



# IMPACT REPORT 2022/23

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## Introduction

Hello, and welcome to the second edition of our "Impact Report"! The financial year of 2022/2023 saw great development within our organisation as we've hired 2 new members of staff, partnered with more than 100 non-profit organisations, and most importantly, saw great results with our partners in striving for digital inclusion, helping them get the mobile technology they truly need. Our approach for this report is built on building trust; we are here to demonstrate our commitment and delivering the best possible solution that's tailored to you. You'll understand everything about us, what we do and how we do it, and also our values and theory of change. You'll also see and read more of our highlights for the past year in our community outreach initiatives.

The results of our impact survey are demonstrated throughout the report; a total of 32 non-profit organisations took part. We thank those that took the time to submit their responses. The results are not just for the sake of 'touting our horn'; we take every acclaim and criticism to heart in bettering ourselves, our service and our social enterprise. So every comment goes a long way not just for us, but for the betterment of the cause of reducing digital inequality in the non-profit sector.

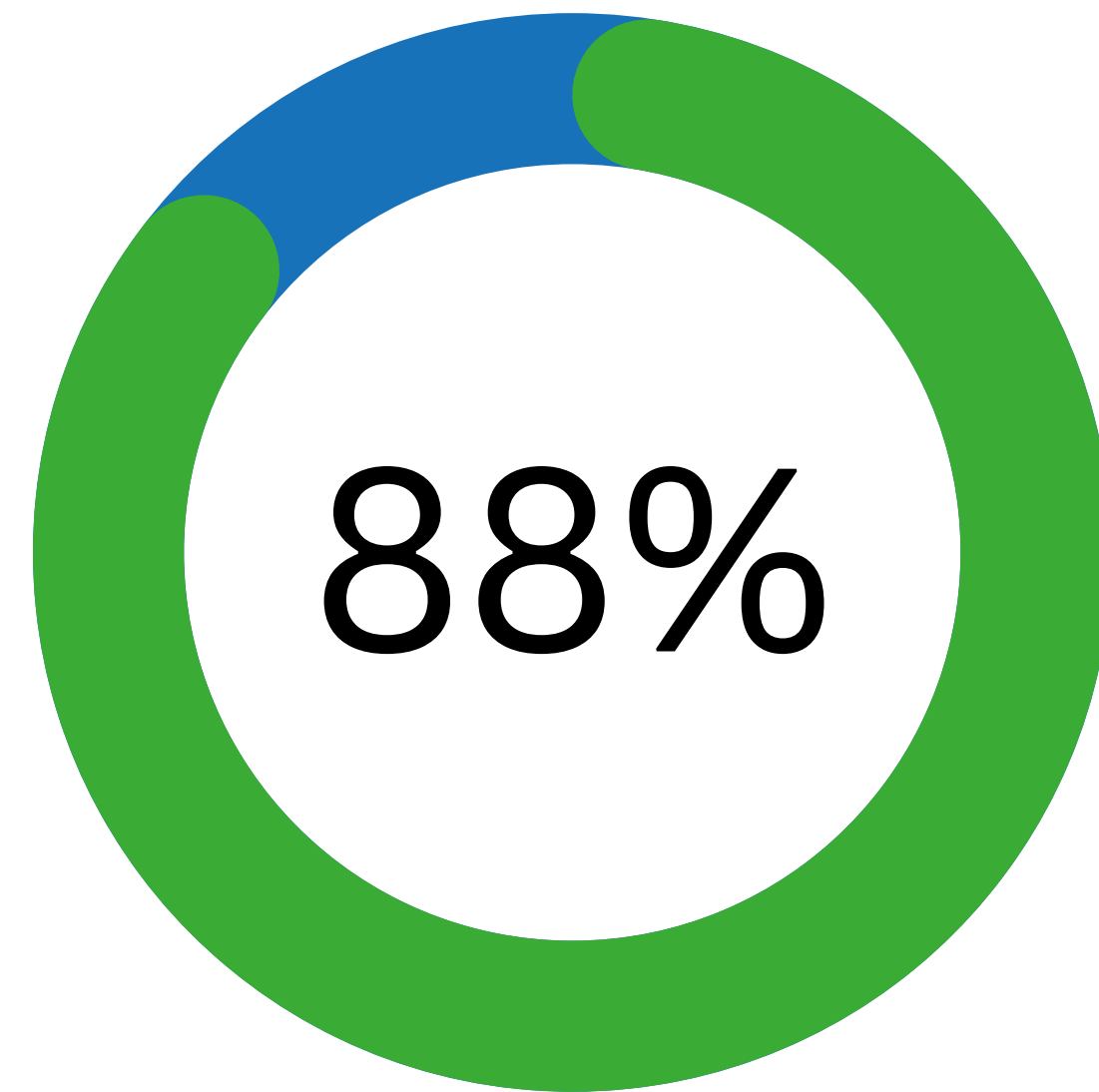
We hope you enjoy the impact report, and we thank our partners for #MakingTheGoodCall!



