



About the Real Bread Campaign ambassador role

This is an outline of the Real Bread Campaign ambassador role and how each volunteer can tailor it to suit their interests, abilities, capacity and opportunities.

The short version is that a Campaign ambassador is someone who:

- loves Real Bread
- agrees with the Campaign's beliefs and aims
- is ready, willing and able to be one of the 'faces' of Real Bread and to spread the word

The longer version is...

The organisation

The Real Bread Campaign is run by UK-based charity Sustain: the alliance for better food and farming. [The Campaign defines Real Bread](#) as made without additives. From this simple and universally-accessible starting point, our mission is finding and sharing ways to make bread better for us, better for our communities and better for the planet. We work towards a future in which everyone has the chance to choose Real Bread. You can find out more here: www.sustainweb.org/realbread/ourwork

Our supporters

Rather than being a membership organisation, the Campaign is a charity initiative that invites people to support its work. Annual subscription payments from supporters are the main source of income that enables Sustain to keep running the Campaign. Supporters are drawn from our wider network of friends, which is what we call people who've signed up to our free mailing list, added their details to the Real Bread Map, made a doughnation, follow us on social media etc.

The role

We encourage *all* Real Bread Campaign supporters to fly the flag not only for Real Bread but also for our charity's beliefs, values and work. Our official ambassadors are people who are willing and able to volunteer their time to find and create opportunities to wave the flag harder and higher.

This is a public-facing, communications role and we're looking for people who want to be visible and vocal champions. How each ambassador does this is up to them but our key considerations when looking for a new batch of ambassadors are:

- Communication.
- Expertise, skills, knowledge and lived experience.
- Diversity and representation.
- Passion.

While it's not possible for a small group of people to fully represent the wide range of people in the Real Bread movement, we aim for each batch of Campaign ambassadors to embody a range of backgrounds, identities, lived experience, expertise and knowledge. Collectively, our ambassadors bring a variety of perspectives and provide a snapshot of the people in our current network. We also hope our ambassadors will help more people to recognise that they're part of the rise of Real Bread, feel that they will be welcomed in the movement, and be inspired to join the Campaign.

Passion

Each Campaign ambassador should:

- Broadly share and support our beliefs, values, aims and activities.
- Have the desire to inspire people.
- Be keen to make the role their own, embedding it in how they walk the walk and/or talk the talk in support of the rise of Real Bread and the Campaign.

Communication

We choose people who are willing and able to:

- Promote the Campaign's aims, values, mission, activities and other information.
- Encourage people to join the Campaign or otherwise support our charity's work.
- Feed their knowledge, observations, informed opinion and suggestions back into the Campaign's work.
- Publicise the fact that they hold the position wherever and whenever possible.

How each ambassador spreads the word is up to them, in discussion with the Campaign coordinator. Depending on your skills, place in the rise of Real Bread and what you're comfortable with, it might include social media, traditional media interviews, sharing via email, writing articles, running classes and/or demonstrations at events, creating videos, giving us a mention in your new baking book etc.

What you do might be totally offline, simply (but importantly and effectively) talking, or signing, with people in any language. This may be with members of community groups or other networks to which you belong, customers, students, colleagues, staff members, event attendees, politicians....with whoever you interact.

Particularly when sharing knowledge about known, and potential benefits of, different ways of producing Real Bread, we ask our ambassadors (and all supporters) to make clear the distinction between personal experience, belief based on scientific evidence that deserves further investigation, and what has been proven and accepted as general fact.

Expertise, skills, knowledge

Our ambassadors aren't all professional bakers and if you suffer from imposter syndrome, let's work through it together! Each ambassador will have their own combination of experience, knowledge, skills, expertise in one or more areas relevant to our aims and work.*

Typically an ambassador will have what we in the charity sector often call 'lived experience' from the university of life. This means you gained your chops by (for example) home baking, setting up and running a microbakery, social /community enterprise, therapeutic baking, teaching, running or working in a professional bakery, farming, milling etc.

Some ambassadors might have had formal training, in areas such as: grain research; physical health and/or nutrition; mental health; business studies; PR, marketing or other communication.

There might be opportunities for ambassadors to participate in the Campaign's advisory working party and/or occasional meetings/groups/conversations that focus on specific areas of our work.

*From seed to sandwich – grain selection, growing, milling, bread making and distribution.

Diversity and representation

In line with Sustain's values, we're working to embed anti-racism in our work. We also do not tolerate language or actions of sexist, homophobic, transphobic, or otherwise xenophobic, prejudiced, exclusionary or hateful nature.

We welcome applications from *everyone* who fits the bill above. There are many people missing from the party, however, and we strongly encourage applications from people of backgrounds and identities not well represented in and by the Campaign's work and network. They include people who are: under 25, Black or of Colour; with a first language other than English; LGBTQ+; neurodivergent; living with a disability; and from lower economic backgrounds. To be clear, this is about including, representing and inspiring a wider range of people, rather than excluding anyone.

Why? Because the Campaign is as much about people as it is about food, notably the people who grow and mill grain, people who craft flour into Real Bread, and the people for whom all of this is done – everyone who eats it. People of every age, nationality, colour, sex, sexual orientation, gender identity, ethnic heritage, (dis)ability, neurological status, religion, social and economic background, who speak every language worldwide, enjoy Real Bread and are involved in its rise.

Commitment

We expect to review the Real Bread Campaign ambassador role every two or three years. Within this 'term', there is no set expectation of how many hours a week, or days a year, each ambassador will spend performing the role. We hope that each ambassador can fulfil the role they've tailored for themselves for the full term.

We will ask each of our ambassadors to promote specific Campaign activities across the year. Ambassadors can do this in whatever ways fit in with their other commitments. We also ask our ambassadors to attend the majority of the three to four ambassador meetings (usually online) each year. To account for availability (eg working hours) we will involve ambassadors in scheduling the dates and times. There is also the option of additional one-to-one chats/meetings with the Campaign coordinator.

We also understand and respect that, from time to time, family, work and life in general have to take priority over this voluntary gig. If there's something we ask you to do that you can't or won't help with, please let us know. If either the ambassador or Campaign coordinator feels that things are not working out generally and the person is not able to fulfil the role in the way originally agreed, we will discuss and agree how to move forward. Hopefully you won't want to tap out altogether but this is an option – just please let us know.

Mutual benefit

We will do what we can to help ambassadors to get the most out of volunteering. For example, we will:

- Help each ambassador to define and carry out their version of the role.
- Invite each ambassador to write an article about themselves, providing help to do this if necessary.
- Invite ambassadors to tell their stories, promote their events/news, share their knowledge and air their opinions via our website, magazine and social media channels.
- Create and offer chances for publicity (such as inclusion in media work) to those ambassadors who want it.
- Explore opportunities to run Real Bread events/activities in partnership with ambassadors.
- Help to make introductions within and beyond the Real Bread Campaign and Sustain network.
- Work to accommodate access and other needs.

While the role is voluntary, we can contribute to agreed travel expenses for meetings, and may be able to secure small amounts of funding for specific pieces of work - such as writing an article or speaking at an event.

We also encourage ambassadors to use and create opportunities that the role makes possible. Ways in which past ambassadors have said they benefitted from the role have included:

- A feeling of pride in being an ambassador for the Campaign.
- Building confidence.
- A sense of validation.
- Being asked to judge awards, attend events or give quotes/interviews.
- Publicity for their business.
- Opportunities to have writing published.

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www.realbreadcampaign.org