



**Reach
Volunteering**

Connecting people, skills and good causes

Impact report 2024

Another record breaking year

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Welcome from our CEO and Chair

2024 has been another remarkable year of growth for Reach Volunteering. We're delighted to have enabled a record 5,452 volunteers and trustees to join charities and groups to create change and build a fairer and more sustainable world.

This is our second consecutive year of record-breaking growth and it is a rare source of hope amid the mounting challenges faced by civil society. Volunteers' skills and expertise are both a crucial and abundant resource. We are proud of our success at inspiring people to take action, based on their values of care, compassion and concern for our planet.

We see evidence of this collective agency in the growth of volunteer-run groups using our service, and the success of organisations led by and for communities facing structural injustice.

Despite our operational success, Reach is not immune to the challenging funding climate. We have responded by ensuring a lean operation and focusing on increasing earned income. We are very grateful to funders who have committed to supporting us over the next year, especially our two new funders: The Henry Smith Charity and The Mike Hudson Foundation.

Our thanks to the staff, volunteers and trustees who have pulled together through a challenging and successful year.



Janet Thorne,
CEO



Jane Ide OBE,
Chair of Trustees

Our impact in 2024: An overview

Rise in volunteer numbers



16,237 people signed up to volunteer through Reach in 2024 – up **16.5%** on the previous year

Diversity of volunteers

61% of volunteers were under 40

52% were from the global majority

More smaller organisations and grassroots groups using Reach

62% of organisations posting roles in 2024 had an annual turnover of less than £250k

30% of roles posted in 2024 were for organisations with no paid staff

95%

of organisations surveyed said volunteers and trustees recruited through Reach were helping them be more effective