**Kate Masson**  
Chief Executive Officer

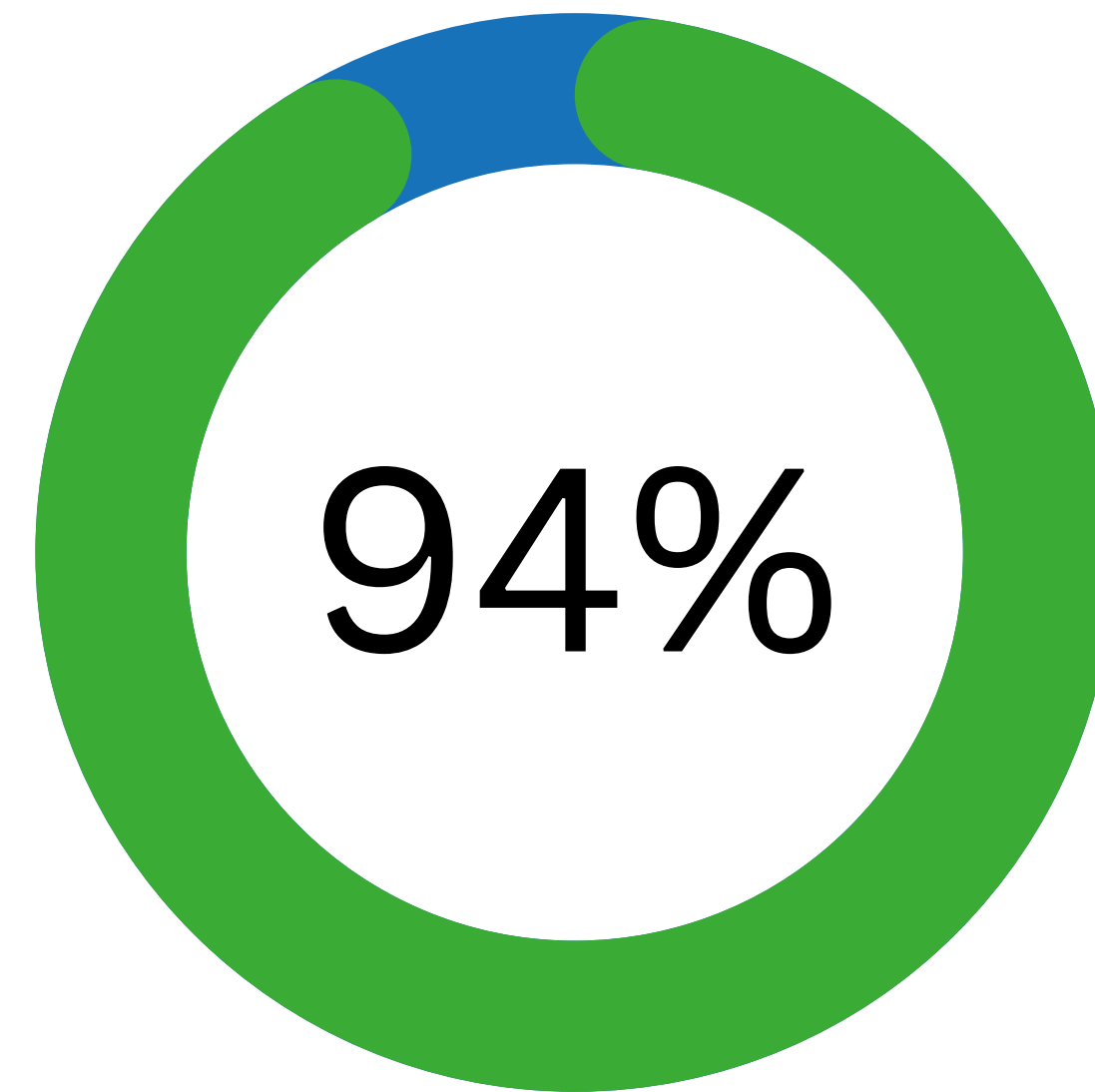


## At A Glance



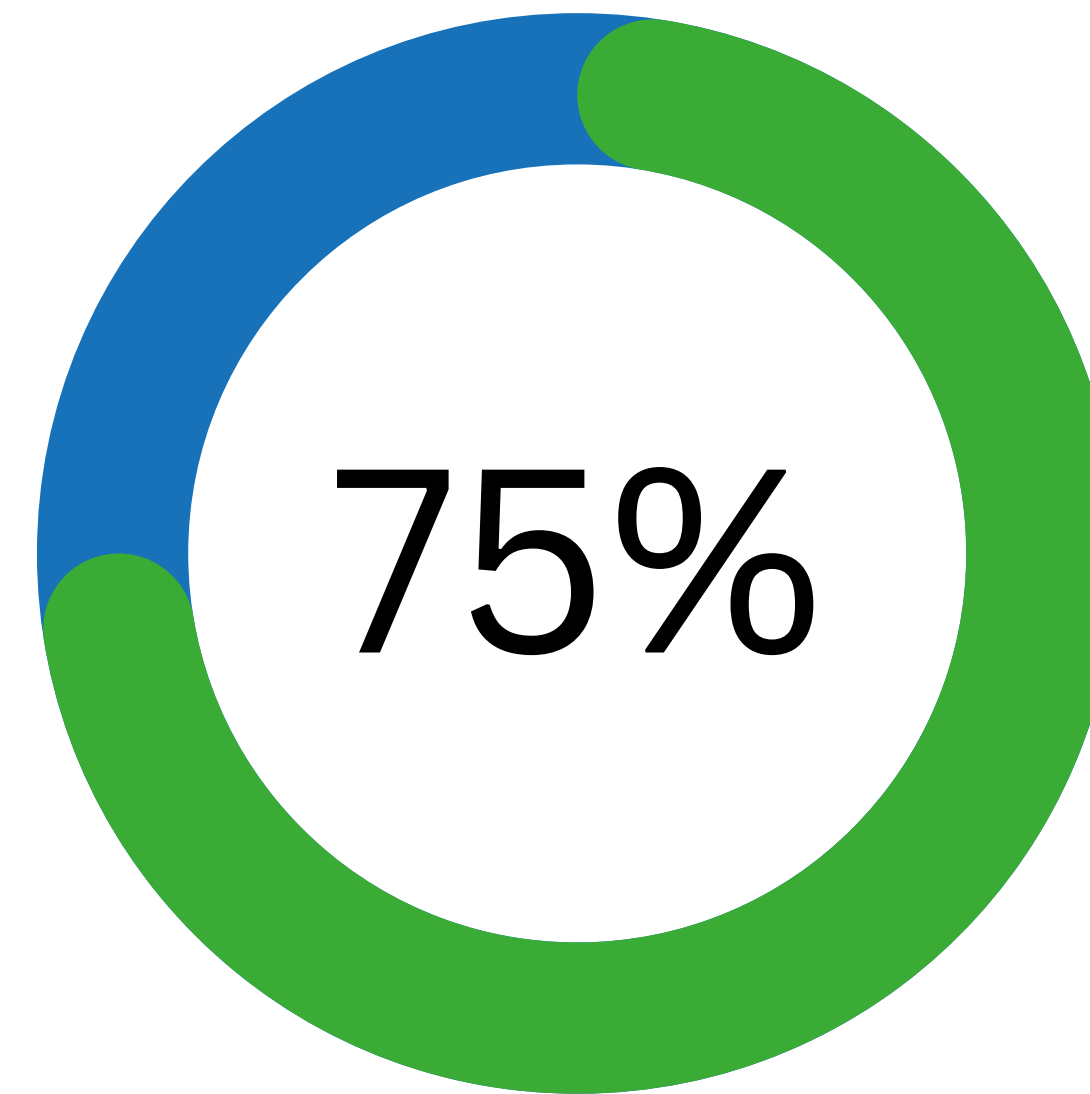
of our non-profit partners are **satisfied with GoodCall's contract recommendation**

"very satisfied" = 25 responses  
"satisfied" = 3 responses  
See Page 9



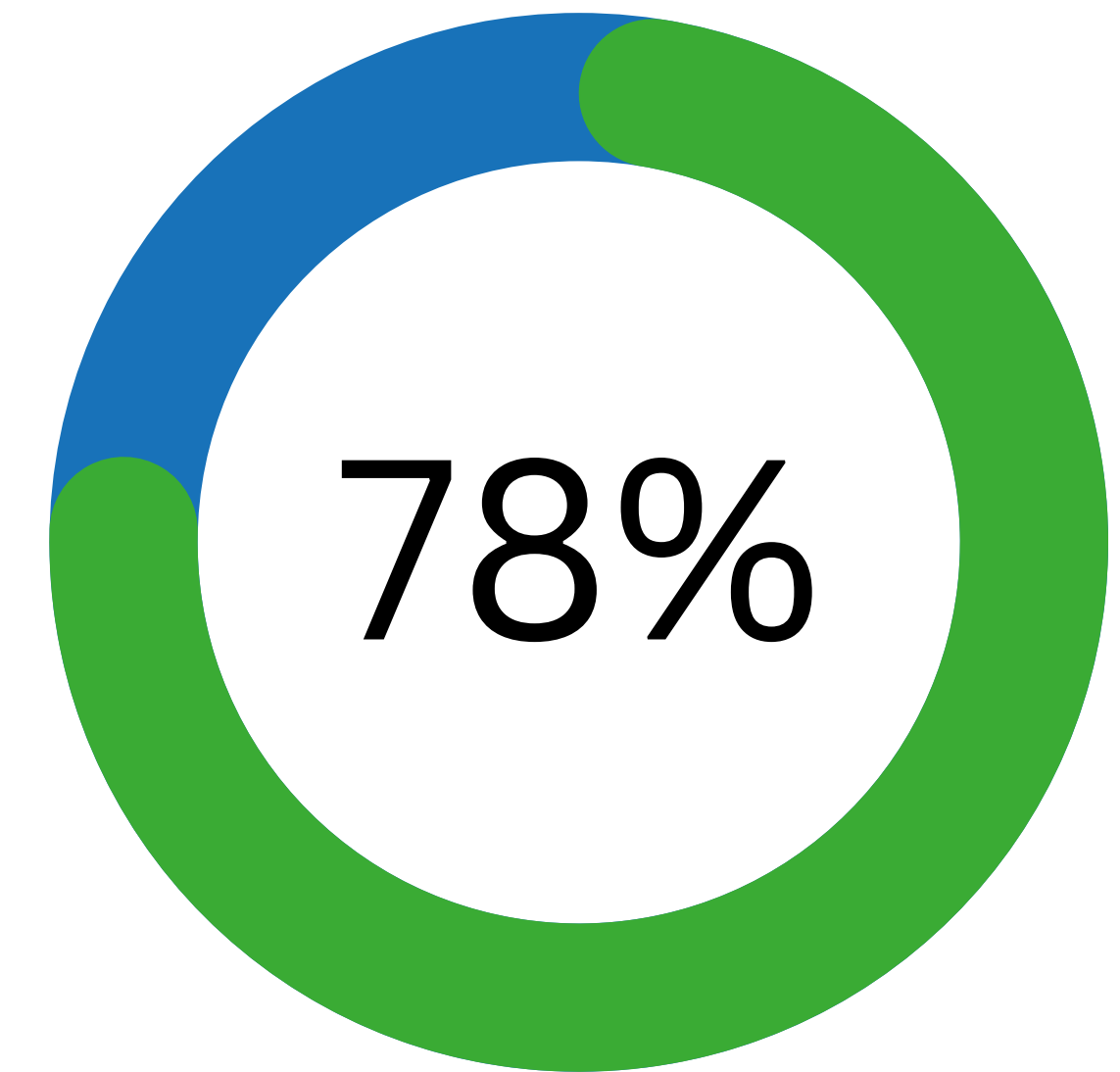
of our non-profit partners are **satisfied with the ongoing support from GoodCall**

