

IMPACT REPORT 2011–2016
Our first five years



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BeyondMe

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“Philanthropists are often looking for innovative ways to make their giving go further. BeyondMe’s model of multiplying resources, through elements like match-funding and donating skilled-volunteer hours, is a strong package to generate greater social value for charities on its portfolio. Its model is an attractive one for philanthropists.”

Sir Thomas Hughes-Hallett,
Chair, Marshall Institute for Philanthropy
and Social Entrepreneurship,
London School of Economics

“BeyondMe is a clever way of tapping the talent, energy, drive and passion of professionals. If businesses don’t capture, motivate and inspire their frontline, they will fail to stay relevant.”

Dame Julia Cleverdon, DCVO, CBE,
Vice President of Business in the Community

INTRODUCTION

After five years we're only at the beginning

We all agree that making a contribution to tackle society's most stubborn problems is imperative. In 2011, two determined individuals, Michael Harris and Adam Pike, who knew there was a better way they could contribute, launched the giving and volunteering platform that has become BeyondMe today.

BeyondMe enables charities to benefit from a reliable flow of talent, resources, and, most importantly, commitment, from its growing community of professionals – or BeyondMe members – eager to give their best. We motivate and mobilise these professionals to form BeyondMe teams and commit their time, skills and money over a period of time to contribute to the organisations in the BeyondMe portfolio.

In five years, 1,500 young professionals have formed 143 BeyondMe teams serving over 80 charities and social enterprises. This translates to over £300,000 and more than 13,000 skilled-volunteer hours valued at £262,417 donated to myriad causes supporting beneficiaries as near as Newham and as far as Nepal.

It is clear BeyondMe is reshaping how people can connect with each other in order to make a greater difference to important causes. The more we succeed, the greater the chances of charities getting the much-needed resources to better serve their beneficiaries and make the best contribution to changing the world.

This is our inaugural impact report, which reviews BeyondMe's efforts since our start, illustrates how we deliver on our mission, and informs how we generate social value and create more meaningful change. It is vital we continually strive to learn how we can make a more efficient and effective impact.

Ultimately, we believe the relationships we help to form across sectors of society will forge the more trusting bonds that will help us do business better and do more good together in the future.

And after five years, we're only at the beginning of what we know is possible.

Kawika Solidum
Chief Executive
BeyondMe



OUR FIRST FIVE YEARS

Key milestones in our history



Adam Pike

Adam Pike,
Co-chair and Co-founder, BeyondMe

“When we launched BeyondMe over five years ago, we didn’t realise that we had hit upon a zeitgeist: professionals, particularly millennials, were increasingly demanding opportunities to have a social impact while at work, and charities were in need of skills and funding to support their growth. Our first BeyondMe team in 2011 brought together friends and colleagues willing to give their time, skills and money to charity.”

Michael Harris,
Co-chair and Co-founder, BeyondMe

“Today, we are a movement of 1,500 generous professionals representing nearly 150 BeyondMe teams. We are humbled and inspired by this growth. To us, it truly embodies the phrase ‘beyond me’. We chose this name to encourage others to ask themselves: ‘How can I go beyond what I do today to improve the world beyond me?’ We are eager to work with more leading employers, launch more BeyondMe teams, and ultimately deliver even greater social value to charities and social enterprises.”



Michael Harris

2011

- Michael Harris (at PwC) and Adam Pike (then at Deloitte) develop a model combining giving and volunteering, and name it 'Young Philanthropy'
- Young Philanthropy launches its first team supporting Centrepoint

2012

- Secured funding from Pears Foundation

2013

- Funding commitment from Nesta and City Bridge Trust
- Won the JP Morgan Beacon Award for City Philanthropy
- Total of 13 teams

