

East London Business Alliance Annual Review 2020-21



<p>5,871 Volunteers gave:</p>	<p> 29,253 Hours</p>	<p> £1.38m Leveraged funds</p>	<p> £283,100 Toy Appeal donations</p>
<p>Supporting:</p>	<p> 31,203 Beneficiaries</p>	<p> 200 Community organisations</p>	<p> 181 Into jobs</p>

When ELBA reported last year, we had been through the first period of COVID lockdowns and were beginning to emerge in the summer of 2020. We have since been through the second and third waves of COVID cases and the second national lockdown. In this reporting period we have seen people struggling with real difficulties, but also see the best of people and organisations in their desire to help others. Jobs and incomes have been hit and we anticipate having to support a long tail of people who have been displaced from their employment. We particularly want to help and support young people who left education in the summer of 2020 and 2021; who have had disrupted learning and come into a very difficult labour market. While there are many vacancies at the current time, research is indicating that young people, particularly those from Black, Asian and minority ethnic backgrounds are enduring long periods of unemployment. Mental health has taken a hit and pre-existing digital inequality has been widened.

In response, our business partners and supporters have really stepped up to give their help. Over 5,800 business people came forward to lend their time, expertise and support - even though they were all working from home. They ingeniously helped older

people keep in social contact and have some fun and enjoyment with others; they mentored young people in school and university; they supported voluntary organisations as they wrestled with the impact of the pandemic; they came forward to serve as trustees; they donated surplus IT kit; and they raised funding for food banks and made a massive donation to the festive Toy Appeal. It has been amazing. In this report you will see the key metrics of what has been achieved.

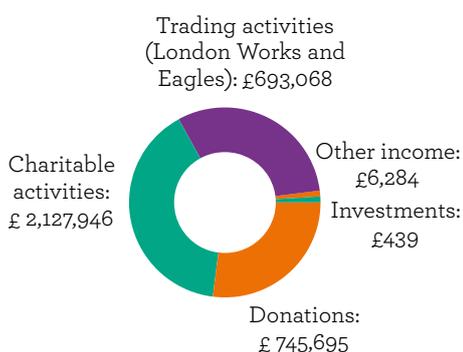
As we look forward we can also see that response to the climate emergency and challenging carbon net zero targets are becoming increasingly important to our business partners, local stakeholders and residents. We will be developing a range of practical interventions which will link hyper-local community activity to the wider sustainability goals of our partners.

Ian M.

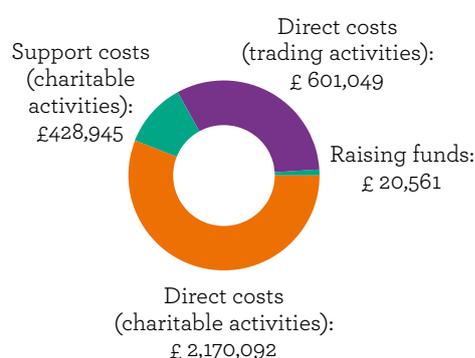
Ian Parkes,
ELBA Chief Executive

Key Financial Information

Income (total: £3,573,432):



Expenditure (£3,220,647):



For every charitable £1 we spend:



Community Partner Survey 2020

Impact on community partners



1,165 volunteering activities



3,027 volunteers engaged



12,500 hours given



81 trustees placed



£121,889.31 Gift in Kind



177 organisations supported

Impact on community partners' services and products

Our community partners state that as a result of working with ELBA, they have:

93% Improved their ability to provide new services/products

78% Reached/engaged more beneficiaries/clients

Impact on community partners' governance and management

Our community partners state that as a result of working with ELBA, they have been able to improve:

92% Operational processes or management systems (e.g. IT, HR systems)

89% Governance and management

88% Existing services/products

Impact on community partners' organisational and financial sustainability

Our community partners state that as a result of working with ELBA, they have been able to:

79% Maintain the number and quality of staff/volunteers

78% Improve their fundraising strategies

Impact on community partners' local area and community

Our community partners state that as a result of working with ELBA, they have been able to increase or improve:

87% Their profile

81% Pride/satisfaction in their area

Impact on community partners' Covid response

With our support 74% of community partners were better able to manage the impact of COVID-19. 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

Impact on community partners' beneficiaries

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

100% Social interaction they otherwise wouldn't have

100% New skills or an increase in personal effectiveness

100% Direct positive impact on their quality of life

100% Knowledge and awareness of careers and job opportunities

70% Hard skills such as interview or CV skills

69% Positive change in behaviour or attitude

ELBA Concludes

To get involved: call 020 7068 6960 or email: ian.parkes@elba-1.org.uk

The ELBA management team

Chris Watson
Chair of the Board
board@elba-1.org.uk



Ian Parkes
Chief Executive
ian.parkes@elba-1.org.uk



Julie Hutchinson
Deputy Chief Executive
julie.hutchinson@elba-1.org.uk



Louise Muller
Director of Partnership and Practice
louise.muller@elba-1.org.uk



Andrea Rannard-Lambert
Director of Account Management
and Communication
andrea.rannard@elba-1.org.uk



Samsul Alom
Group Finance Director
samsul.alom@elba-1.org.uk



Registered address and details

East London Business Alliance

Company registered in England & Wales no: 0413802
Registered charity no: 1122173
elba-1.org.uk
Twitter/Instagram: @OurELBA

London Works

Company registered in England & Wales no: 8525614
london-works.com
Twitter: @LWorks1
Instagram: @london_works

ELBA & London Works address:

City Reach
5 Greenwich View Place
London
E14 9NN

East London Business Place (ELBP)

One Canada Square, Canary Wharf, London, E14 5AB
elbp.co.uk
+44 (0)20 7418 2000
glen.addis@elbp.co.uk
Twitter: @elbp_info

The ELBA family



BIG ALLIANCE



With grateful thanks to all our corporate partners and supporters.