



Image from Hornsey Lane Community Association

# CoRe

PROGRAMME IMPACT REPORT 2022

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BIG ALLIANCE



## About CoRe

Delivered by the BIG Alliance, the CoRe (Community Resourcing) programme is a social impact partnership between the Macquarie Group Foundation, Slaughter and May, and – for the first time this year – Expedia Group.

Over six months the programme aims to enhance the capacity, capability and sustainability of non-profit organisations in Islington and the surrounding areas by addressing their key operational needs and strategic

challenges. Teams of corporate volunteers use their professional business skills and expertise to provide direct support to local community organisations on a variety of projects. In its 14th year, the innovative programme saw 70 volunteers donating over 2,500 hours of their time to 12 Islington community organisations.

This report details the work undertaken in the 2022 cohort of the CoRe programme and the impact it had.

## CoRe: 2022 in numbers



Charities  
**12**



Volunteers  
**70**



Volunteer hours  
**2500+**



Strategies improved or created  
**48**

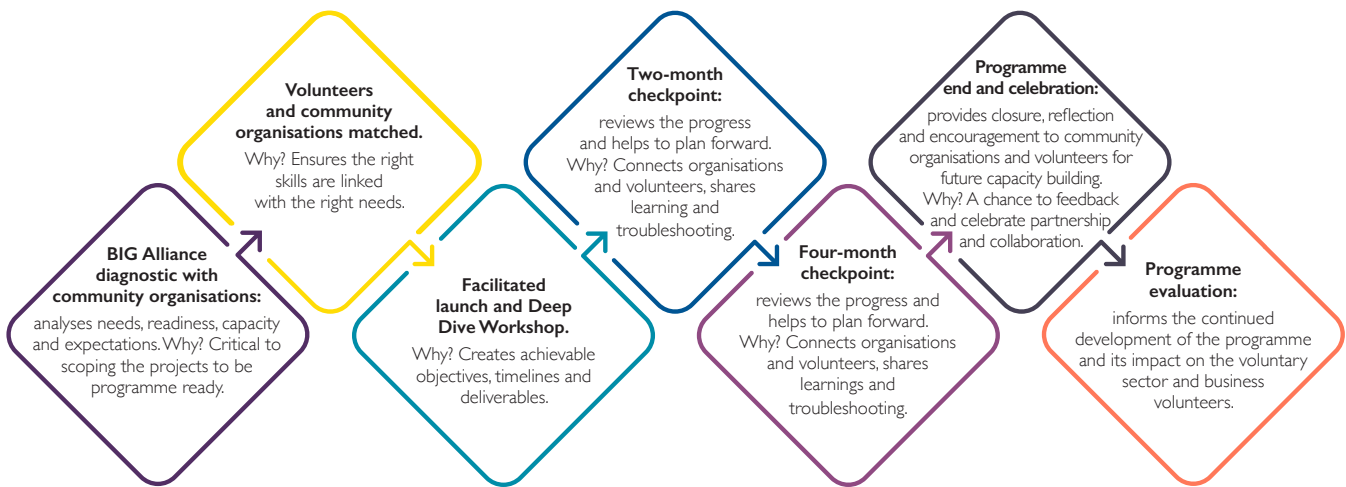


Products\* improved or created  
**45**



Total leverage\*\*  
**£136,000+**

## CoRe: framework for facilitating social impact



## CoRe: demonstrating social impact

### Impact on community organisations

**100%**

of community organisations said that participating in CoRe:

- Increased their capacity
- Improved their capability
- Enhanced their sustainability

**92%**

of community organisations said that participating in CoRe enabled them to do something they would not otherwise have been able to do

**92%**

of community organisations said they would recommend CoRe to another not-for-profit organisation

### Community partner perspective

“We literally wouldn’t be able to function without corporate volunteers and their support. Our relationship with BIG Alliance has proved invaluable in this. Many similar organisations are suffering as funding is pulled. However, with the support of businesses, we are able to continue delivery and develop our projects without this risk. CoRe differs from other employee initiatives as it has structure, milestones and a volunteer selection process. These are all elements that are key to the project’s success.”

