

Well Being Community Project

Affordable, accessible healthy living choices for the community

Mission

To be a social hub through which to inspire individuals physical and mental wellness in our community. Reconnecting with history to restore a sense of an individual's wellbeing in turn to rebalance the Bailiwick of Guernsey wellbeing.

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"Be the change that you wish to see in the world." — Mahatma Gandhi

Well Being

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Foreword

We are delighted to have the opportunity to present our Vision Statement to the community and to actively participate in this exciting **Well Being community project**.

Our next step will be to come up with a strategy that helps build Well Being's credibility and confidence within the community.

By running the Well Being café, offering plant-based alternatives that have long term health benefits at an affordable price will be our first offering to the community and laying the foundation stone for our future midterm and long-term projects.

Working closely with the community, we believe that there is so much more we could achieve collectively.

This specific initiative we are committed to avail our best results for each and every individuals in the community by which we achieve Well Being's vision and objectives.

We are excited in rolling out our projects together with the help and support of the community.

Sincerely,

Hari Prabhu

Chairman

Mission and Objectives

Briefing Well Being's Mission and Objectives

Mission and Objectives
Financial Controls Policy
Procurement

1 Mission and Objectives

1.1 Introduction

Well Being is a not-for-profit organisation, set up primarily to provide affordable healthy living choices for everyone in the community.

The Well Being café and kitchen will be serving healthy plant-based diets and beverages at cost price.

1.2 Mission

Our mission is to be a social hub through which to impact an individual's physical and mental wellness in our community.

We will be conducting events and workshops teaching the importance of physical and mental health.

We are solely relying on donations to offer wellness programs to support an individual's positive state of mental health.

It will be offering plant-based and primarily organic produce that is seasonal and ethically sourced and - most importantly - affordable, sold at cost price on a co-operative basis.

Volunteering is an opportunity for an individual to gain a better insight into our existence and our values to share with the people around us.

To inspire communities around and beyond us, together we can be the change.

1.3 Objectives

Guernsey is historically famous for its vineries, growing tomatoes and supplying flowers to Covent Garden market.

Though the marketplace no longer bustles with local produce and many of the greenhouses on the island have fallen into disrepair, the heritage remains.

It is designed to establish the charity and drive community engagement early on.

We are working closely with individuals and businesses of the Bailiwick of Guernsey, to achieve the long-term vision in transforming an individual's physical and mental wellness.

Well Being aims to partner with other local cafés and restaurants. In doing so, the centre will provide primarily organic plant-based produce at a lower price than local cafés are otherwise able to buy their current supplies. It will do this by using the same pricing basis as the café will sell its coffee: keeping prices low by selling at cost.

By entering into a partnership with Well Being, local cafés can display a sticker stating “In Partnership with Well Being” in their window; thereby spreading the word as well as directly participating in the charity’s mission.

Growing healthy and organic food is part of Guernsey’s history. It is our vision to bring this back to the island. We are making healthy, locally sourced food the natural choice and bringing back the marketplace to re-vitalise the greenhouses.

We believe reconnecting with this history will restore a sense of wellbeing to our community and in turn, rebalance the island’s wellbeing.

This is where the true charitable aspect comes into the strategy.

2 Financial Controls Policy

All accounts and financials will be transparent and made publicly available on the Well Being website.

As a charity, the measure of our success will not be monetary, but how the charity has benefitted the local community and contributed to its sense of wellbeing.

The Well Being community project’s success will be measured in the community’s sense of wellbeing. Any definition of ‘profit’ concerning the charity will never be monetary. It will always holistically be focused on an individual’s physical and mental wellness.

2.1 Fund Raising

Whatever individuals donate will be reinvested in their wellbeing.

It is also anticipated that the projects we run that interest local corporations and possibly the States of Guernsey may also be willing to offer donations and sponsorships for the betterment of the community we operate within.

Donations will also be invited from the United Kingdom and from other countries in terms of gifts and grants which will be wisely invested in the community’s Well Being projects.

3 Procurement

The procurement strategy will be transparent and explained to the community via the Well Being website.

The strategy will be based on sourcing from Guernsey as a first choice, followed by Jersey, the UK, then Europe then Asia in that order.

The aim is to buy direct from local growers and in doing so encouraging them to continue growing organic produce and identifying what could be grown or produced on the Bailiwick of Guernsey.