"very satisfied" = 19 responses  
"satisfied" = 11 responses  
See Page 9



of our non-profit partners **saw reduced costs for their contracts or hardware, or both**

"considerable decrease" = 15 responses  
"slight decrease" = 9 responses  
See Page 13



of our non-profit partners **saw positive impact on their service delivery/community interest**

"highly positive impact" = 7 responses  
"positive impact" = 19 responses  
See Page 9

## Who we are

GoodCall is Community Interest Company (Social Enterprise) striving to reduce the digital inequality of the non-profit sector in the UK.

## What we do

GoodCall simplifies, guides, and provides mobile knowledge and resources, like handsets and SIMs, to charities, community groups, and other non-profit organisations.

## Our Values

### SIMPLICITY

We keep it simple by dealing with the complex world of mobile on behalf of non-profit organisations, passing on important information without complexity or confusion.

### TRUST

We build trust by being transparent about delivering the best possible solution for not-for-profit organisations, getting them what they truly need.

### EQUALITY & EQUITY

We believe in a society that's fair and just to all, and we acknowledge the unique needs of non-profit organisations. We aspire for our sector to treat everyone equally, with an equal outcome for all members of society in gaining access to affordable, cost-saving mobile technology.

### EMPATHY

The challenges of the non-profit sector are unique, and as a non-profit ourselves, we are here to understand the difficult journey many organisations may face and help create the best possible solution.

### **Outputs**

Understand non-profit organisations and their mobile hardware and data usage.

Provide a cost-effective mobile solution that meets the needs of non-profit organisations.

Care and support our organisations to understand and use mobile technology to reach their own long-term goals.

### **Outcomes**

REDUCED DIGITAL  
INEQUALITY OF NON-  
PROFIT ORGANISATIONS.

INCREASED FINANCIAL  
SUSTAINABILITY OF NON-  
PROFIT ORGANISATIONS.

IMPROVED  
EMPLOYABILITY FOR  
THOSE FURTHEST FROM  
THE LABOUR MARKET.

### **Ultimate Aim**

**We aim for a digitally inclusive non-profit sector, where staff, volunteers and service users can gain and use mobile technology to their fullest capabilities, all for the benefit of their wider society.**



## Squash the Squeeze

### Squash the Squeeze webinar

*In partnership with 3 other organisations and sponsored by Michelin Development, a webinar aimed to help organisations through the challenges of inflation and the resulting cost-of-living crisis.*



### Work Experience Program

*GoodCall, in partnership with Dundee City Council, provided 2 young pupils the opportunity to learn digital media skills in a pilot program aimed in delivering work experience for young people furthest from the job market.*



### 2 New Hires

*GoodCall, using funds and support from Graduate Career Advantage Scotland and People's Postcode Lottery Fund, hired a Charity Engagement Officer, **Bridget Ilesan** and a Marketing Intern, **Alexandros Tucker***

Funding and support from:



