



# Compass Impact Report 2022



## Compass 2022

Compass\* is designed to help community organisations navigate a capacity building challenge through three months of high impact, intensive-volunteer support.

From April to June 2022, teams of employee volunteers from **Accenture, Linklaters and Societe Generale** worked alongside three East London-based community organisations. Through a collaboration of skills, knowledge and time, teams worked together to tackle key organisational challenges faced by the community organisation.

ELBA facilitated several workshops throughout the programme, including two initial **Deep Dive sessions**, enabling project teams to establish clear objectives and

a project plan from the outset, as well as a **MidPoint Review**, providing a chance to take stock and refocus for the remaining month. Beyond this, project teams were advised to meet fortnightly to ensure project plans were on track for delivery in June. While initial engagements took place online due to COVID restrictions, ELBA were pleased to be able to bring the cohort together for an in-person **Celebration Event** in June 2022.

\*Compass forms part of **Evolve**, a collaborative partnership between Linklaters, UBS, Societe Generale and the Societe Generale UK Foundation. Evolve aims to build the capacity of community organisations across Hackney, Tower Hamlets and Haringey, particularly in response to the effects of COVID-19.



12  
volunteers  
engaged



3  
businesses  
supporting



200+  
hours  
volunteered



3  
community  
organisations



4  
strategies  
developed

## Volunteer learning and development

When asked what they have gained from taking part in the Compass programme, volunteers reported:



- Increased knowledge of the challenges that third sector organisations and their service users experience
- Used or developed my existing work-related skills
- Did something rewarding and gave back to the community
- Met new people and broadened my network
- Represented my organisation in a positive way
- Did something different from my day job

They also reported improvement in skills in:



- Collaboration and relationship building
- Negotiation and influencing
- Problem solving
- Adapting to change



- Decision making
- Strategic thinking
- Prioritisation, managing project scope

**"I was able to use my skills like project management to support the charity. The chance to use my knowledge to support others is incredibly rewarding."**  
- Volunteer supporting Hackney CVS

**"I think it's a great way to meet people from completely different areas and also to see the real impact these organisations have on communities. It's a great team building exercise also."**  
- Volunteer supporting Hackney Wick FC

## Project summaries



### FOUNDATION FOR CHANGE:

Foundation for Change (FfC) is a London-based charity, best positioned to support individuals with histories of substance misuse to permanently exit the treatment system, have better futures and fulfil their potential.

#### THE PROJECT:

As the organisation grows, FfC sought a more organised way of managing staff and people's development. They collaborated with a team of volunteers from Linklaters and Societe Generale to develop HR systems relating to staff appraisals, performance management, grievances and staff motivation measures.

#### OUTPUTS:

- Developed a HR Managers Resource Handbook (including a probation process, appraisal form, performance improvement plan form & feedback techniques)
- Saved £2,000 in HR costs

#### OUTCOMES:

- Improved management processes
- Increased knowledge and confidence in addressing HR challenge

"The support involved specific HR expertise that doesn't exist in my organisation. The input from the team has supported us to develop confidence in the areas of HR we lacked confidence in. The end product of a HR handbook is a fantastic, tangible, useful reference for all staff at FfC."

The team were engaged, motivated, communicative, and devoted a generous amount of time to ensure all aims were met. They have a wealth of experience to share whilst being able to engage in dialogue about the differences in workplace/cultures and find relevant workarounds."

- Bob Bharij, CEO, Foundation for Change



### HACKNEY CVS:

Hackney CVS (HCVS) provides capacity building services, training, grants, representation, advocacy, information and engagement to Hackney's voluntary and community sector and those connected to the sector.

#### THE PROJECT:

HCVS worked with volunteers from Linklaters and Accenture to develop a visual comprehensive systems diagram of all HCVS IT systems, as well as a visual dataflow map across their programmes.

While work is still ongoing, clear deliverables have been achieved.

#### OUTPUTS:

- Created an IT strategy
- Created an IT systems diagram
- Developed a visual data flow map
- Developed marketing and communication materials

#### OUTCOMES:

- Improved management processes
- Increased business knowledge
- Increase in beneficiaries reached
- Increased confidence in addressing IT challenge

"The project is absolutely vital to the future work of Hackney CVS, however we did not have the IT expertise to do this ourselves. The involvement of the volunteers has enabled us to undertake this project which would not have been possible otherwise. Moreover, the variety of volunteers enabled us to consider different aspects of the project. While we are still in the middle of the project, I am anticipating that it will enable us to clearly understand the current IT situation and present options to the exec team. Ultimately, it was agreed as a key structural element to support HCVS demonstrate its impact."

- Vicky Scott, Head of Operations, Hackney CVS



### HACKNEY WICK FC

Hackney Wick FC have an ethos based on community engagement, uniting local diverse groups, battling peer pressure and tackling gang influences. They are part of the 'Grassroots for Good' network of grassroots community clubs.

#### THE PROJECT:

Hackney Wick FC sought to improve their current marketing plan in order to attract new members to the club and increase awareness of the organisation's aims, values, and activities. They worked with a team of volunteers from Linklaters and Societe Generale.

#### OUTPUTS:

- Developed marketing and communications strategy and materials
- Developed a fundraising strategy and materials
- Developed a social media strategy

#### OUTCOMES:

- Increased business knowledge
- Improve existing services
- Engaged more beneficiaries
- Increased profile, network with private sector
- Taken on more volunteers

"The team has helped us to try different ways of advertising our services and goods. Some of the strategies have taken place in the 'off-season', and will take a while for some of these outcomes to materialise however the support on offer has helped us move in a good direction."

Thank you for the chance to work with Societe Generale and Linklaters, it's been great to hear a different perspective on some of the issues we face in the third sector."

- Brian Akintokun, Community Development Director, Hackney Wick FC



**“Working in a large complex organisation with processes and procedures, you automatically think ‘I can do this for someone else’; however, when really understanding the charity, their culture and values, we worked towards a different angle supporting them in a meaningful way, with not just overloading procedures! We got to meet the team too and understand what they do so it gave a real life insight.”**

- Compass volunteer

**“The relationship between us and the corporate volunteers worked well: Their keenness to want to support. Their understanding and wanting to understand the difference in workplace cultures with a view to finding the places where they meet.”**

- Compass community participant



**Contact  
[orlaith.mcguinness@elba-1.org.uk](mailto:orlaith.mcguinness@elba-1.org.uk)  
for more information.**