Welcome

Caroline McKenna CEO and Founder

Our ambition is to create £100m of social impact value by 2030.

It’s hard to believe we were two years old this year. We launched in May 2020 during the global pandemic and what an amazing couple of years it’s been. On our second birthday this report celebrates the impact made so far.

I am delighted to share this first impact report. It’s often hard in a report to display the passion, determination, resilience and sheer hard work of the brilliant team, suppliers, supporters, ambassadors, clients and community groups that make up Social Good Connect – but we’ll give it a go!

This has all been made possible by our customers, our communities, our sponsors, funders and investors and of course our passionate, committed team and advisory board here at Social Good Connect.'
Craig Nicol, Chair of Social Good Connect + non exec Director

"Having supported Caroline since Social Good Connect was but a magical idea in her head, I am immensely proud of what has been built in such a short space of time. Caroline has brought together a team of passionate, committed people who have developed the digital matching idea into something special and impactful, at a time where this support has never been more needed.

The team are focused on working together with their business and charity members - and are building meaningful, long term relationships which will push us to achieve our Social Impact Goal. We are already seeing tangible, positive, impacts in lives and communities – which you will read in this impact report. It’s these impacts that are at the core of what the organization set out to achieve.

It is a privilege to be able to continue to support Social Good Connect."

© Social Good Connect 2022
In summary...

**Who are we**
A purpose-led social enterprise, driven by doing good for others

**What we do**
We enhance lives by connecting people to the communities and causes they care about

**How do we do it**
We use our own digital search and match technology and soon-to-be app (IP Protected), enabling employees to quickly and easily find their ideal volunteering opportunities

**Our promise**
Volunteering made easy
Our brilliant team...

- Is full of ideas, energy and possibilities - we have so much we want to do and not enough hours in the day to do it all!

- Finds collaboration easy because we genuinely like each other and respect each other's gifts, skills and interests

- We're totally committed to the cause and relentlessly passionate about making more and more social impact

- We're a great mix of university leavers and more experienced team members, meaning that our fresh perspective combined with our wisdom is a winning formula!

- Supporting employers, employees and non-profits to achieve their goals is a serious business but we do find time to have fun!
What drives us...

**Our purpose – our 'why'**
Creating a world where people care and are inspired to make a positive social impact

**Our mission – our ‘how’**
We enhance lives by connecting people to the communities and causes they care about

**Our ambition**
£100m of social impact value by 2030

**Our values – are the foundation of who we are, how we behave, what we do and the decisions we make**

**Creating Impact** – We enable, empower and remove barriers for people to do good and create the impact they want to make in the world.

**Being Brave** – We are compassionate and confident. We are not afraid to try new things. We generate new ideas. We are open about our journey. We ask for help.

**Bringing the passion** – We have energy and a sense of adventure and fun. We work with conviction and determination. We are resourceful, enterprising and full of spirit. We make things happen.
Funders, investors, donors...

As a social enterprise that generates its income through trading activity - like most new start-ups we needed a helping hand to send us on our way.

We have secured over £600k in funds via donors, philanthropists, loans and grant-funding.

We are very grateful and take this opportunity to say a huge thank you.
Our impact at a glance...

Over **400 employees** have engaged in volunteering opportunities.

We delivered **8000 items of PPE** to the community during the pandemic.

Over **150 employees** who had never volunteered before.

**1001 volunteering hours** pledged across ten days by over 100 volunteers when we ran our first volunteering campaign (Share Warmth-a-thon) in October 2021.

**350 Christmas meals delivered** to disadvantaged homes in Dundee for Christmas 2021. We sourced 150 volunteer drivers and generated £1000 in donations in less than a week.

**Breaking new ground!**
We have introduced volunteering to sectors that had never considered employee volunteering before.

**2 seasons** of our podcast where we talk about people, purpose, profit and doing good! Reached the **top 10 entrepreneurship shows** on Apple.

Over **150 valuable blog articles** to help people get involved in employee volunteering.
Our impact is nationwide...

- **55+** business members
- **+ 90** businesses ready to join
- **310** Non-profit members
- **Over 5500** potential volunteers

Business and non-profit members across the country...

- Non-profit
- Business

Our growing team...

- **10 employees + 3 interns**

Read more about our journey
Proud to be ...

