



# CoRe

PROGRAMME IMPACT REPORT 2023

Partnered with  
islington  
giving

  
BIG ALLIANCE



## About CoRe

Delivered by the BIG Alliance, the CoRe (Community Resourcing) programme is a social impact partnership between Macquarie Group, Slaughter and May, and 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. The innovative programme, which is in its 15th year, saw 60 volunteers donating around 3,000 hours of their time to have a social impact with 11 local (Islington) community organisations. This report details the work undertaken in the 2023 cohort of the CoRe programme.

## CoRe: 2023 in numbers



Charities  
**11**



Volunteers  
**60**



Volunteer hours  
**3000**



Strategies improved or created  
**44**

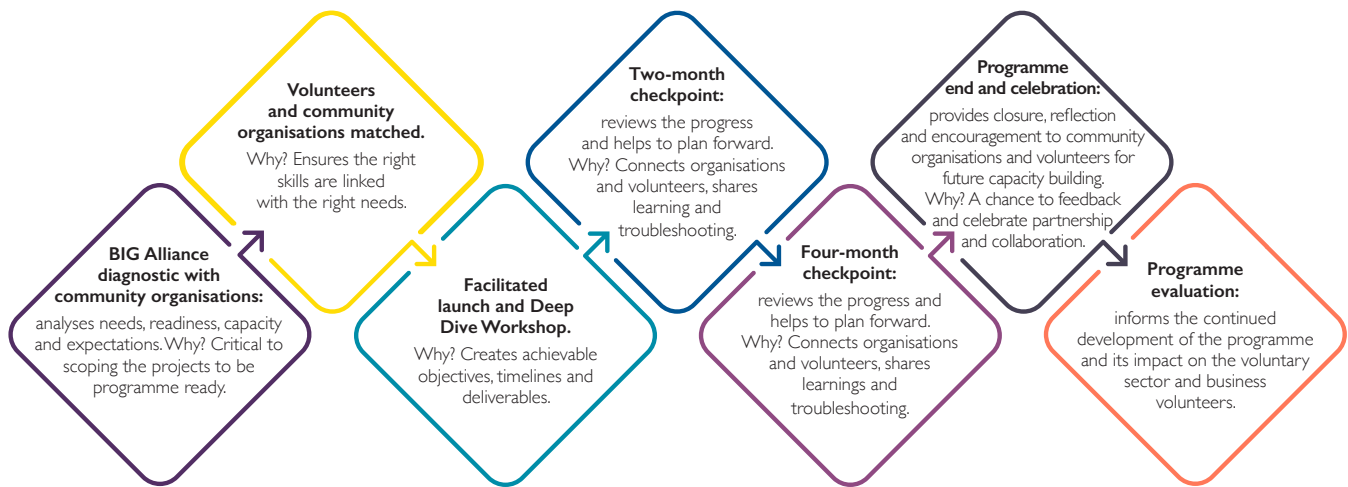


Products\* improved or created  
**47**



Total leverage\*\*  
**£170,000**

## 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

**90%**

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

**90%**

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

### Community partner perspective

“It’s important for corporate employees to contribute in a meaningful way to the communities that they serve, live, and/or work in. By engaging with community organisations, staff can further develop their skills, whilst also supporting others. This skill development can help businesses continue to be market leaders.”

– KAMARA GRAY, DIRECTOR OF ARTISTRY YOUTH DANCE

“Both the employee and business benefit from working in a different environment, refining team building, leadership, listening and negotiating skills which will help increase their engagement and service delivery. The charity receives useful insights that they may not have had access to. It is a win-win. Our typical experience of CSR has been short one day events, that are to tackle a specific single problem. The CoRe programme gives time for better understanding to tackle connected issues that create a far greater impact for the charity to carry forward.”

