



THE  
**Voluntary  
Solidarity  
Fund**  
INTERNATIONAL

# **VSF Stewardship: Impact Measurement, Monitoring and Reporting**





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Jean Pierre Casey  
Executive Trustee

# Our mission and philosophy

- > Against a backdrop of large-scale job displacement propelled by the digital revolution, the global financial crisis of 2008, and the Covid-19 pandemic, it is a well-known fact that **wealth dispersions and inequality of opportunity are increasing rapidly in advanced economies**.
- > People on the outer fringes of society are often caught up in **a vicious cycle** of domestic violence, human and sex trafficking, poverty, substance abuse, neglect, homelessness, and hopelessness... All forms of deep injustice... And the reality is that these troubles often arise through childhood traumas, beginning with absent, deceased, abusive or incarcerated parents, or through other traumas related to adverse life events.
- > Our goal is to **tackle the root cause of the problem** for those who have suffered from the vicissitudes of life, thereby breaking the shackles that bind them to social exclusion and economic marginalisation.
- > The work we undertake is **profoundly redemptive**, to take humanly impossible situations and to allow those most rejected by society to fly with their own wings, rediscover the beauty and joys of life, and contribute productively to the economy and to society.
- > We are interested in **supporting different classes of the outcast** by **partnering with specialised charities** that focus less on catering to immediate physical and material needs, than to helping these people establish full self-sufficiency.
- > We practise a **new form of philanthropy by acting as a facilitator and accelerator** for our partner charities, not least by unleashing the full force of our considerable network to their advantage.

# Our selected charity partners

Charity Name	Mission
 <p data-bbox="537 411 937 486"><b>The Guild of Our Lady of Good Counsel</b></p>	<p data-bbox="1003 354 2359 468">The Guild of Our Lady of Good Counsel helps impoverished and marginalised expectant mothers and new mothers in crisis, often outside of the welfare net, with babygoods, accommodation, advice, counselling and training.</p> <p data-bbox="1003 475 1646 511"><a href="https://guildofourladyofgoodcounsel.co.uk/">https://guildofourladyofgoodcounsel.co.uk/</a></p>
 <p data-bbox="596 658 876 694"><b>Women@TheWell</b></p>	<p data-bbox="1003 576 2359 691">Women@TheWell supports women whose lives are entangled in the sex trade, and those at risk, to exit from a life involved in prostitution. W@W gives practical and psychosocial accompaniment that holistically helps women to live a life free from abuse and exploitation.</p> <p data-bbox="1003 698 1309 733"><a href="https://watw.org.uk/">https://watw.org.uk/</a></p>
 <p data-bbox="606 882 868 918"><b>Providence Row</b></p>	<p data-bbox="1003 799 2359 913">Providence Row tackles the root causes of homelessness to help people get off, and stay off, the streets through training, advice, confidence-building and accredited programmes to secure job placements.</p> <p data-bbox="1003 921 1531 956"><a href="https://www.providencerow.org.uk/">https://www.providencerow.org.uk/</a></p>
 <p data-bbox="550 1089 927 1165"><b>Prison Advice and Care Trust</b></p>	<p data-bbox="1003 1022 2359 1136">Prison Advice and Care Trust provides support to prisoners, people with convictions, and their families. Pact supports people to make a fresh start, and minimise the harm that can be caused by imprisonment to convicts, their families and communities.</p> <p data-bbox="1003 1143 1505 1179"><a href="https://www.prisonadvice.org.uk/">https://www.prisonadvice.org.uk/</a></p>

# How we selected our charities

We wanted to partner with charities that...

