

Impact Report 2021

Our impact:



8,970 volunteers

Number of people who registered to volunteer their skills for good causes.



5,697 opportunities

Number of roles promoted on the Reach platform



3,959 placements

Number of people placed in volunteer and trustee roles - over time, contributing an estimated £55m of volunteer time to charities.



1,168 good causes

Number of good causes we supported to find a volunteer or trustee.



1,322 trustees

Number of trustees that we helped charities to appoint.



Supported boards to recruit more effectively and inclusively by launching the Trustee Recruitment Cycle.



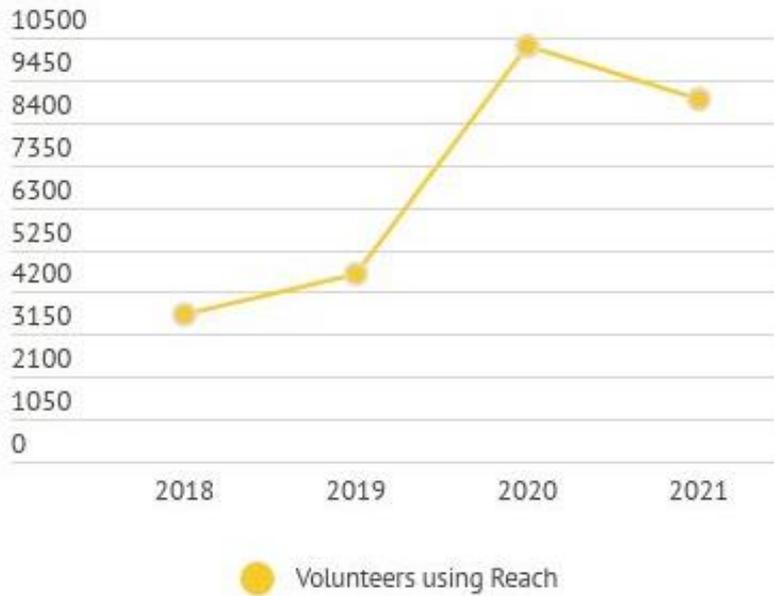
Highlighted the importance of open recruitment with our board diversity report.

A continued appetite for volunteering

"Volunteering helps you to develop your skills, build your network and make a difference" (Debbie Denyer)

Following the record-breaking surge in volunteers in 2020, we continued to see large numbers of people sign up to volunteer their skills for good causes. In 2021, an impressive 8,970 volunteers joined the Reach platform, almost double the number of people who volunteered in 2019, suggesting a continued appetite for volunteering.

Volunteers over time

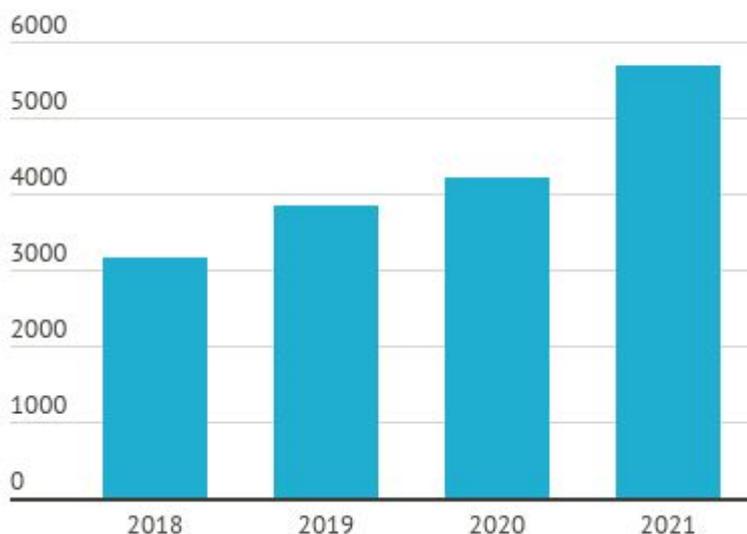


The search for support

"Volunteers found through Reach have technically, graphically and socially transformed our organisation" (Public Health Pathways)

Facing yet another challenging year, 1,168 good causes used Reach to find a volunteer or trustee in 2021. A staggering 5,697 opportunities were registered on our platform (35% more than in 2020) and covered a wide range of roles such as HR Trustee, Business Analyst, Fundraiser, Finance Director and Digital Marketing Manager. This included short-term projects but also long-term support with a 25% increase in trustee roles and a 57% increase in ongoing roles registered on our platform.

