



CoRe

Launched in 2009, the CoRe (Community Resourcing) Programme brings together community organisations and business volunteers from Macquarie Group and Slaughter and May. Through a collaboration of skills, knowledge and time, they aim to deliver projects that support the organisational needs of the charities involved.

This skills based volunteering programme, supported by the BIG Alliance, runs over six months and works with community organisations responding to issues of poverty and isolation - identified by Islington Giving as priorities for the borough.

“The CoRe programme offers an invaluable opportunity for business volunteers and voluntary organisations to work closely together on a significant project that makes a difference to Islington residents. This collaboration of time and talent not only delivers concrete outcomes for charities but brings mutual benefits from sharing fresh perspectives and experience. Cripplegate Foundation is delighted to see that the volunteer team working with The Stuart Low Trust won an award at Voluntary Action Islington’s Volunteer of the Year Awards 2016.”

Helen Kersley, Programme Director,
Cripplegate Foundation Helping since 1500

Charities reported that participation:

- will have a significant medium term impact
- provided an external perspective and challenge
- helps them have a more targeted approach to fundraising
- will fundamentally change the way they do things
- gave a good platform to develop their business
- brought a rigour and sense of development to reporting.

Volunteers reported that participation:

- allowed them to use their skills differently by working in a field unrelated to their work
- developed their problem solving skills
- improved their ability to adapt to change, adapting their style appropriately to the charity sector
- created opportunities for strategic thinking, enabling them to anticipate challenges as part of the project planning
- developed their ability to look beyond a client’s needs to uncover the underlying requirement.
- helped build their team working skills by working with colleagues from a different business and sector.

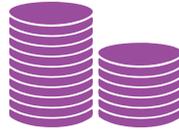
CoRe in numbers 2016



35 business volunteers



20 Deep dive volunteers



£70,000 leverage



8 organisations supported



almost 1,500 hours donated through volunteering

Charities who would recommend the programme to others: 100%

Volunteers who would recommend the programme to colleagues: 100%

How volunteers used and improved business competencies:

Volunteers who used relationship building skills	70%
Volunteers who used problem solving - recommending the optimum solution to problems on the basis of commercial and practical business requirements	55%
Volunteers who used strategic thinking - considering immediate needs and longer term impacts when making decisions	53%
Volunteers who showed some improvement in their ability to adapt to change	58%
Volunteers who showed a lot of improvement in their client commitment - looking beyond client's needs to uncover their underlying requirements	32%
Volunteers who showed some improvement in their negotiation skills - taking into account stakeholders' motivations, expectations, emotions and context	55%



"This has given us more confidence in how external people view our work with young people. The confidence building has been invaluable."

Action For Kids

"[the best bit was] understanding that our skills are useful - they were in awe of how I can use excel - this is day to day for me."

Hilldrop volunteer



"Four very different members in terms of what we do during the day jobs - really useful in discussions. Some very different views from a broad skill set that were productive. It expands the resources available, including others in your business."

Urban Hope volunteer

"It has given us a good platform to work from into the future which can include corporate funding, grants and awards."

Reach Out



Projects: What were the outputs?

<p>Action For Kids</p> <p>Review current relationships with corporate sponsors</p> <ul style="list-style-type: none"> • Sponsor survey • Analysis and report with recommendations • Review of online materials • Feedback sessions to senior management team 	<p>Mary's</p> <p>Review of organisational performance through stakeholder surveys</p> <ul style="list-style-type: none"> • Analysis and report drafting • Local needs analysis • Consultation survey with groups using the centre • Reports for strategic planning day
<p>Hanley Crouch Community Association</p> <p>Business plan for move into new premises developed and approved by trustees</p> <ul style="list-style-type: none"> • Mentoring in business approaches • Risk analysis • Income analysis • Pro bono legal advice on hire agreement • Volunteer joined Board of Trustees • Identified business partners 	<p>The Stuart Low Trust</p> <p>Develop content to refresh website</p> <ul style="list-style-type: none"> • Liaise with web site builder • Develop and design of content • Set up fundraising tool • Design posters and leaflets • Set up template for newsletters • HR support for recruitment of volunteer fundraising team • Volunteer from deep dive day joined Board of Trustees
<p>Hilldrop Community Centre</p> <ul style="list-style-type: none"> • New business plan developed and presented to trustees • Support to transfer financial systems to electronic format • Development of electronic data collection systems • Setting up of a risk register • Review of website functionality and content 	<p>Reach Out</p> <p>Preparations for an application for PQASSO quality mark</p> <ul style="list-style-type: none"> • Met with an assessor help scope issues • All policies and procedures reviewed and redrafted • Research into good practice • Presentation to staff
<p>Leadership Through Sport and Business</p> <p>Support for the development of an impact report</p> <ul style="list-style-type: none"> • Employer survey • Data analysis • Contribution to content of the charity's first impact report • Introduction to and provision of free access to agency's contextual recruitment software 	<p>Urban Hope</p> <p>Communications strategy to increase local awareness</p> <ul style="list-style-type: none"> • Action plan to engage local businesses • Materials designed and printed • Research into local need and demographics • Pitch pack developed



