

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>GlobalGiving UK</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Lambeth</b>	
Contact person: <b>Mrs Irahyma Paredes</b>	Position: <b>Fundraising Officer</b>
Website: <b>http://www.globalgiving.co.uk</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1122823</b>
When was your organisation established? <b>18/02/2008</b>	
<p><b>Aims of your organisation:</b></p> <p>Our Aims:</p> <ol style="list-style-type: none"> <li><b>1. Access to Funding:</b> To provide a transparent, democratic and cost-effective fundraising platform for great smaller charities.</li> <li><b>2. Access to Volunteers:</b> To promote, engage and support skilled volunteers to connect with great projects, making positive social change happen through the giving of both time and money.</li> <li><b>3. Access to Peer Learning and Training:</b> To build a strong network for peer learning, training and support for the organisations working with us; constantly striving for the highest levels of charity effectiveness.</li> <li><b>4. Impact:</b> To invest in, engage with and share our learning and experience on what makes projects truly great and worth giving to. The stories and voices of children, families and communities served by projects are critical in this.</li> </ol> <p>We are passionate about working with small local organisations, improving their organisational efficiency thus allowing them to make a bigger impact on the ground. We use technology to achieve these aims.</p>	
<p><b>Main activities of your organisation:</b></p> <p>We have 3 main activities: Fundraising, training and skilled volunteering.</p> <ol style="list-style-type: none"> <li><b>1) We have a fundraising website globalgiving.co.uk for individuals, foundations and companies to give directly to local charity projects worldwide. In the period 2012-2013 we raised £443,000 for 371 charities in 87 countries, reaching 40,000+ beneficiaries.</b></li> <li><b>2) We provide free trainings to charities, to build internal capacity, improve organisational effectiveness and maximise social impact. In the year 2013 we provided 151 charities with tailored training and support online and offline using an action learning approach tailored for small organisations.</b></li> </ol>	

We also have an online peer learning network for our partners, further building learning and capacity.

3) One of the key benefits our partner charities get is our online volunteering platform, GlobalGivingTIME, which enables the giving of time by skilled individuals to multiple smaller charities. The platform matches skills to charity needs and enables micro-tasks to be completed. Skilled corporate volunteers used GlobalGivingTIME to complete 1,397 tasks through our platform last year.

### Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>2</b>	<b>4</b>	<b>8</b>	<b>21</b>

### Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
<b>Rented</b>	<b>15 months</b>

## Grant Request

### Details of grant request

Under which of City Bridge Trust's programmes are you applying? <b>Strengthening London's Voluntary Sector</b>
Which of the programme outcome(s) does your application aim to achieve? <b>More organisations with the skills to improve their volunteer management</b>
Please describe the purpose of your funding request in one sentence. <b>Funding the salary of a Volunteer Coordinator Manager to expand our volunteer platform GlobalGivingTime in the London area among companies, individuals and charities.</b>
When will the funding be required? <b>01/06/2014</b>
How much funding are you requesting? Year 1: <b>£27,490</b> Year 2: <b>£25,802</b> Year 3: <b>£26,065</b> <b>Total: £79,357</b>
Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to fund it? <b>We believe that the service provided by GlobalgivingTime will become sustainable after this three year period by charging corporates a fee. This is why having someone dedicated to scaling the project and managing it properly is so important.</b>
If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached? <b>n/a</b>

## Summary of grant request

GlobalGiving UK is passionate about helping small charities with access to skills, knowledge and expertise through skilled volunteers; helping them to further improve their work at low cost. Many of our small London based partners told us how expensive it can be to hire a consultant or an external company to do a logo, or a new webpage for example and that therefore they feel their organisation is lacking skills to do certain tasks but that they simply do not have the money to address. We also saw through our work with corporates that there are many professionals who want to volunteer to share their knowledge and skills with grassroots charities to help them improve the way they function (GlobalGivingTime Report 2013).

So we created GlobalGivingTIME, a digital platform that offers busy professionals an opportunity to make positive change by providing online advice and guidance to grassroots charities. The challenges posted by charities often require only a small amount of time from skilled volunteers which means that even those constrained by it can donate their invaluable knowledge and skills.

