

Image from FoodCycle

CoRe

PROGRAMME IMPACT REPORT 2020

Partnered with
islington
giving


BIG ALLIANCE



About CoRe

Now in its 12th year, the CoRe (Community Resourcing) programme harnesses the skills, knowledge and expertise of corporate employees and embeds these within non-profit sector organisations in and around Islington over a six month period. The programme seeks to enhance the capability, capacity and sustainability of the participating non-profit partners by addressing and supporting their key operational needs and strategic challenges. Teams of four to five employees from CoRe founder Macquarie Group and Slaughter and May work collaboratively to deliver direct support to the partners, with the BIG Alliance facilitating and managing the programme.

Delivered during 2020's pandemic, this year's programme provided a unique experience for the nine non-profit partners, 51 CoRe volunteers, and the programme management team alike. Despite the challenges presented by the national restrictions, all partners made the choice to continue with the programme and allowed CoRe 2020 to enable significant connections, social impact and an understanding across the corporate and community sectors.

CoRe 2020 in numbers:



“With everything that’s been going on over the last six months, it’s been great to have the CoRe programme to work on and feel like we’re making a fundamental difference to a really special charity.”

- OPENING DOORS LONDON VOLUNTEER

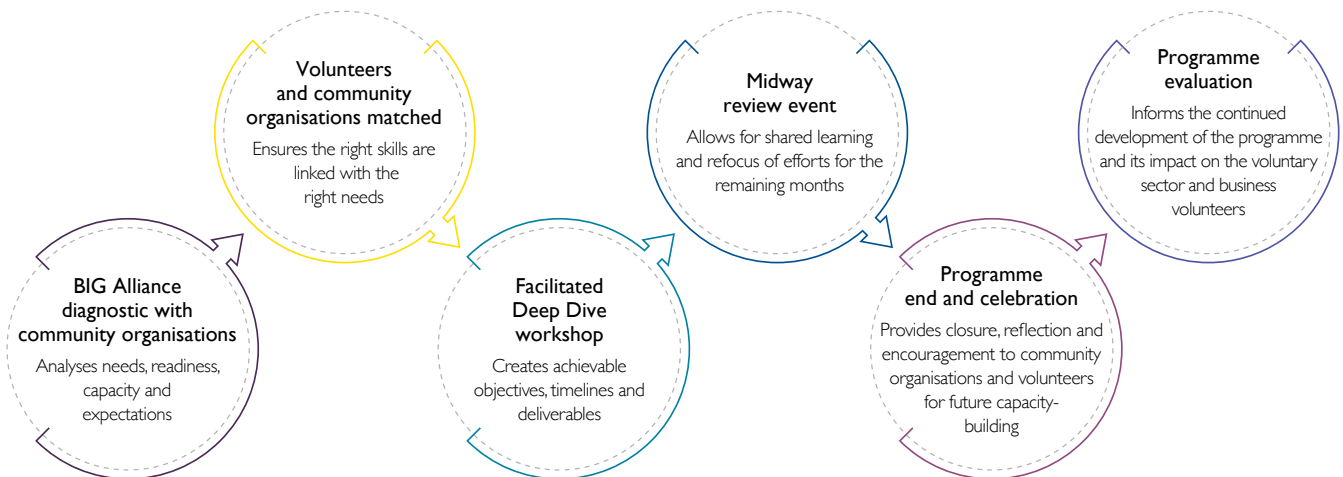
“This was a deeply insightful and beneficial experience, particularly for those of us working in the private sector. Gaining an understanding of the mechanics and challenges faced by charities was a real eye-opener and I’m proud to have played a small part in the Home-Start journey.”

- HOME-START CAMDEN & ISLINGTON VOLUNTEER



CoRe framework – An adapted six month programme

For the first time since its inception in 2009, all programme phases - from the deep dive session that kicked off the programme to the celebration event - were adapted and delivered virtually.



