

Annual Report and Review 2008/2009

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Through our work, the lives of communities and individuals across the UK are improved, causes are strengthened and change is achieved. Every day we help hundreds of organisations respond positively to the challenges they face.

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Reach delivers its services nationally in Scotland, Wales and Northern Ireland and regionally throughout England. Please see our website, www.reachskills.org.uk for full details.

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Company number 1452482



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www.reachskills.org.uk

The Reach vision

A society where every voluntary and community organisation can access the skills and support they need to be successful.

The Reach mission

To be the leading service delivery organisation providing fulfilling opportunities for skilled volunteers to enable voluntary and community organisations in the UK to improve their effectiveness.

Delivering value

For thirty years Reach has been boosting the resources of voluntary organisations throughout the UK. In response to their request for support, we help them find volunteers with the skills and experience that they need. From a trustee to a specialist who can help them review their strategy, Reach aims to find the right skilled volunteer.

Reach offers voluntary organisations access to a wide range of skilled volunteers in areas such as finance, IT, training, marketing, HR, strategic reviews, project management and business planning.

At the same time Reach provides the opportunity for our skilled volunteers to use their expertise for the benefit of voluntary causes. We find them challenging and rewarding assignments to suit their skills, motivations and passions.

Whether our volunteers are interested in one-off projects, longer-term placements or joining the board of a voluntary organisation, we will work with them to find a role that perfectly suits their individual requirements.

Around 900 organisations secured new help through Reach in 2008 and over 5,000 currently benefit from a skilled Reach volunteer actively contributing to their work. In the year over 1,000 volunteers committed their time and experience to work with one of our organisations. As we start 2009 we already have a pool of over 2,000 skilled people enthusiastic about making a volunteering commitment, a fantastic potential resource for the voluntary sector.

“ Reach’s support in helping Shaka to develop its fundraising strategy has been invaluable to our organisation. Many thanks. ”

Shaka Services (support group for those from the African, Asian and Caribbean communities living with or affected by HIV/AIDS)

Preparing for the future



Sarah King, Chief Executive, talking with Katie Pinnock, Director of UK Corporate Contributions at GlaxoSmithKline.

Over the last 12 months Reach has stood back, taken stock, made some decisions and started implementing changes. We have had to ask some difficult questions and we've had no choice but to find answers to them. It has been an exciting time as well as a challenging one. The result is that we start 2009 with a renewed sense of our purpose, who we are here for and why.

Reach's vision is that all voluntary and community organisations can access the skills they need to be successful. We are the skilled volunteering charity and while Reach won't always provide those skills directly, we will aim to assist all organisations that approach us to find the right source of help.

We are a national organisation that is professional, modern, value-adding, delivers high quality, is personal, cost effective and enabling.

So what will be different about the Reach of the future?

Internally there will be three main changes to Reach:

- we will focus relentlessly on our unique contribution to the voluntary sector, harnessing the passion and experience of our own skilled volunteers
- we will transform our systems, processes and customer service approach to enable us to support more organisations and volunteers
- we will establish a more secure income model for Reach so that services are continuous and of the highest quality.

Externally, the voluntary organisations and volunteers we work with will see and experience these changes through:

- a refreshed Reach brand – this is more than bringing our visual identity up to date, it is about how we work with voluntary organisations and volunteers, our customer service approach and our quality of service
- a transformed website – it will be easier to find out about Reach, to register as a volunteer, explore the opportunities available or find a skilled individual to help. There will be resources to assist volunteers and organisations in working effectively together and the means to find out more about the impact that can be achieved through Reach's support
- improved services – this will make it easier for organisations and volunteers to get the right service for them at the right time. It will also seek to make our services available to a wider audience where currently we may have restrictions on funding, qualifying criteria or our ability to support all parts of the UK consistently.

