



CoRe

PROGRAMME IMPACT REPORT 2025



INTRODUCTION/

ABOUT THE CoRe PROGRAMME

THE CoRe PROGRAMME

Delivered by the BIG Alliance, the CoRe (Community Resourcing) programme is a long-standing social impact partnership between Macquarie Group, Slaughter and May, and Expedia Group.

For 17 years, CoRe has strengthened grassroots charities in Islington by embedding skilled corporate volunteers where capacity gaps are greatest, turning expertise into long-term community resilience.

Over six months, cross-sector teams translate corporate expertise into practical tools, systems and strategies that charities continue to use long after the programme ends.

In 2025, the programme supported eight local organisations working across a range of issues from inclusive sports and mental health advocacy to bereavement services and LGBTQ+ support programmes. In collaboration with community partners, volunteers worked to create practical, strategic solutions to build resilience and drive lasting social value across the borough.



CoRe 2025 IN NUMBERS¹

8

CHARITIES

34

VOLUNTEERS

2,159

VOLUNTEER HOURS

28

TOTAL STRATEGIES
CREATED OR
DEVELOPED

20

TOTAL PRODUCTS
CREATED OR
DEVELOPED¹

1. Products include: marketing materials, services, websites, platforms, and internal systems.

FACILITATING SOCIAL IMPACT

01

DIAGNOSTIC

BIG Alliance analyses needs, readiness, capacity and expectations. Why? Critical to scoping the projects to be programme ready.

02

VOLUNTEERS AND COMMUNITY ORGANISATIONS ARE MATCHED

Why? Ensures the right skills are linked with the right needs.

03

COMMUNITY PARTNER TEAM SITE VISIT

Why? Connects the volunteers and the organisation before the programme launch. Provides deeper context and understanding of the community organisation and their ways of working.

04

FACILITATED LAUNCH AND DEEP DIVE EVENT

Why? Creates achievable objectives, timelines and deliverables.

05

TWO-MONTH CHECKPOINT

Reviews the progress and helps to plan forward. Why? Connects organisations and volunteers, shares learning and troubleshooting.

06

FOUR-MONTH CHECKPOINT

Reviews the progress and helps to plan forward. Why? Connects organisations and volunteers, shares learning and troubleshooting.

07

PROGRAMME END AND CELEBRATION

Provides closure, reflection and encouragement to community organisations and volunteers for future capacity building. Why? A chance to feed back and celebrate partnership and collaboration.

08

PROGRAMME EVALUATION

Informs the continued development of the programme and its impact on the voluntary sector and business volunteers.

CoRe/

DEMONSTRATING SOCIAL IMPACT

BUILDING RESOURCES

CoRe 2025 MADE A TANGIBLE IMPACT ON THE HUMAN RESOURCING OF PARTICIPATING ORGANISATIONS.

50%

of organisations reported either hiring new staff/ volunteers or being in the process of doing so. These included both formal hires and volunteer recruitment, demonstrating clear organisational growth.

IMPROVING PRODUCTS

COMMUNITY ORGANISATIONS REPORTED MEANINGFUL ENHANCEMENTS ACROSS MULTIPLE ORGANISATIONAL OUTPUTS.

75%

improved or created marketing and communications materials.

50%

improved their IT systems.

50%

improved or created their social media platforms.

25%

enhanced or developed their policies and procedures.

FINANCIAL RESILIENCE

50%

of organisations reported direct improvements in their financial resilience. The programme helped organisations at early or foundational stages to build the tools necessary for future financial stability.

DEVELOPING SKILLS

THE PROGRAMME WAS INSTRUMENTAL IN CREATING OPPORTUNITIES FOR INTERNAL LEARNING AND TRAINING.

75%

of organisations stated that they had definitely or potentially developed or improved skills development opportunities as a result of their participation.

PARTNERING FOR GROWTH

CoRe 2025 ENCOURAGED COLLABORATION WITH CORPORATIONS, GOVERNMENT BODIES, AND LOCAL NETWORKS.

75%

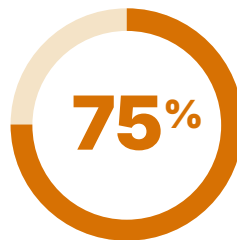
formed or deepened partnerships, primarily focused on corporate collaborations.



