

MEETING 19/06/2014

Ref: 12179

ASSESSMENT CATEGORY - Strengthening London's Voluntary Sector

GlobalGiving UK

Adv: Tim Wilson

Base: Lambeth

Amount requested: £79,357

Benefit: London-wide

Amount recommended: £79,450

Purpose of grant request: Funding the salary of a Volunteer Coordinator Manager to expand our volunteer platform GlobalGivingTime in the London area among companies, individuals and charities.

Background

Launched in 2006 to replicate a model that originated in the United States, GlobalGiving UK (GG) provides a platform to connect money and skills to good causes. Focused primarily on smaller charities, GG helps organisations to access funding, volunteers and training through a series of specially developed websites.

The fundraising platform (which is not the subject of this application) allows donors to direct their giving according to their preferences for particular causes and areas of benefit. GG identify and vet suitable charitable organisations which can help deliver the impact which the donor wishes to create.

Based on the success of this match-making model, GG developed a new website to connect skilled volunteers with charities looking for support on specific tasks. Since it was launched three years ago, GlobalGivingTime has matched almost 300 charities with over 500 volunteers. To date, most volunteer input has come from Dentsu Aegis Network, a media and communications organisation, but GG has succeeded also in attracting a wider network of skilled professionals to the platform. GlobalGivingTime is entirely free for participant charities and the platform includes a feedback mechanism that allows beneficiaries to report on the quality of the service they have received.

Funding History

None.

Current Application

GG seeks your support towards the development of GlobalGivingTime for Londoners, a platform directed at charities working to support London's communities. GG will recruit a new part-time staff member to serve as the London-focused Volunteer Coordinator. The post-holder will build the base of London-focused charities on the GlobalGivingTime platform, as well as increasing the number of companies providing skilled volunteers.

The aim is to attract over 100 new London-focused charities and approximately 8 new corporate partners who, collectively, can add at least 1,200 skilled volunteers to the resources available via the platform.

Alongside the expansion of GlobalGivingTime, GG will deliver training events to help participant charities get more from the platform by better task description.

Financial Observations

Audited accounts for the year ended 31st March 2013 show a surplus of £49,994 (6.3% of turnover), comprising a surplus of £90,000 on unrestricted funds offset by a deficit of £40,006 on restricted funds.

The reserves policy states that the organisation aims to hold in free unrestricted reserves sufficient funds to cover at least 3 months' worth of the charity's total expenditure, which equates to a target holding of £249,127 based on planned expenditure for 2014-15. At 31st March 2013, the organisation held £140,440 in free unrestricted reserves which equates to 1.7 months' worth of 2014-15 expenditure.

The latest management accounts for the year ended 31st March 2014 show total income of £922,478 and a surplus of £166,687 (18% of turnover), comprising surpluses of £144,242 on restricted and £22,445 on unrestricted funds.

The budget for the current year to 31st March 2015 shows a surplus of £73,924 (6.9% of turnover), comprising a surplus of £92,272 on restricted funds partially offset by a deficit of £18,348 on unrestricted funds. Total income is expected to be £1,070,430, of which £800,060 (74.7%) is to be raised through donations (2013/14: £674,000). The remaining £270,370 (25.3%) of forecast income is expected to be raised through grant applications, of which £175,305 (16.4%) had been confirmed as at 13th May 2014.

At 31st March 2015 free unrestricted reserves are predicted to be £144,537, which is equivalent to 1.7 months' worth of 2014-15 expenditure.

Officer's Appraisal

Within a short period of time GlobalGivingTime has grown to an impressive size, and provides a valuable resource for smaller charities. GlobalGiving UK now wishes to expand its network of corporate partners who are able to provide staff with an interest in volunteering, and who can help assist charities with a range of tasks that may otherwise be outside their budgets. The platform is a good way of making connections between those who wish to help and those in need of support, and therefore serves as a valuable brokerage service.

Recommendation

£79,450 over three years (£27,500; £25,850; £26,100) towards a part-time (0.56 FTE) Volunteer Coordinator Manager, plus running costs, in order to expand the GlobalGivingTime platform for London-focused charities.