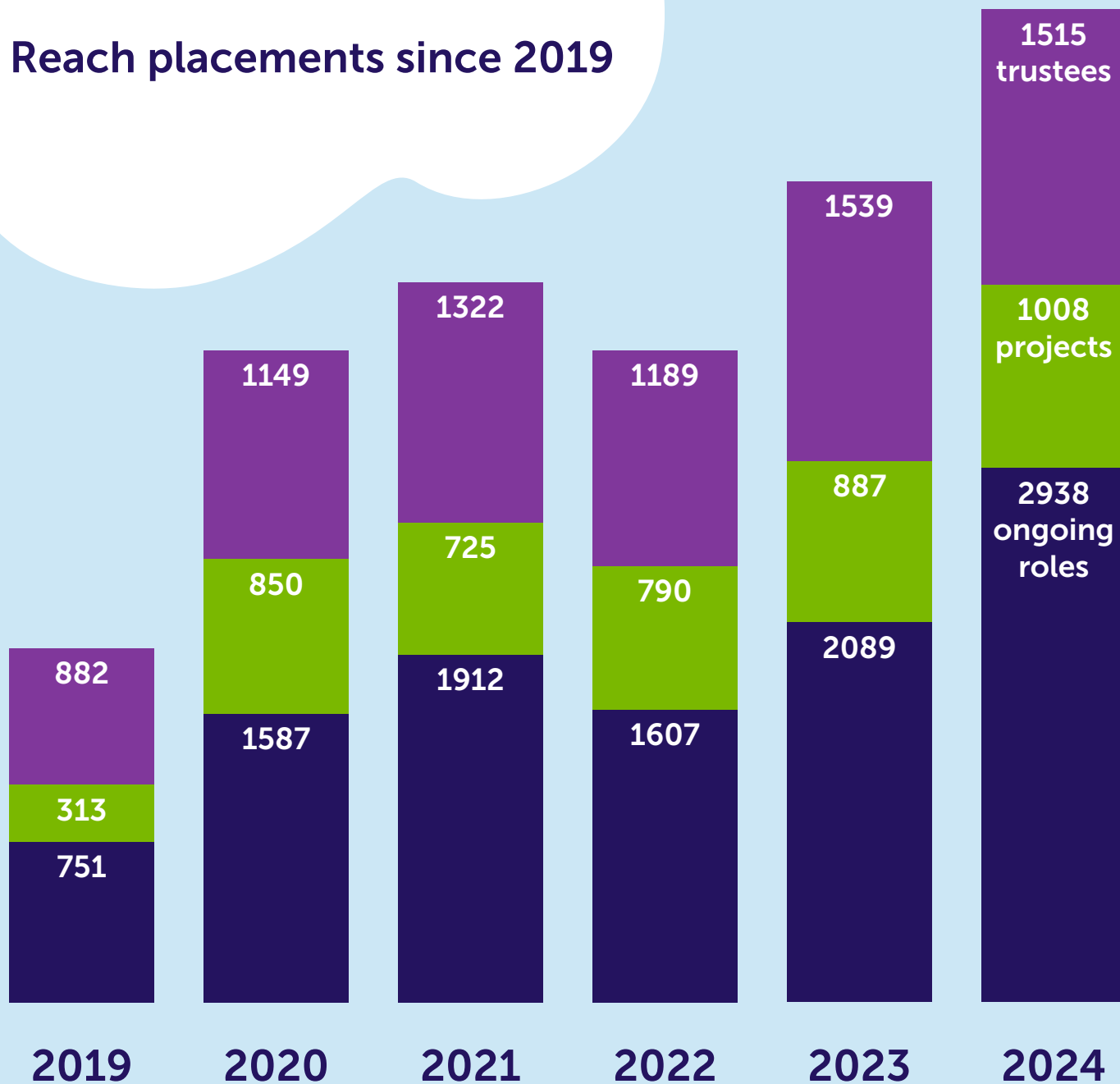
Growth in placements



Placed **5,452** volunteers – up **21%** on previous year



Reach placements since 2019



About Reach

Who we are

Reach Volunteering is the leading skills-based volunteering charity and the UK's single biggest source of trustees for the voluntary sector.

Our vision is a world where people come together to create a thriving, fair and sustainable society. To achieve this, we aim to inspire, support and connect social purpose organisations and volunteers to work together sharing skills and expertise to create a better society.

What we do

Reach connects charities and groups with people who want to volunteer their skills to create change.

We support social purpose organisations across the UK to recruit trustees and volunteers with skills from every profession to deliver projects or strengthen their teams in ongoing roles.



● **£1 of grant funding**

= an estimated £80 of skills

Why we do it

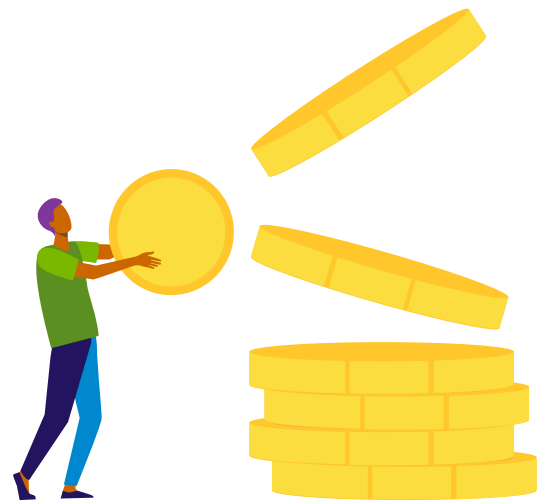
Social purpose organisations are facing one of the toughest climates in generations and are in need of specialist skills and expertise not available in their networks.

At the same time, there are thousands of people with valuable skills who would like to volunteer. They are passionate about a wide range of causes, such as climate action, human rights and supporting those with disabilities, but need access to the right opportunities.

Reach connects these organisations and volunteers so they can work together to build a thriving, fair and sustainable society.

By enabling more people to play an active role and reinforcing their motivation and values which then grow in strength like a muscle, we help build a kinder, more cohesive and resilient society.

For every £1 of funding received, an estimated £80 of skills is invested by volunteers to benefit society.



How we do it

Through our **unique online platform**, people volunteer to share their skills and experience while charities and groups post volunteering opportunities to be a trustee or to help in a project or ongoing operational role.

We use our **network of partners** to ensure volunteer opportunities are seen by a wide audience.