Currently our project has proven to be successful with two London based corporates and 551 of their employees are giving time currently (Jan 2014 data) but we would like to hire a Volunteer Coordinator Manager (0.56 FTE) to coordinate this service, improve the charity's and volunteer's experience, maximise outcomes and focus on building our volunteer network in London, seeking to increase the number of companies, charities and individuals participating - aiming to make it self sustaining in the long term. We believe that by using a digital platform as a medium to volunteer many more companies and individuals can volunteer and achieve great impact for small charities.

For London based charities this project would mean that they can gain invaluable, continuous access to much needed specialist knowledge and skills. At the same time they would save valuable time and critical resources that they can redirect to serving their communities. Finally, due to the digital nature of our programme charities can access GlobalGivingTIME for free, around the clock, wherever they are.

Currently, we find ourselves being approached by different companies who see our online volunteering platform as an opportunity for themselves but due to a lack of staff we believe we would not be able to manage the program effectively. We also find we critically need more staff time to train our partner charities in using GlobalGivingTIME more efficiently and posting detailed tasks (which lead to better volunteer inputs). With a part-time Volunteer Coordinator, more London based charities could be recruited and trained in using the platform and a broader range of companies and professional individuals could be recruited to enhance and diversify the skills on the platform. This investment, over a three year period, should result in a robust, self sustaining solution for companies and small charities in London.

From an in-depth evaluation in 2013 we are confident of the value GlobalGivingTIME has. This grant would enable us to make GlobalGivingTIME outstanding. For example, volunteers reported feeling more aware of wider social issues in their community, more personally active in their company's CSR goals and that it improved their professional development. Companies reported that GlobalGivingTIME offers a cost-effective solution to enhancing their CSR strategies. An employee, AM London said: "it's a great platform specially because it allows busy people like me to still be effective in their social environment". Charities using GlobalGivingTIME can now share tasks they do not feel confident in doing and therefore dedicate more of their time to their core missions. Charities reported savings of £16,000+ (2012).

## Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**To recruit at least 100 new charity partners (London based) over three years to join GlobalGivingTIME. The post holder will provide practical quarterly training sessions and regular follow up support to ensure optimal usage of the platform for each charity.**

**To recruit at least eight companies over three years to join the platform, adding at least 1200 skilled volunteers. Particular focus on finance, IT, Communications/ Marketing, Strategy and data analysis. Plan and deliver quarterly trainings on GlobalGivingTIME, monthly communications updates and annual impact reporting. An annual event to share learning.**

**To both maintain and build new technical features for GlobalGivingTIME, ensuring that the platform remains dynamic and digitally up-to-date. This includes setting up new company teams and charity profiles and improving the current volunteer reward elements (gamification) to encourage greater volunteer participation and enhanced enjoyment.**

**To plan and implement quarterly thematic volunteer competitions over three years to engage both skilled volunteers and charities in using GlobalGivingTIME for maximum impact. We intend to save participating London based charities on aggregate at least £3500 in services provided per competition. Data analysis and reporting shared quarterly.**

**The Volunteer Coordinator will also coordinate our London office volunteer programme. This will involve recruiting, training and supporting at least 100 London based volunteers over three years. We aim to improve key employability skills, ensuring at least 30% improvement in identified skills development during a placement with us.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**300+ smaller charities (at least 100 London based) will be able to access volunteers with relevant skills to help them address identified challenges/micro-tasks in their organisations. This will enable them to develop better solutions to identified issues, resulting in improved services in the relevant area.**

**1200+ skilled professionals across companies in London will get involved in skills-based volunteering and help charities in London. at least 20% of volunteers will improve their awareness of social issues, 20%+ will report improved skills development and 20%+ report increased sense of well being.**

**At least eight London based companies will benefit from improved Corporate Social Responsibility programmes, with improved strategic focus and effectiveness, resulting in a more dynamic company volunteering sector in London, better utilising digital solutions to maximise volunteer hours used annually.**

**300+ smaller charities will benefit from net cash savings of at least £40,000 over the three year period through using the platform for identified challenges, enabling more funding to be channelled to direct service delivery, benefiting their communities.**

**100+ Londoners will be given the opportunity to undertake skilled roles in the GlobalGiving UK office in relevant areas. We will provide relevant training and support to ensure they are able to improve their employability skills by at least 30% during their placement with us.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**10,600**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**London-wide (100%)**

What age group(s) will benefit?