## Mission & Ethos

- > **Share our belief** in the fundamental dignity and worth of every human being, especially the most vulnerable
- > **Focus on the socially excluded** and economically marginalised
- > **Target a specific category** of social exclusion
- > **Help the marginalised achieve self-sufficiency**, rather than focus on immediate physical and material needs
- > **Believe that 'working'**, in the broad sense, **has a deep value** and is essential for the individual to achieve a sense of purpose and self-worth

## Governance & Track Record

- > **Are registered charities** regulated by the UK Charity Commission (a form of protection for our donors)
- > **Have a proven track record** of delivering on time
- > **Display stability and continuity** in management
- > **Do not waver** from their core mission
- > **Sign up to the VSF Principles** and our impact & reporting framework
- > **Deliver bespoke reports** on KPIs
- > **Maintain rigorous accounts**

# Our operating principles



- 6.
- We **Walk The Talk** through personal commitments
  - All of our Trustees have **given very generously** to the cause
  - All of our Advisors give **pro bono support**
  - We will **get our hands dirty** by volunteering onsite

- 5.
- By **leveraging our significant networks**, we unlock opportunities for our partners
  - We offer a **number of ways to contribute**, apart from financial contributions
  - All of the ways we deliver help have **true financial value** for our partners.

- 1.
- The VSF operates with **absolutely minimal overhead**
  - All Trustees and Advisors work on a strictly **pro-bono basis**
  - We **maximise fund flow-through** to our charities and their clients

- 2.
- We see ourselves as **true partners to our charities**
  - We view **accountability as a two-way street** and expect to be held accountable by our donors and our partner charities
  - We consider manifold ways to **measure and maximise impact**, beyond just monetary contributions

- 3.
- Our partners must commit to **strict governance standards** as a prerequisite to VSF selection
  - They must **demonstrate ongoing adherence** to the standards we expect.

- 4.
- Our partners must agree to our impact & reporting framework, (which is based on **accountability – the bureaucracy**)
  - Our framework is **effective but minimally invasive** so our charities maintain focus on delivering outcomes rather than drafting reports

# Network effects our partnership unleashes



## Medical Support

Network of partners who can assist our charities with medical equipment, support and advice.



## Food

One of our Trustees sits on the board of The Felix Project, an emergency food operation. This has helped our charities source free food.



## Financial Advice

We can offer pro bono advice on fund management and finances from senior investment professionals among our network.



## Legal Advice

Two of our Trustees are top lawyers; we have a network of lawyers prepared to offer pro bono advice.



## Real Estate Advice

Occasional surveying of real estate assets and pro bono advice on real estate holdings.



## Free Publicity

Free publicity for our charities via traditional & social media channels; advice and consultation on digital event management and media training and production.



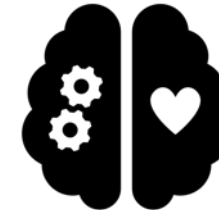
## Sourcing Volunteers

Through our wide network, we can mobilise significant volunteer resources for our charities.



## Coaching & Mentoring

A number of top business executives among our Board and network can provide pro bono coaching/mentoring for our charity CEOs and senior officers.



## Counselling

Extending reach within our network means we can offer pro bono counselling for charity clients, experiencing psychological problems and/or special needs.



## IT Equipment

New/used IT equipment, & support with use of IT and software programmes.

# The VSF Impact Framework

## Specific

- > All our giving is **'restricted'**
- > Under UK Charity Commission rules, this designation comes with specific accounting obligations & cannot be used for any other purpose
- > We only support **specific projects** we have pre-identified within our partners' charitable activities – this helps us with accountability & impact assessment, as our contributions are ring-fenced

## Measurable

- > We want to **measure the outcomes** we achieve through our giving
- > To this effect we agreed a schedule of **quantitative & qualitative Key Performance Indicators (KPIs)** with each of our charity partners

## Actionable

- > Our giving is very targeted and aimed at **achieving specific outcomes**
- > We agree on an action plan with our charities to **deploy our giving strategically**

## Realistic

- > We do **not place an onerous burden on our charities** in terms of our reporting framework
- > We operate under the principle that their **time & resources are best spent helping the marginalised** end-clients

## Time-Bound

- > Our donors will receive **quarterly reports** from each charity, highlighting testimonials and case studies on how VSF giving is improving lives
- > VSF Advisors & Trustees will review **semi-annual bespoke reports of KPIs**, which each charity will prepare for VSF-sponsored projects
- > All our projects are subject to an **annual review** & to annual refreshers of due diligence – we compare best practices and focus on areas needing improvement



Women@TheWell



# Specific Projects & KPIs

## Project Description -

Building a psychosocial support infrastructure, including specialist qualified psychotherapeutic accompaniment, to help vulnerable and damaged women who cannot access mainstream psychological support; helps them with PTSD coping, resilience, and confidence-building.