We provide **support and resources** to maximise success and drive participation. We develop guides and tools, and source advice from the Reach community to help organisations and volunteers get the most from volunteering.

We offer additional levels of support to **boost trustee recruitment** through an enhanced package on our platform or tailored support through our team of specialist TrusteeWorks consultants.



How we work

Collaboration and partnerships

We ensure our volunteer opportunities are seen by as many people as possible by working with partners to promote them.

Through our partnership with LinkedIn, our volunteer roles are streamed directly into the jobs feeds of LinkedIn users. This level of advertising is worth £1,290,000 per annum and gives social purpose organisations access to 44.6 million LinkedIn users in the UK.

Our volunteer opportunities are also promoted by a number of other partners including Fifth Day, Rest Less, Bar in the Community, Frengle and Escape the City.

We are also proud to be a Development partner for the Lloyds Bank Foundation, providing trustee recruitment support from our TrusteeWorks Team for small charities taking part in the Lloyds Enhance scheme.

£1,290,000

the value per year of our partnership with LinkedIn

29

trustees recruited for charities in 2024 through the Lloyds scheme



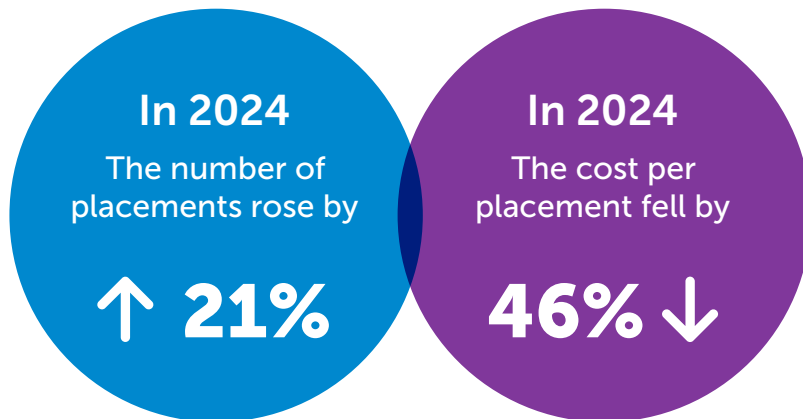
Economies of scale

Reach operates its service with a very small team delivering impressive efficiency. We build capacity and capability in our team by involving volunteers to support our service delivery, allowing growth in activity without increasing costs.

Placements rose by 21% in 2024 but operating costs fell by 35% which saw cost per placement drop by 46% from £65 in 2023 to £35 in 2024.

This was achieved through an effective service model that we continue to refine and adapt based on user needs and feedback to deliver an excellent user experience.

Our service is designed to empower both organisations and volunteers to identify what they are looking for, and forge connections. Their energy and actions in using the platform, combined with our resources and support, is an effective co-production model that allows growth at scale.



Who uses Reach: Organisations

We support a rich diversity of organisations ranging from the smallest grassroots groups to national charities such as Young Lives Vs Cancer and The RSPB.

During 2024 we enabled 1,522 charities and groups to recruit volunteers to help them create change.

Of the organisations posting at least one role during 2024, 62% had an annual turnover of less than £250k, with the largest growth being seen in organisations with turnovers between £10k and £50k.