Certified B Corporation

better business act

We are a Living Wage Employer

We are a Young Person’s Guarantee Employer
A sample of our brilliant members - over 400 and counting

<table>
<thead>
<tr>
<th>Business members</th>
<th>Non-profit members</th>
</tr>
</thead>
<tbody>
<tr>
<td>insights</td>
<td>Children 1st</td>
</tr>
<tr>
<td>The Scottish National Investment Bank</td>
<td>WOMEN'S BUSINESS STATION 10by50</td>
</tr>
<tr>
<td>ooni pizza ovens</td>
<td>inspire your life, our support</td>
</tr>
<tr>
<td>IGS</td>
<td>Barnardo's Scotland</td>
</tr>
<tr>
<td>Thorntons</td>
<td>believe in children</td>
</tr>
<tr>
<td>purpose HR</td>
<td>Scottish care</td>
</tr>
<tr>
<td>wood</td>
<td>ROYAL VOLUNTARY SERVICE</td>
</tr>
<tr>
<td>WJM</td>
<td>Scottish Care</td>
</tr>
<tr>
<td>Direct ID</td>
<td>Youth Scotland</td>
</tr>
<tr>
<td>Broker Insights</td>
<td>Food Train</td>
</tr>
<tr>
<td>ST ANDREWS LINKS</td>
<td>supporting older people</td>
</tr>
<tr>
<td>Morton Fraser</td>
<td>pamis promoting a more inclusive society</td>
</tr>
<tr>
<td>ESOL Perth</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
</tr>
</tbody>
</table>
An impact story
When Prashant helped out

The volunteering opportunity:
Tutor for an IT coaching telephone helpline

In the words of the volunteer:

“You don’t always think of your skills as skills. You realise that you can really help someone with what you know. Actually, it feels like something I should have been doing before.’
Prashant, Electrical Engineer, Wood

In the words of the beneficiary:

‘The coach was very patient. In fact, he was brilliant at what he does! I hadn’t realised I was getting nervous about using my computer. He has given me my confidence back!
Beneficiary of ACE IT Support
The volunteering opportunity:
Joining the Board of Trustees as a non-Exec HR Director

In the words of the volunteer:
“I feel as if this is the perfect match in that I’m lending my HR knowledge and skills to a small board that welcomes the structure and expertise. The nature of the role means I’m also learning new skills while I’m helping.”
Gill, HR Business Manager, Forth Valley College

In the words of the non-profit:
“Gill has brought much more than I ever expected. She keeps us in check! She brought our board together to help us with recruitment processes but with also guided us on overall management, organisation and structure”
Suzie, founder of Catesbi CIC
What our business members say

Platform

“The service is a quality one-stop shop for employee volunteering. The platform is easy, transparent and appealing to business professionals who want to put their skills to good use in the community, based on tailored matches.”

Baillie Gifford Sam Pattman

Team

“The Social Good Connect team are proactive and targeted, with real people sending us regular updates on new placement opportunities that genuinely match our profiles. That part is important – it’s not just a platform and a subscription – it’s a human team helping us make a difference!”

Purpose HR Lisa Thomson

Impact

“It's a feel-good initiative that makes business sense and suits both introverts and extroverts. You're helping employees grow a sense of purpose and wellbeing outside of work, you're making a big difference to charities who really need skilled help, and you're helping yourself retain a motivated workforce.”

Ninja Kiwi David Hamilton

Read all our impact stories at: socialgoodconnect.org/impact/
Our awards

2022

Start-Up Business of the Year
2022 Scotland Finalist

Social Enterprise Start-Up
2022 Winner

Young Business Award

2021

Business Leader Award

Community Business Award

2020

Social Good Connect
Regional winner Social Entrepreneur of the Year Award sponsored by Smart Pension

Start-Up Summit
COMMUNITY BUSINESS AWARD
HIGHLY COMMENDED

Start-Up Summit
THE COURIER BUSINESS AWARDS 2021 • HIGLY COMMENDED
We’ve been in the press

**The Scotsman**

Caroline McKenna business comment: Why employee volunteering is a power for good

You don’t have to look far to see the devastation of 21st-century war.

By Caroline McKenna

**The Courier**

OPINION: Charities need your time and skills just as much as money

December 22, 2022, 7:56am

**Scottish Legal News**

Morton Fraser’s Iain Young helps club become youth sports charity

Let’s Talk Social Value

Listen to episode

Read article

Read article

Read article
‘Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.’

Margaret Mead
Two years of impact and many more to go!

Will you join us on the journey?

Contact us: info@socialgoodconnect.org

Website: socialgoodconnect.org
LinkedIn: Social Good Connect: Overview | LinkedIn
Twitter: Social Good Connect (@sgconnect1) / Twitter