

LCBB4002

Community Engagement Assessment 1

‘Save the Children’ and its relationship with the Stakeholders for Community Engagement

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Introduction

Although there are almost as many meanings as people attempt to describe, community engagement in its simplest terms aims to better involve the community to achieve sustainable results, practices, partnerships, conversation, decisions or implementation in the long term. Community engagement is called activity and participation of groups in the welfare of society and the community. Throughout this report, the 'Child Education' initiative of the Save the Children organisation will take an example of various facets of community engagement. Save the Children collects money for educational assistance for the disadvantaged children of the city. This paper explores the connections between this organisation and its members, the various levels of this organisation, the use of social media channels as support for their services and the training programme organised by Save the Children to prepare employees.

Relationship of 'Save the Children' with its stakeholders and the engagement procedure

The stakeholders are entities who have an involvement in the company which may have an impact or may be influenced by the activity of the organisation. There are also a variety of gaps between member of profit and non-profit organisations. Since a non-profit organisation is chosen in this paper 'Save the Children', Members will be discussed here in a non-profit organisation. In specific, Save the Children and their stakeholders will discuss their relationship and how they communicate with them.



Figure: Stakeholders of Non-profit Organisation

Source: (Author)

Beneficiaries: Beneficiaries are people that receive a grant or assistance from non-profit organisations that have been donated by donors. The safety of children is a high priority and an essential component in saving children's vision as an organisation. In all parts of the world, Save the Children saves them from abuse, negligence, violence and brutality. For example, child protection activities include developing child protective conditions in crises, keeping children back with their family, segregated and unaccompanied children in emergencies, setting up public awareness campaigns against child trafficking, piloting social workers' training projects to offer resources for families and children with compassion, as well as campaigns. Children who earn education with the aid of the Children's Education programme "Save the Children" can be listed as beneficiaries (Hashagen, 2020).

Donors: Donors are people who contribute money to non-profit groups (Hashagen, 2020). As Save the Children is an NGO, it has no funding itself, which is why donations are the only revenue stream. Save the Children are served as donors by individuals as well as by organisations, including Unilever, PepsiCo, P&G, etc. By making use of donors' contributions, they collect their money

and support the needy with these funds. The Children's Education campaign Save the Children is helping children in the poorest region of the United Kingdom to access the requisite education. Save the Children maintain a close relationship with sponsors as they are the funders of their charitable and donation services.

Local Community: The government and the people of the City where it resides must have close affiliation with a non-profit agency. Until starting up a non-profit agency policy, the standards, beliefs and practises of the society must be taken into account, as the community as a whole functions as a stakeholder (Watson, 2017). Save the Children receives funds from the area's affluent residents and helps the community's deprived children through the Children's Education programme. Workers or volunteers have a close association with the local community and respect the community's traditions and cultures. This is how they stay involved with people in the group.

Employees & Volunteers: Employees and volunteers are the people who connect donors and recipients by obtaining funds from donors and making those donations accessible to the needy or recipients. These workers can be compensated or unpaid on the basis of their desires. With the support of these volunteers or staff, non-profit agencies continue to work (Joyce, 2016). Employees or volunteers of Save the Children raise money by raising contributions from sponsors and supplying funds to vulnerable children in need of schooling.

Government: Government plays a vital role as a stakeholder in non-profit organisations. Non-profit organisations such as Save the Children enjoy tax incentives, tax benefits, etc. with the support of the State (Save the Children UK, 2020). They also get federal grants and gifts to support the needy. Save the Children enjoys a close association with the Government and provides a range of incentives from the Government, such as tax cuts, government loans, gifts, etc.

Different eras of 'Save the Children' and its community engagement

In 1919, in the United Kingdom the Save the Children Fund was established to improve the lives of children and to assist children in need. The Save the Children fund was created by Eglantyne Jebb, Save the Children's co-founder. He assisted Russia's children during the famine period with the distribution of 600 tonnes of aid. Save the children extended from Europe to Asia and Africa after the death of Eglantyne Jebb. Save the Children has developed two kinds of kindergartens in the Second World War, i.e. day care centres for children with working parents and residence schools for children displaced from towns (savethechildren.org.uk. 2020). In the 1950s, after the Korean War, they began serving in Asia. They launched emergency responses and long-term programmes for the kids when they began serving in 26 countries. They used different forms of advertising techniques, such as brochures, newsletters, flyers etc for collecting the funds for these services. With an emphasis on youth participation service Save the Children opens their first Latin American field agency in Colombia. In 1966, Save the Children was applied to Vietnam by a cooperative building programme. The Appalachian Fireside Craft Project (AFC) was one of the STC's most prominent project which was launched in 1968 (Joyce, 2016). Later, items from projects around the world are offered in our catalogues and online. Next year, Save the Children will open its first African field office in Tanzania. From 1970 onwards, Save the Children became a foreign service in Honduras, Bangladesh, Norway, Sweden, Ethiopia, Denmark, etc. A new initiative has begun in the United Kingdom for gipsies and refugee girls (Prentki, 2013). Save the Children has launched a new initiative called 'Stop Polio Drive' to minimise polio worldwide. In the drought of 1984 in Ethiopia Save, children have received massive contributions all around the world since the famine was covered by television. To raise understanding of AIDS and HIV, numerous steps have been taken to avoid myths about these diseases. In the 1990s, children devastated by war started caring in dire areas like Iraq, Colombia, Somalia, Sudan, etc (Aslim & Brown, 2014). In the years 2000, Save the Children played a key role in reaching many of the MDGs through the elimination of extreme poverty and hunger and infant mortality as well as through the schooling of vulnerable children. They are widening their emergency management services in order to support millions of children. In order to guarantee decent education for everyone by 2030, Save the Children also plays a key role in sustainable development goals