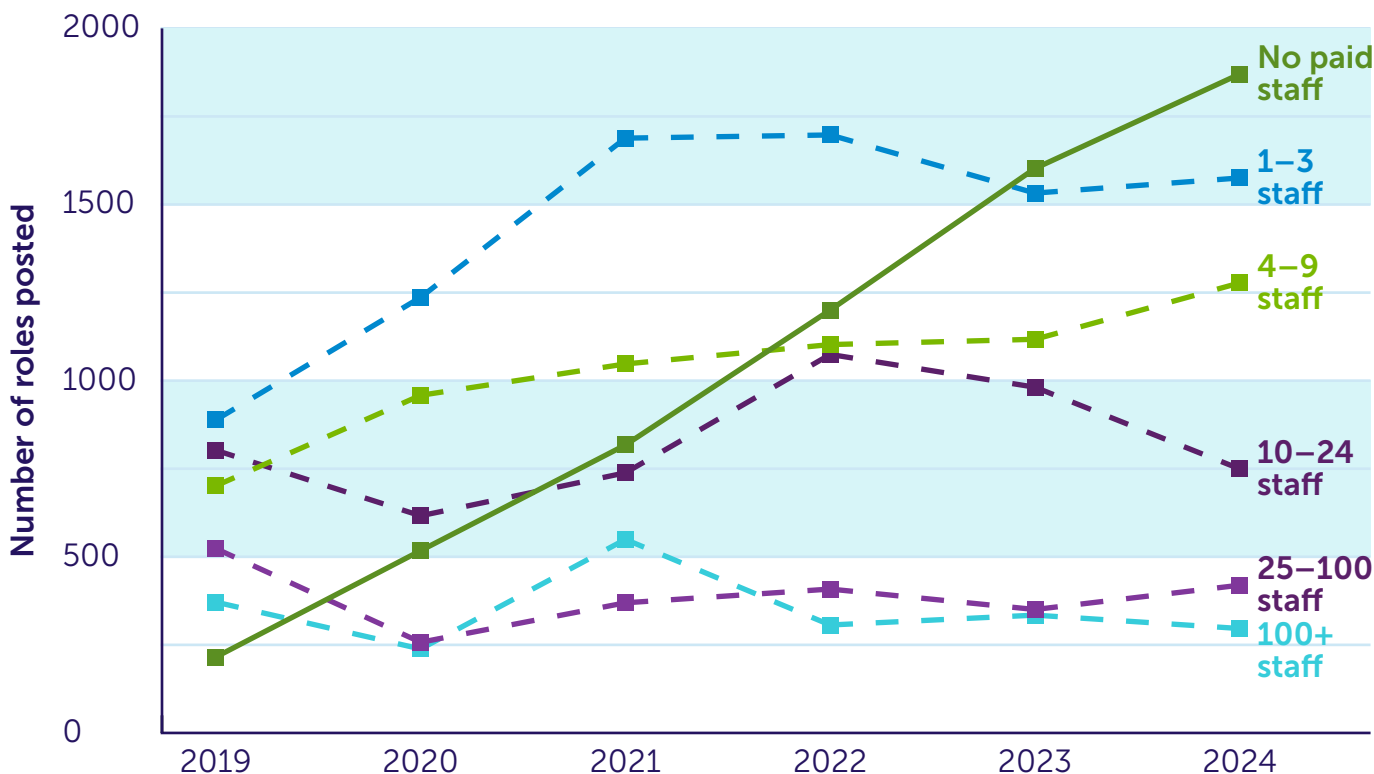
Supporting grassroots groups

During 2024, 1,741 people joined charities and groups run entirely by volunteers and a further 1,539 joined organisations with 1-3 staff.

Since 2019 we have seen a huge rise in the numbers of grassroots groups and charities adding capacity and capability to their organisations by recruiting skills-based volunteers – and delivering crucial impact in the heart of their communities as a result.

Volunteer-led groups posted 1,871 roles on Reach in 2024, more than any other group of organisations and showing phenomenal growth since 2019.

Roles posted by organisation staff size



Social justice

In 2024, we were delighted to work with 615 organisations that identified as being led by, and for, communities facing structural injustice.

These organisations are particularly successful at recruiting volunteers and trustees through the Reach platform. 70% of roles posted by these organisations will attract applications within three months, compared with 64% for other organisations.

79

organisations led by
and for **deaf and
disabled people**

27

led by and for
**migrants and
refugees**

115

organisations led by
and for **people facing
racial injustice**

67

led by and for **people
who are educationally
or economically
disadvantaged**

Who uses Reach: Volunteers

More people than ever before are volunteering their skills and expertise through Reach to help create a better society.

In 2024 the number of people registering to volunteer through Reach rose by 16.5% on 2023, which was itself a record-breaking figure and is three and a half times higher than five years ago.

These volunteers have also made record numbers of applications for trustee and volunteer roles.

The range of backgrounds and identities of volunteers signing up to Reach are diverse, and volunteers are at varying stages of their careers, offering a vast array of skills.