## Timeline -

Provide psychotherapeutic sessions to 30 vulnerable women in 2021.

## KPIs & Milestones -

Training & Handbook for Volunteers

Match 6 volunteers to 6 women and ensure clinical supervision

In-depth review of pilot project



Recruit 4 certified psychotherapists & 6 volunteers, train volunteers

Recruit 8 volunteers, train them and match them to women

Run programme through Dec 2021 with full programme evaluation thereafter

## Non-monetary assistance needed -



# The Guild of Our Lady of Good Counsel



# Specific Projects & KPIs

## Project Description -

Build an online training and support programme for vulnerable pregnant women both to increase their skills and deliver real-time virtual support to them.

## Timeline -

March 2021 courses begin; June 2021 ramp up to expand signups for second session; Sep 2021 new intake of women for online support and training.

## KPIs & Milestones -

Increase target to 50 women for second session

Staff & volunteers and course materials in place for training course

Dec 2020

Feb 2021

March 2021

June 2021

Sep 2021

Website developed

Courses begin; target 30 women

Refine programme and new intake of women

## Non-monetary assistance needed -



A black and white photograph showing a person behind vertical prison bars. The person is looking out and has a faint smile. The background is blurred, suggesting an outdoor setting. The text 'Pact – Prison Advice & Care Trust' is overlaid at the bottom in white, underlined.

**Pact – Prison Advice & Care Trust**

# Specific Projects & KPIs

## Project description –

Pact work strengthens family relationships, a factor that reduces the likelihood of people returning to prison by almost 40%. Pact is launching “investing in volunteers” programme which will build on existing capabilities to ensure the most fit for purpose and effective framework for volunteer involvement. Last year 825 volunteers contributed 63,014 hours supporting prisoners, their family members and children. Pact needs to ensure high standards in recruitment, training, management and support of volunteers who work daily with vulnerable adults and children affected by imprisonment.

## Timeline –

Full phase-in by 2022; consultation and organisation-wide plan to be developed and communicated to internal staff & volunteers, and prison staff by Dec 2021; implementation with a view to obtaining awards for quality of standards by Dec 2022

## KPIs & Milestones –

Project relies extensively on pro bono assistance, so agree pro bono needs and match them to expertise within VSF supporting networks by Feb 2021

Contact with 11 prisons in northern England and dedicated volunteer support for 20 families impacted by imprisonment by Sep 2021

Fed 2021

April 2021

Sep 2021

Dec 2021

Scoping for enhancing existing systems, procedures and training by Apr 2021

New framework established by Sep 2021 to train, support and manage volunteers

20-30 new volunteers recruited trained by Dec 2021, including 4-6 former prisoner volunteers

## Non-monetary assistance needed -



Parish Church of St. George, Bloomsbury (Anglican/Episcopal)  
**Sung Eucharist HERE Sundays 10.30am**  
Wednesday, Friday 1.10pm  
[www.stgeorgesbloomsbury.org.uk](http://www.stgeorgesbloomsbury.org.uk)  
**ALL WELCOME**

WELCOMER  
←

Providence Row



# Specific Projects & KPIs

## Project description –

Support the costs of 80 homeless people getting through Providence Row's newly developed and accredited Employability & Progression programme and in particular the 9-week 'Working On It' training course, addressing topics such as: CV writing, money management, interview practice, effective job searching and career planning.

## Timetable –

One-year cycle for VSF support of Employability & Progression programme, with full review by Dec 2021.

## KPIs & Milestones –

\*\*Similar quarterly milestones until end-2021, with total: 80 total beneficiaries with 80 IAGs completed; 30 CVs created; 40 interviews secured; 20 accreditations completed such as Food Hygiene, Online Basics courses; 10 people obtain employment; 80% report increased confidence and independence, and 80% reduced loneliness and isolation based on self-assessed exit surveys.

10 Information Advice and Guidance sessions (IAGs) completed, 2 accreditations\*\*

Dec 2020

Dec 2021

## Non-monetary assistance needed -

