

[IMPACT REPORT 2019]



Transform
FOUNDATION

Version 3-5/2/2020



THE SMALL
CHARITIES CHAMPION

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W E L C O M E

Welcome to our 2019 Impact Report. The Foundation has been very busy over the past year, supporting our existing grant programmes as well as measuring our on-going impact.

During the year, the trustees also decided to undertake a strategic review of the foundations' activities, to assess our progress towards achieving our objects.

The trustees conducted research across our beneficiaries in addition to looking closely at the patterns of demand for our support programmes.

In our 2018 impact report, we announced the extension of our website grant programme to include small charities. The extension was only made possible thanks to the commitment and support of our programme partner. The team has worked incredibly hard, helping small charities realise their dreams of a new modern website. We have collected some wonderful case studies from charities who have completed this programme.

The research confirmed that, the website grant programmes have exceeded our original impact targets and that as a result of this, it is now the right time to bring these programmes to an end. The final beneficiaries will complete their new websites during the first quarter of 2020.

The trustees are now working on a number of new potential programmes, which have the potential of building on the impact we have already achieved. We are aiming to announce the first of these in Spring 2020, which will be launched as part of our new website.

The Transform Foundation has made a very significant impact over the past five years. I would like to thank our trustees and staff and our charity beneficiaries, but most of all, our partners for all their work in making it all happen. We are excited about the future of the Foundation and I look forward to reporting on our new plans in the 2020 impact report.

David Melville
Chair

OUR IMPACT IN 2019

◆ Overall outcomes

£19.9M RAISED BY CHARITIES
THROUGH THEIR NEW WEBSITES

22% AVERAGE GROWTH IN
ANNUAL INCOME ACHIEVED

32% AVERAGE GROWTH IN
VISITORS AND NEW
SUPPORTERS ACHIEVED

90% OF CHARITIES HAVE
ALREADY EXPERIENCED
RAISED AWARENESS

OUR IMPACT IN 2019

Overall outputs

11% OF CHARITIES WHO
APPLIED, RECEIVED GRANTS

166 WEBINARS DELIVERED
TO CHARITIES TO DATE

134 WEBSITE DEVELOPMENT
SESSIONS HELD TO DATE

OVER 50% COMPLETED THEIR
NEW WEBSITES WITHIN
3 MONTHS

OUR PROGRAMMES

The small charities website grant programme

In 2018, The Transform Foundation extended their partnership with Raising IT, the UK charity sector's leading provider of website platform technology. The extension allowed small charities, with a turnover of less than £350,000 the opportunity to apply for a website grant. The grant to be used to assist the successful charities to create a new website using Raising IT's platform.

Raising IT kindly agreed to support the new grant programme by allocating the necessary resources required to work with the eligible small charities to design and build a powerful new website.

Joyful has invested over £4 million since its formation, 10 years ago, to create a platform with all the functionality charities will need to transform their digital presence. The process was originally designed in four steps to enable charities to go from grant award to the new website going live in 6 months. For the small charities website grant programme, Raising IT developed a shorter process, which was designed to reduce the workload required to build their new website.

All the charities were given training documentation; attended webinars and were allocated a project contact support resource to work with. The charities received additional design; testing and training support. Charities were also able to speak at length to other small charities who had already completed their new website projects.

The website grant programme has enabled the charities to build a new website which offers:

- Integrated Donations and Payment Processing
- On-line Appeals
- Individual Fundraising Pages
- Events Registrations and Booking
- E-Commerce and Online Shop
- Integrated Social Media Tools
- Form-builder Tools
- Newsletter Sign up and News feeds

The small charities CRM programme

Charities have lots of data about supporters; service users as well as many other types of stakeholders. A simple place to store all of this data is therefore vital. This is the purpose of a contact management system (CRM).

Charities collect data about donors and the payments they have made, the events they are running, supporters who are volunteering for you, information on grants, enquiries about the services you offer, the list goes on and on.

Transform Foundation have carried out two years of research to identify the most appropriate CRM solution, in terms of cost; compliance with GDPR; simplicity and features for small charities.

We are therefore delighted to have entered into a partnership with BeaconCRM to be our small charities CRM programme partner.

The small charities CRM programme will offer eligible charities the opportunity to become BeaconCRM users and receive a discount on the monthly fees (starting at only £20 per month!) for an initial 6 months plus free training; set up and support.

Beacon CRM will offer small charities all of the key features they need to manage their data in one place.

