

Ethics Guide

About Reach: our vision and mission

Reach Volunteering is the leading skills-based volunteering charity and the UK's single biggest source of trustees for the voluntary sector. Our vision is to create a world where people come together to create a thriving, fair and sustainable society. Our mission is to inspire, support and connect civil society organisations and volunteers to work together, sharing skills and expertise to create a better society.

How we do it

We connect people to make change. Through our online platform, people volunteer to share their professional skills with good causes while charities and non-for-profits find volunteers and trustees with expertise to help them thrive.

We also:

- Offer bespoke recruitment for trustees through TrusteeWorks, our executive search service
- Promote good practice so that volunteers and good causes can make the most of skills-based volunteering and get guidance on related topics such as trustee recruitment.
- Work with our partners to run workshops and webinars, and produce useful resources such as the Trustee Recruitment Cycle

Our Values

Bold and Experimental: We think big and encourage others to take a leap too. We value learning and experimenting, underpinned by a rigorous test and learn approach.

People-centred: We care deeply about the needs of the people who use our service, our team and wider society. We continually improve our service by applying service design principles. We value diversity, and we work to be inclusive.

Collaborative: We achieve more, together. Our service connects people to make change. We partner with others who share our vision, and internally we work in a way that builds collaboration.

Honest: We behave with integrity. We do what we say we will do, and are open and transparent about our work.

Beliefs that underpin our work

Volunteering: People are naturally co-operative and social – volunteering increases our sense of well-being, connection to others and wider purpose. When people volunteer their expertise to a cause they care about, they make a unique contribution to society that

transforms them, builds the capacity and capability of the organisation they join and encourages further social action.

Power of connection: When we create new connections, we make society more cohesive and challenge the divisive 'us and them' stories that people turn to when they are scared. New connections can create shared understanding between people, grow collective capacity and build bridges.

Equity, diversity and inclusion: We all benefit when everyone has the same chance to participate in society, influence its development and enjoy its rewards. Inequality is a significant and growing problem, and civil society has a particular responsibility to tackle the systemic discrimination that fuels it. Social purpose organisations need the culture, practices and processes to ensure their teams are representative of the communities they serve, and that everyone within their organisations can flourish.

Climate action: The climate crisis is an existential threat to civil society. Although much of the UK may not feel the impact immediately, we must act now. The scale of change needed to address this is huge but the solutions also include big opportunities to make society fairer, more connected and more co-operative. We need to harness the creative energy of as many people as possible in order to transition to a society that is equitable, fair and sustainable.

Introduction

The purpose of this guide is to help inform our decision-making to enable mutually beneficial and responsible relationships across our work with charities, volunteers, companies, funders (Trusts, Foundations, Companies) and donors through our range of services.

At Reach we would like to partner with organisations who have a complementary vision and who can add to it through their skills and expertise. We welcome relationships with organisations and individuals who support and share our values and beliefs, against which we will assess potential relationships, as well as how opportunities exist in alignment to our [Theory of Change](#).

We will avoid working with organisations or individuals who actively harm or exploit people or the planet, who run counter to social justice aims, or who disempower and divide communities and civil society. We recognise that identifying misalignment will not always be straightforward and that there will be ambiguity. However, we would typically consider organisations working within environmentally exploitative, extractive and destructive industries, and harmful commodity industries, as running counter to our aims. This list is not exhaustive and we will assess each relationship on a case-by-case basis.

Our services and relationships

Self Service

Volunteers: We are committed to ensuring all our service users feel safe using our platform. We require all volunteers to sign up to our Community Agreement which outlines commitments to inclusivity and anti-discrimination, enabling us to address unwanted on-platform behaviours when required. We are grateful for all the volunteers who donate their skills as part of Reach's community.

Charities: At Reach we seek to enable mutually beneficial connections between volunteers and charities. In doing so, we require all charities utilising our Self Service offering to sign up to our Community Agreement which outlines commitments around inclusivity and anti-discrimination. Reach will intervene in cases where charities are not adhering to our Community Agreement or Acceptable Use Policy in use of our service. We seek to encourage charities along their own EDI journey and welcome partnerships with charities who can help us advance our own.

TrusteeWorks

Charities: We seek to guide charities through an inclusive recruitment process and may coach and challenge clients in service of this aim. Reach will discontinue working with charities who are unwilling to learn about EDI best practice and or maintain discriminatory recruitment practices.

Companies: Reach seeks positive relationships with all companies using our TrusteeWorks service. All companies which Reach enters into partnership with must be able to demonstrate positive EDI and ESG impact that is embedded within their business ethos and aligned to what we stand for at Reach. Reach will not work with companies who cannot demonstrate their EDI and ESG commitment and activity.

Corporate membership

Companies: Reach seeks to support employers with their volunteer programmes. All companies which Reach enters into partnership with must be able to demonstrate positive EDI and ESG impact that is embedded within their business ethos and aligned to what we stand for at Reach. We will not work with companies whose work runs directly counter to our aims and whose social and environmental impact agendas could constitute “greenwashing.”

Funders and Donors

Reach is committed to positive relationships with all Trusts, Foundations, Companies and individuals who are funders or donors. We are grateful for the financial support that enables us to continue our work. In some cases we may not accept an offer if the funder or donor holds oppositional vision, mission, values or beliefs to Reach and would compromise our work and reputation.

Partners

Reach works with partners to reach new audiences. We share our organisations’ roles with partners who run networking sites, run jobs boards, apps and other online communities. We may seek to put some constraints around where and how the partner displays our organisation’s data, for example, with consideration to advertising. We will not partner with companies whose work runs directly counter to our aims and whose social and environmental impact agendas could constitute “greenwashing”.

Suppliers

When selecting suppliers, Reach will balance social and environmental impact with the impact on Reach’s resources. Where the social and environmental impact is low and the impact on Reach is high, we will prioritise Reach’s resources. Where the social and

environmental impact is high and the impact on Reach is low, we will prioritise the social and environmental impact. Where both are high, we will make an informed judgement. This is illustrated by our [Materiality matrix](#)

Implementing ethical decision-making

We recognise the inherent complexities in identifying partnerships aligned to what we believe and seek to achieve at Reach, so this guide is designed as one tool to support greater consistency in our decision-making and to enable healthy challenge in regards to the ethics of how we operate. We are constantly seeking to evolve in terms of the positive impact we have on civil society and we will periodically update this guide as necessary. It is the role of everyone at Reach to implement this guide.

Decision-making checklist:

1. Does the action support our vision and mission and values and beliefs?	Yes (Y) / No (N) / Don't know (?)
Detail: consider reputational risk, public perception / trust, impact on our key stakeholders	
2. Does the action align to our EDI Theory of Change?	Yes (Y) / No (N) / Don't know (?)
Detail: consider EDI implications, intermediate and long-term outcomes	
3. Is the action consistent with our policies?	Yes (Y) / No (N) / Don't know (?)
Detail: consider all relevant policies and codes of conduct e.g. EDI, environmental	
4. Have we conducted adequate research and consulted with all relevant stakeholders?	Yes (Y) / No (N) / Don't know (?)

<p>Detail: consider public information, current affairs, internal and external stakeholders, the RACI i.e. who is Responsible, Accountable, Consulted, Informed, the diversity of opinion</p>	
<p>5. Have we documented the rationale and logic behind our decision-making process?</p>	<p>Yes (Y) / No (N) / Don't know (?)</p>
<p>Detail: consider the transparency and accessibility of the articulated decision, the statement's potential to inform internal / external comms</p>	

Version control

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