“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,
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.”
### Key Outputs as at 30th September 2016

<table>
<thead>
<tr>
<th><strong>1,557</strong></th>
<th>Number of professionals in the BeyondMe movement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>143</strong></td>
<td>Number of BeyondMe teams created</td>
</tr>
<tr>
<td><strong>£301,828</strong></td>
<td>Amount donated to charity through BeyondMe teams</td>
</tr>
<tr>
<td><strong>13,279</strong></td>
<td>Skilled volunteer hours (inc. pledged) donated by BeyondMe teams</td>
</tr>
<tr>
<td><strong>£262,417</strong></td>
<td>Value of skilled hours volunteered and pledged by BeyondMe teams</td>
</tr>
</tbody>
</table>

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### 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

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### 2012
- Secured funding from Pears Foundation

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### 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 Bootcamp\(^1\) launching cohort\(^2\) 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)\(^3\)

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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 planning. 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 portfolio, 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% 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% of our charity portfolio stated that some or all of their project’s objectives were completed by their BeyondMe team.

Today 80% 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% 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% of BeyondMe’s charity portfolio said the standard the project objectives were completed by their BeyondMe team was good or excellent.

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

RELATIONSHIPS WITH SUPPORTERS

NETWORKS

SKILLS AND FUNDING

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 happiness. They also rank ‘personal values’ as having the highest influence on decision-making at work. 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 one, 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 professionals in our movement to increase their giving to the social sector.

84% of cohort two developed a long-term commitment to giving and volunteering, while 78% 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

<table>
<thead>
<tr>
<th>Professionals who increased the amount of money they give due to participation in BeyondMe</th>
<th>ONE 2011 – 2014</th>
<th>TWO 2014 – 2015</th>
<th>THREE 2015 – 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>95%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professionals who increased the amount of time they volunteer each year due to BeyondMe</th>
<th>ONE 2011 – 2014</th>
<th>TWO 2014 – 2015</th>
<th>THREE 2015 – 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>78%</td>
<td>89%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>81%</td>
<td>78%</td>
<td></td>
</tr>
</tbody>
</table>

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

75% 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**

<table>
<thead>
<tr>
<th>Grants</th>
<th>£11,540</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td>£20,000</td>
</tr>
<tr>
<td>Subsidiary income</td>
<td>£152,803</td>
</tr>
<tr>
<td>Bank interest</td>
<td>£293</td>
</tr>
<tr>
<td><strong>Total income</strong></td>
<td>£184,636</td>
</tr>
<tr>
<td>Programme and operational activities</td>
<td>£160,870</td>
</tr>
<tr>
<td>Marketing and communications activities</td>
<td>£37,620</td>
</tr>
<tr>
<td>Governance</td>
<td>£2,962</td>
</tr>
<tr>
<td><strong>Total expenditure</strong></td>
<td>£201,452</td>
</tr>
</tbody>
</table>

**OUR FULL BEYONDME CHARITY PORTFOLIO**

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

FOUNDSING 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.