– ADAM PARR, RESOURCE MANAGER AT LIGHT PROJECT PRO INTERNATIONAL

## Impact on volunteers

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

**98%** Representing their organisation in a positive way

**89%** Learning or developing skills

**95%** Making a positive impact on a charity

## Skills development

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

**96%** Collaboration and relationship building

**85%** Prioritisation and managing project scope

**93%** Adapting to change

**85%** Decision making

**89%** Strategic thinking

**85%** Negotiation and influencing

**89%** Problem solving

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

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

**96%** Knowledge and understanding of the non-profit sector

**93%** Knowledge of wider social issues in Islington and the surrounding areas

## Volunteer perspective

“As a corporate employer, I think it is a great opportunity to provide to your staff. It demonstrates the commitment to your local community and is a way of raising awareness of the different life experiences people have, even though they live and work in the same area.”

– MACQUARIE VOLUNTEER WHO SUPPORTED THE GARDEN CLASSROOM

“Programmes like CoRe help people understand what is outside our corporate bubble and expand our understanding of the community we live in as well as develop our skills whilst making a difference. Valuable skills from business sector employees can help smaller charities make the changes they would like who may not otherwise have the capability or capacity to do so.”

– EXPEDIA GROUP VOLUNTEER WHO SUPPORTED BRANDON CENTRE



# Project summaries

## Artistry Youth Dance



Artistry Youth Dance (AYD) is a London based youth dance company that supports young people of African and Caribbean heritage.

### PROJECT SUMMARY

How can AYD develop their strategic planning to enhance the sustainability of the organisation both artistically and financially?

#### Outputs

- Developed marketing and communication materials
- Developed policies and procedures
- Developed business model assessment and evaluation
- Established tools for impact measurement
- Developed corporate sponsorships package

#### Outcomes

- Improved organisational and operational capability
- Improved governance capability
- Improved marketing/communications capability

“I loved going to see AYD’s annual dance showcase as part of my CoRe experience. We had done a lot of work for them before that, but seeing the work they do and how brilliant all the dancers were, put everything in perspective and made the work more tangible.”

– SLAUGHTER AND MAY VOLUNTEER



## Brandon Centre



Brandon Centre has been delivering specialist adolescent mental health and wellbeing support for young people under 25 for over 53 years. They also run parent groups and offer training to parents, guardians and professionals.

### PROJECT SUMMARY

How can Brandon Centre develop their digital communications strategy in order to communicate more effectively and efficiently with their stakeholders?

#### Outputs

- Created marketing/comms strategy and materials
- Created social media strategy and accounts
- Developed fundraising materials
- Developed website

#### Outcomes

- Improved marketing/comms capability
- Improved social media capability
- Improved business development capability

“One of the CoRe highlights for us was creating, collaborating on and co-producing social media content such as TikTok and Instagram posts between the CoRe volunteers, Brandon Centre staff and our Young Ambassadors. We had fun whilst doing it and have received tangible results – for example, our video views have ranged from 260-800 views.”

– JULIA BROWN, CEO OF BRANDON CENTRE

## Caledonian Park Friends Group



Caledonian Park Friends Group (CPFG) help maintain Caledonian Park and represent park users. There are three main strands to their work:

- Maintaining the park's habitat and promoting biodiversity
- Fundraising and organising community events and activities
- Educating the community about the park's history, nature, and considerate use of natural resources

### PROJECT SUMMARY

How can CPFG ensure the group, the park and their activities are inclusive, diverse, engaging and user-friendly?

#### Outputs

- Created marketing/comms strategy and materials
- Created social media strategy and accounts
- Developed IT systems and website
- Developed risk assessment
- Created new organisational handbook

#### Outcomes

- Improved marketing/comms capability
- Improved social media capability
- Improved fundraising capability

“CoRe is a great programme. We reap the benefits of the volunteers' expertise and strategic support and wouldn't be able to do these development tasks ourselves because we're usually focused on day-to-day tasks.”

– MIRIAM ASHWELL, CHAIR OF CPFG

“There are many social issues in Islington, and many charities that are working hard to improve the situation. I hadn't realised the scope and the variety of problems which was made apparent throughout my time on CoRe.

I learned that it is important to be aware of these issues and to spread the awareness in the wider community.”

