

Call-Out: Volunteer Video Support to share the This is Us Grants offer.

Dear Community Leaders,

We're launching the *This is Us North East Sheffield* Grants Programme on the 1st July 2025 and would love your help to make sure everyone in our communities knows about it in a way that feels clear and easy to understand.

We're looking for trusted local leaders like you to record a short video on their phone (just 1 minute) in your own language. We'll give you a script to guide you on the information that needs to be included, which you can adapt to sound more natural in your own voice. The videos will help explain what the grants are, who can apply, and where to get support.

The aim is to make sure more people, especially those who don't always hear about opportunities like this, feel included and confident to get involved.

We need the following Languages:

- English, Arabic, Romani, Slovak, Somali, Urdu, British Sign Language and Any other community language

Here's what we'll sort for you:

- A short, easy-to-follow script [See page 3]
- Support if you need help recording or editing
- We'll share the videos across our networks to help reach as many people as possible

What we're asking from you:

- Record a friendly 1-minute video on your phone [see page 2 for additional guidance]
- Speak in your usual tone, like you're chatting with a neighbour
- Send it to us in the next 2 weeks if you can

If you'd be up for helping or know someone else who might be, please get in touch:

Communities@soarcommunity.org.uk or call 0114 213 2591

Thank you so much for everything you already do. Your voice could really help people feel seen, heard, and welcomed into this process.

Kind Regards

This is Us – North East Sheffield

Guidance for Creating Your 'This Is Us' Grant Video + Script Example

Thank you for helping to spread the word about the 'This Is Us' grants!

We're asking local people to record short videos using their phone to help encourage others to apply.

These videos will be shared on social media and through local networks, including WhatsApp, community groups, and more

NOTE: Please only record a video if you're happy for it to be shared with others.

Tips for Recording a Good Video on Your Phone

- Use your phone in landscape (sideways) if possible, it looks better on most screens.
- Speak clearly and be yourself - relaxed and natural is perfect.
- Make sure you're in a bright space, natural light is best.
- Try to record in a quiet place with no background noise (like wind, traffic or music).
- Hold the phone steady or prop it up on something so it doesn't shake.
- Look near the camera lens (not the screen), this helps you connect with your audience.
- Keep it short, around 1 minute is ideal.
- Imagine you're talking to a friend or neighbour.

What to Say in the Video

You don't have to say everything, just a few friendly points is enough.

Here are some ideas:

- Who you are and what area you're from
- That there's funding available for local projects through the 'This Is Us' grant
- That anyone with a good idea can apply no need to be a formal group
- That there is support to help people apply
- Encourage people to get in touch
- Share why you're excited about the programme or your own experience (if relevant)

Just speak from the heart, your voice matters!

How to Share Your Video

Once you've recorded your video, you can share it with the SOAR team by:

- Sending it via WhatsApp to 07498 842744
 - Emailing it to: communities@soarcommunity.org.uk
 - Make sure to include your name, the language and which area you're from.
- Please only make a video if you're happy for it to be shared publicly.

The script below is an example, please deliver the information below in your own way 😊

Hello!

My name is [Name] and I would like to share that the *This is Us small and medium Grants* is open for applications.

If you live in Burngreave, Firth Park, Fir Vale or Longley and have an idea that focuses on the communities top three priorities, which are:

- Friendly supportive community
- Keeping an active lifestyle
- Access to nature/outdoors

You can apply for a This Is Us grant!

There are two options:

- Up to £5,000 – You don't need to be part of a formal group.
We can help you team up with someone local who can look after the money.
- £5,000 to £20,000: For groups or organisations that are already set up, like a charity or a constituted community group.

The aim is to support local projects that help people feel happier, healthier and more connected.

If you are interested but not sure where to start, don't worry, we will be offering support to ensure we remove as many barriers as possible to help people access this programme.

In the upcoming weeks, we will be hosting question and answer sessions, application workshops, 1-2-1 and group support.

To access the This is Us Grants, Email: communities@soarcommunity.org.uk Or call us on: 0114 213 2591.