16,237

new volunteers joined
Reach in 2024

33,449

applications for trustee
and volunteer roles
through Reach
in 2024

Volunteers placed in 2024 included:

226

marketing
specialists

206

HR
experts

176

graphic
designers

Characteristics of volunteers who joined Reach in 2024

9%

identify as
LGBTQ+

8%

identify as
disabled

52%

identify as being from
the global majority



61%

of volunteers
are under 40



56%

are women



Our impact: Trustee recruitment Strengthening leadership and governance across the sector



Reach is proud to be the largest single source of trustees for charities in the UK.

In 2024, 1,515 trustees were appointed through Reach – including 107 chairs, 154 treasurers, 56 trustees with an HR background, 63 with experience in income generation and 24 ‘digital’ trustees.

Our comprehensive selection of support for trustee recruitment from resources right through to tailored executive search, has enabled us to help address a crisis in trustee recruitment identified by research released during 2024 by NCVO*.



* Source: NCVO, Understanding trustee recruitment and retention challenges report.

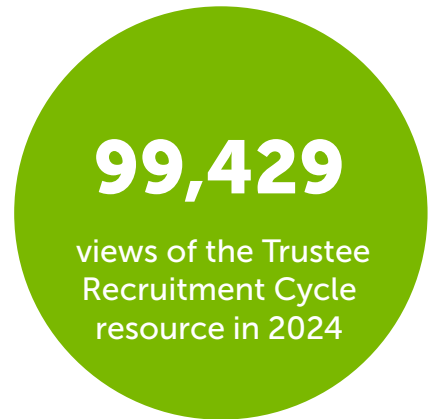
Of the charities who participated in the NCVO survey, four out of five had at least one vacant trustee position and 62% had two or more – and 35% of vacancies had been vacant for a year or more.

The NCVO survey also highlighted serious concerns around the diversity of trustee boards with just 6% of trustees overall identifying as being of the global majority despite comprising 17% of the British population.

In contrast, of the trustees placed by Reach in 2024, 30% identified as being of the global majority. Trustees placed through Reach were also more likely to be younger with 39% being under 40 and 65% under 50. Nationally over 57% of trustees are over 55.

Our guide to inclusive board recruitment, **The Trustee Recruitment Cycle**, provides guidance, templates and case studies for inclusive board recruitment. It was viewed 99,429 times during 2024.

95% of organisations completing our trustee impact survey said the trustee recruited through Reach was helping them be more effective.



Our impact
in action ✓



Strengthening strategic direction through extended networks

Open Door St Albans, a local charity dedicated to supporting and advocating for homeless people, turned to Reach Volunteering to help find a chair of trustees to lead them through a period of growth and transition:

"When it became clear that we weren't going to be able to recruit through our own networks, I contacted the service team at Reach for advice," said Sarah Chambers, Fundraising, Publicity, Administration and Volunteer Co-ordinator.

"Through a search on the Reach platform, I was able to find three promising local candidates who met with trustees and the board decided to offer the position to Rachel.

"It was such an easy process and we were delighted to find someone so incredible. As a recently retired civil servant with extensive management and strategic experience, Rachel is really moving things forward. She has so much drive and energy which is just what we need going into the next phase of our development as we look to move more into the campaigning and influencing space to help address the issues at the heart of homelessness.

"Using Reach Volunteering to recruit our chair gave us access to a wider range of candidates and skillsets than we would otherwise have, and we were able to find the ideal person to provide the strategic direction we need. We would highly recommend using Reach for trustee recruitment."

Powering growth through trustee recruitment

Our impact in action ✓

Through our partnership with the Lloyds Bank Foundation, our TrusteeWorks Team supported **The Violence Intervention Project** to add skills to their board to power growth. The charity, based in West London, works with young people up to the age of 25 who are at risk from or involved in serious youth violence.

In 2023 the Violence Intervention Project was finding it challenging to move forward and scale up. Charlie, Founder and CEO, identified that new trustees were needed to bring a wider skill mix and with time to make active contributions.