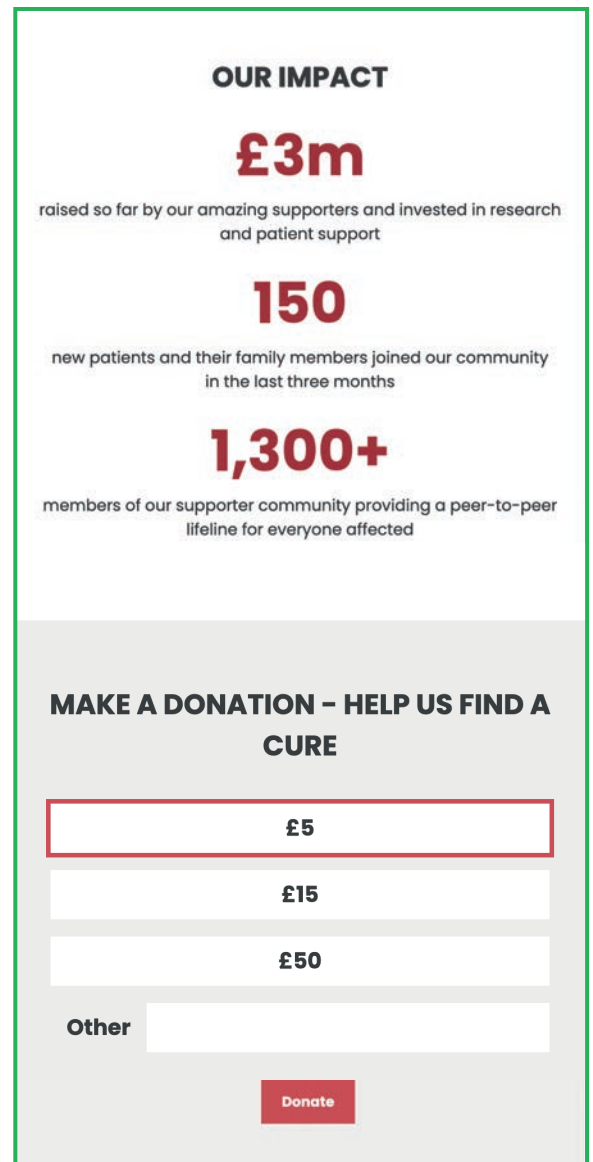
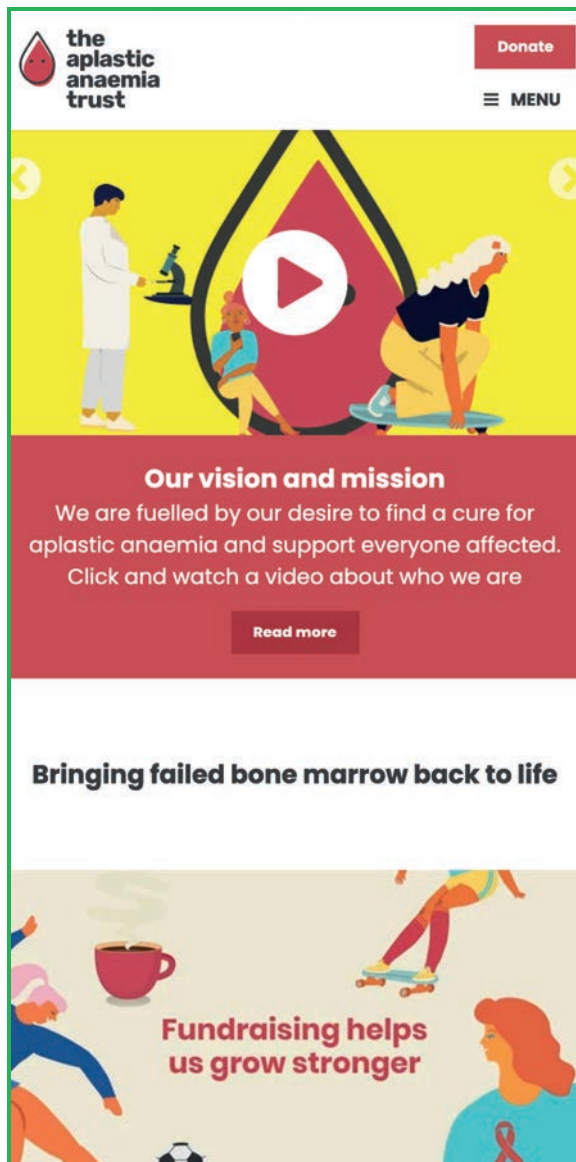
- Website Data Export
- Gift Aid Processing
- Database Creation
- Mail and eMail Imports
- Grant Management
- Membership Processing
- Data Back Ups
- GDPR compliance