– DAMIEN BROWN, CEO AT ARC COMMUNITY SPACE

“CoRe provides charities with different perspectives and insight from the business sector. Ways of working are very different and charities can often benefit from behaving in a more business-like way whilst keeping their values and ethos. From a business sector perspective, it gives employees the opportunity to share their knowledge and skills with a community organisation. The commitment from the volunteers and businesses is huge, and it means that real tangible change can be felt for the charity.”

– CATHERINE PYMAR, EXECUTIVE DIRECTOR AT HILLSIDE CLUBHOUSE

## Impact on volunteers

When asked about their initial aims and reasons for joining the CoRe programme, volunteer respondents reported:

**70%** a positive impact on a charity

**100%** representing their organisation in a positive way

**84%** learning or developing new skills

## Skills development

As a result of their involvement in the CoRe programme, volunteers reported that they developed skills in:

**84%** Prioritisation and managing project scope

**77%** Collaboration and relationships building

**84%** Strategic thinking

**77%** Adapting to change

**81%** Decision making

**77%** Problem solving

**79%** Negotiation and influencing

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

As a result of their involvement in the CoRe programme, volunteers reported that they gained insight or increased motivation in:

**100%** Knowledge and understanding of the non-profit sector

**100%** Knowledge of wider social issues in Islington and the surrounding areas

## Volunteer perspective

“I learned a lot about the disparity of wealth in Islington which was an eye-opening experience. As corporate employees, we are privileged to live and work in and around Islington, and we should give back to the area as much as we can. We can learn a lot from the human-centred approach the charity sector takes, and our charity partner learnt some strategic and business-focussed skills from us.”

– MACQUARIE GROUP, BETKNOWMORE UK

“As a result of CoRe, I learnt about how severe the situation is for those in lower income households, and how difficult it is for charities to provide support due to lack of funding, resources and time. I further developed my understanding of how wide the inequality gap is in Islington. My narrow view of Islington is the affluent high street and mansions. Hearing about the difficulties that parents and families face really opened my eyes to how, even a central London borough, has vast amounts of inequality.”

– EXPEDIA GROUP VOLUNTEER, THE PARENT HOUSE

# Project summaries

## ARC Community Space



ARC Community Space is a grassroots community hub in Islington, designed by locals, for locals. Their aim is to create an inspiring space, a place for everyone with a force for good in the community.

### PROJECT SUMMARY

How can ARC Community Space become more financially sustainable through financial planning and marketing?

Outputs
Developed services
Developed marketing and communications materials
Created risk assessments
Outcomes
Improved financial capability
Improved business development capability
Improved marketing and communications capability
Increased confidence in fundraising

“The highlight of the CoRe programme for me was meeting the team at ARC and learning about their world and all they do for the local community. It was extremely humbling and inspiring. The work they carry out is critical, supporting over 300 local residents a week and almost 100% run by volunteers. With the cost of living crisis, local residents would be at serious risk of going hungry. We were able to make great headway to support ARC’s process for funding requests.”

– EXPEDIA GROUP VOLUNTEER, ARC COMMUNITY SPACE



## Bags of Taste



Bags of Taste transforms the lives of people living in food poverty by giving them the help and practical support they need to buy and cook tasty, healthy and affordable food.

### PROJECT SUMMARY

How can Bags of Taste scale their organisation to develop their offer nationally?

Outputs
Developed services
Created an operational strategy
Created a business development strategy
Improved staff recruitment strategy
Outcomes
Improved organisational capability
Improved operational capability
Improved business development capability

“As a result of taking part in CoRe 2022, we now have a significantly better understanding of the delivery and packing options available to us. The CoRe volunteers also helped us to identify issues within our organisational structure, which then helped us crystallise thoughts in this area, move forward with planning internally, and identify when we are ready to grow further. The highlight was receiving the report the CoRe team created. I was really impressed at how thorough and well researched it was.”