The charity worked closely with TrusteeWorks throughout the process. "Their guidance was invaluable" said Charlie. "They advised us on the need for a good specification and helped us be very clear about our expectations.

"We were delighted to recruit a Treasurer, a trustee with marketing and comms experience, an HR trustee and two trustees with lived experience. Not only do we now have people in the roles, but their skills and talents are strong and a great match for the Violence Intervention Project.

"We now have a board with broad experience to face the inevitable ups and downs of a growing charity and are looking forward to new, far-reaching partnerships. We can demonstrate capacity and strength and have the governance resources to take us forward and offer much-needed support to young people to break the cycle of violence in our communities."



"Not only do we now have people in the roles, but their skills and talents are a great match for the Violence Intervention Project."

Our impact: Skills-based volunteering

Building capacity and capability

Charities and groups across the UK use skills-based volunteering in myriad of different ways to help them grow and develop despite the challenges of limited resourcing.

Some come to Reach to help meet a key milestone or open new services, or to complete a vital project like a new website. Others come to fill skills gaps in areas like HR and finance and strengthen their core teams.

During 2024 we have seen continued growth in the number of smaller, volunteer-led organisations using Reach to power their operations, bringing in complementary expertise to help them get off the ground.

Of the 6,255 volunteer opportunities posted on Reach in 2024, 30% were by volunteer-led organisations with no paid members of staff and a further 25% had between 1 and 3 paid members of staff.

Not only are volunteers providing specific skills to create change, but they're also bringing with them new perspectives and networks to foster better connections and build a stronger and more collaborative civil society.

3,946

volunteers recruited through Reach in 2024

30%

of opportunities were in volunteer-led organisations

96%

of organisations felt volunteers were helping them be more effective

Increasing the impact of organisations led by and for those facing structural injustice

As a migrant himself, Oscar knew that most support being offered to migrants was focused on refugees and helping people settle initially, but there was very little after that. **Human Bridge** was set up in early 2024 to help fill this gap.

Oscar turned to skills-based volunteering to establish the organisation. He says: "We have about 25 volunteers mainly focussing on research, web development and on communications, marketing and social media.

"I had read a report that said it was very difficult to recruit people from foreign backgrounds into volunteering, but my experience of recruiting through Reach has been completely the opposite. Around 80% of the volunteers at Human Bridge are migrants themselves and the other 20% are from the UK but with a strong interest in supporting migrants.

"It's really strengthened the organisation having such a high percentage of people with lived experience of settling in this country as a migrant. They have been the driving force behind the progress that we are making.

"Through the Reach platform, I've been able to recruit a skilled and diverse group of volunteers who are very dedicated to the mission. They are strong collaborators and I'm very confident that together we can continue to grow the charity and extend the scope of the support we provide for migrants."

Reach Volunteering Impact report: 2024



Oscar, CEO and
Founder, Human Bridge

**"Around
80% of the
volunteers at
Human Bridge
are migrants
themselves."**

Our impact
in action ✓



Simeon Douglas,
Co-Founder and
Strategic Director,
Make More

“We’ve been using volunteers to support our small staff team and they’ve been phenomenal.”

Adding capacity and capability to teams

Make More is a Midlands-based Community CIC set up in 2023 to work with and support underrepresented members of the community. The aim is to bridge the inequality gap by working with people of all ages from low-income households, low socio-economic backgrounds and those from the global majority to provide tech, digital and social support, educational opportunities and STEM resources that they would not otherwise have access to.

Co-Founder and Strategic Director, Simeon Douglas, describes the role that volunteers have played in Make More’s early growth and success:

“We’ve been using volunteers to support our small staff team and they’ve been phenomenal.

“Through Reach we’ve been able to bring on board very experienced people to provide support across a number of different functions including marketing, writing and research, fundraising and education and curriculum.

“By bringing in specialist volunteers, we’ve been able to build capacity in our organisation as well as benefit from fresh perspectives on how we’re approaching, developing and delivering our projects. This help has been invaluable and has allowed us to expand what we’re doing and reach more people.

“The expertise they bring would be out of our reach if we had to pay for it, so the investment that we do make in terms of recruitment time, induction and training is certainly worth it.”