Volunteer learning and development

When asked about their initial aims and reasons for joining the CoRe programme, the following proportion of respondents reported that they had achieved or partly achieved:

- 100%** positively representing their organisation
- 100%** doing something different from their day job
- 93%** meeting new people, broadening their network and working with employees from a different work area
- 92%** using or developing work-related skills outside of their day to day role
- 92%** doing something rewarding and giving back to the community

As a result of their involvement in the CoRe programme, the top three skills the volunteers reported to have experienced a 'significant' or 'recognisable' improvement in were:

- 71%** collaboration and relationship building
- 68%** adapting to change
- 61%** strategic thinking

62% of volunteers feel more confident about volunteering with other community organisations in the future

60% of volunteers feel that CoRe is an effective way to develop professional skills outside of their role

“It was a challenging year for sure in terms of not being able to meet face-to-face, not getting to properly see our charity in action, and having to manage our CoRe work alongside our day jobs in addition to all the other stressors happening. However even so we found a way to make it work and it feels good to know that we’ve delivered some really beneficial outcomes to our charity during a difficult time for everyone.”

“The enthusiasm and dedication of our charity partner was inspiring and it has been a humbling experience to be able to help them work towards some of their goals. It has also been uplifting to see how the skills I have developed in a corporate setting can be applicable and helpful in the charity sector.”

“I think it is good to do something for your community outside of your day to day role, and I’ve broadened my network within Macquarie which will be helpful at some time in my work/career.”

“Being part of the CoRe programme has provided a natural sense of accomplishment. It has had a positive impact on my future goals and outlook and gave me the opportunity to practice important skills that I may have not been able to in my daily role.”

“It’s been a rewarding experience and I hope to be able to pair with other charities going forward.”

Impact on insight and understanding across the corporate and non-profit sectors

Volunteer perspective

“I now understand that people working in the charity sector are often juggling a variety of roles within the organisation as well as possibly other jobs and this leaves them very time-constrained. At the same time, this often means the team has a variety of skills and life experiences - so there’s the real potential for blue-sky thinking but a limit on resource to put those thoughts into actions.”

“The CEO of our charity mentioned being the lead on HR and IT (and probably other things) in addition to leading the charity. It’s no wonder then that a few additional resources can make a huge difference to complete tasks that they wouldn’t otherwise have bandwidth to think about.”

“Despite working in Islington, I was not entirely aware of the extent of the needs in the area.”

“I got to speak first-hand to community members who were facing mental health issues and being an Islington resident myself this gave me a new appreciation for my community.”

“I have always been aware of Islington as having one of the worst poverty rates in London. However, working with my CoRe charity has provided me with insight into a different aspect of social inequality, relating specifically to disability inequality and the relative lack of resources available to those who are disabled and from low-income backgrounds.”

Community partner perspective

“It was so helpful having support coming from a different sector. Sometimes small voluntary organisations can’t see the bigger picture and the CoRe team always gave us a different and eye-opening view.”

- MMARAP

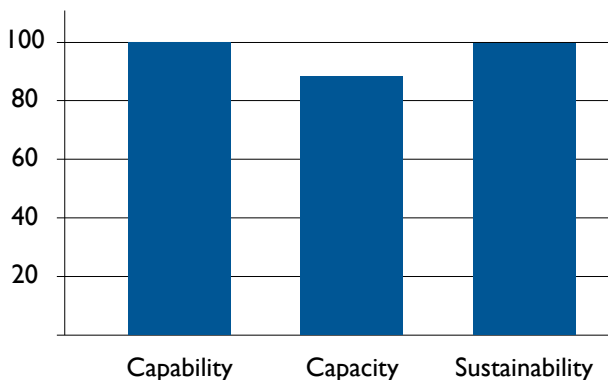
“Thanks to the insight from the volunteers we feel better placed to enter into new partnerships, particularly in a corporate setting.”