– ALICIA WESTON, CHIEF EXECUTIVE, BAGS OF TASTE





## Betknowmore UK

Betknowmore is a UK charity helping people take back control of their life from gambling. Betknowmore was established by individuals with lived experience of gambling harms, who now use that insight and knowledge to help others.

### PROJECT SUMMARY

How can Betknowmore increase engagement of positive health and wellbeing across the community through improved marketing and communications?

#### Outputs

- Developed services
- Developed a website
- Developed a social media platform/account
- Created marketing and communications materials
- Successful application for community grant of £1500

#### Outcomes

- Improved organisational capability
- Improved operational capability
- Improved marketing and communications capability
- Improved social media capability

“Improving our social media capability has really set us up for success in the coming months. This will benefit our organisation as it means we now have a wider reach and can engage with communities we may not have reached previously. The volunteers also helped us to submit an application for a Tesco Community Grant and were successful in doing so!”

– LEANNE DOWNIE, HEAD OF SUPPORT SERVICES, BETKNOWMORE UK

“The thing I enjoyed most about taking part in CoRe was the connections we made with the community organisations and their leaders. The genuine thanks and appreciation from them for the work we carried out is what it’s all about.”

– MACQUARIE GROUP VOLUNTEER, BETKNOWMORE UK



## Finsbury Park Sports Partnership

Finsbury Park Sports Partnership (FPSP) manage, maintain and work to improve the athletics track, gym, meeting room, infield and buildings at Finsbury Park Stadium, so the facilities can be available for public use.

### PROJECT SUMMARY

How can FPSP run more efficiently through improving the use of new systems, tools, business and marketing plans?

#### Outputs

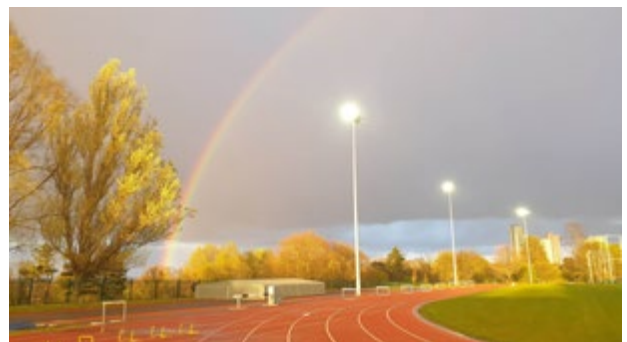
- Developed booking system
- Created marketing and communications materials
- Created fundraising materials
- Developed policies and procedures

#### Outcomes

- Improved operational capability
- Improved governance capability
- Improved financial sustainability
- Improved marketing and communications capability

“Thanks to the CoRe volunteers, we now have a clear direction on how to make our organisation survive and hopefully thrive. We met some caring and enthusiastic people, some of whom have said they will continue to be involved in our charity to help us longer term.”

– ADRIAN KLEMENS, TRUSTEE OF FINSBURY PARK SPORTS PARTNERSHIP



## Global Generation



Global Generation is an environmental education charity which grows food, people and communities for a just world.

### PROJECT SUMMARY

How can Global Generation improve their external communications to showcase their work and promote their programmes more efficiently?

#### Outputs

Created and developed a social media platform

Created and developed a marketing strategy and communications materials

Improved monitoring and evaluation strategy

Created a database

#### Outcomes

Improved marketing and social media capabilities

Improved monitoring and evaluation capability

Increased ability to produce online content

Improved record keeping

“I am usually stuck behind a desk, interacting with people through a screen or phone, so actually meeting people and sharing the work we do has been a real highlight! Thanks to the volunteers, we now have a marketing strategy in place which allows us to look ahead for the year to come and plan key campaigns and events.”

– SARAH JESSOP, CHARITY ADMINISTRATOR FOR GLOBAL GENERATION

“My favourite thing about taking part in CoRe was really getting to know the inner workings of the charity. Without those early deep dive events and being on several sites with our charity partners, we wouldn’t have produced the marketing framework with the depth of understanding that we achieved. It was wonderful to see first-hand what the charity does for the community.”

