

# Community Partner Survey 2020 Results



1,165 volunteering activities



3,027 volunteers engaged



12,500 hours given



81 trustees placed



£121,889.31 Gift in Kind



177 organisations supported

## Introduction

The ELBA (East London Business Alliance) and the BIG Alliance (Business for Islington Giving alliance) teams aim to create opportunities where corporate partners can drive positive change in the east London and Islington communities, and vice versa. The annual Community Survey sheds light on the work we have done with our community partners through:

- Connect – drawing on the professional business skills of employee volunteers to build the capacity of community partners and their beneficiaries
- Challenge – organising team based volunteering events in which corporate volunteers engage in local projects to support the community

2020 was a challenging year due to COVID-19 and collaboration between corporate partners and community partners has never been more important. ELBA and the BIG Alliance have continued to forge these links and are proud to have been able to adapt to the unprecedented times, identify the new needs in the community and respond with care and consideration.

ELBA was able to adapt many of its volunteering opportunities and take them online. Consultancy and capacity building sessions took place virtually, as well as activities like BoardMatch and Leaders In Partnership. Practical Team Challenges have not been able to take place due to COVID-19 restrictions, however teams have engaged with virtual events and fundraising activities to tackle issues presented by the pandemic.

2020's Community Survey was completed by 58 community partners working with ELBA and the BIG Alliance (BIG), representing a response rate of 44.6%. The survey contained a mix of open-ended, multiple choice and rating scale questions. Some

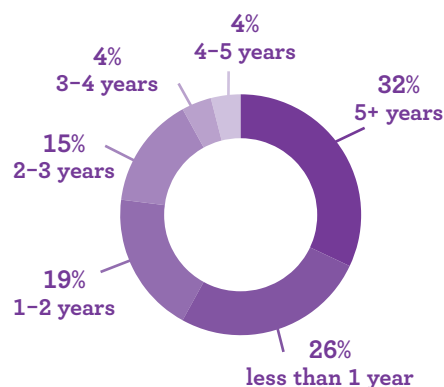
of the data has been retrieved from first-party records. Our aim was to shed light on how ELBA and BIG's work, including our COVID-19 response, was perceived by our community partners over 2020<sup>1</sup> and how we might improve our services.

We are pleased to reveal that the overall response was positive and that employee volunteer support has had a sustainable and positive impact on our partners<sup>2</sup>.

### Who we have worked with

The respondents of the survey consisted of community partners including charities, social enterprises and grassroots organisations. Most partners don't limit themselves to just one cause, 59% focus on several groups/issues/causes in the society.

### Duration of partnerships



## ELBA's service



96% are happy with the service ELBA provides



96% would recommend ELBA to a friend or colleague



58% would not have received the support elsewhere

*"The services provided by ELBA are invaluable to grassroots organisations. The ELBA team should be very proud of the support and services they provide."*

- Sam Bosede,  
The Wickers Charity

1. The community survey covers the calendar year of 2020  
2. "Partners" refers to "Community Partners" throughout this report unless stated differently



# Impact on community partners

We asked those surveyed how they rated ELBA's impact on their organisations. 91% of our partners indicated that in the longer term<sup>3</sup> we were able to help them improve their capacity, 87% were able to improve their capabilities and 62% were able to improve their financial sustainability.

## Impact on community partners' services and products

Our partners aim to deliver impactful services and products in the community and we are proud that over the past year with ELBA's support our community partners have been able to:

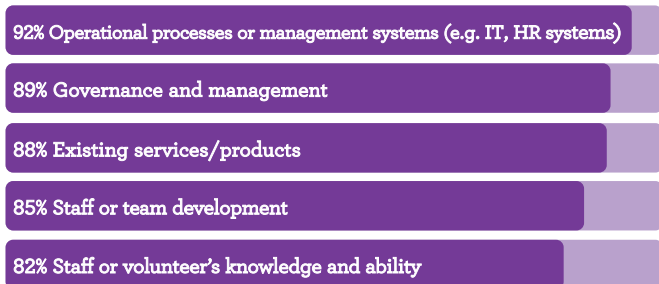


*"We were able to make social services referrals when required, of children we had concerns about, and to get them the support they needed."*