In 2009 Reach celebrates 30 years of supporting voluntary organisations and skilled volunteers. Personally, I am looking forward to that celebration and the opportunity to reflect on some amazing stories of how skilled volunteers have helped voluntary organisations to succeed. I am also looking forward to being able to continue this amazing work in a way that recognises the skills and challenges of the world as it is today. We will take the best from the past, mix it with the new things that are needed for the future and focus tirelessly on ensuring that we help voluntary organisations access the skills they need to be successful.

Sarah King
Chief Executive

“ We will focus relentlessly on our unique contribution to the voluntary sector, harnessing the passion and experience of our own skilled volunteers. ”

Adding value

Sometimes organisations want more intensive help than our placement service offers. In 2008 we ran a number of programmes in response to the more specific support organisations needed.

Our 'Changemaker' programme provides specialist support to voluntary and community groups working with those who are disadvantaged or excluded. These organisations are facing major challenges including survival, effectiveness, expansion or merger. Reach, working through a group of highly skilled volunteers, undertakes a review with the organisation and agrees an action plan to enable them to respond constructively to these challenges. This three-year programme to support organisations working to overcome social exclusion and disadvantage has been highly successful. As a result, in 2009 we are seeking to incorporate this work into Reach's prime service so that it is available to many more organisations.

👂👂 **Through your excellent diagnostic and support programme SENAC were able to access those volunteers with the required skills and experience identified, who could complement the needs of the organisation.** 🗨️🗨️

Special Education Needs Advice Centre (SENAC), Belfast

In 2008 Reach successfully completed delivery of its programme to support Black and Minority Ethnic (BME), refugee and migrant, faith and rural groups throughout England, helping them to build capacity and sustainability. Exceeding our targets, we supported over 200 organisations and we also assisted 100 groups with their individual governance requirements through our 'Better Boards' project. Some elements of these programmes proved so valuable that they have been added to Reach's prime services for 2009.

Through our 'London Communities' programme launched in January 2008 and funded by City Bridge Trust, Reach provides intensive support to small, community and BME groups throughout London to help them improve their effectiveness. In its first year 175 vital placements were made and over 80% of the organisations which took part rated the Reach service as 'very good' or 'great'.



The Woman's Trust, which provides counselling and support to women who are affected by domestic violence, asked for a trustee with governance expertise.

Reach found the perfect volunteer in **Lesley Duff** who had worked for ten years with the Charity Commission. Catherine Skinner, Director of the Woman's Trust said "Lesley was tremendously helpful in setting up a limited company and providing sound advice on trusteeship and governance."



The Quiet Cup Café is a project of the Grampian Racial Equality Council (GREC), committed to combating racism in the North East of Scotland.

At the café people seeking to improve their English and to integrate with the local community can volunteer with serving or preparing food to learn skills that will improve their employability.

Reach volunteer **Rocio Moreno** (second left) is researching and developing policies in food handling and hygiene, stock purchasing and delivery for the community café.



LASA supports voluntary organisations in providing top quality welfare rights and ICT advice but needed help in marketing these services. Although a qualified lawyer, Reach volunteer **Zoe Cumberland** was looking to shift careers to go into marketing within the charity sector.

LASA's request provided her the perfect opportunity and while initially contributing as a volunteer, Zoe was subsequently employed as Marketing and Business Development Manager. "We were really impressed by the standard and quality of your volunteers on both this and other occasions," reported **Andy Gregg**, LASA Chief Executive.

Working in partnership

Reach is grateful to three particular corporate partners. **Deutsche Bank** kindly support our 'Employability' programme, working with the refugee and migrant community to help individuals with professional and technical skills to gain relevant UK work experience as a stepping stone to paid employment. Following the successful completion of a pilot programme in 2008, Reach is delighted that this work will continue through a three-year partnership.

GlaxoSmithKline continued their long association with Reach and as part of their support, funded our national spring and autumn volunteer recruitment campaigns with over 300 skilled volunteers recruited and around 250 placements achieved.

During the year Reach delivered tailored employee volunteering schemes for a number of large corporate partners. A specific programme for supporting the volunteering needs of retired and former employees of **Barclays** was successfully delivered.