– EXPEDIA GROUP VOLUNTEER



## Global Generation



Global Generation is an environmental education charity, which grows food, people and communities for a just world. Global Generation works together with local children and young people, families, residents, schools, other local community organisations and businesses to create healthy, integrated and environmentally responsible communities.

### PROJECT SUMMARY

How can Global Generation diversify their income while ensuring a focus on, and benefits for, the local community needs?

#### Outputs

- Developed existing services and fundraising materials
- Improved operational, business development and financial strategies
- Created new corporate offer document

#### Outcomes

- Improved operational capability
- Improved financial sustainability
- Improved communications with potential clients

“It's been great showing the volunteers around our spaces and having the time dedicated to conversations for self-generated income. It has been an internal conversation for a while but having a specific space and timeframe around that really helped.”

– MARTINA MINA, DIRECTOR OF GLOBAL GENERATION



## Hibiscus Initiatives



Hibiscus Initiatives enables marginalised migrant women trapped in the immigration and criminal justice systems to rebuild their lives.

### PROJECT SUMMARY

How can Hibiscus Initiatives make the most of its unique proposition to deliver an innovative business plan in line with its new strategy?

#### Outputs

Created new business development strategy

Improved operational, organisational and marketing/ comms strategies

Developed an action plan for improving the website's user experience

Improved use of social media

#### Outcomes

Improved operational and organisational capabilities

Improved business development capabilities

Improved social media capabilities

Improved employer brand

“Sometimes not-for-profits can be stuck in a rut and with limited capacity, so having a fresh perspective is helpful. The structure, formality and close relationships between BIG Alliance and the three firms is particularly important in delivering the successful outcomes.”

– MUFEEDAH BUSTIN, DIRECTOR OF OPERATIONS AT HIBISCUS INITIATIVES

“I really enjoyed meeting the Hibiscus team and learning about the work they do to support women in prison systems. I learnt a lot about the challenges faced by these women and the charities that support them.”

– SLAUGHTER AND MAY VOLUNTEER

## Hoarding UK



Hoarding UK is the only charity solely dedicated to supporting people impacted by, and with, hoarding disorder behaviour. They are a user-led grassroots charity providing specialist crisis support to help and empower People with Hoarding Behaviour (PwHB).

### PROJECT SUMMARY

How can Hoarding UK diversify their streams of income to be more self-sufficient?

#### Outputs

Reviewed and developed policies and procedures

Designed and developed HUK's membership scheme

Improved marketing, fundraising, social media strategies and materials

Developed website and IT systems

#### Outcomes

Improved organisational, operational and governance capabilities

Improved business, fundraising, marketing capabilities

“In addition to the deliverable outputs, Hoarding UK benefited from the volunteer support by discussing how the charity operates, its business plans and the issues it is facing. This was a good opportunity for us to get to work with corporate employees and get external input.”

– DAVID PEARCE, CHIEF EXECUTIVE OF HOARDING UK

“Being new to London, participating in CoRe has been a great way to learn about an area of the city I previously knew nothing about. It's eye-opening to see the inequality that exists so close to the city's financial centre.”

– MACQUARIE VOLUNTEER

## Light Project Pro International



Light Project Pro International (LPPI) is a community centre that focuses on education for people at risk of being socially marginalised.

### PROJECT SUMMARY

How can LPPI improve their financial sustainability and ensure an efficient organisational growth?

#### Outputs

Improved IT systems and infrastructure

Developed website, social media accounts, marketing and fundraising materials

Improved business development and financial strategies

#### Outcomes

Improved online presence

Improved financial sustainability

Improved marketing, social media and fundraising capabilities

“I rather enjoyed the process of volunteers asking me questions about the charity. It made me realise how I was compartmentalising the projects (e.g., fundraising for the food bank, the homework club, etc.) and really made me put the pieces back together and think of the charity (and my role) as a whole.”

– ADAM PARR, RESOURCE MANAGER AT LPPI

“Visiting Light Project community centre was eye-opening as I got a chance to see first-hand how the whole operation was managed and the real challenges that Light Project faced.”