- Kay O'Brien, Pearson Adventure Playground

## Impact on community partners' governance and management

A robust organisational structure is crucial for effective delivery. With ELBA's support, community partners were able to improve:



*"With the help of ELBA we have been able to form an advisory board. The members of the advisory board have been so helpful and supportive assisting with our strategic growth."*

- Portia Louis, manager of the Nurture Academy

## Impact on community partners' local area and community

Our community partners aim to make an impact in the local area and/or community. With ELBA's support, they were able to make a difference by increasing or improving:



## Impact on community partners' organisational and financial sustainability

During economic difficult times, ELBA identified the need to improve our partner's sustainability. We are pleased to have supported our partners by improving or diversifying their:



*"Through working with ELBA we were able to work with Accenture in making our organisation more financially viable. Accenture built us a new website which is fantastic and easy to use, identified funders and did parent/child surveys for us. We wouldn't have had this support without the support of ELBA."*

- Pat Macantsionnaigh, manager of Evergreen Adventure Playground

77% of our community partners have benefited from more than one of the impacts named above, making the received support broader and more diverse.

*"ELBA have invited us to training around finance, we had office furniture donated for our new centre and we have received free Toys for our children."*

- Safia Jama from Women's Inclusive Team

<sup>3</sup>. One year or longer

# Impact on beneficiaries

24% of community partners surveyed had volunteers work directly with beneficiaries. As a result of ELBA's support, these beneficiaries gained or experienced:



Competency progress is a key focus of many of ELBA's projects with beneficiaries and we are proud that 100% of our beneficiaries gained or improved at least one competency. Using the Skills Builder framework we assessed the skills that beneficiaries have gained:



*"For me personally Leaders in Partnership has definitely impacted on my leadership and communication skills, and my ability to adapt and be resilient when there is a lack of leadership above me. Being on the programme helped me learn how to move forward when the future is unclear and this has had the secondary effect of improving my mental health as I worry less now and feel less anxious generally."*

- Rebecca Simpson, beneficiary from Reraise and participant on our Leaders in Partnership programme

# Covid-19 support

## Immediate needs

Due to COVID-19 and its consequences, needs in the community have drastically changed. With our support 74% of community partners were better able to manage the impact of COVID-19. By focusing on immediate needs, we were able to:



Donate £22,230 worth of food



Donate 188 laptops to young people



Host 204 befriending calls with 21 elderly people



Send 1200 letters to 90 elderly people in isolation with memory disorders

## Connecting with the community

As well as providing direct relief from the consequences of COVID-19, our partners also felt more connected to the wider community and corporate partners. Of our community partners:



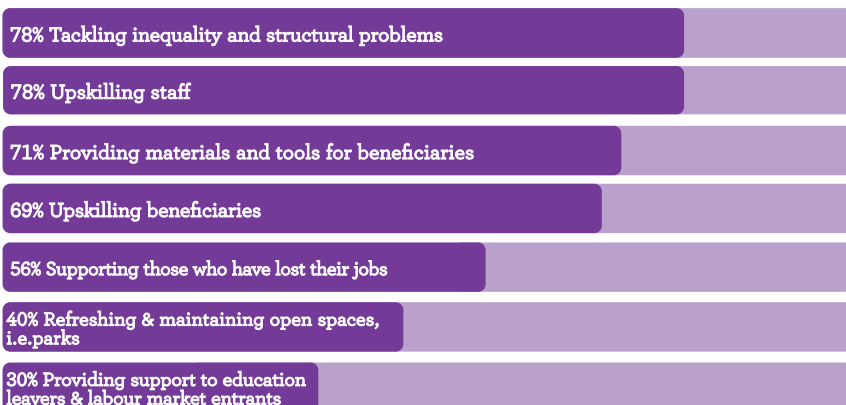
felt more connected to other community partners



felt more connected to the wider community including corporate partners

## Mid and long-term needs

ELBA also focused on mid-term and long-term needs by supporting our partners in:



*"It's always good to know that there are people out there working to find support - at a time when many services contracted or ceased, it was great to see ELBA's resourcefulness and ambition in the face of a global tragedy."*

- Cameron Bray from Barking and Dagenham Giving

ELBA wants to thank our community partners for their amazing work in the community; by building bridges between different organisations we have been able to drive positive change and will continue doing so in 2021.