- HOME-START CAMDEN AND ISLINGTON



Social impact

% of community partners that reported improvement



Most significant improvements from participating on the programme were to:

- the organisations’ ability to provide better services for their beneficiaries
- the organisation’s ability to engage more beneficiaries
- in the organisation’s ability to continue to deliver services which attract a minimum viable number of participants further into the future

“The volunteers (all of them) were brilliant, very committed and helpful. Our project was grand and I got exactly what I needed from it. The CoRe programme always gives me a chance to think, breath and learn and the programme itself has improved over the years. I think you are really listening to what works and have developed it accordingly. I hope to take this on again in the future.”

- GINA, CEO AT THE PARENT HOUSE

“Work in the voluntary sector work can be tough - no matter what your cause is. To have the CoRe team alongside us, especially throughout the initial lockdown, certainly helped me get through it.”

- TIM, HEAD OF COMMUNICATIONS AT MMARAP



9/9 community partners would recommend the CoRe programme

CoRe 2020 project outputs

Angel Shed Theatre

- Comprehensive funding review
- Database of potential corporate funders
- Corporate fundraising strategy

FoodCycle

Expansion strategy, which includes:

- New location feasibility analysis including research template
- Summary for internal use and board presentation
- Competitor/partnership analysis

Gendered Intelligence

- IT strategy – infrastructure analysis and recommended improvements
- Website improvement recommendations
- Mapping framework created for corporate and external partners engagement

Home-Start Camden/Islington

- Social media strategy recommendations and comparative analysis of partners/competitors
- Corporate engagement strategy
- Defining corporates sponsorship packages

Islington Chinese Association

- Membership and database management
- Research and insight into client experience
- Cashless payment system introduction
- Financial monitoring system
- Privacy policy

MMARAP

- Website and social media updates
- Social media strategy
- New logo support
- New funder and partner engagement templates
- Safeguarding, equal opportunities and health & safety policies
- Post-COVID-19 client questionnaire

“Our CoRe project simplified our operations with the membership registration eForm, members survey and cashless payments, giving us more time to spend with our members and understand more of their needs. This will also help our sustainability in the long run.”

- DONNA, CEO AT ISLINGTON CHINESE ASSOCIATION

Opening Doors London

Product development of care home offer, including:

- Target stakeholder analysis
- Marketing and communication strategy for product promotion
- Feedback on online training platform

Talk for Health

- Financial management, including new invoice management process
- Digital presence, including:
- Website development
- Social media engagement

The Parent House

- Database management
- Quality assurance framework
- Research and insight into client experience



Case study: MMARAP (Mixed Martial Arts for Reform and Progression)

The community partner

MMARAP delivers programmes which teach boxing, karate and Brazilian Jiu Jitsu (BJJ) to young people aged six and upwards in London. The organisation delivers its programmes to deaf, blind, disabled, disadvantaged and non-disabled individuals and groups. They provide training and mentoring to assist with their students' development and encourage empowerment through short and longer-term programmes.

The project

MMARAP applied to CoRe to help them explore how to make the most of their position as one of the only/best providers of mixed martial arts for deaf, blind, and disabled in Islington and beyond. The organisation was looking for extra capacity to make progress on their communications and marketing to increase their chance of winning grants while the directors focussed on the organisation's delivery and updating their governance policies.

Impact on MMARAP as a result of CoRe

Capability	Capacity	Sustainability
<p>Significant improvement in ability to provide a better service to their beneficiaries.</p> <p>Recognisable improvement in :</p> <ul style="list-style-type: none"> governance and/or management operational processes e.g. IT, HR etc staff or volunteers' knowledge and ability 	<p>Significant improvement in their ability to provide new or additional services.</p> <p>Recognisable improvement in ability to:</p> <ul style="list-style-type: none"> spend more time with beneficiaries recruit more of the right volunteers and/or staff 	<p>Recognisable improvement in ability to continue to deliver services that attract a minimum viable number of participants further into the future.</p>

