



## A Message from The Boys' Brigade and Girls' Association in Birmingham

### How Birmingham Citizens Can Help Create Desperately Needed Employment for Young People

Dear Colleague


A Happy Christmas to you all from The Boys' Brigade and Girls' Association in Birmingham.

Many of you will know that earlier in 2011 we began looking at ways to create sustainable employment for long-term unemployed young people in our city. We have told the story of how we can create real jobs in businesses, schools, faith groups and with many of our public sector leaders.

Incredible though the figures are, **every resident** in Birmingham can make the decision in 2012 to help provide practical support for the creation of jobs for our young people. You see, despite all the charity shops, private recyclers and supermarket textile bins, we still put about £11 pounds-worth of textiles in our dustbins each year.

**As a social enterprise, we only need to capture just 4% of this to create 20 new jobs in 2012.** We would like to see members of other social enterprises commit to our “**Grow A Job**” campaign — every individual in Birmingham could make a difference by giving us **just one black bag full of clothes, shoes and household textiles.**

Our trustees are buying us a building to develop the capacity to put our new employees in. Young people will learn how to market our enterprise, how to explain how our fair trade recycling enterprise not only supports employment for young people here but also where we sell our goods — in our charity shop in Erdington and in Bulgaria where we have partnered another social enterprise. Through shops and recycling centres in Bulgaria our



goods help with accommodation, employment and support for the poorest of Gypsy families. The newest investment is a farm where young people are trained in farm management and cheese making.

**11,000 full black bags will pay for 20 jobs and 15 permanent work experience places!**

There isn't any private profit gained and the only items we dispose of are real rubbish or broken goods. In fact we donate unsold goods in our charity shop to other needy causes.

**Would you like to hear more about the groundbreaking work of Birmingham Boys' & Girls' Brigade in developing social enterprise employment opportunities?**

I am available to talk to employees, voluntary groups, community organisations, youth workers and young people, social enterprises — anyone who wants to listen! I'll explain how this simple act of support can save our city from clothing landfill and create much needed jobs for young people.

I look forward to hearing from you at any time by email to [ann.reaney@bb-birmingham.org.uk](mailto:ann.reaney@bb-birmingham.org.uk) or on my mobile 0784 500 3656.

Many Thanks

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