It is not a model designed to undercut market prices and compete with other businesses on the island, On the contrary our focus is to work closely with individuals and businesses' wellness.

Making the community we live in have healthier options at an affordable price.

3.1 Consumables

We will support local growers and in doing so, help them to grow as much as possible organically. It can either be perishable or non-perishable as local growers will already have a "market," i.e. the Well Being to buy it.

As the Well Being community develops and forms more and more local partnerships, the demand for produce will also increase, and a positive virtuous circle will develop leading towards a self-sustainable Bailiwick of Guernsey, reclaiming and re-vitalising the horticulture on the island, reducing food miles and making the island more self-sufficient.

For products such as tea and coffee which will need to come in from further afield, then there will be positive ethical reasons for choosing the supplier.

3.2 Non-Consumables

In the Bailiwick of Guernsey running environmentally friendly cottage industry businesses will help to reduce the impact on the environment and preserve natural resources.

Local businesses can help the environment in many ways and use products that reduce reliance on natural resources - rainwater tanks, renewable energy and so on.



Our Service

Well Being offerings to the Community

| Physical Wellness
| Mental Wellness

4 Our Services

4.1 Physical Well Being

4.1.1 Well Being Café

The café will be located at number 8 Fountain Street in St Peter Port, near to the Town Church and opposite the old market building.



The Well Being Café will become a social hub engaging with the community and inspiring an individual's wellbeing - an educational and motivational alternative to profit-driven establishments.

Its establishment will be the model from which the Well Being's long-term projection will be formed.

The Café will sell hot and cold beverages, plant-based varieties of milk, fruit juices, smoothies and snacks throughout the day – sourced ethically and where possible organically. Usually, choosing organic food means higher prices for the consumer. The charity aims to address this by selling its produce at cost and buying in bulk.

Once the Café is established and with a strong base of volunteers, our long-term strategies will be put into place. These are focused on expanding the Well Being café's influence, engaging more of the community and making a plant-based diet a more accessible community choice.

Bakery

Through its volunteer base, the café will establish a bakery to enable the provision of sandwiches, breakfast and lunchtime meals.

Ingredients will be sourced ethically, organically and, wherever possible, locally. The community will have access to information about nutritional quality, where the ingredients come from and any healthier alternatives to enable its customers to make informed decisions.

Costing

As an example, a cup of coffee in Guernsey typically costs £2.40. The café will sell a cup of coffee for £1.75 – a cost that is made up of the wholesale cost of the ingredients, delivery costs and any additional costs such as staff or running costs of the café.

Costs will also be kept at a minimum by buying wholesale goods at the best price – in bulk and directly from ethical farmers where possible.

Another factor in the price will be the level of community engagement — Simply, the greater the number of community volunteers, the less the cost of the coffee.

In return, volunteers will benefit from discounts and vouchers.

Education

To emphasise Well Being's mission to make plant-based and organic food the community's choice, the Café will have an educational aspect.

It will provide healthy alternatives – such as plant-based varieties of milk and natural sweeteners.

Story-telling will be key to providing engaging, entertaining information regarding the nutritional qualities of these alternatives, where they have sourced and how they compare.

4.1.2 Well Being Restaurant

Depending on the success of the Well Being's café, it is envisaged that the Well Being's Community Project will aim to open a buffet restaurant.

The aim of the Well Being Restaurant will be to offer amazing plant-based dishes from around the world and opening from 7 am until 11 pm.

The plan is also to introduce a Membership program serving breakfast, lunch and dinner.

Breakfast & Lunch

The Café will be able to supply local deliveries of organic made-to-order sandwiches, breakfast and lunchtime meal deals to offices around the island to make it easy to eat healthily wherever you are.

4.1.3 Eco-Friendly Products

We have come to the age where we don't know life without innovation. We were born in it, got used to it, and gradually, our advancement is the main reason why our home is slowly dying. People have discovered all the things possible, from machines to construction to food to clothing to almost everything. We have used all the materials possible and we have exhausted Mother Nature.

Cleaning Products

For example, cleaning products can be eco-friendly.

It is possible to hand-make the following effective and eco-friendly cleaning products.

- Multipurpose cleaner
- Glass cleaner
- Toilet cleaner liquid/tablets
- Bathroom/Floor cleaner

- Laundry washing tablets
- Laundry detergent liquid
- Dishwashing tablets/ liquid
- Carpet cleaner (can also be used inside the car)
- Mattress cleaner
- Drain cleaners
- Oven cleaner
- Anti-bacterial Sanitiser

Well Being will support individuals who are interested and enthusiastic in setting up environmentally friendly cottage industries.