Roles registered on our platform over time



Feedback from organisations has been incredibly positive with 92% of organisations that recruited a volunteer confirming that they had helped them to be significantly more effective.

Charities remained open to new ways of working with remote opportunities continuing to rise. 3,198 roles offered remote working as an option in 2021 compared to 2161 in 2020, an increase of 48%.

We have also seen a significant change in the profile of charities using our service at both ends of the scale: very large and very small charities. In particular, many more micro organisations turned to Reach to find volunteer support in 2021.

"Reach enables us to access highly skilled people which for a small charity is invaluable as we could not afford them otherwise." (Compassion Direct UK)

Roles registered, by size of organisation



Growing, learning and changing lives with volunteers

When faced with funding challenges, volunteers played a vital role in helping Mixed Martial Arts for Reform And Progression (MMARAP) meet their resource needs. Through mixed martial arts and education, this community interest company enrich and empower disadvantaged groups. They registered with Reach in January 2021 and since then, MMARAP has recruited 16 skills-based volunteers including a Head of HR.

Jonathan Buffong, CEO, explains, "The whole MMARAP organisation is based on volunteers - 90% from Reach.

Such a significant percentage demonstrates how important volunteers with skills can be to small organisations like MMARAP.

Testing an idea, proving a concept and starting out with little funds makes volunteers pivotal. There is no doubt that the efforts of volunteers has allowed MMARAP to continue its work in its communities. Volunteers will continue to play a pivotal role at MMARAP.”

[Read more on our website.](#)

Strengthening leadership and governance

In 2021, we supported 1,625 charities to recruit openly, promoting 2,417 trustee vacancies, generating 5,523 trustee applications, and enabling charities to appoint 1,322 trustees.

Around 95% of organisations agreed that overall, their trustee is helping them to be more effective and has improved or is improving their organisation's governance. Almost 70% also stated that their trustee increased the diversity of skills and expertise on their board.

With board diversity continuing to be an ongoing issue, we published a report 'Trustee Diversity: Who is applying and who is being appointed?'. We drew on a large data sample (8,725 people making 15,398 applications through Reach, resulting in 3,169 trustee appointments between 2017 - 2020).

Our report highlighted that open recruitment is closing the gap on board diversity in terms of ethnicity, age and gender. However, we also found a disparity in outcomes for younger applicants and applicants from specific ethnic groups, suggesting that even those boards which do recruit openly, do not always recruit fairly, and that more needs to be done to make trustee recruitment more inclusive. For the full findings, please download our report.



Gender
balance
close to
50:50 by
2020



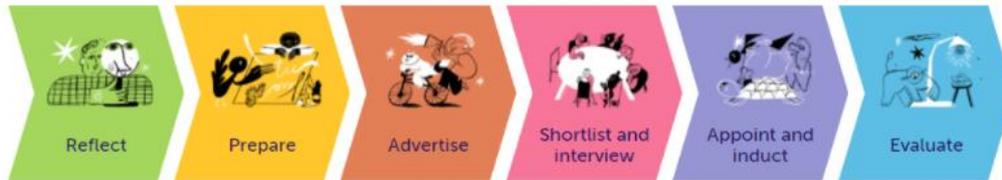
19%
Appointees
under 35



16%
Appointees
were
people of
colour

To support charities to recruit trustees in an inclusive and effective way, we launched the Trustee Recruitment Cycle in collaboration with the Association of Chairs, Small Charities Coalition and Getting on Board.

The Trustee Recruitment Cycle is based on our research with charities about the barriers and challenges in trustee recruitment. Breaking down the process into six stages, the Trustee Recruitment Cycle provides guidance, tools and tips to help charities recruit trustees and diversify their board. 70% of users rated the content 'Extremely useful'.



Turning to Reach in the search for a new Trustee



When Wild Things (an environmental education charity working in Moray, Aberdeenshire and the Highlands) needed more trustees, they immediately turned to Reach.

Through the site, the charity found Katey Boal who has a background in Museums, National Heritage and Education. She has been working in Heritage for 20 years, starting in historic houses in Western Canada and for the past 10 years, has made the North of Scotland her home.

Luke Strachan, CEO, was not only impressed with the quality of applicants through Reach but that there were even local volunteers, especially given that Wild Things is a rural charity.

Luke says, “Katey has been brilliant. She’s brought a new set of skills and has supported us to set up a new finance sub-committee, which she now sits on. We are confident that our financial management is more robust as a result... There’s nothing else like Reach’s platform, especially for trustees and skilled volunteers, it’s the strongest source of trustees and volunteers that I know.” [Read more on our website.](#)