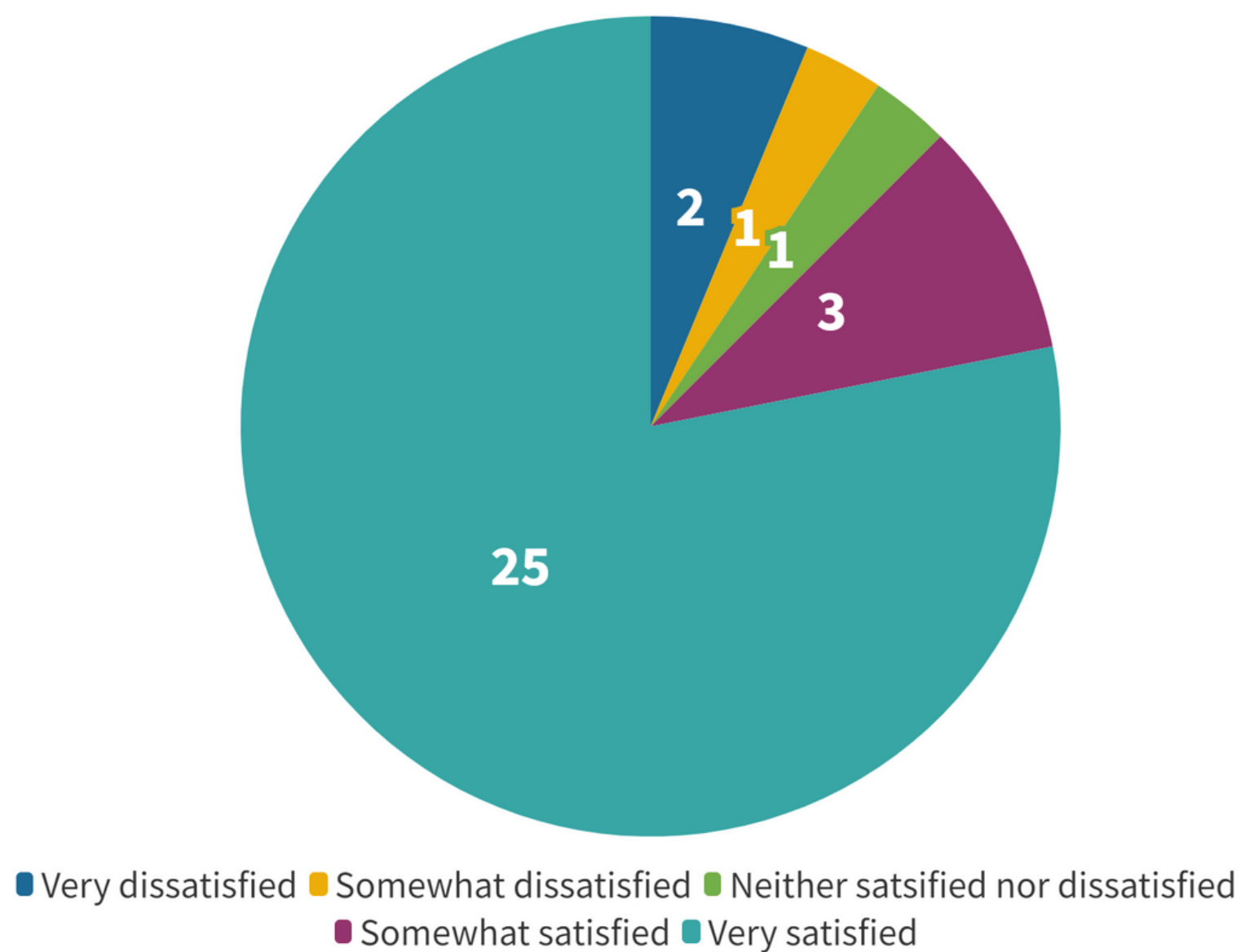


# Driving Impact

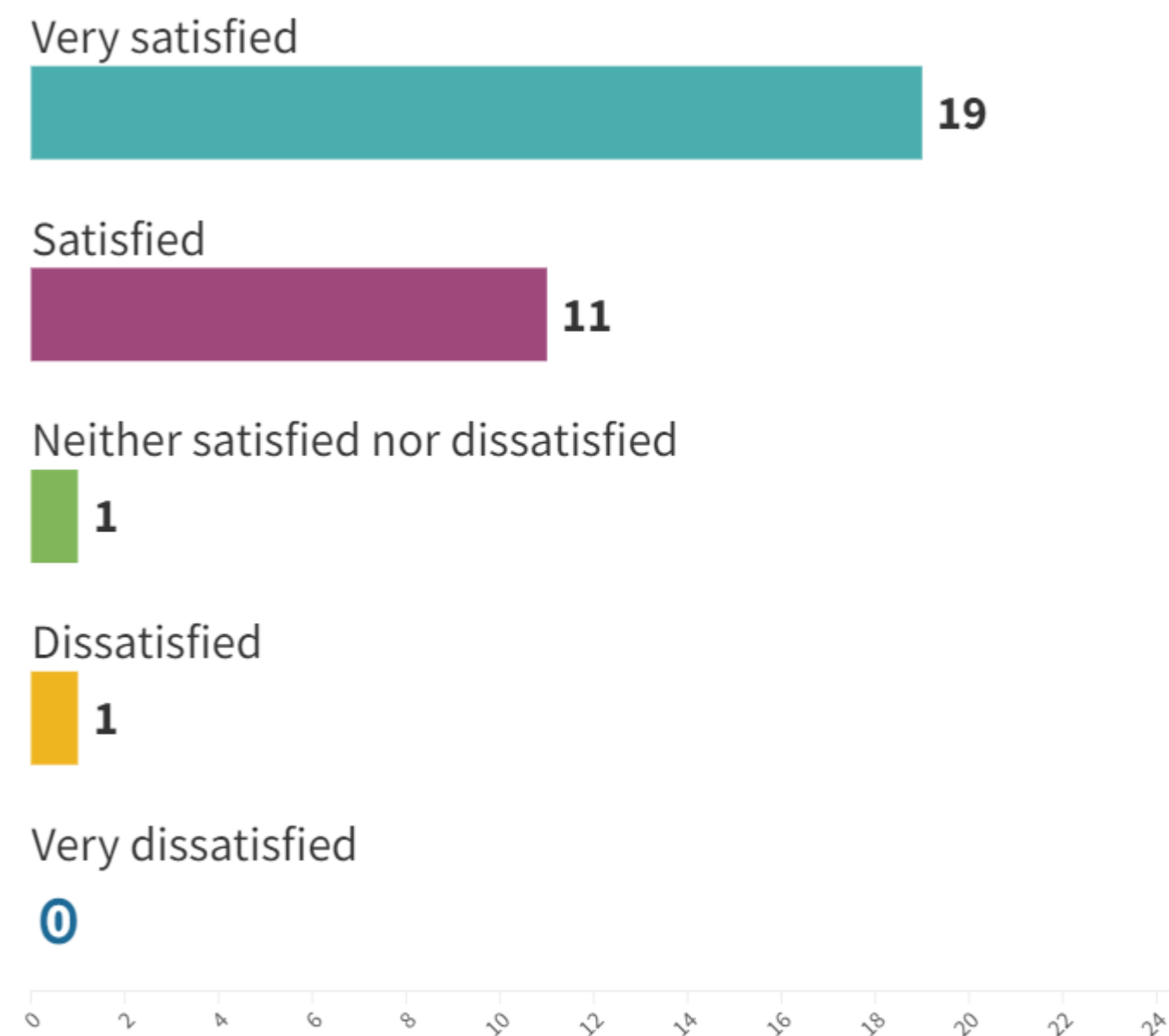
"It is not just about delivering handsets and SIMs, and doing so that reduces costs. It's also about making a change in what our non-profits receive that benefits them, and making sure they are supported and empowered to use their new resource for the benefit of their cause and community. Digital inclusion is necessary, because it allows so many organisations reach their potential in a transformative future, and streamline their operations in the modern world."

**Elaine Gray, Charity Engagement Manager**

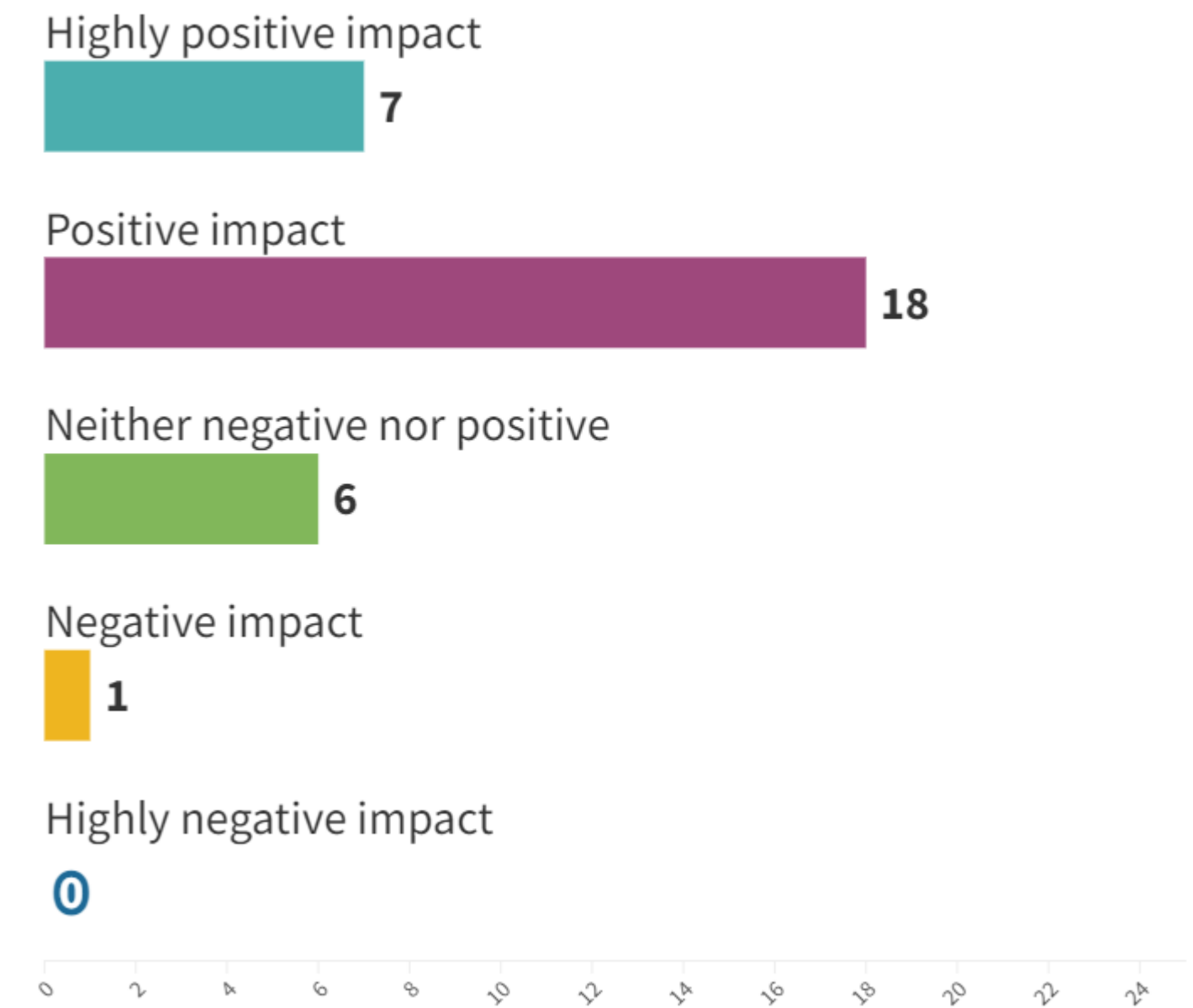
**How satisfied were you that GoodCall's contract recommendation met the needs of your organisation?**  
(32 responses)