Added value provided by the volunteers

- Helped review and draft content for new website and social media platforms
- Produced social media strategy
- Supported the creation of new logo, adding branding guidelines
- New funder and partner engagement templates created including potential target list
- Safeguarding, equal opportunity, and health & safety policies
- Questionnaire created to help MMARAP understand their clients' readiness to return to sessions post-coronavirus pandemic

MMARAP's CoRe experience

"With the overall website revamp, I knew what we needed but in small voluntary organisations not everyone has the relevant skills or ability to get involved in these workstreams. The CoRe team were always available to make suggestions and offer support. I genuinely appreciate the input they gave me and the organisation itself. I have no doubt, that if I had turned to one of the CoRe team for support or advice outside of the initial objectives, they would've tried to help."

- TIM, HEAD OF COMMUNICATIONS AT MMARAP

The MMARAP CoRe volunteer experience

"What struck me from the very start was the passion, enthusiasm, and drive from the whole MMARAP team especially Jonathan the director and their commitment to making a positive impact in the community. Working with MMARAP has given me an appreciation of the challenges these organisations face with the limited resources they have available but more importantly an understanding of how teamwork and collaboration is needed to drive them forward. I thoroughly enjoyed the experience, it was a great opportunity to connect with a diverse group, step outside my comfort zone and make a positive contribution."

- ELLIOTT, MMARAP CORE VOLUNTEER



Case study: FoodCycle

The community partner

FoodCycle’s mission is to nourish communities using surplus food. FoodCycle provide a free, healthy meal for vulnerable people at risk of food poverty and social isolation. Everyone is welcome – no questions asked – ensuring they reach a broad range of people, from low-income families to the elderly, people living alone and the homeless. Many of their guests suffer from multiple challenges, including physical and mental health issues.

The project

FoodCycle came to CoRe looking for support to help them progress their expansion plans more quickly, allowing them to make the most of strong volunteer availability and reliable food supply in London to benefit more people in need. CoRe 2020 offered timely support to ensure research and proposals could be presented to the board in 2021 while allowing FoodCycle’s Regional Managers to focus on the smooth-running of their existing projects rather than worrying about expansion.

Impact on FoodCycle as a result of CoRe

Capability	Capacity	Sustainability
<p>Significant improvement in operational processes e.g. IT, HR etc</p> <p>Recognisable improvement in:</p> <ul style="list-style-type: none"> governance and/or management ability to provide a better service to your beneficiaries 	<p>Recognisable improvement in ability to:</p> <ul style="list-style-type: none"> engage more beneficiaries provide new or additional services 	<p>Recognisable improvement in ability to identify opportunities and minimise threats to their organisation.</p>

Added value provided by the volunteers

Expansion strategy, which includes:

- new location feasibility analysis including research template
- competitor analysis
- cheat sheet for internal use and board presentation

FoodCycle’s CoRe experience

“During a very challenging year for us all it was great to have the external resource and input from the CoRe volunteers. We really have appreciated the additional head space and perspectives they’ve given us and it’s not a piece of work we would have had time to complete ourselves. When we’re able to reopen all of our services and turn our attention to expanding our services again, the volunteers’ work will mean we’ll be ready to act and won’t lose time conducting the research ourselves.”

- VICTORIA, HEAD OF FUNDRAISING AT FOODCYCLE

The FoodCycle CoRe volunteer experience

“We’ve had the rewarding experience of assisting a small, dedicated team in tackling a typical 2020 issue: How can a charity providing community meals expand at a time when facilities are closed and communities are in lockdown? For all volunteers it drove home just how quickly smaller organisations and their leaders have to adapt to survive in difficult circumstances. It was inspiring to work with people overcoming such adversity on a daily basis. We were glad we could make a meaningful difference and finish with a genuine sense of achievement.”

- DAVID, FOODCYCLE CORE VOLUNTEER



To find out more about the CoRe Programme please contact:
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CoRe
Community Resourcing
Programme 2020