

Website Copy Sample

The following are selections from the website copy I produced as a freelance writer for Hand2Hand, a UK charity that helps at-risk youth turn their passions into successful projects. It conforms to British spelling and grammar conventions, including the omission of the serial comma.

What We Do

The mission of Hand2Hand is to reach out to youth who are “at risk”. These young people are at a stage where the decisions they make have a huge impact on the directions of their lives, and the support structures that should be guiding their choices have failed or abandoned them. As a result, they are stuck in an environment that makes crime, substance abuse and violence seem like the best of their bad options.

With the help of schools, community groups, faith organisations and government agencies, we intervene. We use a selection process developed by youth experts to choose students who are willing to do the independent work necessary to change their own direction. We contact their family, guardians and anyone else in their environments who is willing to work alongside them, supporting their success. Then, we match each of them with a personal mentor who has the skills and knowledge to be their go-to person for answers, advice and encouragement in overcoming their unique hurdles. For the next 18 to 24 months, that mentor will make it his or her personal mission to believe in the student’s ability to succeed and to make the student believe it, too!

This support carries them through the programmes we provide, with the help of our partners, in academics, enterprise, training and work placement. All of our partners’ plans are focused on four fundamental building blocks: communication and relationship-building, individual wellness, family and community, and education and personal development. We are constantly identifying new partners who teach these building blocks, and we evaluate our current partners bi-annually to ensure that these principles remain front and centre.

Through our programmes and our partners’, we provide opportunities to deserving young people who would not otherwise have access to them. For our students who are willing to take charge of their lives and walk the difficult but rewarding path to a better future, we open the doors.

Get Involved

Donating

When you donate to Hand2Hand, you’ll be able see exactly how your contribution turns young lives around.

Once a student has identified their ambition, we take a hard look at what skills and materials they need to be totally equipped for success. Their individual needs are translated into a programme in enterprise,

work, training or education. The cost of providing these crucial opportunities is then carefully budgeted, and the budget is brought before the donor pool.

This is where you come in: as a donor, you choose a student to support and commit to paying for their programme. As they work to realise their dream, we will keep you involved, updating you four times a year on their progress so you can watch your student's life change before your eyes.

Rest assured that 100% of your donation goes straight to opening doors for the student. Hand2Hand's operating costs are completely covered by private funds. This partnership is entirely between you and one deserving young man or woman; the foundation just brings you together.

Smaller-Scale Contributions

Because we work so hard to keep our staff small and our operating costs low, Hand2Hand simply does not have the manpower to organise fundraising on less than a project-by-project scale.

Still, our work is powerful, and we have had several members of the community express interest in supporting it who could not afford to take over the whole cost of a student's programme. We came up with a solution: we encourage you to work together with *your personal community* to join forces and take on a project together.

We have seen amazing success with this method, which perfectly embraces Hand2Hand's community-driven approach. A leader donor calls on his or her own network, mobilising friends, co-workers and family members to contribute to the fund. Working together, they raise enough to cover a student's costs. This process not only co-ordinates small contributions to meet a lofty goal, it also has the remarkable side effect of bringing these people together as a more close-knit community; together, they make the choice of which programme to support, and together they share the enjoyment of watching their student's progress through the quarterly updates, knowing that their contribution made it possible.

Volunteering

Everyone who wants to help in our mission is welcome at Hand2Hand, and everyone has something to give.

Are you a salesperson? You could help us develop new customers to grow a candidate's fledgling business. A graphic designer? You could contribute to a student's advertising materials or website. Are you a professional, accountant, solicitor or banker? You could teach our students about handling money or developing contracts.

Whatever your background, if you can commit to 10 hours a month for a minimum of 18 months, please contact us. We can find you a role that will make positive change in your community.

Mentoring

Hand2Hand has learned over the last five years that nothing changes young lives like a personally invested mentor.

As a mentor, you will be asked to commit to supporting a student from the first day of his or her programme to the last. This is absolutely crucial; it is essential that these kids have the consistent support their early lives often failed to give them. The level of involvement required varies from student to student. Some of our young people need only an hour or two of your time a week, and some need significantly more.

Your job as a mentor is to build a relationship with your student and be his or her go-to person for advice, encouragement and support. Supporting a young person like this is a big investment, but it is also an incredibly rewarding experience.

You can see examples of the kind of impact your commitment can have in our success stories section, and you can hear directly from our mentors [here](#). Mentors are the very heart and soul of Hand2Hand's mission, and we would be honoured for you to become a part of that.

e-Mentoring

While we encourage traditional mentoring, we understand that many people have little time to spare. If that describes you, but you still want to help youth turn their lives around, consider becoming an e-mentor!

As an e-mentor, you would be responsible for corresponding with a student via e-mail at least twice a week. Your conversations can be as simple as asking the student how their training, classes or plans are coming along, or they can be as involved as discussing parts of their personal development or business plan. But that's all you have to do – engage with a student on a personal level at least twice a week. The commitment usually comes out to only 20 to 30 minutes per week, but we have found that this small amount of time can generate huge rewards.

If you are interested in becoming a mentor or e-mentor, please contact us – we would love to hear from you! We will make every effort to respond promptly, but please be patient. We have a lot of work on our hands.