**Now your contract is in place, are you satisfied with the ongoing support you have received from the GoodCall team?**  
(32 responses)



**What impact has your organisation seen using your new resource on your service delivery/community of interest?**  
(32 responses)





## Case Study: CLAN Cancer Support



**With 26 members of Clan staff relying on mobile phone technology, many working in remote areas including Orkney and Shetland, it was often a challenge to guarantee a strong signal. As Clan's contracts approached renewal, James Will, Facilities Manager was recommended to include GoodCall in his tender list.**

*"We have a core team of staff who rely very heavily on their phones from the senior management team based in Aberdeen to our area managers, as well as our child and family services team who are out visiting schools and homes. Many are working remotely and in areas not typically associated with a strong signal, like Orkney, Shetland and parts of Deeside so we were keen to give them the very best support to allow them to get on with their jobs, which are tough enough without their phones breaking up during important conversations or web-based working.*

*GoodCall came back with a very comprehensive report on what we actually used over the last six months but also what we needed going forwards – their report and analysis was without doubt the most detailed we received from everyone on our tender list.*



**Clan is there for anyone affected by a cancer diagnosis. They provide emotional and practical support to people affected by cancer, their family, carers and friends.**

### The GoodCall Solution

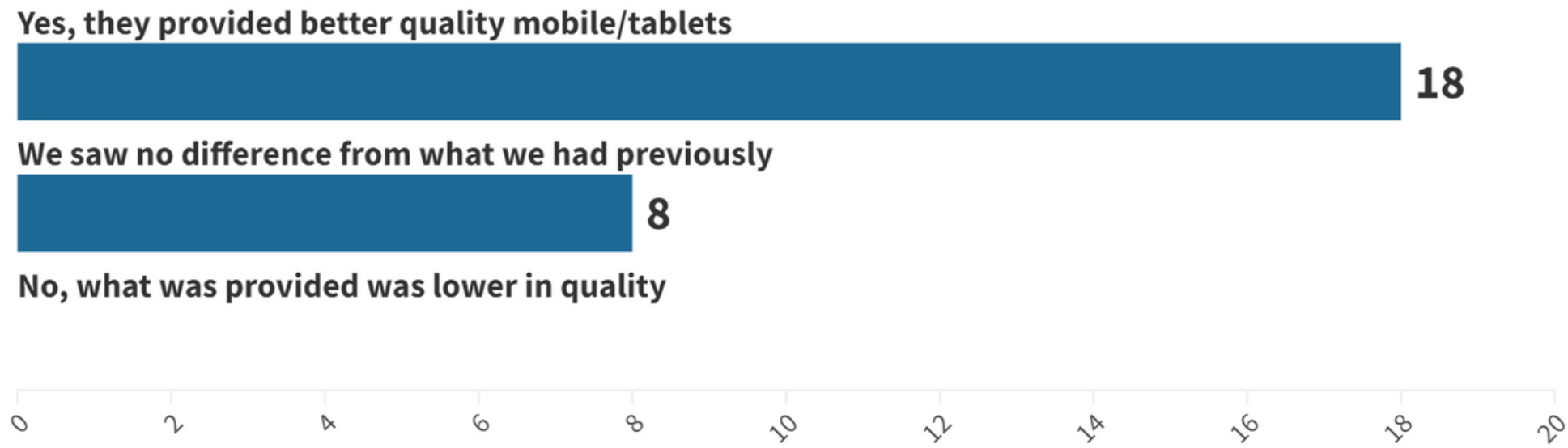
*They totally understood that it's not as simple as just moving us to one service provider, as we work in some very remote areas. They looked at that finer detail and were the only organisation to do that. We have made significant savings through GoodCall and of course, the fact they're a social enterprise who don't make any profit from their operations makes a huge difference to us. We've also been impressed that they don't just do the job and disappear once the contract's signed. Any time I phone or email, they're very responsive – their ongoing customer service has been excellent, and we wouldn't hesitate to recommend them to other charities."*

***"Essentially, 100% of the savings come back to us, meaning we can reinvest them back into our core business, providing the very best, tailored cancer support services for those who need them while also supporting our staff as best we can."***

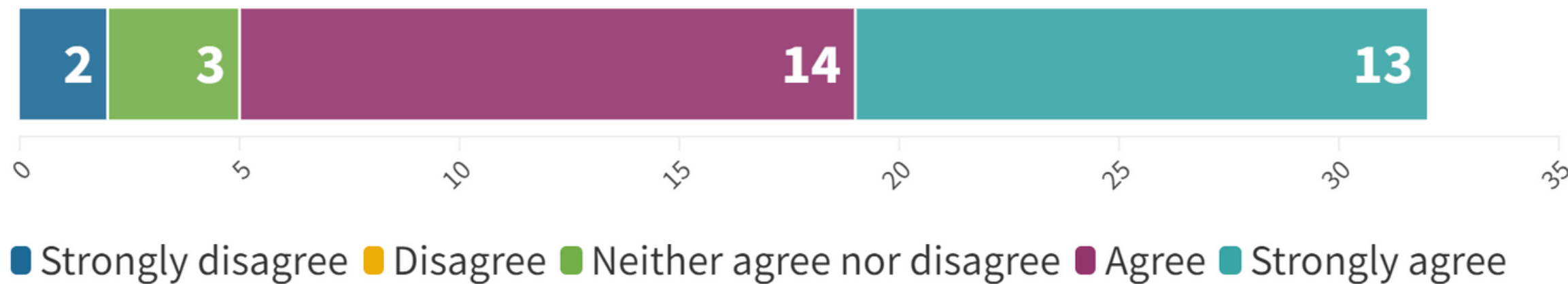


# It's all about digital inclusion

Did GoodCall provide your organisation with better quality mobiles/tablets than what you had previously? (26 responses)