2014

- Secured three corporate founding partners: Deloitte, EY, PwC
- Unveiled new brand: BeyondMe
- Hosted first BeyondMe Bootcamp¹ launching cohort² two
- Launched charity portfolio with 60+ charities
- BeyondMe Co-founders selected in Financial News' Extra Mile top 40 list as Londoners making a big contribution to good causes
- Total of 72 teams

2015

- Kawika Solidum joins as new Chief Executive
- Cohort three launched with BeyondMe Bootcamp (March)
- Five-year (2016–2020) strategy agreed
- Cohort four launched with BeyondMe Bootcamp (October)
- Exceed 1,000 members in the BeyondMe movement
- Total of 111 teams

2016

- BeyondMe Co-founders presented the Points of Light award from the UK Prime Minister for their contribution to community
- Three new Trustees join the BeyondMe Board
- Cohort five launched with BeyondMe Bootcamp (April)
- BeyondMe Chief Executive gives TEDx talk on generosity
- Cohort six launched with BeyondMe Bootcamp (July)
- Advisory Panel of business and charity professionals created
- Cohort seven launched with BeyondMe Bootcamp (October)
- Total of 143 teams (as at 30 September 2016)³

KEY OUTPUTS AS AT 30TH SEPTEMBER 2016

1,557

Number of professionals in the
BeyondMe movement

143

Number of BeyondMe
teams created

84

Number of charities and social
enterprises on BeyondMe portfolio

£301,828

Amount donated to charity
through BeyondMe teams

13,279

Skilled volunteer hours (inc. pledged)
donated by BeyondMe teams

£262,417

Value of skilled hours volunteered
and pledged by BeyondMe teams⁴

¹ BeyondMe Bootcamp brings professionals together to hear from social sector experts, meet peers in their cohort, and provide the resources to start a BeyondMe team.

² 'Cohort' at BeyondMe means the point in time at which members attend the BeyondMe Bootcamp and start or join BeyondMe teams.

³ This is the cumulative figure of the total number of BeyondMe teams

⁴ 'Replacement-cost' methodology used to assign economic value to hours volunteered, estimating cost to the charity to pay someone to do this type of work.

OUR CHARITY PORTFOLIO

Adding capacity

Charities and their missions are at the heart of the BeyondMe movement. In the UK there is an overwhelming demand from charities, particularly organisations with less than £1.5 million turnover, for skilled volunteers that add capacity and skills in the areas of strategy, analytics and growth planning¹. BeyondMe is here to do this by providing reliable access to the talent, energy and resources of professionals eager to give.

In two years, and from the ground up, we have built a portfolio of outstanding charities and social enterprises. To date, we have 84 organisations on BeyondMe's charity portfolio, representing a multitude of social causes from education, employability, environment, health to poverty, and serving the needs of local and international beneficiaries.

From surveying our charity portfolio², we know they value skilled-volunteering engagements that build their capacity and develop long-term relationships. That is why our approach enables professionals to give their skills to charity projects and commit to an organisation for a long period of time.

The model is working: 81%² of our charity portfolio reported that their BeyondMe team added capacity to their organisation. And BeyondMe teams all over the UK are making a positive contribution: 93%² of our charity portfolio stated that some or all of their project's objectives were completed by their BeyondMe team.

Today 80%² of our charity portfolio that have completed a partnership with a BeyondMe team would likely recommend BeyondMe to businesses and other charities. With this encouraging support, BeyondMe will continue to focus on generating greater value for the social sector, in particular, for our portfolio charities.



"We really value the energy, enthusiasm and resources of BeyondMe teams. As well as supporting IntoUniversity to complete key tasks, we've developed lasting relationships with some exceptional young professionals."

Dr. Hugh Rayment-Pickard,
Chief Development Officer &
Co-founder, IntoUniversity

"The four BeyondMe teams we've worked with have used their business experience to help our charities improve. They've helped us plan for the future, deepen our understanding through big data, coach our teams and get the most out of our small budgets. I'd strongly recommend any charity with a specific strategic objective to apply to be part of BeyondMe."