SPOTLIGHT ON BENEFICIARIES

◆ The Aplastic Anaemia Trust

The Aplastic Anaemia Trust is the only charity in the UK dedicated to research into aplastic anaemia and allied rare bone marrow failures. The charity's mission is to enable vital research into the causes, that will ultimately lead to finding a cure. The charity also supports everyone affected by this rare condition.

The charity required a new website as part of a complete re-branding exercise. This work was a key part of the charity's strategic plan to grow and develop the organisation; raise more funds for the ground-breaking research and increase the information and support provided to everyone affected.



// The impact of the new website has exceeded our expectations. We have seen a very large increase in online donations and have been able to attract regular donations for the first time! Most of important of all, it has raised awareness of our work and the support we provide. There has been a dramatic increase of the number of patients joining the support group and a 300% increase in helpline queries!
- **The Aplastic Anaemia Trust**

The AAT Shop

Welcome to our shop!

Here we have all the latest products from our charity. When purchasing, please consider a donation to make your impact even greater.



AAT Awareness Ribbon

£1.75

Wear your Aplastic Anaemia Trust ribbon with pride and help us raise awareness of aplastic anaemia

Add to basket

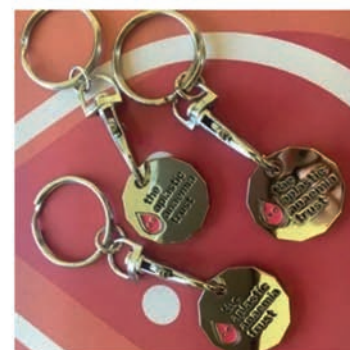


AAT wristband

£1.75

AAT branded wristband in our fresh and vibrant new colours

Add to basket



Trolley coin key-ring

£2.25

AAT logo branded shopping trolley key-ring for new £1 coins

Add to basket

◆ Hearts Together

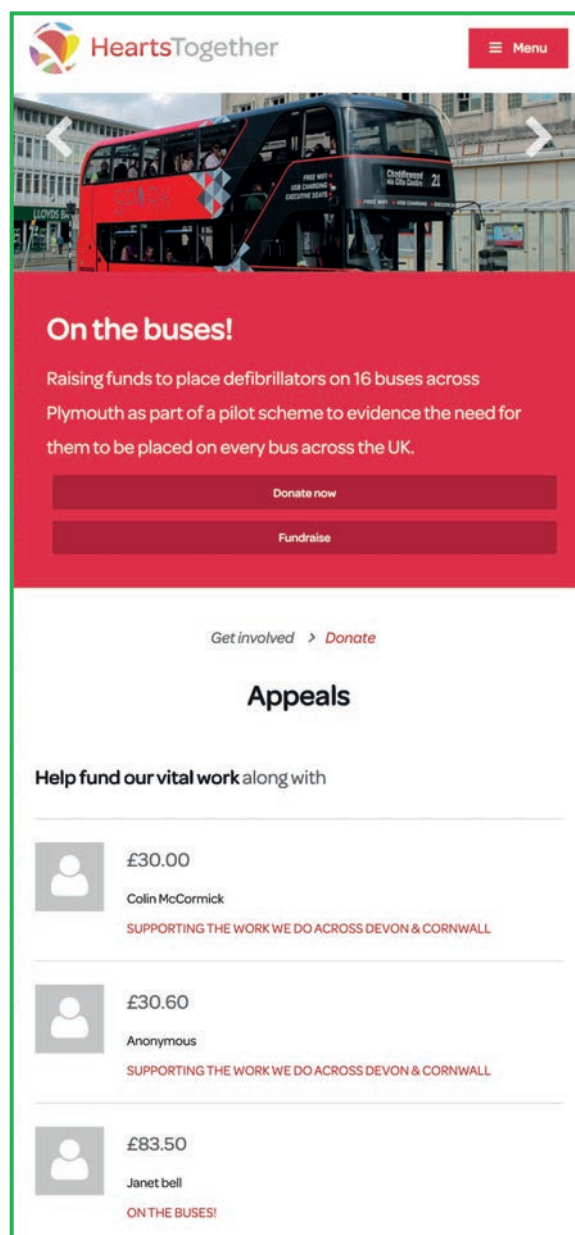
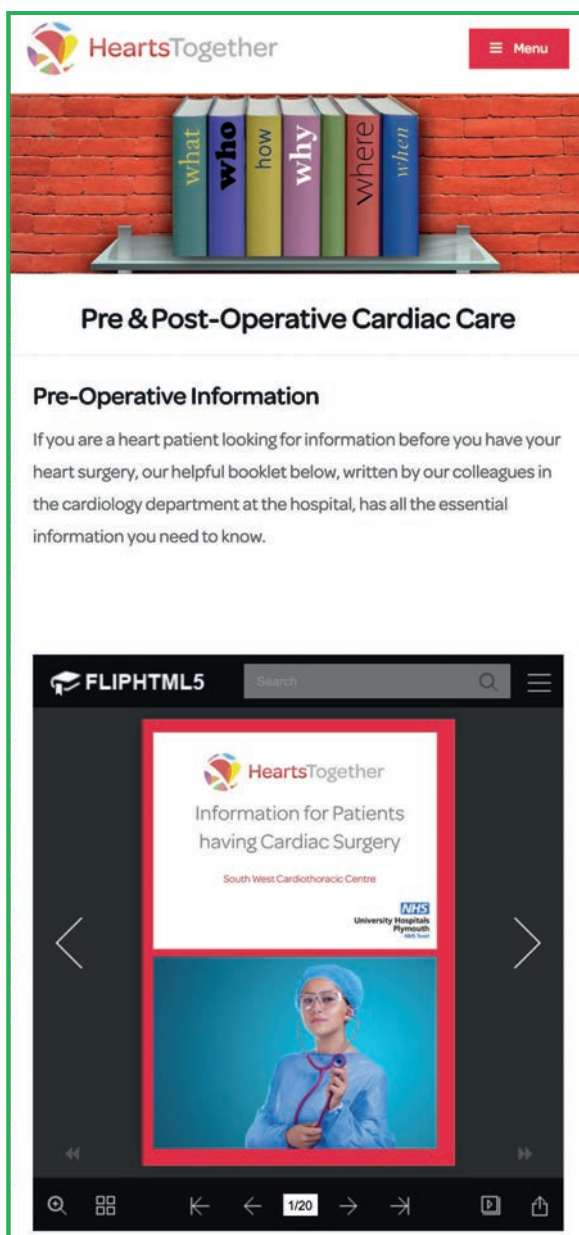
Hearts Together provides people with safe and comfortable accommodation close to Derriford Hospital, The Nuffield Hospital and the Hyperbaric Treatment Centre in Cornwall. The 'Hospital Hotel' is accessible 24 hours a day, giving families the full flexibility to they need to be able to support and care for their loved ones.

Hearts Together also supports the estimated 528,000 people affected by heart disease across Devon and Cornwall by providing life-saving equipment to communities and hospitals and support and counselling to heart disease sufferers, their carers and relatives.

The charity had a very old website, which required too much time to keep up to date and maintain. The charity had also recently merged with another local charity, so it was vital the newly created joint charity had a new modern website.