– EXPEDIA GROUP VOLUNTEER, GLOBAL GENERATION



## Hillside Clubhouse



Hillside Clubhouse is a focused rehabilitation project for people with mental health problems. They aim to maximise member (service users) opportunities by helping build life skills to equip them to become socially included in mainstream activity.

### PROJECT SUMMARY

How can Hillside Clubhouse develop their marketing and communications strategy to improve their online presence?

#### Outputs

Created a website

Created policies and procedures

Created a social media platform

Created marketing, communications and social media strategies

#### Outcomes

Improved social media capability

Improved business development capability

Ability to communicate with stakeholders more efficiently

Increased ability to sell products

“Being able to contribute to a cause that I personally believe in was a highlight of mine. Participating in CoRe and supporting an organisation that helps people with mental health issues made me realise that there is still a huge amount of work to be done, despite the vast efforts from community organisations.”

– MACQUARIE GROUP VOLUNTEER, HILLSIDE CLUBHOUSE

## Hornsey Lane Estate Community Association



Hornsey Lane Estate Community Association (HLECA) is a multi-purpose community centre based in North Islington.

### PROJECT SUMMARY

How can HLECA enhance their marketing and external communications functions?

#### Outputs

Created marketing strategies and communications materials

Created a social media strategy

Created monitoring and evaluation strategy

Created new IT systems

#### Outcomes

Developed the organisation's social media presence

Increased capability and time capacity due to the new database

Ability to showcase the organisation's work more effectively

"It's been such a rewarding and productive six months working with the volunteers. The programme has enabled our team to reflect and identify what changes to our infrastructure will enable HLECA to be relevant, up-to-date and accessible."

– IRENE WINTER, CENTRE MANAGER AT HLECA



## Mary's



Mary's helps young people to be better connected and equipped with the skills and confidence to form and engage with supportive networks of friends and family, health and social services, businesses and organisations.

### PROJECT SUMMARY

How can Mary's enhance the organisation's business planning, marketing, communications and product development?

#### Outputs

Created a business development strategy

Created new services

Created a new website

Created marketing and communications materials

#### Outcomes

Improved project management efficiency

Improved organisational capability

More efficient engagement with stakeholders

Increased ability to assess financial risks and opportunities of the organisation

"Thanks to our volunteers, we can now market, sell and deliver a new chargeable product to our stakeholders. We also have a new financial tool, which enables us to assess the financial risks and opportunities of our business plans. Both of these outputs will help Mary's with its long-term sustainability."

– BALAZS CSERNUS, CEO AT MARY'S

"Taking part in CoRe increased my understanding of the scope and roles of local organisations and how they relate to each other. The thing I enjoyed the most during the programme was visiting Mary's and seeing the organisation in action to get a better understanding of all the work they put into supporting the local young people."

– SLAUGHTER AND MAY VOLUNTEER, MARY'S





Prospex is a long-standing youth charity with 20 years of experience in life-changing youth work. They are based on a social housing estate in Islington and work with over 300 vulnerable young people 8-21 years old to build self-esteem and develop life and employment skills.

**PROJECT SUMMARY**

How can Prospex develop their IT, marketing and communications capacity?

**Outputs**

- Developed IT systems
- Developed social media platforms
- Created automated time sheets

**Outcomes**

- Increased operational capability
- Increased social media capability
- Increased time capacity

“Our team of volunteers carried out the migration of our IT system which will save us a considerable amount of time and will make our communications with funders and other stakeholders so much simpler and smoother. In addition, due to the increased social media capability, we will be able to share our work with a broader audience, such as young people, parents and funders, more efficiently. All the work the team has done on improving our systems will allow us to focus on the things that really matter: our work with young people.”

– RICHARD ‘BEEF’ FRANKLAND, CEO AT PROSPEX

“Prospex staff are doing an amazing job at the centre, giving their young people access to activities. By incorporating food and eating together, they found a great way to get young people to mix. As a team, we achieved the plan of delivering a social media tool and were able to get them Microsoft Office for free.”

