



# CoRe

PROGRAMME IMPACT REPORT 2019

Partnered with  
**islington**  
giving

  
BIG ALLIANCE



## About CoRe

For the past 11 years, the CoRe (Community Resourcing) Programme has brought the skills, knowledge and expertise from the corporate sector into Islington's non-profit sector. The programme supports community organisations with key operational needs and strategic challenges by pairing them with a team of 4-5 employees with the ultimate aim of transforming their capability, capacity and sustainability.

CoRe 2019 was the largest programme to date. Programme founders Macquarie Group, together with Slaughter and May who joined in 2013, recruited over 40 volunteers to support 10 community organisations. The BIG Alliance continued its role as the broker and programme manager, ensuring both the community organisations and corporate volunteers got the most out of the CoRe experience and professional development opportunities.

## CoRe 2019 in numbers:



Charities  
10



Volunteers  
43



Volunteer hours  
1,500+



Colleagues engaged by  
CoRe volunteers  
12



Total leverage  
£75,000+

“CoRe was the first time I'd done this sort of volunteering. It allows you to develop skills that you wouldn't necessarily use so prominently in your day to day role and I think this is particularly important from a personal well-being and general professional development perspective”

- PEEL CENTRE CORE VOLUNTEER

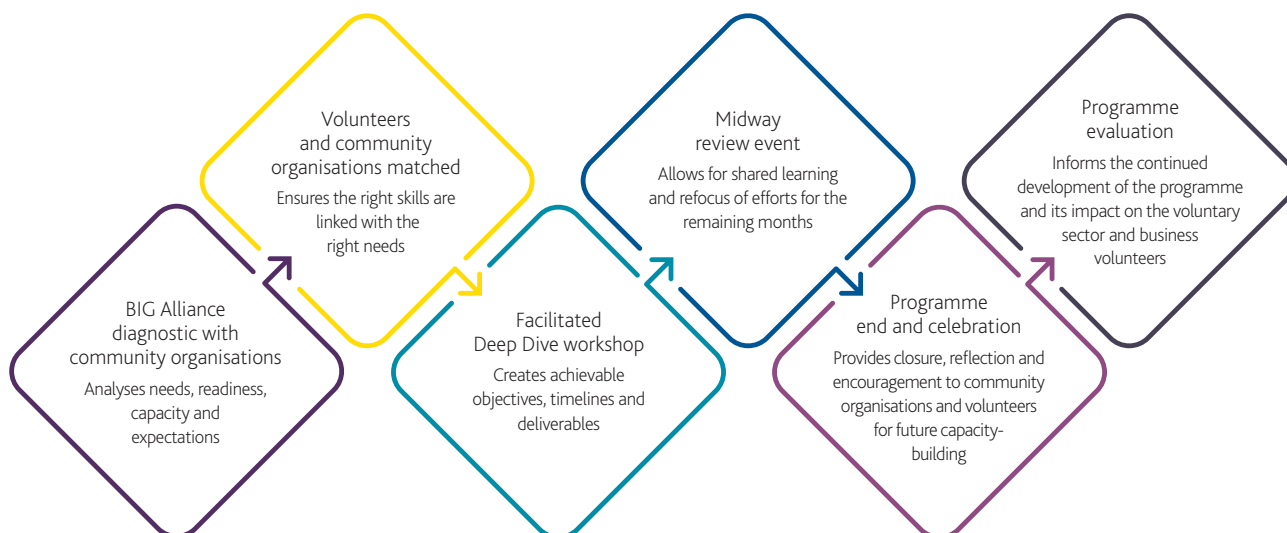


“I really enjoyed the experience to the point that I applied for a trustee position in one of the charities in the area because I want to continue that work”

- CULPEPER COMMUNITY GARDEN CORE VOLUNTEER







## Volunteer learning and development

When asked if they had achieved their initial aims and what their reasons were for joining the CoRe programme, volunteers fed back that they achieved (or achieved in part) the following:

