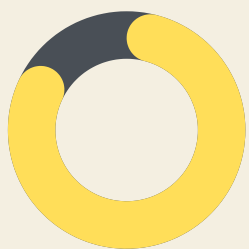


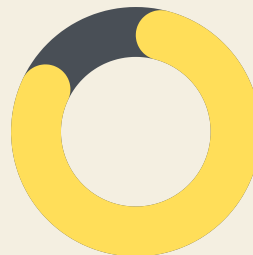
Macquarie Consultancy Sprint Challenge 2022 Evaluation Report

BACKGROUND

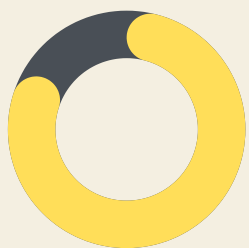
This summer, BIG Alliance was proud to partner with Macquarie to deliver the Macquarie Consultancy Sprint Challenge series. During four workshops, teams of Macquarie's Summer Interns were joined by Macquarie employees to provide fresh ideas which addressed strategic challenges posed by a selection of local community organisations. Teams of 5-6 interns and business volunteers worked together over one afternoon to come up with the best solutions to a real problem faced by Islington-based non-profits. This year, 4 community organisations and 56 volunteers took part in the programme. The challenges were all focused on raising funds and generating additional income which is a reflection of the current climate and the competition for funds in the charity sector.



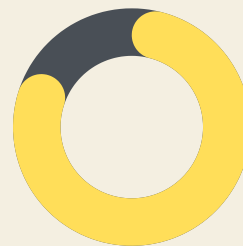
86% of volunteers agreed that they were able to draw on their skills to support the organisation they were working with



80% of volunteers felt that the impact of the volunteering justified time away from their desk



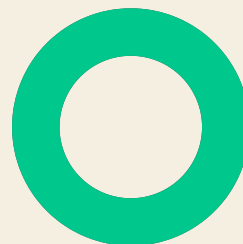
84% would recommend this workshop to other volunteers



84% learned something new during the sessions



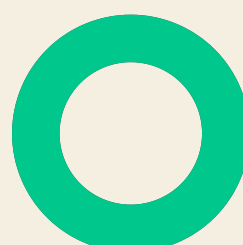
100% of community organisations said that the volunteers offered effective solutions to their challenges



100% of community organisations said they will be using the solutions presented in the sessions



100% of community organisations would recommend these sessions to other charities



100% of community organisations agreed that the sessions were a good use of their time



Head Held High

THE ORGANISATION

Head Held High is a social enterprise that leads highly interactive motivational workshops to help individuals feel empowered. The organisation works with young people at risk of exclusion, the elderly, unemployed and those with mental health issues to help them improve in the areas of self-development, behaviour change, mental health & wellbeing, and education & employability.

THE CHALLENGE

Tash Alexander, Founder and Director of Head Held High, wanted to know how they could raise additional funds to employ a Fundraising Manager who would then help to build the longer-term financial sustainability of the organisation.

THE SOLUTIONS

The solutions put forward included collaborations with universities and their students, corporates and high net worth individuals. They also explored individual donations and the offering of corporate workshops. To further help Tash, the teams identified the universities and corporates to contact, volunteers put together timelines for the solutions, and identified their pros, cons, risks associated and the relevant mitigants for them.

"This was a great opportunity to engage in some creative thinking" -
Macquarie Volunteer



"I was totally blown away by the standard of the presentations and the information given by the participants. We will definitely take the advice onboard and action it" - Tash Alexander,
Founder and Director of Head Held High



Choices CIC

THE ORGANISATION

Choices is a Community Interest Company dedicated to changing the lives of people in the local community. Taking a holistic approach to tackling social and economic issues that affect the wellbeing of their clients, they deliver support for people that statutory agencies may find it difficult to work with. This includes addressing housing, homelessness, benefits, employment and other social issues.

THE CHALLENGE

Sheri Lawal, Director of Choices CIC, asked the volunteers to help her create a crowdfunding campaign to raise the funds needed for new premises.

THE SOLUTIONS

As part of their solutions, the teams came up with ideas for fundraising events, catchy campaign names and created campaign timelines. In addition, volunteers identified the best fundraising platforms, the potential donors as well as ways for Choices CIC to connect with them.



"Volunteers worked extremely hard and provided a range of viable solutions" - Sheri Lawal, Director of Choices CIC





Hillside Clubhouse

THE ORGANISATION

Hillside Clubhouse is a mental health charity working with people in Islington and Camden. They support people to gain skills, grow in confidence and find employment. They work with anyone with a mental health condition, supporting people with moderate conditions such as depression and anxiety and those with more severe and enduring conditions such as schizophrenia and personality disorder.

THE CHALLENGE

Hillside Clubhouse asked the volunteers for ideas on how the organisation could grow their catering services to generate additional income and be less reliant on grants.

THE SOLUTIONS

The solutions put forward by the teams included expanding their client base (SMEs and large corporate organisations), partnering with local cafes and providing a mobile bakery service to corporates. As part of their ideas, volunteers created action plans and timelines, identified the benefits and potential drawbacks (including ways of overcoming them) of their solutions as well as pinpointed success measurement criteria.

"It was a great experience and helped me learn about charities vs corporates. Thank you for this opportunity!" - Macquarie Volunteer

"Thank you for organising this. We will definitely use the solutions suggested by all different teams" - Catherine Pymar, CEO of Hillside Clubhouse





Cubitt Artists

THE ORGANISATION

Cubitt Artists is an artist-led co-operative built on a belief in the value of art and artists in society. In addition to providing 32 affordable studios to artists, they also run arts programmes for young people and the elderly alike.

THE CHALLENGE

Cubitt Artists asked volunteers for ideas on how they can diversify their income in order to be more self sufficient and less reliant on grants.

THE SOLUTIONS

The teams put together three very different solutions. One focused on running a fundraising event to display emerging artists' work, another suggested working with schools and their pupils to raise funds for Cubitt, and the final team proposed offering workshops to corporates. As part of their presentations, volunteers included potential sponsors and schools to collaborate with, as well as financial breakdowns, and created roadmaps for achieving success.

"Really inspiring session! Participants were so generous and inventive. Everyone presented strong solutions and original ideas." - Sally Moussawi, Finance Manager at Cubitt Artists



"The volunteers came up with an original set of ideas to diversify our income. We're so energised and inspired and will be using the session to springboard new resource generation initiatives at Cubitt!!" - Saffi Jones, Operations and Development Manager at Cubitt Artists