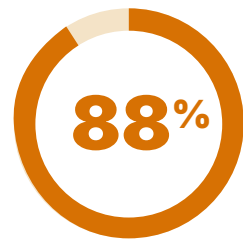


IMPACT/

IMPACT ON COMMUNITY PARTNERS



reported an improved ability to deliver services effectively



reported improved stakeholder engagement



improved their long-term service continuity



stated the programme supported innovation within their organisation

IMPACT/

COMMUNITY PARTNER PERSPECTIVE

“

We would like to commend the volunteers who worked with us during the programme for the quality of their skills, knowledge and attitude.

They brought thoughtful insight, practical expertise and a genuine commitment to understanding our organisation and the communities we serve.

Their work has clarified strategic choices, strengthened our organisational readiness to engage new supporters, and created momentum for investment in communications and fundraising capacity.

This provides a stronger foundation for sustaining our services over the longer term.”

NIKKI PETERSON

CEO, SLOW GROUP



IMPACT/

IMPACT ON VOLUNTEERS

WELLBEING AND BEHAVIOURAL CHANGES

100%

reported development in their collaboration and relationship building abilities.

90%

of volunteers experienced overall positive wellbeing changes.

85%

reported increased empathy towards community challenges.

SKILLS DEVELOPMENT

As a result of their involvement, volunteers reported developing skills in:

100%

ADAPTING TO CHANGE.

100%

**PRIORITISATION AND MANAGING
PROJECT SCOPE.**

95%

STRATEGIC THINKING.

95%

PROBLEM SOLVING.

2025 Celebration



NON-PROFIT SECTOR INSIGHT

100%

improved their knowledge of the charity sector.

100%

improved their knowledge of social issues in Islington.

55%

reported the experience shaped their approach to Diversity, Equity, and Inclusion in the workplace.



VOLUNTEER PERSPECTIVE

“

It was really refreshing to work with such honest, willing people at One In Four. Coming from a corporate background where we often take our resources for granted, seeing what can be done with so little was truly eye-opening. For me, the programme wasn't just about giving back, it helped me grow professionally. It taught me to step back and simplify my approach to work. I'll be carrying these lessons with me into future projects and am planning to sign up for CoRe again!”

SLAUGHTER AND MAY VOLUNTEER

“

We have so many skills that can help people [...] It was great learning more about the charity, their struggles, and how my experience was able to help them out”

EXPEDIA GROUP VOLUNTEER

“

My personal highlight of the CoRe programme was working directly with SLOW and seeing how deeply their work supports bereaved families. Meeting the team and hearing their stories [...] made the impact feel very real. I found it incredibly motivating to know that our recommendations could genuinely help a small charity doing vital but often overlooked work”

MACQUARIE VOLUNTEER

PROJECT SUMMARIES/

CoRe 2025 PROJECT SUMMARIES

ANACONDA SWIM



PROJECT FOCUS	Anaconda Swimming Club is a parent-run charity and Islington's only Premier Division competitive swim team. Its mission is to help every swimmer reach their potential, regardless of background. The CoRe volunteer team supported the club in addressing a lack of self-sufficiency by developing a detailed business plan and operational structure for the club's learn to swim programmes, including school and toddler swimming. Volunteers also provided guidance on change management and assisted in reviewing joint usage agreements for pool access to ensure long-term sustainability.
KEY OUTPUTS	• Proposition Summary Pack • UK Charity Audit Guidance • Communication Framework • Operational Checklist
KEY OUTCOMES	The project provided a roadmap for operational efficiency, ensuring the swim school can continue to provide their charitable activities in the long-term. The organisation reported that the programme specifically improved their ability to deliver services effectively and supported innovation.

GOAFRICA



PROJECT FOCUS	GoAfrica brings together African and Caribbean creative communities to celebrate heritage through arts, crafts, and wellness workshops. As the organisation expands, CoRe volunteers focused on strengthening the organisation's operational and governance structure, supporting with financial analysis of their programmes and developing their website.
KEY OUTPUTS	• Created product plans • Optimised the Governance structure • Policy reviews • Software review and recommendations
KEY OUTCOMES	The product plans streamlined the implementation of Go Africa's products and training was provided to the GoAfrica staff team to allow the implementation of structured plans moving forward. New marketing materials were also developed to better showcase GoAfrica's offering on their website and a new staff handbook was produced to ensure organisational sustainability post-programme.

