



2019 - 2020

# ANNUAL IMPACT REPORT



**THE GOODNESS COLLECTIVE CIC**

# 01

Close to 340 people have now accessed our events and support opportunities

# THE RESULTS



Our first year has been a pretty awesome one. With sponsorship from from **CDL, APS Group** and **Equity Housing**. Without this support we most definitely wouldn't have been able to realise the success we have seen for The Goodness Collective and support for many individuals, projects and third sector organisations we have been able to. **Thank you so much for believing in us!**

The Goodness Collective CIC has engaged over 340 people across 11 events. This *doesn't* include our support on the local Sector Connector where approximately 70 participants have attended each of the 4 events. Adding around another 280 attendees to our **#ConnectedCommunities** work. In all that's over 600 people - WOW!

We have now directly supported 47 local voluntary, community, faith and social enterprise groups **AND** 73 businesses have attended at least one of our events or had assistance making local connections.

We promised we had a rebrand underway and this has now been launched, hopefully you've already seen it across our social media channels and our website - we do hope you like it!

We also saw the addition of our third director and digital guru Claire Worthington. She has already proven to be an absolute asset to our work particularly as we've had to move our events and projects online quickly! Thanks Claire 😊

# 02

47 local VCSEs supported since our launch

# 03

73 businesses engaged to date

# 04

Involved in direct delivery of 4 projects with our VCSE partners

# 05

We sit on 3 advisory boards that strive to gain greater access to support for the third sector in Stockport

## CONNECTED COMMUNITIES ADAPTS

We have been getting close to our community over the last year, forming collaborations around our #ConnectedCommunities ambitions, running events and promoting others doing the same.

More recently we have been using our connections to get involved in actual delivery on differing projects that fit with our aims. Saz Media, Pursuing Individual Excellence (PIE) and The Cherry Tree project align with our aspirations to create positive change and access to opportunities for all. We have been involved in assisting their projects and most recently have co-designed and delivered a programme of learning and support to 20 out of work women in Stockport that provided a chance for them to connect with local projects, businesses and activities to support their growth and help them make and reach new goals. AND we've loved it so we are going to be getting involved in much more delivery that helps us to connect up individuals in our communities as well as third sector organisations and businesses.

Some of our hopes have been paused. We weren't letting a Pandemic get in our way but it did mean we had to put a pause on our 1st birthday celebrations which also had an implication for our first annual report. We wanted to gather your pictures, stories and quotes to create something special but we just don't see that we are going to be able to have that party anytime soon and didn't want to leave it any longer to let you know about our impact!

We have however continued to push the agenda of support for VCSEs who have been so crucially needed at this time, helping with advice and support and launching a mentoring scheme for our social leaders. We've helped out on Council projects to support the sector as well as sit on the Sector3 working group who have made great strides in the past 9 months to really step up to create a support infrastructure fit for purpose and we are currently helping them to get the message out to as many VCSEs as possible as well as supporting and finding helpful learning and funding events to showcase. We also sit on the Local Area Partnership for social enterprises in Stockport and were **a key part in assisting Stockport to win their share of 33m** across 8 areas of the country.

<https://www.pioneerspot.com/news-views/20200130/six-communities-win-places-33m-impact-investing-experiment>

We have paused revealing our new offer to businesses which was due to launch in conjunction with our first birthday party. However, we are doing lots of associate and consultancy work to continue to support our social ambitions. **Watch this space!**

# THE FUTURE

## How can you get involved?

**We welcome promotion and support on social media. Sign up to our mailing list for news of future events and updates. Attend our events and help raise our profile.**

**We will also be looking for commissioned work, collaboration and partnership opportunities, funding and paid attendees on our workshops, training and events.**

**If you like what you have read so far, contact Simone from The Goodness Collective to find out how we can bring you onboard and for the opportunities to stand with us and make a real difference to our community.**

**#ConnectedCommunities**

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We will be looking to launch our offer to get more businesses involved in the work we do. Some of that for the time being might have to be in a digital capacity and we will all be looking at ways to diversify what we do for at least the next 12 months so we can keep our communities safe.

We want to create more events (even if online) that support our unsung heroes leading our very awesome voluntary, community and social enterprises. We've recognised that this doesn't just help with personal and professional development but it's also a really good melting pot for collaborations. We've enabled quite a few to date!

We will be leading on another project to bring more opportunities to local women who are out of work in Stockport and will be working with Sector3, the Stockport Social Enterprise Local Area Partnership and Stockport Council to ensure our third sector is as supported as possible at a time where it will be needed the most. We will be looking to businesses to think outside the box about how they can support and assist whilst also navigating their own business challenges.

The future may seem very different but it feels a ripe opportunity to highlight the power of connection and our borough coming together to create something really special.

We have over the past 12 months showed when businesses take the time to talk to us we can really help them identify opportunities to support the voluntary, community and social enterprise sector and a few have been surprised about the offer of support that can come back too.

## OUR TEAM CLAIRE, SIMONE & DOM

Simone and Claire work closely together to provide support to businesses and identifying opportunities to work locally with VCSEs. We assist third sector and create conditions to further connect organisations and indeed people from all walks of life and across sectors. Dom is our very lovely but very silent third director who asks all the right questions and keeps us on an even keel! To be fair both Dom and Claire have their work cut out keeping Simone from launching the next mad-cap scheme! We all love Stockport and we all love what we do in our communities and we are ambitious that our next year will be even bigger and better, not to scale up our organisation but to ramp up our impact and get even more of you involved.

We've been asked to do some of this work outside Stockport but for now we are happy here **#ConnectingCommunities** in any way we can.

# WHAT'S ALL THE FUSS!

## A Snapshot of Some Testimonials

Simone at The Goodness Collective has been a tremendous support to our organisation. Through her ingenuity she has created informative, well connected and well attended events that our organisation has had the privilege of being involved in. It is through her connections that we secured a successful contract with Wates, a construction company that we wouldn't have had the opportunity to meet if it wasn't for Simone. Simone has continued to offer support through continuing to connect us with organisations to improve our reach and communicate our offer as a Social Enterprise. We are really grateful to Simone and look forward to developing our relationship.

**Sara Auty, Saz Media**

Thanks again for yesterday. I think you created a really open, friendly space for us to discuss. I've always been a little sceptical of mentoring opportunities just because I know how busy people's lives get and how the dynamics don't always work. I feel like taking the time yesterday to get us to really think it through on both sides and be realistic about making it work has made me value the opportunity a lot more! Thank you!!

**Rachel Lewis, Plastic Shed**

We have found The Goodness Collective to be a platform that connects and facilitates the bridging of organisations that will complement and boost one another - advice and support is given generously, building a culture around community, care and kindness, in the world of business

**Lisa Alberti, Project Inc.**

Hi Simone and Claire,  
I am so sad there is going to be no 1st birthday celebrations. What can I say about The Goodness Collective though other than you do what it says on the packaging. I have met so many different contacts by attending your events and have made some real connections. Your self-care event in December was just what I needed. Being exhausted running a charity at Christmastime this event really made me sit back and take time for me. I thoroughly enjoyed it and I met a real gem in the stone to Keira's Kingdom named Judith. Judith now works alongside me on the support at Keira's Kingdom and she has made a huge different to our charity. The Goodness Collective for me is a really positive thing. Two extremely approachable ladies with a passion for connecting communities. Simone has also taken the time to chat with me regarding funding and applications too. I look forward to many more of your events in the future because I for sure will be attending.

**Michelle Conway, Keira's Kingdom**

# THE CASE STUDIES

## Plastic Shed, Rachel Lewis (Director)

"It has meant a lot having The Goodness Collective in Stockport. Having someone who's so approachable, who cares about the community, understands social issues and social enterprises and who gets what you do, alongside knowing the ins and outs of a huge number of organisations across sectors in the borough has helped us to grow as a social enterprise. Understanding our needs and capabilities, The Goodness Collective has created so many opportunities for us; opportunities for learning such as the Innovation Lab, opportunities for networking and sharing our story such as the Sector Connectors, opportunities for funding such as The Goodness Collective Launch event; opportunities for being part of local decision making around social enterprise development such as the Local Access Partnership and, an opportunity for mentoring, to name a few.



"It's also been amazing that The Goodness Collective has always helped us to spread the word of what we do and to form meaningful connections with people. These connections have been vital and allowed us to achieve so much including testing out ideas for workshops, developing our marketing strategy and presenting at events such as Tech for Good."

# THE CASE STUDIES

## Friendly Fridays, Anna Rogers (Co-Founder)

"The Goodness Collective invited Friendly Fridays to be part of a community soup event. We were able to reach new audiences and tell people about the wonderful project we run. Whilst we were not successful in being awarded the money, we gained a lot of other benefits.

1. Local banking teams took an interest in what we were doing and came to Friendly Fridays to get to know our visitors and see it for themselves.
2. We were able to connect to more community groups which helped us signpost some new avenues for our visitors. Plus, we loved hearing about some projects we didn't know about.
3. Music Magpie donated 3 iPads to us for our visitors to use as a result of this event.
4. Some of the people who attended the soup event came to Friendly Fridays themselves to enjoy the session and brought friends or family members with them.
5. It helped to raise our profile.



"Simone continues to stay in contact with both myself and Pam Robinson. Sending us useful grants, helping us connect with events Sector3 run and is always on hand for us to call upon. For example, on considering opening up Friendly Fridays against the risk of Covid-19, Simone put some of our questions forward to Sector3 and invited us along to a webinar around the risk and prevention measures other groups like ours are putting in place.

"In addition, Friendly Fridays needs to become more sustainable. But we don't want to do that by charging entry as we're in a low income area.

"Simone spent a couple of hours working through some ideas with us around how we could do this as well as succession planning. We plan to continue to stay connected with The Goodness Collective. It's been a great connection for us and we look forward to a future working together."



**Thank you for reading and supporting the much-needed work in connecting our communities in Stockport. #ConnectedCommunities**