

2021/22

## INTRODUCTION

As a third sector – partner and as part of the #GoodCall family, being with us represents something larger than mobile; it represents the ongoing mission to see charities, community groups and other third sector organisations like you be more digitally inclusive to deliver your frontline services. That is, at its very core, the essence of GoodCall. With this impact summary for the financial year of 2021/2022, we are pleased to see how our own services are developing and ultimately helping you throughout our partnership. Our 3 social outcomes; reducing digital inequality & increasing financial sustainability as well as expanding employability opportunities, have seen great progress. Our survey results saw that organisations felt better informed about making the right decisions for their digital needs, many saw those decisions have a positive impact in their own organisation. Our level of support has been well received, a testimony of our care and as an advocate for you to have the right digital tools. Those very tools represented better value for their costs, some of which could not have afforded previously without our service, according to our results. As a social enterprise, we have a duty in our third sector environment to create job opportunities that benefit us, our partners, and our current & future employees. This is why we employ with a purpose for women to enter the tech industry and we stand for equality in the workforce. By partnering with us, you allow us to fulfil that goal as we determinedly find ways to create those opportunities.

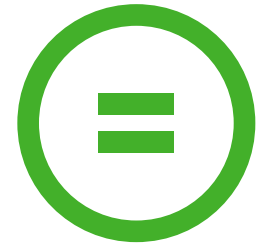
We look forward to you reading more of our impact summary that showcases our progress to strive for a technologically integrated third sector. Thank you to our partners for taking part in this survey, and as always, thank you for #MakingTheGoodCall.

# IMPACT SUMMARY



**Kate  
Masson**  
*Chief Executive  
Officer*

## OUR VALUES



**We believe  
in equality**



**We keep  
it simple**



**We build  
trust**



**We are  
innovative**

## Outcome 1: Reducing digital inequality of third sector organisations\*

96.5%

of our third sector partners used **our knowledge and support** to **make an informed decision** that helped them with their hardware and contract purchases

93.1%

of our third sector partners have seen a **positive impact** on their service delivery/community of interest by **using the new hardware** that we helped them purchase

93.1%

of our third sector partners are **satisfied** with the level of account management and support

89.7%

of our third sector partners had **improved ability** to deliver their services

82.8%

of our third sector partners had the **confidence** to use their new mobiles/tablets by the **support we provided**

## Outcome 2: Increasing financial sustainability of third sector organisations\*

96.5%

of our third sector partners said that the new **devices and contract terms** provided by GoodCall represented **good value** for money

72.4%

of our third sector partners said that GoodCall gave them access to **better quality mobiles/tablets** that they otherwise **couldn't have afforded**

## Outcome 3: Improving employability for those furthest from the labour market

### KICKSTART SCHEME

In the 2021/22 financial year, we had the opportunity to support one individual through the Kickstart Scheme®, the UK government's initiative to create jobs for young people.

GoodCall support the 'Women in Tech' movement and will do this by being a flexible employer; supporting those who face barriers to finding work that works with the commitments of life. **GoodCall will employ the right candidate - regardless of gender, race, ethnicity, class, age, or sexual orientation.** However, we actively seek to engage with women furthest from the job market and be recognised as an employer that removes the barriers to women attaining and maintaining meaningful, sustainable employment.



\*39 respondents out of 81 organisations in the 2021 - 2022 financial year

## OUR PROGRESS (2021/2022)

80+

Third Sector  
Organisations Supported

40%

Average savings on  
Contract Costs

£100,000+

Saved for non-profits

## HEAR FROM SOME OF OUR PARTNERS

*"The experience we had from yourselves was good services, good value and being part of the wider social good family."*

*Ian Gray, Director*

○ Social  
○● Print & Copy

*"We were very happy with the deal that GoodCall created for us – I felt they understood our needs as a charity and worked to get us the best possible option."*

*Sheila Rogers*

*Corporate Support Manager*



*"We would absolutely recommend GoodCall to other third sector organisations in Dundee".*

*Shiona Ford  
Administrator*



## ACKNOWLEDGEMENTS



# SCOTTISH EDGE

## THANK YOU TO ALL OF OUR DIRECTORS, FUNDERS, AND PARTNERS FOR THEIR SUPPORT

Follow us on social media!



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hello@goodcall.org.uk



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## SOME OF THE NOT-FOR-PROFIT ORGANISATIONS WE SUPPORT

### VOLUNTEERING MATTERS