- To have a **positive impact** on a charity/ the community
- To do something **rewarding** and give back to the community
- To **represent** their organisation in a positive way
- To use or develop their **work-related skills** outside of my day to day role
- To meet new people, **broaden their network**, and work with employees from a different work area to their own
- To learn or develop **new skills**

Specific skills or knowledge that they improved as a result of involvement on the CoRe programme was also highlighted:

- The most recognisable improvement for volunteers was in their **collaboration** and **relationship building** where all respondents saw some improvement
- Equally, every respondent saw improvement in their **problem solving** and ability to **adapt to change** (e.g. changes style or approach as appropriate to different and sometimes changing demands and interactions).

**56%** volunteers feel more confident about volunteering with other community organisations in the future

**53%** volunteers felt that CoRe is an effective way to develop professional skills outside of their role

“In CoRe you’re working with multiple people across different businesses and companies which are from completely different backgrounds. This allowed me to understand their thought process and understand why they do things the way they’re currently doing it, and also offer some improvements if possible”

- HEALTHY GENERATIONS CORE VOLUNTEER

“It offered a great chance to test my knowledge on a subject I want to work on professionally in the future”

- OCTOPUS COMMUNITY NETWORK CORE VOLUNTEER

“Drawing from other people’s experience, strengths, skills and knowledge and learning lots from that sense was really great”

- PEEL CENTRE CORE VOLUNTEER

“Soft skills building has been a big part of it”

- CULPEPER COMMUNITY GARDEN CORE VOLUNTEER

“Managing expectations and dealing with people that have a different approach to you - that skill building was a big takeaway for me”

- CULPEPER COMMUNITY GARDEN CORE VOLUNTEER

“It certainly is rewarding to know you are making a substantial contribution and helping people, which can be quite an addictive feeling”

- OCTOPUS COMMUNITY NETWORK CORE VOLUNTEER

“It’s definitely something I would do again”

- PEEL CENTRE CORE VOLUNTEER

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

### Volunteer learning

**92%**

of respondents experienced a significant or recognisable improvement in their knowledge of the non-profit sector as a result of their participation on the CoRe programme

**77%**

of respondents experienced a significant or recognisable improvement in their knowledge of wider social issues in Islington

“I only had a very limited knowledge of the social issues in Islington prior to volunteering [at the Peel]. We were able to learn about the disparities in wealth and the issues that this it brings for its residents. We were also able to meet people in the community and see how the charity provides assistance”

“I am much more conscious of the local communities in and around the office and the diversity of the community in terms of economic welfare and ethnicity”

“I understand more about the demographic split in Islington and the need to address the lack of social interaction across the class divide”

“I didn’t appreciate how hard it is to have appropriate and sufficient funding, resources, and skills to do day to day jobs within the sector”

### Community partner learning

“It was very refreshing to work with such an enthusiastic and skilled team in a totally different environment. Sometimes we need to get out and view things from a different perspective. This project helped us to do that and to recharge our batteries”

- WHITTINGTON PARK COMMUNITY ASSOCIATION

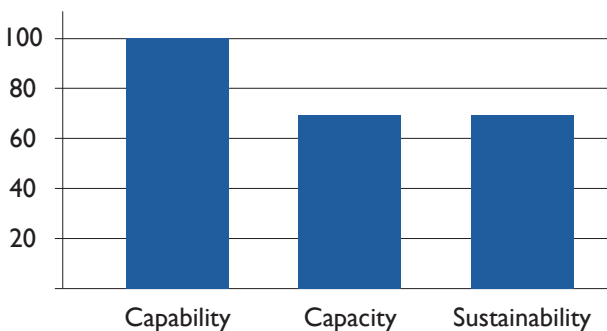
“I think we’ve had some institutional learning, I think it’s been a distant area, the corporate world. We have laid some good foundations”