(SDGs) (Prentki, 2013). Several arrangements, such as child care, child hunger, child famine, child safety, children's rights and so on are being coordinated in the United Kingdom.

Use of different social media platforms to support the programs of ‘Save the Children’

Social networking networks become so popular today that without using these channels, people can't even dream that day. This social media networks are used for advertising purposes only by organisations. Save children using these platforms just by encouraging and inspiring donors to raise funds (Barnes & Schmitz, 2016). They use a variety of tactics in social media networks to help the various styles of Save the Children campaigns listed below:

The Instagram strategy of ‘Save the Children’

Instagram has also become famous in these times. Through Instagram, 1.2 million users follow Instagram's Save the Children UK account. At Instagram Save the Children, several quotes are posted, the condition of the poor children is addressed, donations are made and promote. They also post on a daily basis to meet other donors a number of times a day. And the poor children, they also post good examples. Since watching these videos, individuals or organisations became more interested with charity funds. Save the Children is sponsored by a range of corporations such as Unilever, PepsiCo, P&G etc.

The Facebook strategy of ‘Save the Children’

Facebook is also a popular social media platform for a wide variety of users to connect. Via Facebook “Save the Children” page will encourage individuals to contribute more money. Save the Children has over 460k followers on Save the Children UK's Facebook page (Gnaerig & MacCormacl, 2019). They use this fan base to collect more funds. Depending on the cultures and customs of the society, they announce their contribution or charitable initiatives in order to make further contributions to their funds. It is the duty of workers and volunteers to inspire and allow donors to donate to their accounts. On Facebook, Save the Children, there's a lot of success storeys

about disadvantaged children who get education with the support of the foundation, and these storeys draw more donations.

The Twitter strategy of ‘Save the Children’

Many strategies are used on Twitter, social media platforms to maintain the Save the Children Education Fund. There are around 190k fans into Save the Children's Account UK. They're giving a variety of inspiring and motivational news and speeches, and they're even sharing experiences of happy children who have been helped by Save the Children in their early life. After reading this content and articles, a large amount of people contribute to Save the Children's fund or donation initiatives (Joyce, 2016). They use relevant hashtags to reach out to other people and use unique themes that can add relevance to the content and provide audience interaction.

Training and development required to deal with socio-cultural issues in ‘Save the Children’

As a non-profit organisation personnel and volunteers are an integral component, proper preparation and learning programmes must be provided. Save the Children has over 13,000 UK volunteers who are competent to address socio-cultural challenges until they are equipped to deal with them. Various societies have various traditions, values, points of view and practises throughout the world. Organizations must deal carefully with these social and environmental influences. That is why Save the Children offers a variety of educational programmes, such as the comprehension of society and history, the awareness of diverse communities, the ways of establishing a strong interaction with people in the group etc. to their workers (Aslin & Brown, 2014). Employees are also expected to have instruction on multiculturalism, which is a process of discussing the ethnic diversity of the group or persons. This experience helps workers interact with people with various or varied backgrounds.

Effective activities of Save the Children's staff or volunteers are required to create a 'Child Education' scheme. That is why volunteers are educated in leadership projects and learn how to inspire, collect funds and use these gifts to teach or support vulnerable children through the

scheme. Statistics indicate that 27% of poor children gain 5 or better GCSE passes and 55% of wealthy young children collect the pass (Save the Children UK, 2020). Save the Children teaches a variety of techniques to their staff through a number of educational programmes to minimise this tremendous gap.

Conclusion

Save the Children work hard to cut the number in England about 23 percent of children do not get adequate instruction. They serve not only in the United Kingdom, but in several other countries around the world. A number of Save the Children services include infant education, child care, child poverty, child hunger, child safety, children's rights, etc. In this report, the Save the Children's School Project discusses and addresses a number of aspects of community participation.

Recommendations

While Save the Children is planning many programmes to support the world's poor children, they should be searching at a more regional location where vast disadvantaged kids need their assistance. Even in this condition of COVID-19, they can strive harder than ever to collect their funds to support more children. They will recruit productive staff or volunteers, who choose to work with passion to persuade others to provide such services, for the purpose of delivering early education to vulnerable children. In addition to delivering schooling, they can also take charge of the welfare and rights of disadvantaged children.

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