Full details of all our programmes are available on our website.

“ Our experience with Reach has been extremely positive and of great practical help. ”

South Lakeland Carers



Anju Narayanan a Reach volunteer who benefited from the Deutsche Bank 'Employability' programme and is now on secondment with the BBC.

Facts and figures

- Every day over 6,000 Reach placed volunteers make a vital contribution to around 5,000 voluntary organisations and charities across the UK, helping them develop their cause and secure their future.
- Over 1.8 million skilled volunteer hours are given annually and £100 million of high level expertise delivered directly to the voluntary sector by Reach volunteers.
- Around 900 organisations directly benefited from the Reach service in the year, through almost 1,200 placements.
- Over 60% of the organisations Reach supports come back again to use our services.
- It is estimated that over 45,000 end users benefited from our placements in 2008.
- Reach itself is a volunteer-involving organisation, with over 60 volunteers enabling us to support skilled volunteers and voluntary sector organisations nationwide.



Volunteer Paul Webster, with an extensive background in IT, has volunteered with a number of voluntary organisations, including the Dystonia Society, which promotes the welfare of people who are affected by this neurological movement disorder. Paul manages the Society's current website and is helping the group change its system.

“ We feel that Reach's input was invaluable in getting us to this stage and giving us focus. ”

The Home Farm Trust Abingdon



“ Reach were very efficient and responded immediately to our request. You exceeded all our expectations in finding such suitable volunteers with exactly the right experience. ”

All Hallows Tower

Skills 4U Northeast provides experience in the building trade to young people, giving them construction qualifications and a ‘foot in the door’ of the industry. Skills 4U were looking for guidance in developing their business especially with secondary schools.

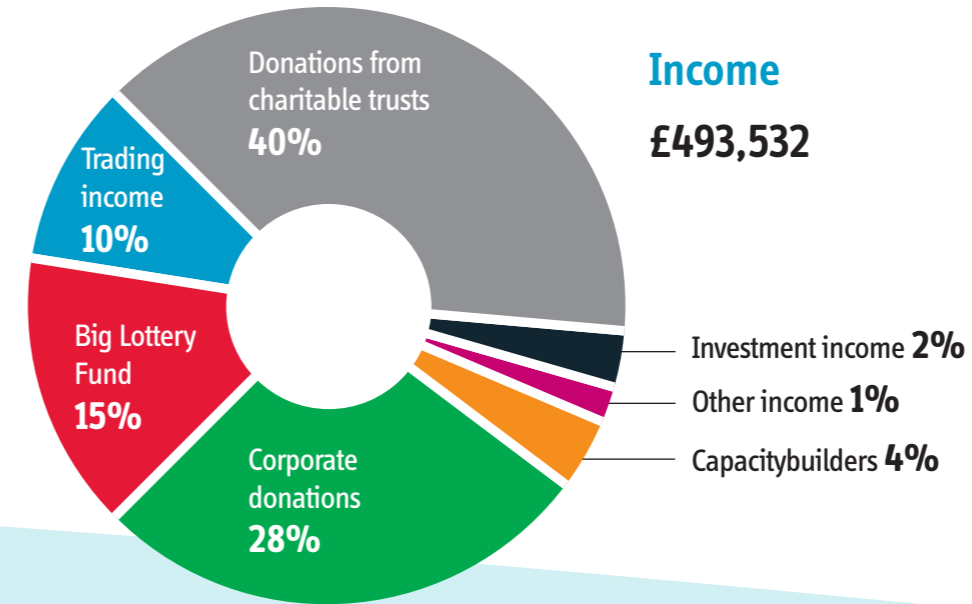
Reach volunteer **Susan Staines** had an extensive background in education and training. “Susan presented us with a strategic plan that helped us move forward,” reported Mark Knott, Skills 4U founder.



Bristol Refugee Rights offers British culture and language classes, advice, advocacy and social activities. **Dr. Jitendra Shah**, Reach volunteer and trustee, worked on governance issues for the group which recently gained charitable status and has helped with fundraising for both its practical and campaigning work.