To what extent do you agree with the following statement: "The technical knowledge and understanding provided by the GoodCall team helped us make an informed decision about our contracts or hardware, or both." (32 responses)



To what extent do you agree with the following statement: "We feel confident to use our mobiles/tablets following support from GoodCall." (32 responses)



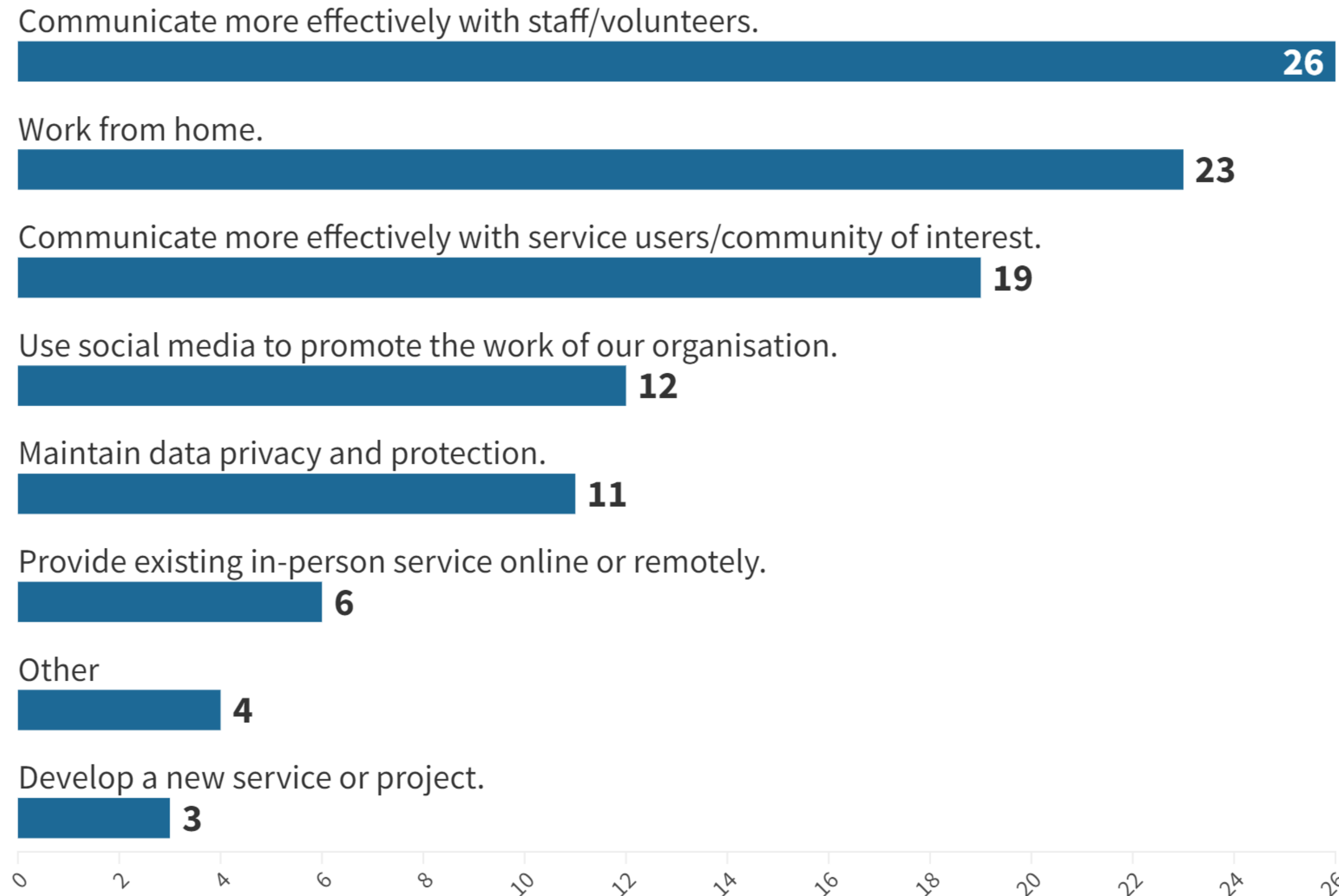
**Elaine Gray**  
Charity Engagement Manager

"As part of our service, we make sure that our partners are well aware of the right hardware that they truly need, by us understanding their organisation, their cause, their community and any potential expansion of their non-profit, before recommending them better options on specific contracts that involve handsets or SIMs, or a combination of both."



# How our non-profit partners use digital technology

Digital technology from GoodCall helps our organisation to (click all that are relevant):  
(32 respondents)



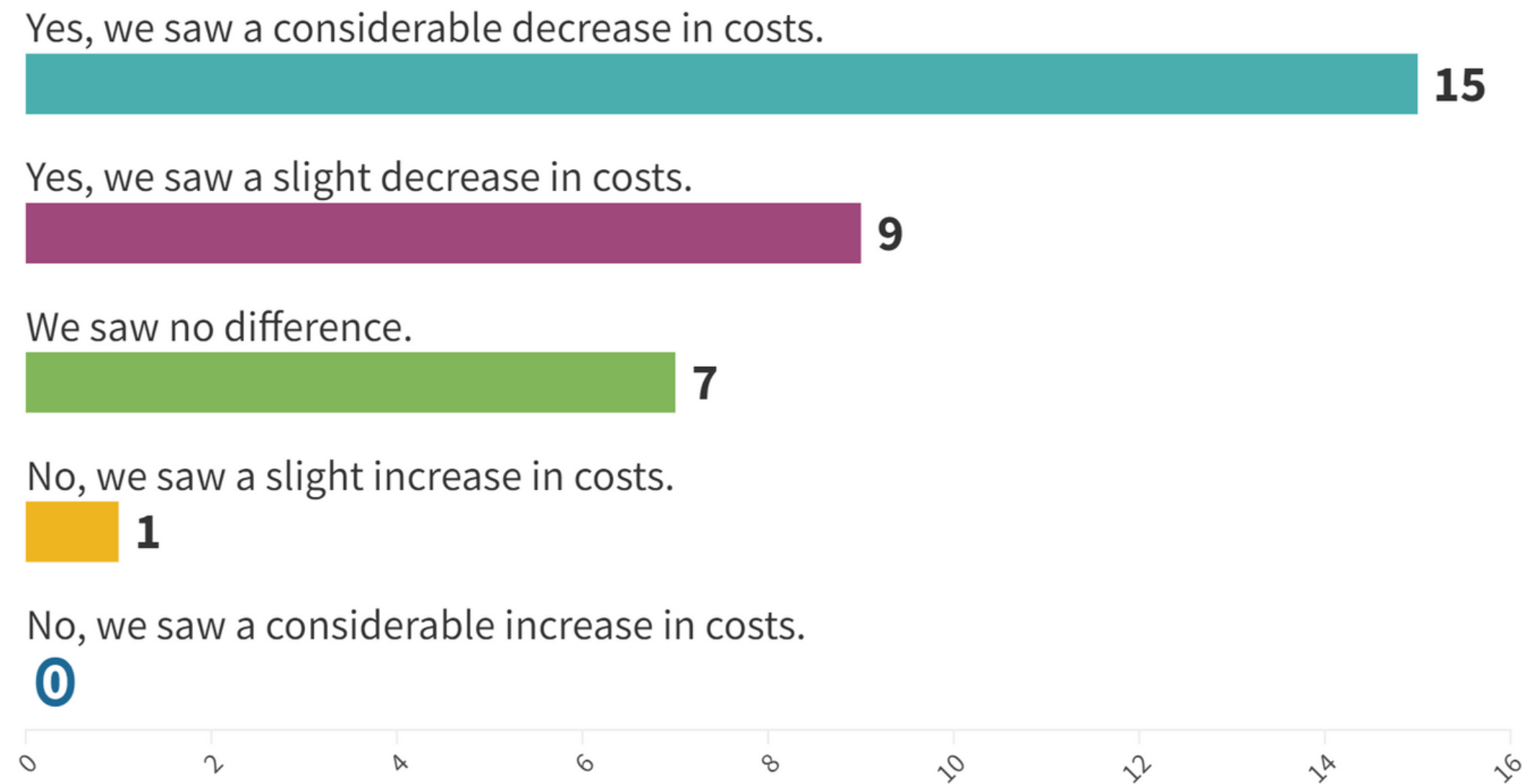
**Kate Masson**  
Chief Executive  
Officer

"The findings of our survey highlight the crucial role of digital technology in both communication and remote work for users, which has become increasingly prevalent since the onset of the COVID-19 pandemic in 2020.