Case Study: The Stuart Low Trust

SLT is a small charity with two employees that provides activities for those with mental ill health and experiencing social isolation. The Trust's activities mostly take place in the evenings or at weekends when there are few alternatives.

The project

The charity website needed refreshing. It provided good information for those taking part in activities but less for its wider audience of funders, sponsors and partners. SLT secured support to build the new website but needed help with its design and content.

The team

The Chief Executive was joined by four volunteers: three from Macquarie and one from Slaughter and May.

What they did

The website challenge was initially delayed. The team used the time to really get to know the charity, visiting activities and developing case studies and content for the website. In doing this, other projects were identified and carried out by the volunteers:

- designed new posters and flyers
- built an electronic funding tool for funding applications
- developed a structure to engage a volunteer fundraising team
- a volunteer from the programme's kick-off 'deep dive day' joined Board of Trustees

The website will be launched on 1st December.

Impact

The charity says the project will have a very significant impact into the future, helping communications and fundraising. They have also received a volunteer nomination for charity of the year for the Macquarie Infrastructure Debt Team.

In recognition of their efforts, the team won Corporate Volunteer Team of the Year from Voluntary Action Islington.

Led to a Macquarie volunteer from the deep dive session become a trustee of the organisation

"Great range of skills and expertise and they worked independently."

"We wouldn't have got this far without the project."

Kate Giblin, Marketing Director, EMEA - Macquarie Investment Management



Personal highlight: I think the highlight for me was how the team came together, or rather was put together by the CoRe programme. We all had very different skill sets, so we were able to complement each other quite well. In addition, we were able to use skill sets that we don't normally use in our day-to-day jobs. One of the women on the team is a trainee lawyer, but she has a passion for graphic design and was able to put those skills to use. It was great to see how we coalesced and how we were able to use those skills for SLT.

Impact on skills and work-related competencies: I would say the biggest difference is lateral thinking. The solutions you need to provide to a small charity with two staff is obviously a lot different than a large global organisation. So you have to think around the problem and focus on simplification. How will these two people maintain/manage this thing in six months' time? Is there anything we can do to streamline or make the process simpler and easier to manage? That thinking is really beneficial to the large organisation though as well. Is the solution we're providing the simplest, cleanest and best option for our clients and our firm? This project has given me perspective that can sometimes get lost in the day-to-day.

Case Study: Hanley Crouch Community Association

Hanley Crouch runs a community centre offering activities for all ages and hosts partner organisations. Set up in 1972 by local people, it will move into brand new premises in 2017.

The project

The move to new premises will mean a radical change in overheads and demand. The charity needed help to develop a sustainable business plan.

The team

The Chief Executive was joined by four volunteers: three from Macquarie and one from Slaughter and May.

What they did

Bringing together their business approaches and the charity's focus on social value, a detailed business plan has been developed. The plan was presented to the Trustees and Islington Council, key funders and developers of the new building. To support the implementation of the plan, the team undertook additional projects:

- identified business partners and supporters
- provided pro bono legal advice on hiring agreements
- undertook risk assessment and income analysis.

Impact

The charity says that the focussed business approach that the volunteers brought is not otherwise available to them. The business plan will provide a lasting framework for their activities and sound business development in the new venue.

"Set our business plan in clear business language and approach, we know where we want to get to"

"Provided us with the challenge we needed - what are you doing and what for? We will take this forward."

Philip McDonald, Associate, Competition - Slaughter and May



Personal highlight: Becoming a trustee of the charity I was allocated to - Hanley Crouch is a crucial institution in the local area, and improves the lives of many local residents, so I was honoured that the trustees asked me to be involved on a more permanent basis.

Impact on skills and work-related competencies: As a junior commercial lawyer, it isn't usual to get a direct insight into the process of strategic business planning and the commercial and political considerations that go into it. You don't need to learn about business strategy unless it affects your analysis of the client's legal position. Being involved in creating and articulating a business strategy has made me more sensitive to the depth and complexity of my clients' underlying motivations and concerns.

If you want to know more about the CoRe Programme please contact:

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CoRe
Community Resourcing
Programme 2016