Delivering specialist projects to enable growth

Our impact in action ✓

When **Move Mates** needed technical help to find an effective back-end system to enable them to extend their walking buddy project to other areas in northern England, they turned to Reach Volunteering.

Libby, interim CEO at Move Mates said: "We advertised for a Technical Advisor who could help us scope and understand the project and were delighted to find Rob.

"His idea was to use Reach Volunteering to recruit a team of volunteer junior developers to do the work and they would be supported to upskill by experienced developers acting as volunteer mentors.

"We were excited by this novel approach to resourcing the project. Within three months we recruited four junior developers and two mentors to work alongside Rob. With a team of seven outstanding volunteers we were able to create the system we needed that we thought would cost us many thousands of pounds.

"Getting volunteers with this level of expertise and willingness to donate their professional experience for a good cause has astounded us. Having effective scalable technology will enable us to support more people and open up projects in new areas. It's an exciting future. All made possible by volunteers and by Reach Volunteering."



Our impact
in action ✓



Amplifying voices

“We’re delighted that we now have 18 pieces of art ready to amplify the voices of marginalised people who are rarely asked how they would like spaces to be designed. This is real tangible work done by volunteers from Reach that will do important things, not just for us, but for the wider sector.”

Nathan Miller, Director, East London Waterworks Park, campaigning to create a community-owned, biodiverse park.

Expanding horizons

“It’s not exaggerating to say that volunteers have really expanded our horizons. Having access to a vast pool of professionals who are specialists in their fields has opened so many doors for us and the real impact is on the young people we support who have been a bit forgotten by society.”

Thomas Ananthan, Founder Blue Magpie Foundation, a volunteer-led organisation supporting 5- to 25-year-olds in North West London to achieve their potential.



Transforming young lives

Our impact in action ✓

“Reach is just a brilliant service. Through the platform I have found several fantastic volunteers who have helped me get off to a great start – and the real winners have been the young people we’ve been able to support to transform their lives.

“I recruited two web designers who worked together to set the website up from scratch. Having a good website has made such a difference to securing grant funding and to getting the word out about the charity and increasing referrals.”

Louise Broadway, Founder & CEO Devon Healing Horsemanship, a charity delivering TheHorseCourse Restart, using horses to engage with young people where talk-based therapy services have not been successful.





Yara DaSilva, Lead
Product Designer
& UX Researcher,
East London
Waterworks Park



Making a contribution

Yara is an experienced product designer currently leading a team of volunteers to deliver a new website platform for **East London Waterworks Park**.

"I wasn't new to volunteering as I was already doing a mentoring role that I found through Reach Volunteering, but I wanted to find an opportunity to use my skills and experience and be helpful in a practical way.

"I have a strong interest in the social environment, improving public spaces and empowering communities. So when I saw that ELWP was looking for user researchers, it felt like the perfect opportunity.

"There were a number of projects where my skills could be beneficial, but the one that stood out to me was the development of a new website. Given my experience working with digital products, I suggested organising a team and creating a delivery road map.

"Using software boards to co-ordinate and manage the work that needs to be done, I've been bringing together a team of designers and developers to deliver the project. I can see everyone collaborating and doing the work together and it's so rewarding to see the project moving forward even at this early stage.

"The website will enable ELWP to present itself in a more professional way and improve its engagement with the community, schools, supporters and other partners. It's great to contribute to something that will bring significant benefits both to the organisation and the community in the London area. Volunteering has definitely been a positive experience for me."

“I have valued my volunteering experience tremendously. I have met new people, which I find very enriching, and built on my experience. The resources and support offered by Citizens Advice Hillingdon gives me a great sense of fulfilment and I have gained significant growth both personally and professionally.”

Tina, Trustee at Citizens Advice, Hillingdon

“Volunteering offers an opportunity to support communities, use my skills and flex the intellectual and moral muscles that matter to me. Supporting an organisation which shares my values is satisfying and rewarding in many ways not least having the opportunity to contribute, and witness achievements as a result.”