HELP ON YOUR DOORSTEP (HOYD)



PROJECT FOCUS	HOYD supports vulnerable and isolated people in Islington through early intervention and social prescribing. Following a strategy review, the CoRe team helped HOYD move from strategic intent to implementation by developing a business case for fundraising investment and refining donor journeys.
KEY OUTPUTS	• Business Case Document • Pilot Campaign • Fundraising CRM • Fundraising resources • Reopening of Digital/Social media channels
KEY OUTCOMES	As a result of the programme, HOYD now have improved tools to manage supporter relationships, a stronger communications foundation, evidence to support future investment in fundraising capacity, and a clearer pathway for building a broader base of support for their work. The project has strengthened their ability to sustain and grow the support they provide to residents facing complex challenges.

ONE IN FOUR



PROJECT FOCUS	One in Four provides specialist, trauma-informed support for survivors of sexual violence. The CoRe team worked to strengthen the charity's capacity by enhancing digital communications, developing corporate fundraising toolkits, and creating a client-outcome tracking framework.
KEY OUTPUTS	• Sourcing and implementation of a new CRM system • Devised recommendations on corporate fundraising materials • Training programme roadmap for staff and counsellors • Strategy day with trustees, staff and counsellors
KEY OUTCOMES	The new CRM will be instrumental in streamlining One In Four's operations and data management processes, enabling them to more efficiently provide their services. The strategy day with the trustees has enabled the organisation to roadmap a strategy for the organisation's medium to long term future.



PROJECT SUMMARIES/

CoRe 2025 PROJECT SUMMARIES

RAINBOW COMMUNITIES



PROJECT FOCUS	Rainbow Communities is a new “by-and-for” LGBT+ charity empowering vulnerable individuals, including those living with dementia. As a start-up, they worked with CoRe volunteers to build an operational structure, focusing on marketing processes and data management systems.
KEY OUTPUTS	• Beacon CRM adoption and staff usage handbook • Corporate partnership pitch deck • Marketing materials (digital and physical) • Target operating model and strategy review
KEY OUTCOMES	The project supported the charity in better communicating their offering and developing new marketing materials that better reflected their services, mission and ethos. The new CRM will support the charity's operations and will ensure they have better insights and understanding of their beneficiary base so they can better target support.

SLOW GROUP (SLOW)



PROJECT FOCUS	SLOW provides peer-to-peer support for bereaved families following the death of a child. They worked with CoRe volunteers to strengthen operational capacity and maximise their use of data to show impact and support income generation.
KEY OUTPUTS	• Corporate partnership pitch deck and offering • Storytelling guide and testimonial review • Data audit and storage framework
KEY OUTCOMES	The work provided the strategic clarity needed to build capacity and explore new income sources. SLOW highlighted that the programme helped them reach new audiences and improved their long-term strategic planning.

SOHO SWIM



PROJECT FOCUS	Soho Swim is a not-for-profit swim school operating a “Pay What You Can” model to eliminate financial inequality in access to swimming. The CoRe team addressed the organisation's need for sound accounting and financial processes.
KEY OUTPUTS	• Automated accounting and financial forecasting system • Comprehensive suite of governance and compliance policies
KEY OUTCOMES	The project reduced the organisation's risk and will support future hiring processes, enabling them to continue expanding their services. The financial planning and forecasting system will greatly free up staff capacity and automate processes, increasing internal human resource and defining the organisation's financial capacity to support those in need.







“

Six months on from launch, we are delighted to report that the venture has started generating a small profit, a strong achievement for a new business. We attribute much of our early success to the dedication, support, and guidance of the amazing volunteers who were part of CoRe. Overall, we are extremely satisfied with our experience of the programme and the lasting impact it has had on our organisation.”

GUY LAWRENCE

CEO, AWESOME CIC – CORE 2024 PARTICIPANT



To find out more about the CoRe Programme please contact:

THE BIG ALLIANCE

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