**16-24**

**25-44**

**45-64**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**1-10%**

## Funding required for the project

### What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Volunteer Coordinator (0.56 FTE)	15,120	15,271	15,424	45,815
Recruitment Costs	1,200	0	0	1,200
Volunteer Coordinator Manager Training & Development	1,000	1,010	1,020	3,030
Electronic Equipment & Platform Technology	3,750	3,030	3,060	9,840
Communications, Transport & Meetings	1,020	1,030	1,041	3,091
Client Training & Events - companies & charities	490	495	500	1,485
Monitoring & Evaluation	240	242	245	727
Management CEO (0.05FTE) + Programme Coordinator (0.25 FTE)	17,950	18,130	18,311	54,391
Indirect Office Costs (5%) + Volunteer expenses	7,200	7,272	7,344	21,816

<b>TOTAL:</b>	<b>47,970</b>	<b>46,480</b>	<b>46,945</b>	<b>141,395</b>
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### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Detsu Aegis Network	20,480	20,679	20,879	62,038
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>20,480</b>	<b>20,678</b>	<b>20,879</b>	<b>62,038</b>
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### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Volunteer Coordinator (0.56 FTE)	15,120	15,271	15,424	45,815
Recruitment Costs	1,200	0	0	1,200
Volunteer Coordinator Manager Training & Development	1,000	1,010	1,020	1,030
Electronic Equipment	750	0	0	750
Communications, Transport & Meetings	840	849	858	2,547

Client Training & Events - companies & charities	490	495	500	1,485
Monitoring & Evaluation	240	242	245	727
Management CEO (0.05FTE)	3,350	3,384	3,417	10,151
Indirect Office Costs (5%) & Volunteer expenses (50%)	4,500	4,551	4,601	13,652

<b>TOTAL:</b>	<b>27,490</b>	<b>25,802</b>	<b>26,065</b>	<b>79,357</b>
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## Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: <b>March</b>	Year: <b>2013</b>
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Income received from:	£
Voluntary income	753,870
Activities for generating funds	0
Investment income	100
Income from charitable activities	40,909
Other sources	0
<b>Total Income:</b>	<b>794,879</b>

Expenditure:	£
Charitable activities	684,713
Governance costs	4,280
Cost of generating funds	55,892
Other	0
<b>Total Expenditure:</b>	<b>744,885</b>
<b>Net (deficit)/surplus:</b>	<b>49,994</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>49,994</b>

Asset position at year end	£
Fixed assets	4,926
Investments	0
Net current assets	362,160
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>367,086</b>

Reserves at year end	£
Endowment funds	0
Restricted funds	226,646
Unrestricted funds	140,440
<b>*Total Reserves (B):</b>	<b>367,086</b>

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources?  
21-30%

### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

We restructured our team in August 2013 after an in-depth evaluation of our programmes (01/2013 - 06/2013). This resulted in the creation of 2 part-time roles with different skill sets, replacing a full time role and an improved strategic plan. This change has strengthened our work. We are now able to provide better value for money and increased. 2013 was our most successful year to-date.

### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2010 £	2011 £	2012 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	14,000
Health Authorities	0	0	0
Central Government departments	0	40,625	177,032
Other statutory bodies	0	0	0

### Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2010 £	2011 £	2012 £
DFID	0	0	177,032
Aegis Media	0	24,000	40,909
GlobalGiving Foundation	0	0	59,303
Nominet Trust	80,000	80,000	0
Esmee Fairbairn	26,100	26,100	0

### Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Irahyma Paredes Franco**

Role within                      **Fundraising Officer**  
Organisation: