

# Macquarie Group Consultancy Sprint Challenge 2021

## Evaluation Report



The Macquarie Group (Macquarie) Pro Bono Consultancy Sprint Sessions challenged teams of Macquarie employees and summer interns to create innovative solutions for Islington-based community organisations. The volunteers worked in teams, competing against one another to produce the most effective solution to a specific challenge posed by each of the community organisations. You can find a summary of each challenge and the proposed solutions are below.

67 volunteers supported 5 Islington community organisations

A total of 267 hours volunteered



# CHALLENGES & PROPOSED SOLUTIONS



**Affordable Workspace CIC**, a sister organisation of Finsbury Business Centre, wanted to get ideas for developing a sustainable model which enabled them to provide local community organisations with affordable office space as well as capacity building support. Some of the ideas put forward included expanding the client base to rent out the space during off-peak hours, hosting events, and even opening up a café and/or bar on their rooftop terrace, amongst other fantastic ideas!



**Angel Shed Theatre**, an Islington-based theatre company working with children and young people, wanted to find out how they could diversify their income streams by engaging in new fundraising/revenue generating activities. Volunteers suggested that Angel Shed collaborate with Higher Education institutions and some of their societies, as well as drama and art schools, around London. This way would provide an opportunity for students and service users to network, as well as provide opportunities to receive funds through collaborative events and other donations.



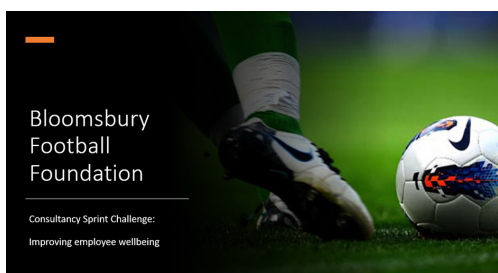
**Healthy Generations**, a health charity primarily supporting elderly people, wanted to find ways they could use social media to raise their profile and attract new service users from different demographics. The two teams focused on the advantages of using Facebook and Instagram each and created social media campaigns for utilising them. These included ideas for rebranding, creating online challenges for service users, and use of videos, stories and photos for visual engagement, to name just a few.



**Bloomsbury Football Foundation** is a charity that uses football to improve the lives of children and young people in London, and they asked volunteers for suggestions on ways that would help them look after their employees' wellbeing. Some of the challenges that Bloomsbury Football face around employee wellbeing include a mixture of office-based work and field work; carrying heavy sports equipment around London, and employees not having a good work-life balance. Volunteers suggested partnering up with gyms and schools, to be able to use their storage facilities for the equipment; using a centralised system for communications within working hours; and bringing in an HR professional to provide experienced support.



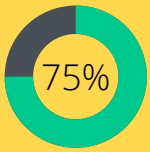
**Middle Eastern Women & Society Organisation (MEWSO)** are a women's rights charity that works to prevent and end abuse and violence against women, as well as providing services to meet the needs of survivors. MEWSO want to open an art shop where they could sell some of the art created by their service users, in order to promote their campaigns and become more financially sustainable, and they wanted to learn about the best ways to go about doing this. With the focus on the shop being online and on a pop-up basis, the three teams identified best ways to promote it, the target audiences, potential collaborations with universities, as well as financial projections.



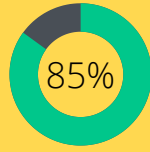
# FEEDBACK

"Our Admin Manager and I will be going through both reports carefully and implementing their many good ideas."  
- Healthy Generations

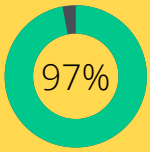
Overall, the feedback from both community organisations and volunteers was very positive - the community organisations found the sessions beneficial to their internal development, and volunteers found the challenges interesting and exciting. Of those who completed our feedback surveys...



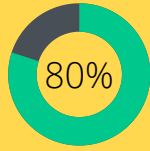
75% of volunteers said that they developed one or more of their key skills during the session



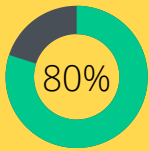
85% of volunteers said that they learned something new during the session



97% of volunteers felt that the impact of their volunteering justified time away from their desk



80% of community organisations said that the volunteers were able to offer effective solutions to their strategic challenge



80% of community organisations said that they will be using the solutions presented in the workshop to address their strategic issue



100% of community organisations said that they would recommend this workshop to another charity

"It was nice to have a full afternoon to teamwork. I feel that in-person collaboration was beneficial" - Volunteer

"Some great ideas from the volunteers and will definitely use some of the strategies presented this afternoon. Would absolutely recommend the workshop to other charities." - MEWSO

"Really impressed by all of the volunteers, their positive approach and fresh ideas, thinking laterally, tactically and strategically from multiple angles to address a complex issue." - Affordable Workspace

"Overall, I had a great time. This task was a good way to get everyone to think outside of the box to come up with innovative solutions to a unique problem." - Volunteer