Alex Smith, CEO,
North London Cares &
South London Cares



CASE STUDY

Partnership between Trees for Cities and a BeyondMe team

“Through BeyondMe, we were matched with a team of young professionals from a major professional services firm. Here’s an insight into the great work they’ve done with us in a partnership that has now been renewed for a second year.”

David Elliott, CEO, Trees for Cities

ACTIVITY

The BeyondMe team analysed the business model for our Edible Playgrounds programme, helping us identify the most deprived cities to target, how best to scale-up our regional delivery, and how to capture the impact of our work.

OUTPUT

The BeyondMe team produced recommendations for how we expand Edible Playgrounds to new regions and an Impact Pathway Framework to communicate more effectively with our funders.

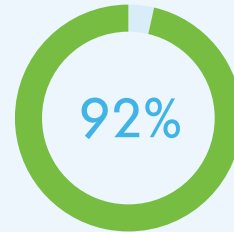
OUTCOME

Edible Playgrounds can now be found in London, Manchester, Liverpool, Sheffield and Reading, bringing the curriculum to life through hands-on outdoor learning alongside increasing knowledge of where food comes from to over 7,000 children a year.

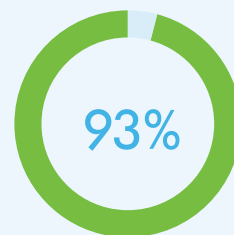
“The Edible Playground has transformed our school playground. Pupils and parents have worked together to sow seeds, nurture and harvest the first crop of the project. Many of our pupils are unable to have such experiences at home or in other environments; it truly is a space where perceptions and lives are transformed.”

**Dom Prendergast,
Deputy Head, Palmer Academy in Reading**

DATA FROM SURVEYING BEYONDME'S CHARITY PORTFOLIO



92%² of BeyondMe's charity portfolio stated they were trying or going to try to continue working with their BeyondMe team for a second year.



93%² of BeyondMe's charity portfolio said the standard the project objectives were completed by their BeyondMe team was good or excellent.

RELATIONSHIPS WITH SUPPORTERS

NETWORKS

SKILLS AND FUNDING

Top benefits² gained by our charity portfolio from engaging a BeyondMe team

¹ The Foundation for Social Improvement's UK Small Charity Sector Skills Survey, 2014–2015

² The data in this section is based on a survey of charities that have completed a partnership with a BeyondMe team. 43% of BeyondMe's charity portfolio that completed a partnership responded to the survey.

OUR BUSINESS PROFESSIONALS

Generous leadership

More and more professionals are seeking a sense of social purpose in their careers and lives. Millennials say that creating a team-oriented culture at work is important to their workplace happiness¹. They also rank 'personal values' as having the highest influence on decision-making at work². BeyondMe's approach unlocks this drive among professionals, particularly millennials, to team-up, have an impact, and develop relationships.

We enable ambitious professionals to come together in BeyondMe teams and work on some of the toughest problems in society. By collaborating on a charity project, team members also develop their professional and leadership skills, and broaden their networks.

BeyondMe's programme for professionals is run in cohorts. Each begins at BeyondMe Bootcamp – an insightful and inspiring training day to understand the social sector – before committing to support a project in our charity portfolio. This kick-starts a one-year partnership with a charity and over the course of the year, we host thought-provoking events providing other opportunities to network, learn and lead.

Over the last five years we have launched six cohorts. To date, cohorts one³, two and three have completed their yearlong charity partnerships and surveying them, we know that the BeyondMe model is working. By engaging in BeyondMe, professionals are immediately giving more money and more time to the social sector.

Empowering professionals to decide which charity and cause to support, enabling their short-listed charities to pitch to them, and encouraging professionals to give and volunteer as a team has produced significant behavioural shifts towards giving among BeyondMe members. These core elements of BeyondMe's approach caused professionals⁴ in our movement to increase their giving to the social sector.