Locally produced effective eco-friendly cleaning products will be used in the Well Being Café and Community Restaurant to demonstrate that as a community we can use home-made sustainable products.

Creating a demand and selling products produced in the cottage industries on the Well Being online store.

With the support of the Bailiwick of Guernsey households and companies we can bring organic growth to the cottage industry.

As soon as the community's preference starts shifting, cleaning companies will have the drive to move towards using Eco-Friendly Products produced by the cottage industries.

Compostable Packaging

All disposable items should be compostable, not just biodegradable.

- Compostable means it will break down much faster, taking 90-180 days. Biomass of compostable packaging is toxin-free
- Biodegradable materials do not specify how long it will take to break down meaning it could take years.
- All compostable items are biodegradable, but not all biodegradable items are compostable

We do see changes already happening in retail stores, but it is not enough to bring in the change we want to see within our community.

4.2 Mental Well Being

As an individual, one's mental wellness can always be made better.

We will be conducting events and workshops teaching the importance of mental health.

On a voluntary basis from all over the world, we will bring in trained therapists.

Through natural wellness services we can help identify the best options that work for each individual.

Early adoption of mental wellbeing in life gives an individual the tools required to face the day to day challenges.

In the modern world, sitting at a desk for hours a day causes the body and mind to tense up.

Besides, there are social and family challenges, anxiety, bullying and emotional issues that also take their toll on individuals.

To list a few of the offerings that the Well Being community project would like to bring to the community:

- Building a sense of belonging
- To address stress and anxiety
- Techniques to improve concentrate
- Teaching physical postures to improve the body's flexibility
- Conscious breathing taught across the world
 - Alternate Nostril Breathing, Breath Observation, Relaxing Breath, Cleansing Breath, Shamanic Breathing
- Importance of self-love and self-care
- Help to bring calm and peaceful mind
- Improvement to the quality of sleep
- An increase in self-confidence and self-esteem



Our Projects

Empower individuals building a stronger Community

Personal Wellness

Workplace Wellness

Social Wellness

5 Our Projects

5.1 Personal Wellness

It is healthy and vibrant individuals who can collectively contribute towards an outstanding positive change to the community we live in.

It is an active process of becoming aware and making choices towards a healthy and fulfilling life style. Wellness is more than being free from illness, and it is a dynamic process of change and growth.

When people think of getting healthy, one of the first ideas that come to mind is getting more exercise and while this is an important step in maintaining one's physical health, there is much more to wellness than just exercise.

To live a healthier life, Well Being supports individuals in the following areas.

5.1.1 Maintain a healthy diet

The fuel that our body uses to do virtually everything is food, so what we eat makes a big difference in our overall health.

5.1.2 Hydrate regularly

Our body is 60% water, so it makes sense that maintaining healthy hydration keeps our digestive, circulatory, and other systems working as they should.

5.1.3 Conscious breathing

Breathing techniques benefit one's overall health.

- Higher and more sustained levels of energy
- Lower stress and anxiety levels
- A higher sense of emotional and physical awareness
- The mental clarity that brings you into the now
- Stronger relationships from clear reasoning
- Lower risk of chronic disease

5.1.4 Meditation

There are hundreds of commonly experienced and scientifically validated physical and mental benefits from meditation. Our trained teachers will be conducting regular sessions for individuals.

It is a habitual process of training the mind to focus and redirect thoughts to establish a secure connection between the internal and external worlds. It awakens the body and benefits all aspects of the conscious and subconscious layers of the mind.

How it Works

- **Stage 1 - Capturing Individuals Interests**
 - Campaigns through media such as newspapers/radio to make local people aware of the projects
 - Contacting interested individuals via
 - Website
 - Mobile App
 - Phone Call
 - Email
- **Stage 2 - Onboarding membership scheme**
 - Promotion of membership scheme packages to individuals
 - Individuals can sign up to a membership scheme
 - Membership holders are eligible for discounts in the Well Being store
- **Stage 3 - Collections/Delivering Orders**
 - Placing orders for beverages to be either collected or delivered
 - Pre-ordering Breakfast/Lunch
- **Stage 4 – Attending Events and Workshops**
 - Members are welcome to attend events and workshops
 - Sessions will be designed to emphasise the importance of an individual's physical and mental wellness, sharing the tools to take with them, to use when required
 - It will be on a first come first serve basis
 - We will run on donations and the intention will not be monetarily benefit, but rather the individual's wellbeing.
- **Stage 5 - Reinvesting Donations**
 - Prices further subsidised to individuals in the membership scheme
 - Donations reinvested back into procurement