- CULPEPER COMMUNITY GARDEN



## The community partner experience

### % of community partners that reported improvement



10/10 community partners would recommend the CoRe programme

**10/10** organisations reported improvements to their organisation’s overall capability with the most significant improvement being in the organisations’ ability to **provide better services** for their beneficiaries

**7/10** organisations reported improvements to their organisation’s overall capacity with the most significant improvement being in the organisation’s ability to better **engage more beneficiaries** and provide new or additional services

**7/10** organisations reported recognisable/significant improvements to their organisation’s overall sustainability with the most significant improvement being in the organisation’s **ability to identify opportunities** and to minimise threats

“We now have a bible for the future. An incredibly well researched body of work that when our renovations start in the spring of next year, we can be ready to introduce these new systems to let us run much more efficiently”

- WHITTINGTON PARK COMMUNITY ASSOCIATION

“At the end, we’ve got some great information about fundraising, we better understand the different opportunities going forward and we’ve got this great fundraising video. We had a great experience with all the volunteers”

- CULPEPER COMMUNITY GARDEN

## CoRe 2019 project outputs

### Choices Islington

- Research into corporate fundraising options
- Communication material produced to attract local sponsors and support

“What we have come out of the project with is a resource that we could use when we find more time internally”

- CHOICES ISLINGTON

### Cracked It C.I.C

Plan created to increase corporate engagement, including:

- Increase number of clinics within corporate offices
- Increase support for beneficiaries

### Culpeper Community Garden

Support in diversifying income, including:

- Identifying potential funders and sponsors
- Production of fundraising video

### Elizabeth House

- Financial management process improvement
- Improving their messaging and communications materials, including website
- Broad consultation conducted with beneficiaries and regular hiring groups of Elizabeth House
- Supported the development of a new logo for the organisation

### Healthy Generations

Support in the development of a new membership model, including:

- Research into existing models
- GDPR regulations for processing new members
- Brand alignment and programme renaming
- Improving their marketing and communications, including website

### Little Angel Theatre

- Corporate sponsorship packages developed
- Improved data on schools to increase engagement and uptake of offers
- Branding guidelines produced for staff

“Three of our volunteers also attended our annual community Summer Party, helping to set up and run craft activities”

- LITTLE ANGEL THEATRE

### Octopus Community Network

GDPR revamp, including:

- Audit and data mapping
- Data control and processing
- Privacy Policy
- Materials and presentation tools to disseminate information and increase standards across the 14 Octopus Community Network member centres

### St Luke's Community Centre

Rebranding analysis, including:

- Strategic critique and considerations of the task, focusing on the ultimate goal of reaching more service users in the local community
- Insight gathered from users and non-users of the centre
- Research findings and options delivered to board of trustees alongside St Luke's staff
- Suggestions offered for new branding

### The Peel Centre

- Strategic analysis of their current services and communications
- Volunteer recruitment event

### Whittington Park Community Association (WPCA)

How to capitalise on future facility renovation, including:

- Market research and competitor analysis
- Room hire contracts
- Online booking systems
- Payment systems



## Case study: Elizabeth House

### The charity

Elizabeth House Community Centre is a modern, warm, welcoming Community Centre in Highbury West Ward. It is open to the local community and is used for everything from leisure classes and education, to after school activities, holiday playscheme and youth groups.

### The project

Having struggled to find the time or expertise needed in the past, Elizabeth House was seeking support to increase the use and profitability of the centre by revamping their branding, financial management processes, and internal and external communications.