Damaris Le Grand, Co-Chair of Bristol Refugee Rights, wrote “We would like to thank you (Reach) for the very efficient way in which you found him for us.”

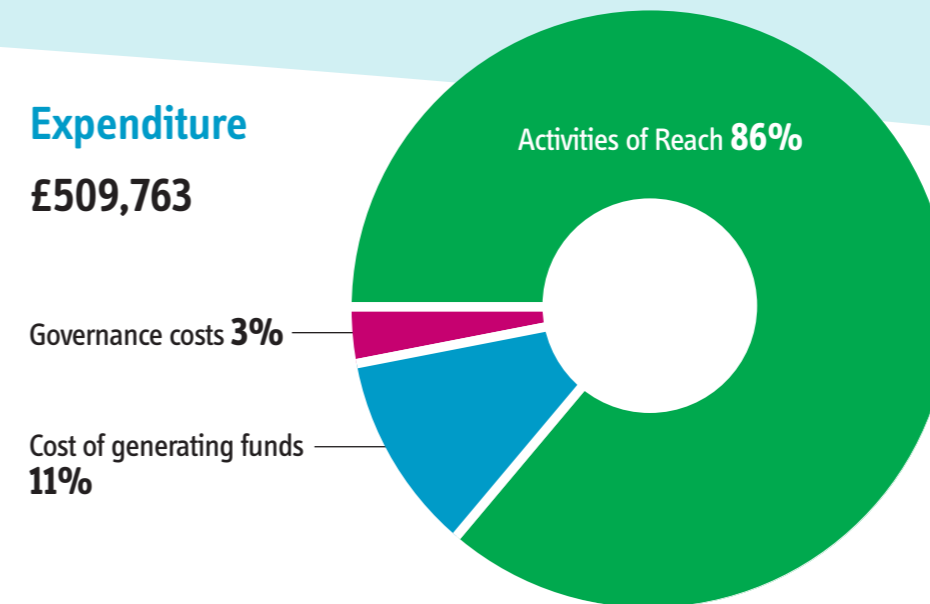
Income & Expenditure



Income
£493,532

INCOME £	
Donations from Charitable trusts	196,842
Corporate donations	139,550
Big Lottery Fund	73,347
Capacitybuilders	19,376
Trading income	48,644
Investment income	9,441
Other income	6,332
TOTAL	493,532

Expenditure
£509,763



EXPENDITURE £	
Cost of generating funds	53,891
Activities of Reach	439,881
Governance costs	15,991
TOTAL	509,763

If you would like a full copy of Reach’s Audited Accounts for the year ended 31st December 2008 please contact us or download a copy from our website.

These figures are extracted from accounts independently audited by Chantrey Vellacott DFK LLP.

Working across the UK



Beacon Counselling is committed to helping anyone with emotional problems such as bereavement, family relationships, abuse and stress. Last year, the Stockport charity received the Queen's Award for Voluntary Service 2008.

James Harper, Beacon Manager, pictured with Changemaker volunteer Alan Smith (right), said "Reach has been fantastic, the Changemaker Project has revolutionised our approach to grants and other applications."



Bound by a common love of sailing, able-bodied and visually or otherwise disabled sailors learn together and sail together at the Tideway Sailability club at the Surrey Docks Water Centre in south London.

Reach volunteer Kevin Abbott combined his love of sailing with an offer to help with the funding and administrative tasks.

Aberdeen

Aberdeen & District Disabled Multisports Coaching Group is a charity set up to give young people with disabilities the opportunity to take part and compete in friendship games with other young people with disabilities from countries abroad.

Reach found volunteer Abimbola Lawal with a background in accounting to help maintain their financial management. "She has been very helpful to the organisation," says Alastair Williamson, Chair of the charity. "She has taken the burden off me keeping the accounts."