Membership Packages

We will encourage people to sign up for a membership package by paying a monthly subscription for schemes such as:

- Sun Plan
- Moon Plan
- Rainbow Plan

For subscription holders' prices will be further subsidised over and above the usual price in the Well Being café or restaurant.

Individual who sign up for the Rainbow Plan, paying £30 per month subscription fee will be entitled to 20 beverages, thereby paying on average £1.50 per beverage, whereas the normal price in the Well Being café will be £1.75.

As we near the launch of the Well Being Community Project, Membership packages will be published in detail on the Well Being Website.

5.2 Workplace Wellness

A workplace wellness programme will aim to improve employees' physical and mental wellbeing. From the donations we receive from the company and employees, we will invest in training, events, and will offer plant-based healthy option diets in the workplace cafeterias.

Small and simple programmes that can lead to increased wellness and a culture of health are often overlooked but can provide a long-lasting impact.

As part of the programme we will offer an attractive orange juicer and three large deep wooden shelves.



How it Works

- **Stage 1 - Capturing the interest of local businesses**
 - Email Campaigns, Surveys
 - Interested companies will contact Well Being via
 - Website
 - Phone Call
 - Email
- **Stage 2 – Onboarding the businesses**
 - Detailing the workplace wellness scheme to the company
 - Signup Agreement
 - Micro Funding project
 - Delivering the orange juicer and wooden rack
- **Stage 3 - Delivering Fruits/Cleaning**
 - Well Being staff/volunteers regularly visiting and refilling fruits
 - Cleaning the orange juicer and wooden rack using Eco-Friendly Products
 - Gradually increasing organic produce offerings
- **Stage 4 - Reinvesting Donations/Weekly Update**
 - No price tag attached to any of the products supplied
 - The scheme runs on a donation basis
 - Publishing each businesses' contribution to workplace Well Being projects on a weekly basis
 - Reinvesting donations back in procurement
- **Stage 5 - Schemes Sustainability**
 - Over time and when the sum of donations raised exceeds the amount initially invested by the Well Being by two to three times
 - The amount which was initially invested will be reinvested into a different venture
 - Donations received will never be deviated but instead reinvested back into the same organisations
 - As the amount raised increases so will the range of offerings increase
 - Initiating other workplace Well Being projects

5.3 Social Wellness

Working together for the betterment of the community and building the relationship between individuals.

Social wellness involves building healthy, nurturing and supportive relationships as well as fostering a genuine connection with those around.

One of the sources for innovative ideas is working closely with other like-minded charities to make the Bailiwick of Guernsey a better place to live.



How it Works

- **Stage 1 - Finding a suitable Green House**
 - ▣ Campaigning through media such as newspapers and radio to make the local community aware of the project
 - ▣ Connecting with farmers who are interested in joining the scheme
 - ▣ Interested individuals contacting Well Being via
 - Website
 - Phone Call
 - Email

- **Stage 2 - Mobilising island volunteers**
 - Those who are interested in supporting the Social Wellness project
 - Credits will be awarded for the individual's volunteering hours
 - Credits can be spent in the Well Being Café or Restaurant
 - Opportunity for the unemployed to gain skills
 - The support we receive can be in different kinds
 - Individuals' time
 - Financial support
 - Sharing knowledge and connections
 - Accommodating the Bailiwick of Guernsey Volunteers
- **Stage 3 - Helping hands from the mainland, Europe and beyond**
 - Expanding the Well Being network to support the Guernsey effort
 - Working closely with the States of Guernsey and housing department, Well Being can come up with a strategy to attract holidaymakers
 - www.woof.net
 - www.workaway.info
 - Well Being will take care of holidaymaker's meals to enable them to volunteer in the community
 - Volunteer hosts from the community will organise the holidaymaker's accommodation
- **Stage 4 - Reinvesting in Greenhouses**
 - Produce from the Greenhouses will be sold locally
 - As we expand the range of organic produce, we will look at exporting any surplus.