### Impact on Elizabeth House as a result of CoRe

Capability	Capacity	Sustainability
<p>Recognisable improvement in:</p> <ul style="list-style-type: none"> <li>• Organisation's ability to provide a better service to their beneficiaries</li> <li>• Governance and/or management</li> </ul>	<p>Recognisable improvement in:</p> <ul style="list-style-type: none"> <li>• Ability to engage more beneficiaries</li> <li>• Ability to provide new or additional services</li> </ul>	<p>Recognisable improvement in:</p> <ul style="list-style-type: none"> <li>• Ability to identify opportunities and minimise threats to their organisation e.g. New partnerships, legal contracts etc.</li> </ul>

### Added value provided by the volunteers

- Pro bono legal advice
- Design support for annual report
- Career insight visit organised to Macquarie for young beneficiaries
- Connecting a young beneficiary with an internship at a client company

### Elizabeth House's CoRe experience

“Our focus was on communication (external and internal) where there has been some major improvements for the organisation thanks to the CoRe volunteers. The organisation now has a new logo, has consulted widely with its users and regular groups, has an improved message and developed new communication materials for external or internal purposes. Thanks to the CoRe programme we have other benefits including an agreement with Slaughter and May for advice on a financial issue which the charity had been trying to resolve for years”

- NATHALIE, DIRECTOR AT ELIZABETH HOUSE

### The Elizabeth House CoRe volunteer experience

“I assumed that we'd be able to add some value to the charity, but didn't realise how much value and impact we were able to make. We worked well in terms of our own strengths and it showed that volunteers can make a massive contribution”

- RUADHAN, MACQUARIE GROUP

“I think we benefited from a motivated volunteer team. We all took on responsibilities and all developed new skills as a result”

- JADE, SLAUGHTER AND MAY





## Case study: Octopus Community Network

### The charity

Octopus Community Network is a network of multi-purpose community centres. Each community centre is a designated community hub and currently funded by Islington Council as a strategic neighbourhood partner.

### The project

Octopus Community Network applied to CoRe with a request for support to tackle their GDPR uncertainties head on. It was hoped that improvements made to the charity itself could be filtered down to the 14 additional member community centres within the Octopus Community Network.

### Impact on Octopus Community Network as a result of CoRe

Capability	Capacity	Sustainability
<p>Significant improvement in:</p> <ul style="list-style-type: none"> <li>Operational processes e.g. IT, HR, etc.</li> <li>Staff or volunteers' knowledge and ability</li> </ul> <p>Recognisable improvement in:</p> <ul style="list-style-type: none"> <li>Governance and/or management</li> <li>Organisation's ability to provide a better service to their beneficiaries</li> </ul>	<p>Recognisable improvement in:</p> <ul style="list-style-type: none"> <li>Ability to recruit more of the right volunteers and/or staff</li> <li>Ability to provide new or additional services</li> </ul>	<p>Recognisable improvement in:</p> <ul style="list-style-type: none"> <li>Ability to identify opportunities and minimise threats to their organisation e.g. new partnerships, legal contracts etc.</li> <li>Ability to continue to deliver services which attract a minimum viable number of participants further into the future</li> </ul>

### Added value provided by the volunteers

- New Privacy Policy produced
- Materials produced for charity to use in the future, including templates and presentation training materials
- Offer of continued support and troubleshooting, including co-delivering training to the other member community centres
- Management and direction provided to additional volunteers recruited through City University

### Octopus Community Network's CoRe experience

"The knowledge I've now got is tremendous. It's different to having somebody come in, like a consultant, and saying you've got to do this and this. There is part of it where I wouldn't have known where to start. They really acknowledged the fact that we operate in two different worlds. I think we really worked as a team once they realised we didn't have a lot of resources"

- JULIE, DEVELOPMENT MANAGER AT OCTOPUS COMMUNITY NETWORK

### The Octopus Community Network CoRe volunteer experience

"It was a stark contrast observing the challenges faced by the charity in terms of time, money and staff against the regulatory expectation to implement GDPR to the same extent as if they had a full-time compliance team on hand. It definitely makes you appreciate the resources and economies of scale our workplaces have available which we take for granted every day. It was a really interesting and rewarding project to work on"

- PHILIPPA, SLAUGHTER AND MAY





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**CoRe**  
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