84%⁵ of cohort two developed a long-term commitment to giving and volunteering, while 78%⁵ of cohort three now consider the effectiveness of charities they support. These shifts are exciting for BeyondMe as we aim to support the sustainability of the social sector and develop the next generation of generous leaders.

"Managing a BeyondMe team provided me a valuable opportunity to take on a large level of responsibility and leadership at an early stage in my career. I'd highly encourage my peers to join BeyondMe as a way to make a difference, develop skills and build networks."

**Nora El Muttardi, Consultant, Deloitte
Partnership with United World Schools**



"BeyondMe enabled me to support a charity whose cause I strongly identify with. It has inspired me to give more than money, but use the skills I'm developing at my firm to produce work that is valued by the charity and better equips it to fulfil its mission."

**Igors Maslovs, Senior Associate,
PwC Partnership with Trees for Cities**

¹ Engaging and empowering Millennials Report, PwC, 2014

² Winning over the next generation of leaders, Deloitte, 2016

³ This data is an average from surveys of professionals in cohorts two and three who completed a partnership with a charity on the BeyondMe portfolio.

⁴ Cohort one includes all teams formed under Young Philanthropy, the original name of BeyondMe

⁵ The data in this section is based on a survey of professionals who most recently completed a partnership with a charity on the BeyondMe portfolio. The results are split by cohorts: 11% of cohort two (November 2014–December 2015) and 19% of cohort three (March 2015–May 2016) responded to the survey.

⁶ This figure is an average of two questions: one question asking about leadership skills and another question on professional skills development.

CASE STUDY

A leader in the BeyondMe movement

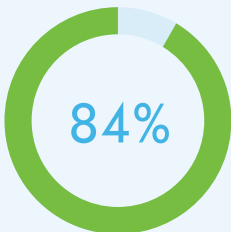
Elizabeth Oxborrow, Consultant, EY

Elizabeth’s first experience with BeyondMe was in a team working with Child of Hope Uganda. She felt she benefited immensely from the experience and after one year on a BeyondMe team, Elizabeth wanted to enable more of her peers to experience BeyondMe. She was selected in a 12-month volunteer role to champion BeyondMe within EY. She has led a team of volunteers and, working with BeyondMe management, devised and executed a strategy to grow the BeyondMe movement within the firm. With her team of volunteers, Elizabeth organised speaker events to recruit colleagues to BeyondMe, hosted networking breakfasts with other firms to enable peers to connect, facilitated mentoring between current and new BeyondMe members to share learnings, and produced engaging content to inspire colleagues to social action. Under Elizabeth’s leadership, BeyondMe has trebled the number of BeyondMe teams at EY and the firm’s community now comprises over 175 professionals.

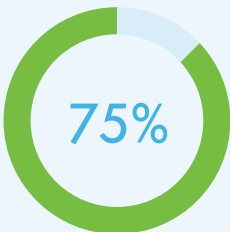
DATA FROM SURVEYING BEYONDME'S COHORTS

BeyondMe cohorts that have completed a year-long charity partnership

	ONE 2011 – 2014 ⁶	TWO 2014 – 2015	THREE 2015 – 2016
Professionals who increased the amount of money they give due to participation in BeyondMe	84%	95%	100%
Professionals who increased the amount of time they volunteer each year due to BeyondMe	73%	78%	89%
Professionals who developed professional or leadership skills due to BeyondMe	66%	81% ⁶	78% ⁶



84%⁵ of professionals said they learned more about the charity sector through BeyondMe.



75%⁵ of professionals gave more due to being part of the decision-making process about which cause their BeyondMe team will support.

OUR GOVERNANCE AND PARTNERS

FINANCIALS

BeyondMe started 2015 with £175,688 carried over from the year before. In 2015 it received a total income of £184,636 and had a total expenditure of £201,452, with a planned deficit of £16,816. (Rounded figures based on a 2015 charity accounts for the year ending 31 December 2015.)