– SLAUGHTER AND MAY VOLUNTEER, PROSPEX



SoapBox Youth Centre is an open-access youth centre run by delivering digital, media and technology provision for socially excluded young people aged 11-25 years old.

**PROJECT SUMMARY**

How can Soapbox establish a Community Fridge initiative?

**Outputs**

- Created a fundraising strategy
- Created a fundraising strategy
- Created new policies and procedures
- Established a community fridge

**Outcomes**

- Improved operational and organisational capabilities
- Renewed focus on health and safety
- Increased services to service users
- Diversified income

“The main key outcome that the volunteers delivered is enabling us to set up and run the community fridge safely, effectively and on time. Put simply, without their hard work, we could not have done this as we are not a specialist food organisation. The fridge represents a real shift in our work.”

– JAMES DELLOW, DIGITAL AMPLIFIER, SOAPBOX

“Through programmes like CoRe, the business sector can bring certain skills e.g. project management and technical experience, to the charity sector. In return, we, the volunteers, can learn a lot from the charity sector in terms of innovation, community and values-based action. What’s also great about CoRe, is that it brings together volunteers from more than one organisation, and has a very structured framework for project delivery.”

– SLAUGHTER AND MAY VOLUNTEER, SOAPBOX



## The Parent House

The Parent House supports parents in Islington to strengthen their core skills, improve their wellbeing and access to opportunities.

### PROJECT SUMMARY

How can The Parent House engage various stakeholders and support organisational sustainability through more effective succession planning?

#### Outputs

Created a business development strategy

Created an induction plan for new staff

Created fundraising materials

Created risk assessments

#### Outcomes

Improved business development capability

Increased organisational capability

Increased staff capability

“Our volunteers put together a business plan which will help the organisation with fundraising, developing current and new staff, as well as having a structure in place for the future. The CoRe project makes you find the time to complete goals that you would never complete otherwise. Although it is a significant time commitment, community organisations get support from a group of dedicated professionals who want to help the charities to achieve their goals.”

– GINA CAMPUTARO, CEO AT THE PARENT HOUSE



## Union Chapel

The Union Chapel Project was founded to preserve the Union Chapel building and its heritage, and to open it up for the benefit of all the community. It is now a community hub offering a range of services for local residents.

### PROJECT SUMMARY

How can Union Chapel develop an ethical corporate engagement strategy to build impactful partnerships and to boost income?

#### Outputs

Improved operational strategy

Improved fundraising strategy

Developed existing website and IT systems

Created new fundraising materials

#### Outcomes

Improved operational and organisational capabilities

Improved fundraising capability

Enhanced project management capability

Increased organisational confidence

Increased knowledge of corporate engagement

“All our CoRe volunteers were incredibly supportive, friendly and engaged in our work. While it was sometimes a struggle at first to commit the time alongside busy work schedules to meet regularly and stay on top of actions, I’m so glad we did as the outputs have been amazing. Thank you for the opportunity – I would do it all again in a heartbeat!”

– POPPY REINDORP, HEAD OF DEVELOPMENT AT UNION CHAPEL

“Being able to support and befriend our Union Chapel partners has been the highlight of the programme. I feel like we have provided support and friendship which is welcomed on both sides, and hopefully we’ve given them confidence, guidance and validation. I’ve definitely built a friendship and a bond with Barbara and Poppy at Union Chapel which will continue once CoRe has finished.”

– EXPEDIA GROUP VOLUNTEER, UNION CHAPEL





“I am incredibly proud of everything the Expedia volunteers have achieved in our first year participating in CoRe! Being able to donate our skills and time to make an impact in our local community here in Islington is incredibly powerful. It is a fantastic programme and I look forward to many more successful years of partnership with the **BIG Alliance**, Macquarie and Slaughter and May going forward”

– CAROLINE PARKS, SENIOR DIRECTOR,  
CORPORATE PRIVACY COUNSEL,  
EXPEDIA GROUP



To find out more about the CoRe Programme please contact:  
The BIG Alliance  
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