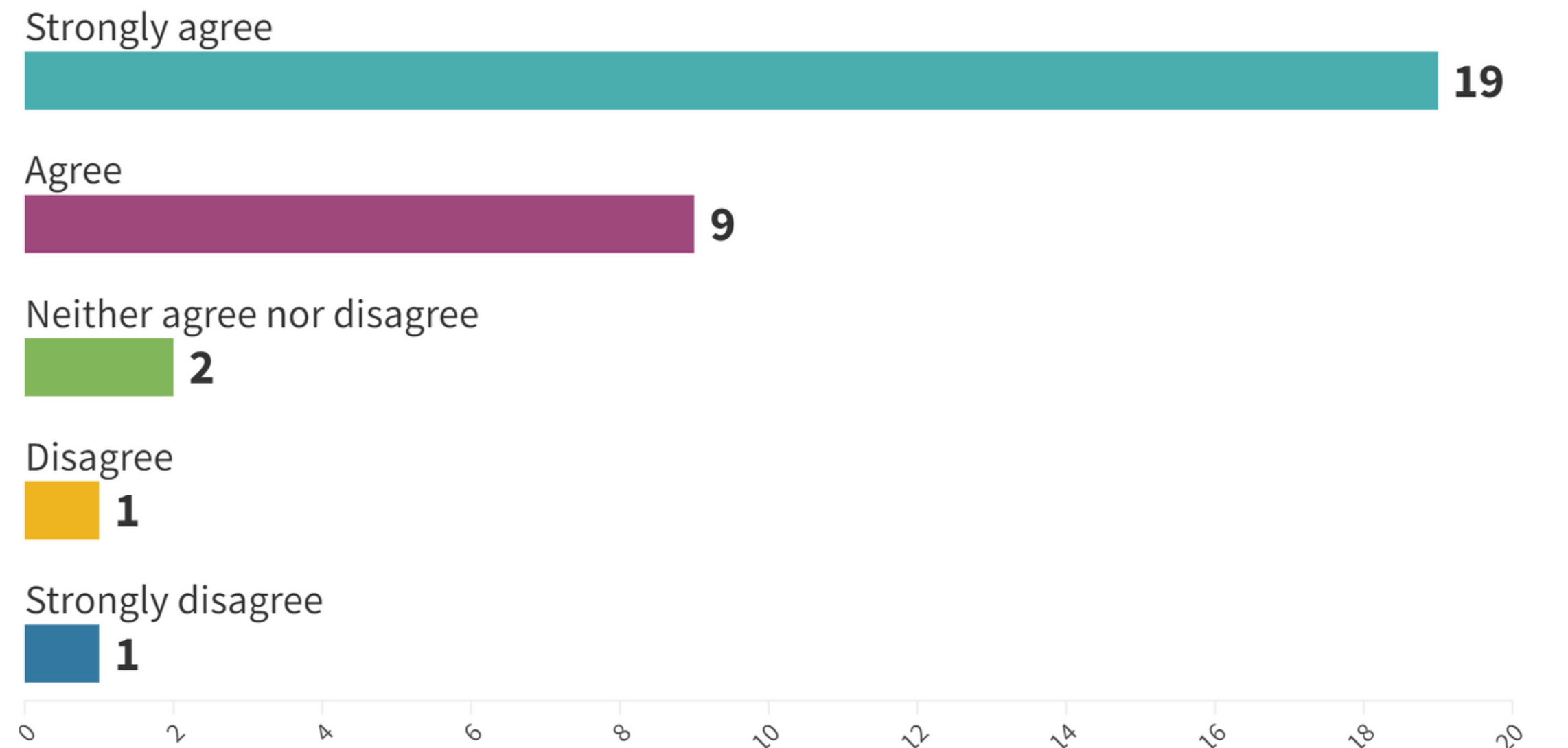
These insights allow us to gain a better understanding of how tech is used, to then determine what contract recommendations are best fit specifically based on the needs of the non-profit organisation; we don't want to deliver a generic proposal, but one that solves any issue and is suitable for their operations."

## Keeping Costs Low

Did your organisation see reduced costs for your contracts or hardware, or both? (32 responses)



To what extent do you agree with the following statement: "The hardware or contracts, or both provided by GoodCall represent good value for money." (32 responses)