BREAKDOWN OF 2015

Grants	£11,540
Donations	£20,000
Subsidiary income	£152,803
Bank interest	£293
Total income	£184,636
Programme and operational activities	£160,870
Marketing and communications activities	£37,620
Governance	£2,962
Total expenditure	£201,452

OUR FULL BEYONDME CHARITY PORTFOLIO

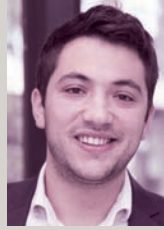
999 Club	Evolve Housing	Maternity Worldwide	South London Cares
Action Tutoring	Family Action	City Mental Health Alliance	Spark Inside
Addaction	Fight for Peace (UK)	Minority Rights Group	St John's Hospice
African Prisons Project	For Jimmy	Mosaic Network	StreetInvest
Afrikids	Foundation for Change	MyBnk	Talent-Ed
artsdepot	FRANK Water Projects	North London Cares	Teacher Development Trust
Beyond Food	Fulham Good Neighbours	NYAS	Team Rubicon UK
BeyondMe	Future First Global	One Planet Ventures	Teenage and Young Adults Cancer
Book Clubs in Schools	Future Frontiers	Orchestras For All	Teens and Toddlers
British Science Association	Greenhouse Sports	ReachOut	The Diana Award
Care for Children	Grief Encounter	Refugee Support Network	The Girls' Network
Career Ready	Groundwork	Renewable World	The Giving Machine
City Gateway	Hope for Children	Reprive	The Huddleston Centre
CityYear UK	International Justice Mission	Restless Development	The Hunger Project UK
Clarify efp	IntoUniversity	Resurgo Trust	The Young Foundation
Coach Bright	Just for Kids Law	Right to Succeed	Trees for Cities
Code Club	Keyfund Federation	Rise	Tusk
Community Health Global Network	Kidstime Foundation	Sanitation First	United World Schools
East African Playgrounds	Bloodwise	School of Hard Knocks	Vital Regeneration
ECPAT UK	London Sustainability Exchange	ShareAction	World Child Cancer
Enabling Enterprise	London Youth	Single Homeless Project	Xavier Project

TRUSTEES



Aman Bahel
Treasurer

Director,
Deutsche Bank



Michael Harris
Co-chair

Manager, PwC



Dr. Heather Morgan
Trustee

Director of People
& Planning, Great
Ormond Street Hospital
Children's Charity



Adam Pike
Co-chair

CEO, SuperCarers



Dr. Shefaly Yogendra PH.D
Trustee

Risk & strategy consultant

GRANT-MAKING TRUSTS

BeyondMe is grateful to our grant funders for supporting the growth of the organisation from our beginning:

City Bridge Trust

Nesta

Pears Foundation

CORPORATE PARTNERS

BeyondMe is currently supported by the following corporate partners:

FOUNDING CORPORATE PARTNERS

Deloitte LLP

EY LLP

PwC LLP

CORPORATE PARTNERS

Ben & Jerry's UK

CBRE Limited

KPMG LLP

New Quadrant Partners Limited

Winton Group Limited

ADVISORY PANEL

The volunteer Advisory Panel works with BeyondMe's executive team to counsel on programme improvements and be a source of expertise and innovation.



Sheryl Fofaria

Vice President & Senior
Philanthropy Advisor,
J.P. Morgan Private Bank



**Michele Fugiel
Gartner**

Philanthropy Advisor
and Author



Katie Kandhola

Associate, PwC



Isabel Sanchez

Chief of Staff,
Mencap and Trustee
at Evolve Housing



Suraj Vadgama

Founder,
Beehive Giving

BeyondMe is incredibly grateful to all the volunteers, advisors, funders, businesses, friends and family who have provided their support, time, expertise and resources from the start of our journey.

We're a growing movement, so if you're a business or charity professional who wants to make a meaningful impact on the world, join the BeyondMe movement today.



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