking time out, interests or wider social issues, the website search system enables the user to define and search the database for who and what they need to know. From the database search, a list of members is displayed who match the selections for:

- ambitions / current situation
- interests, experience and knowledge

in the area of study or career, for example. Then, members get in touch by email.

make the right connections

LIFE IS A PRETTY BIG TOPIC, and so members need to be able to get in touch about the specific issues that matter to them. Unique to FRESHTIES is a search system that reflects all situations.

We cater for more than just the traditional concepts of education and careers. FRESHTIES covers occupations as diverse as acting, entrepreneurship, medicine and plumbing. Similarly, study encompasses vocational, HE, FE, flexible learning, community learning, and professional qualifications.

And we don't marginalise issues that are commonly perceived to have a limited audience eg unemployment, disability, maternity breaks, working single parent, part time study or retirement. They belong in a mainstream website like FRESHTIES.

what can we achieve

FRESHTIES isn't here to change the world, but by sharing information and experiences, members have a better chance of reaching their goals. And at the same time they can also help others achieve too. Self-interest doesn't have to be selfish.

FRESHTIES

can do

Challenges don't have to be obstacles. After all shouldn't success be seen as more than just money, hitting targets or exam results? Believing in oneself and making a sustained effort, whatever the outcome, that's success.

it's a small world after all

Or so they keep saying. But it's amazing how prejudices and preconceptions keep us apart. Communication can help to break down those barriers that stop people reaching their potential and making the most of the world around them.

That's why we believe education is also about learning from everyday experiences and interactions - everyone is a 'student of life'. So, whatever the study, career or life path, we think FRESHTIES members can benefit from each other's experiences.

different perspectives

We're developing sections of the website where members submit photos and comments in various categories. These range from lighthearted topics such as 'my travel' to subjects that can inspire other members to reach their goals and challenge stereotypes about success (e.g. examples of personal achievement). Even new businesses or music groups set up by members will be able to promote themselves amongst the FRESHTIES community. It's another way to gain insights into the lives and experiences of other people.

In addition, there'll be a 'charity view' feature allowing members to raise their concerns about social and environmental issues, while also providing a platform for individual charities to reach a wider audience.

our way

We shall charge a £5 annual membership but then...

- we do NOT sell on user information (registration is user name and email)
- we keep the website clear of banner adverts and pop ups.
- we shall raise money for individuals & charitable projects plus raise their profile
- we are not 'tied' by commercial deals

token gestures?

We want to raise money to help individuals and not for profit organisations.

Each week, in a feature called 'community view', a charity / not for profit organisation provides information about their initiatives and issues of concern. And, each week, a different sponsor(s) is invited to display its logo in this section.

60% of the 'sponsor fee' is paid direct into a community fund (where the money can only be used for 'charitable purposes'. We've also decided that the fee for organisations to use another feature on the website will result in **20%** of that fee going direct to the community fund. And this is just the start. This our way.

We do hope that you are interested in what you've seen so far,
and that in some way, you'll participate in this unique project.