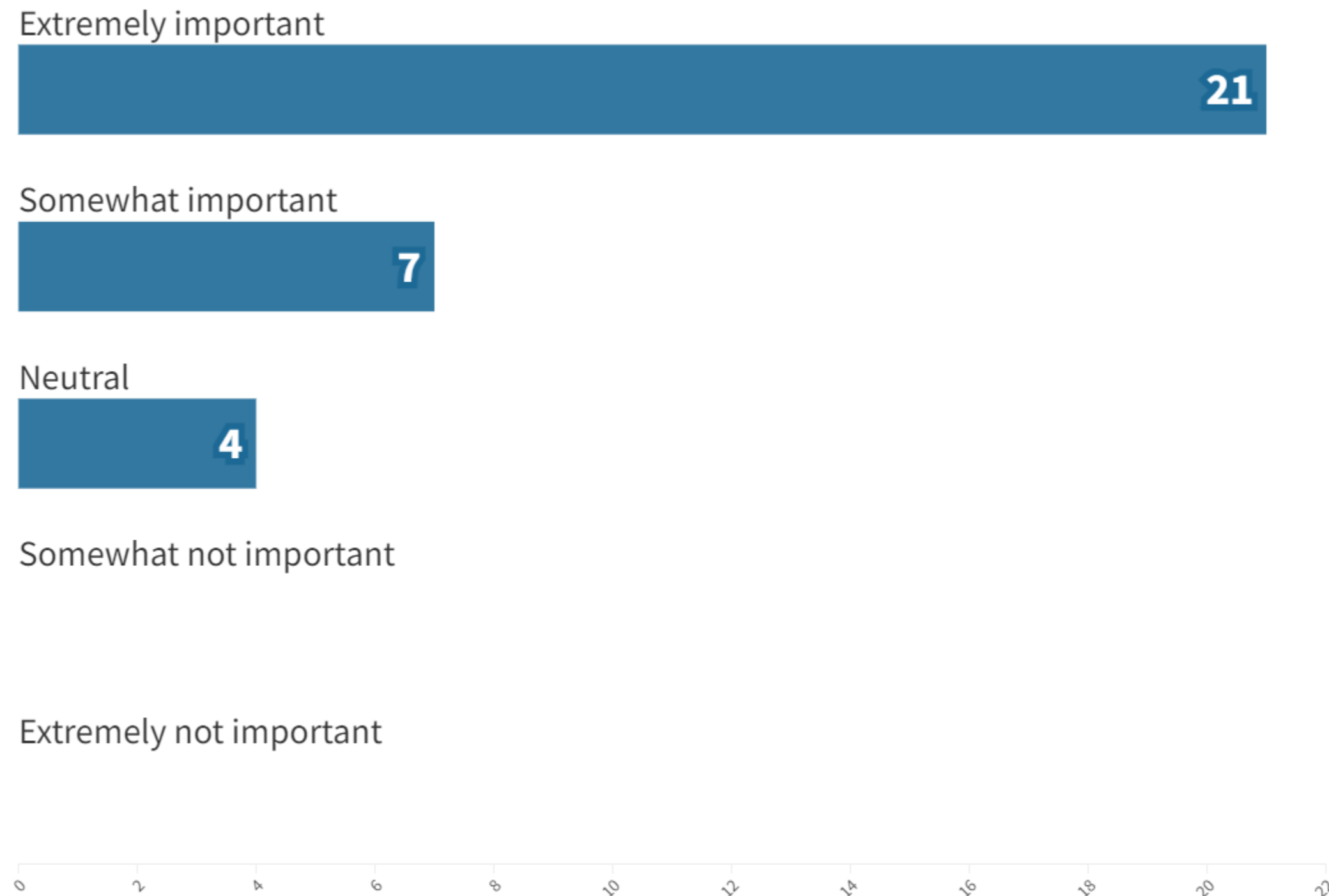


"In every case in which a non-profit organisation asks us for a quote, we'll ask for any prior data usage that exists, and analyse their current contract, comparing that to their actual usage. In the other case of a non-profit not having an existing contract, we'll identify their needs and compare that to other prices and options available in the market. What we tend to see is that non-profits do indeed pay for more than what they actually use, so we do our best to provide a cost-effective solution so our partners can use any saved funds for their frontline services."

**Kate Masson, Chief Executive Officer**

## For non-profits, by a non-profit

**GoodCall is a not-for-profit social enterprise with social outcomes. How important is collaborating with a social supplier to your organisation? (32 responses)**



"Being a non-profit means more than having the label. It means sharing and living important values that are vital for our cause, and the many causes of the non-profit sector."

**Elaine Gray, Charity Engagement Manager**

**If you chose "somewhat important" or "extremely important" for question 13, why does working with a social supplier matter to your organisation?**  
(19 responses, 6 responses shown)

*"As a social enterprise we aim to work with as fellow social enterprises as possible to improve social impact and to raise awareness for organisations in the third sector."*

*"It is important for us, as a values driven organisation, to connect and do business with suppliers who share these values and who are not driven solely by profit."*

*"We are committed to ethical, sustainable purchasing."*

*"We feel it is important to support not for profit organisations like ourselves. It is also the case that the service given is not commercially driven and the good service is provided out of a genuine desire to help."*

*"Social suppliers have a better appreciation and understanding of our charity needs and costs."*

*"We are a charity who supports vulnerable families and so we really value working with a social supplier. GoodCall are on our side and want to help make sure we have a contract that suits our needs and is the best value for us. I really appreciate not having to deal with pushy sales people and the customer service is top notch. I recommend GoodCall to all my fellow community groups."*



## From our non-profit partners, in their own words

**In a few words, describe your experience with GoodCall during your current contract lifetime.**

*(25 responses, 15 responses shown)*

**"Goodcall staff are knowledgeable and responsive, providing excellent customer service. In addition, the savings we have made on the contract have been hugely important at this difficult time when cost of living is rising."**

*"Painless"*

*"Reliable, efficient and friendly"*

*"In the last 8 months I have found it easy to communicate with Bridget and Elaine. This has been the case for our Service Desk as well."*

*"Attentive to needs of the charity and quickly respond."*

**"The experience has been easy going and effective, having people directly on hand to answer any questions and feeling that everything is open, rather than hidden, regarding costs and contract."**

*"All very positive, helpful."*

*"From my perspective the experience has been entirely positive."*

*"Friendly and informative."*

**"GoodCall have been a pleasure to deal with. When the original mobile management solution they provided ceased to be a viable option for us they explained why and offered alternatives."**

**"Implementation of the changeover was efficient, positive and without issue. Always had a response to any queries and issues resolved promptly"**

*"Supportive, transparent and prompt at answering emails when seeking support. Excellent customer service!"*

*"I cannot fault the service or delivery that Good Call provide we are delighted with them."*

**"Goodcall have provided an excellent service. We had some problems with the provider initially and Goodcall sorted this out and helped us to resolve the issues."**

*"A positive experience with good support."*



# Expansion of the GoodCall team and the launch of our Work Experience Program



As a social enterprise, GoodCall's aim to increase opportunities for those furthest from the job market saw developments in our hiring and work experience initiatives. We recruited a Charity Engagement Officer, **Bridget Ilesan**, in our team to help our non-profit partners be better connected, handling all major enquiries/issues faced by our non-profit partners with supportive care. We also hired a Marketing Intern who applied via Graduate Career Advantage Scotland, **Alexandros Tucker**, who assists GoodCall in raising awareness of our aims, services, impact, and the non-profits we partner with to be digitally inclusive! Both of our new hires answered some questions about being a part of the GoodCall team:

## How are you feeling about being the newest employee in GoodCall?

**Alex:** Honestly, the onboarding process was so smooth and my boss and our CEO, Kate Masson, along with the rest of the staff, made me feel incredibly welcomed and I couldn't be happier!

**Bridget:** I'm really enjoying being part of the team. I've been surprised by how at ease I have felt since day one and I think that's down to GoodCall's warm welcome and care for team members.

## What new lessons have you learned so far?

**A:** Attitude is so important! It's daunting to take control of a lot, if almost all, marketing operations for an organisation like GoodCall, but with the right determination and resilience combined with producing creative problem-solving solutions, I learn and grow more into my role which makes me enjoy the process even more!

**B:** Having spent many years in the hospitality industry and self-employment, the biggest lesson for me has been about work/life balance. I really value how GoodCall are always reminding us about this and encouraging us to work in a way that is good for us and avoids burnout.

## What did you wish to gain from your time in GoodCall?

**A:** Initially, I wanted the experience necessary for me to further progress into my career, however after spending some time in the third sector environment, I wish to further listen and learn from the many inspiring stories that comes from our partners and carry that across my life till the very end.

**B:** Connections in the third sector, further knowledge of digital inclusion and charity operations.



GoodCall also hosted 2 pupils from Dundee to learn and use digital media tools as part of a Work Experience Program, in partnership with Dundee City Council. The completion of the pilot phase meant that they created digital marketing content using tools such as Canva, provided valuable feedback and insight into GoodCall's operations, and detailed how their work experience will help them for their future ambitions in their chosen fields. "GoodCall has given us an experience with a company, and this has been useful as it relates to the university course that I am applying for, so I am able to add this into my personal statement", said one pupil.

*"We are delighted to be part of work experience opportunities available in the city, where we are helping to create the workforce of tomorrow by giving them time, access to software and a safe place to explore the tech and third sector industries."*

**Kate Masson, Chief Executive Officer**





**THANK YOU TO ALL OF OUR DIRECTORS,  
FUNDERS, NON-PROFIT PARTNERS, FRIENDS  
AND FAMILY FOR THEIR SUPPORT!**

Follow us on social media!



✉ hello@goodcall.org.uk  
☎ 01382 219242

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