Stockport

London

Chair's Report

Once again I am delighted to see the real difference that Reach, acting in its very specialist catalytic role, makes across the many facets of the voluntary sector. Despite the challenges that the current economic climate presents, the consolidation and growth that I mentioned last year is continuing in line with our ambitious strategic vision. The task of keeping the operation on 'track', whilst re-organising the business to fit our future vision, has been most efficiently carried out by our new ceo Sarah King who joined us last January. The Council of Management has been most impressed by the progress made by our strong management team which, through its delivery on some stretching targets, has provided an even better service to the organisations that we supported. This year 900 charities and voluntary organisations were provided with expert help by Reach volunteers and we intend to increase not only the number, but also improve further on the value of our support to these organisations.

None of this would be possible without the nationwide pool of volunteers that we attract to fulfil a diverse range of tasks. Britain certainly has 'got talent' and as befits an organisation that recruits and places skilled volunteers, Reach greatly enhances its small staff team with more than 60 volunteers both at our office in London and in all parts of the UK.

I would like to pay tribute to their commitment and to the energy and time that they give to the organisation. I would also like to pay tribute to my fellow trustees, volunteers themselves, who have worked so hard, not only in ensuring the good governance of the charity, but also in debating, constructing and finally establishing the long term strategic direction which sets out a most exciting future for Reach.

After a 15 year association with this amazing charity I am retiring in May 2009, but am especially pleased to announce that Peter Sheppard has agreed to become the new Chair. After a distinguished career in the Army, Peter was Chief Executive of SSAFA for 8 years and brings a huge amount of skill and experience to the role. I have so enjoyed my time as a Reach trustee and, unsurprisingly, have mixed emotions at standing down at this very exciting time. However, it is good to know that Reach has such a strong team of volunteers, management and trustees to successfully deliver the ambitious programme which will enable many more charities and community organisations to address the issues facing our modern day society.

Ian Anderson Chair

The Reach Council

President: **The Lord Janner of Braunstone QC**

Vice Presidents: **Sir Nicholas Goodison**

The Baroness Howe of Idlicote CBE

Chair of Council: **Ian Anderson OBE** *retired in May 09*

Formerly Community Investment Director, Whitbread PLC

Members of Council: **Elizabeth (Liz) Burns CMG OBE** Former Chief Executive of Volunteer Development Scotland (retired) and immediate Past President of the International Association for Volunteer Effort (IAVE):

IAVE representative on the UN DPI NGO Executive Committee

Lady (Kitty) Chisholm Former Director of Development, Brunel University
Executive Coach – Praxeis Coaching and Consulting

Dr Steven Howlett Senior Lecturer, Roehampton University, Programme Convener, Non Profit Management

Liz Maher VAT Director, Centurion VAT Consultants

Jim McDonald LVO, MBE, JP, DL

Michael Newbiggin Honorary Treasurer, Chartered Accountant *retired in May 09*

Jeffrey Ng Information and Operations Director, Beachcroft LLP

Judith M Rich OBE *retired in May 09*

Chair of Charity Appointments, Chair of the Diabetes Foundation (retired in June 08)

Peter Sheppard CB CBE *appointed Chairman May 09*

Frank Moxon CF FSI FIMMM FEI *appointed May 09*

Bob Fee ACMA *appointed Treasurer May 09*

Thank you

Reach is grateful to the following funders who made invaluable contributions to our work in 2008.

Contributions £50,000 and over

Big Lottery Fund
GlaxoSmithKline

Contributions £10,000 up to £50,000

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City Bridge Trust
Deutsche Bank
Dulverton Trust
Freemasons' Grand Charity
John Ellerman Foundation
Jack Petchey Foundation
Mercers' Company
Northern Rock Foundation
Rayne Foundation
Sobell Foundation

Contributions £5,000 up to £10,000

Four Acre Trust
Haberdashers' Company
Leathersellers' Company Charitable Fund
Peacock Charitable Trust
N M Rothschild & Sons

Contributions £1,000 up to £5,000

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