– EXPEDIA GROUP VOLUNTEER

## MerryGoRound

## MerryGoRound

MerryGoRound was started to try to address inequality within the Islington borough by providing practical support to families in financial difficulty. They do this by collecting donations of pre-loved baby and children’s clothes, shoes, and books that they gift to families in need.

### PROJECT SUMMARY

How can MerryGoRound improve their staffing, organisational, operational and fundraising capabilities most efficiently?

#### Outputs

Produced volunteer handbook

Created new IT and data management systems for referral tracking

Created operational strategy

Created policies and procedures

#### Outcomes

Improved organisational capability

Improved operational capability

Improved governance capability

“I found it very beneficial to learn from others in the group and their differing skill sets. As there was a range of skills within the group, I was able to learn from the approaches they took to tackle the issues we were faced with solving.”

– SLAUGHTER AND MAY VOLUNTEER





Peoples Place Community Partnerships (PPCP) is a contemporary education, careers development and recruitment company delivering technical employability solutions in the heart of inner-city communities. They deliver real-life learning programmes of education and training that transform the lives of young people wanting to springboard into a new job, career or life pathways in the IT and digital creative industries.

**PROJECT SUMMARY**

How can PPCP improve their commercial viability and build corporate partnerships?

**Outputs**

- Created a business plan
- Completed a financial analysis and plan
- Created marketing and fundraising materials

**Outcomes**

- Improved governance capabilities
- Improved business development and finance capabilities
- Improved marketing and fundraising capabilities

“Through participating in CoRe, I learned how important the work of PPCP is for the local community and the results they achieve. It was great to hear stories of some of the students who have gone on to work for large organisations in England due to the skills and experience gained from PPCP.”

– MACQUARIE VOLUNTEER



The Stuart Low Trust (SLT) aims to support local adults in Islington, especially those who are most at risk and vulnerable, living with, or recovering from, mental illness, are isolated, and/or living in despair and in poverty.

**PROJECT SUMMARY**

How can SLT increase their marketing capabilities and capacity in order to raise additional funds for the organisation?

**Outputs**

- Created new social media and marketing strategies
- Improved monitoring & evaluation strategy
- Established processes for more engaging content
- Created marketing materials

**Outcomes**

- Increased social media following and engagement
- Increased capacity to diversify social media content
- Cost reductions
- Improved operational, organisational, marketing and social media capabilities

“The corporate volunteers were especially dedicated and committed to this project, showing passion and genuine care and interest to help our charity and the people we support.”

– MARK GILLHAM, CHIEF EXECUTIVE OF SLT

## The Garden Classroom



The Garden Classroom (TGC) is a multi-award-winning charity offering transformative nature connection experiences to urban people.

### PROJECT SUMMARY

How can TGC improve their marketing and raise the organisation's profile in order to diversify their income streams?

#### Outputs

Created a new CSR Day offering

Created operational strategy and policies and procedures

Improved marketing strategy and developed marketing materials

Created social media strategy and accounts

Developed website

#### Outcomes

Improved brand recognition

More comprehensive and easy to navigate website

Increased income generation

Improved capabilities in business development, marketing, social media


“CoRe is a great programme. We reap the benefits of the volunteers' expertise and strategic support and wouldn't be able to do these development tasks ourselves because we're usually focused on day-to-day tasks.”

– MARNIE ROSE, CEO OF TGC

“I was not aware of how little green space and access to nature education was available in Islington. Being able to visit the forest school and talk to teachers and students made me more aware of how this can affect young people and what can be done to provide better access to nature.”

– EXPEDIA GROUP VOLUNTEER



A group of people, including a woman in a hijab and glasses on the left and a man with a beard on the right, are looking at a tablet screen. The image is overlaid with a semi-transparent white box containing text and quotation marks.

**“A huge thank you to the BIG Alliance who are always so enthusiastic, supportive and understanding in their approach to working with us as a small charity with limited resources and time. You made the CoRe Programme a very positive experience!”**

**– MARK GILLHAM, CEO OF THE STUART LOW TRUST**





To find out more about the CoRe Programme please contact:  
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