

UNITY IN THE



CELEBRATING THE 1ST YEAR OF THE SCRATCHCARD INITIATIVE IN BRADFORD

In June last year, Unity In The Community launched a groundbreaking initiative, the first of its kind in the country. They partnered with 40 businesses, organizations, and individuals, each sponsoring a number for a year at £192 per person.

This effort generated £7680, which was evenly split: half went to prize money distributed over 12 months, and the other half was allocated to a community fund.

To ensure total transparency, every month around the 15th, one of the sponsors was invited for an interview. The process of scratching the cards and announcing the winning numbers was recorded up close. Before revealing the winners, the sponsor was interviewed about their business, future plans, and given promotional exposure through the filming. A professionally edited video was then shared with all sponsors and the community.

"The successful positive feedback and the generosity of 90% of the first-year winners, who chose to give back, means we will definitely be continuing for a second year," said a representative. "We aim to promote more engagement within our community, encouraging people to support each other and achieve greater unity locally and beyond."

Additionally, they are encouraging local Black businesses to collaborate and conduct more business together, setting a positive example for the youth and strengthening the business community.



Rudolph with his Granddaughter Grace

COMMUNITY



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ANOTHER MAJOR UNITY IN THE COMMUNITY INITIATIVE

In 2021, Jimmy Edwards, Mark Polack, Shayne Niemen and Randolph Victor established The Executive Board. In October 2023, they launched Unity In The Community and a line of merchandise to generate financial support for more events by selling branded items and raising funds from the local and wider community.

They have also organized more local Games Nights, featuring Ludo, Dominoes, and Pool. Each guest receives a drink and food token upon entry. Entertainment includes a DJ, saxophonist, guitarist, gospel singer, and a soul and R&B group to cap off the evening. Photographers and videographers capture the moments, and elders attending receive gifts, with extra flowers for the ladies. Participants in the games can win trophies, with runners-up also recognized, all in the spirit of fun and laughter.

These guest-listed events run from 6 pm to 1 am and typically fill up a week before the launch. An optional minimum donation of £10 is collected at the door to support these non-profit events. The next event is scheduled for Friday, 28th June 2024.

SPECIAL TRIBUTE NIGHT

The upcoming event is particularly special as it includes a tribute to Mr. Rudolph Joseph Flerin, a prominent community figure. Elders in attendance will receive legendary trophies and limited edition Unity In The Community merchandise, all in purple. This colour holds profound spiritual significance, and is a symbol for Reverence, Power and Authority. Hence, we named our elders Legendary.

Our Community's 1st yearly scratch cards.



Mr Rudolph Flerin