Bernie, Trustee for Catching Lives

“Finding a Trustee position has been such a rewarding experience. It’s given me the chance to build and lead a marketing team in the third sector while developing new skills and a deeper appreciation for collaboration, diversity of thought, and fostering innovation. Empowering individuals to take ownership of their work and aligning our marketing efforts with broader organisational goals has led to real, measurable impact.”

Brian, Trustee at M2 SPED Awareness



Funders

Most of the charities and groups we support are small, and cannot afford to pay for our service.

We are very grateful to the following individuals and grantmaking bodies who generously support our work.

Donors:

- City Bridge Foundation
- The Clothworkers Company
- Clifford Chance
- Dulverton Trust
- Garfield Weston
- Paul Hamlyn Foundation
- The Benefact Movement for Good
- The Peacock Trust
- Social Investment Business grant
- The Haremead Trust
- The 29th May 1961 Charitable Trust
- PF Charitable Trust
- Meikle Foundation
- Sir James Knott Trust
- Hadrian Trust
- Johnson Brothers
- Harold Hyam Wingate Foundation
- The Astor Foundation
- Schrodgers Charity Trust
- Broyst Foundation
- Marsh Charitable Trust
- Anonymous donor

In-kind support:

- LinkedIn

Partners:

- Lloyds Bank Foundation England and Wales



CITY BRIDGE
FOUNDATION



THE CLOTHWORKERS'
COMPANY



Garfield Weston
FOUNDATION



THE DULVERTON TRUST

Partners and supporters

We believe we are stronger when we work together.

We are very grateful to those who partner with us to share our opportunities to a wider audience and support us in our broader work: LinkedIn, Rest Less, Fifth Day, Escape the City and Freegle all share our roles on their platforms to help connect charities and groups with wide and varied audiences.

We are pleased to work with a network of like-minded organisations who also work to improve governance and build capacity in civil society. These colleagues include Board Racial Diversity UK, Association of Chairs, Young Trustees Movement, Charterpath, Cranfield Trust, Pilotlight and other members of the Pro Bono Association, NPC and members of the Everyone's Environment programme.

We are proud to be a lead partner in the Charity Governance Awards, sponsored by The Clothworkers Company, which is now in its 10th year.

Image © Kate Darkins



Thank yous

Reach would like to say a huge thank you to the many people and organisations that support our work and our commitment to our vision, including:

- everyone who generously signs up to volunteer their skills
- the inspiring charities and groups that create such rewarding opportunities for people to volunteer their skills and work together for a better society
- our own trustees and volunteers, who give their time, skills and experience and are a joy to work with
- our staff team who work hard to ensure that Reach can continue to make its valuable contribution to the sector
- our many partners who are an essential part of our service delivery, and a crucial support to the wider sector
- our generous funders who enable us to provide our service freely and at scale.



Looking ahead

Growing participation in 2025 and beyond

We are excited to build on the momentum of the past two years of record growth to ensure we continue to empower as many people as possible to volunteer their skills to help us achieve our vision of a fair and sustainable society.



Our plans include:

- **Upgrading our platform:** We will deliver an improved experience for our users based on their feedback, incorporating up-to-date technology to enable us to continue developing the service to meet future needs. This will allow us to grow at scale.
- **Updating and developing resources:** We will support both organisations and volunteers to succeed, including an update to our flagship resource, the Trustee Recruitment Cycle.
- **Extended engagement journeys:** We will deepen our connection with users, promote our valuable resources, build community, and grow participation.
- **Continued service development:** Through service design, we will ensure we adapt to meet the changing needs of our users.
- **Targeted and collaborative campaigns:** We will inspire people to participate in volunteering, creating a thriving and fairer society.
- **Partnership and collaboration opportunities:** We will identify opportunities for further partnership and collaboration for the wider benefit of the sector.
- **Sustainability through new income generation activities:** We will ensure the service remains free for those unable to pay.

Together, we will continue to inspire action based on care, compassion, and concern for our planet, creating a brighter future for all.



Reach Volunteering

Connecting people, skills and good causes



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► reachvolunteering.org.uk

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Charity registered in
England and Wales:
No 278837

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