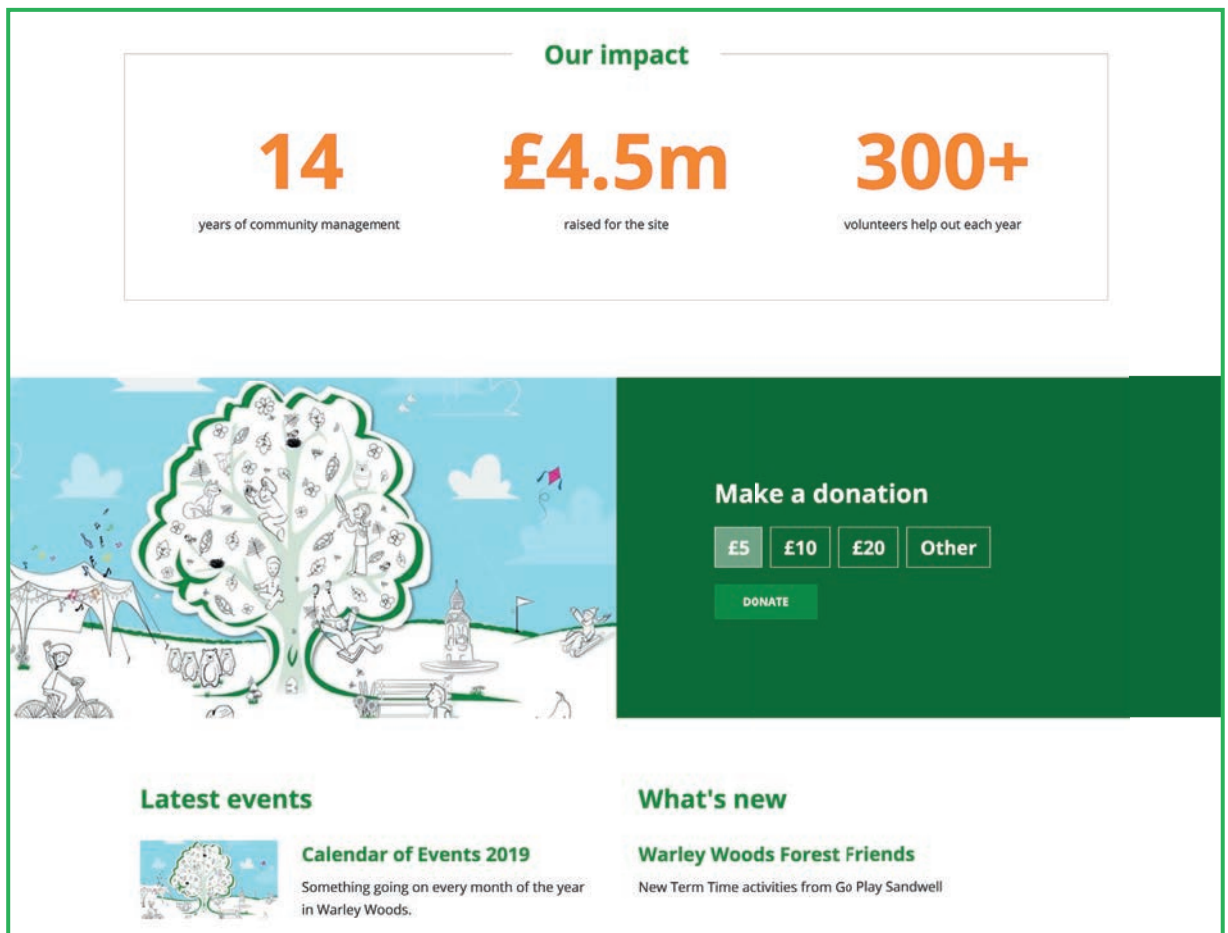
// The new website has really helped us to communicate the mission and values and work of the new charity to our stakeholders and service users. We have seen strong growth in website visits and page views and enquiries about our services, as a direct result of the general increase in awareness. We expect this to continue. The new website has also generated more donations and created lots of new fundraising opportunities for us
- Hearts Together



Warley Woods Community Trust

Warley Woods is a unique 100 acre community park. It has registered grade 2 status and is designated as a Site of Important Nature Conservation. Opened as a public park in 1906, "The People's Park" became a charity in 1997. Today, the community trust manages the park with the help of a volunteer board of local residents supported by hundreds of volunteers.

Warley Woods offers a range of activities from golfing; walking; running as well as other events. The Community Trust had two outdated websites; one for the Park and one for the Golf Course. It needed to bring everything together into one simple modern website, to help the trust to grow its fundraising activities and make it easy to book to use its facilities.



The screenshot displays the website's impact and fundraising sections. At the top, a white box titled "Our impact" features three large orange numbers: "14" (years of community management), "£4.5m" (raised for the site), and "300+" (volunteers help out each year). Below this is a colorful illustration of a tree where the leaves are icons of various park activities like cycling, walking, and playing. To the right, a green "Make a donation" section includes buttons for £5, £10, £20, and "Other", with a "DONATE" button below. At the bottom, two columns are visible: "Latest events" with a "Calendar of Events 2019" link and a small tree icon, and "What's new" with a "Warley Woods Forest Friends" link and text about "New Term Time activities from Go Play Sandwell".

// Our new website has achieved what we wanted. A simple user-friendly website, which can be accessed from any modern device. As a result, we have a new communications strategy, which has already delivered good results in terms of increased donations and awareness
- Warley Woods Community Trust



Warley Woods Community Trust

MENU

Rotary Raffle for Warley Woods

£1.00

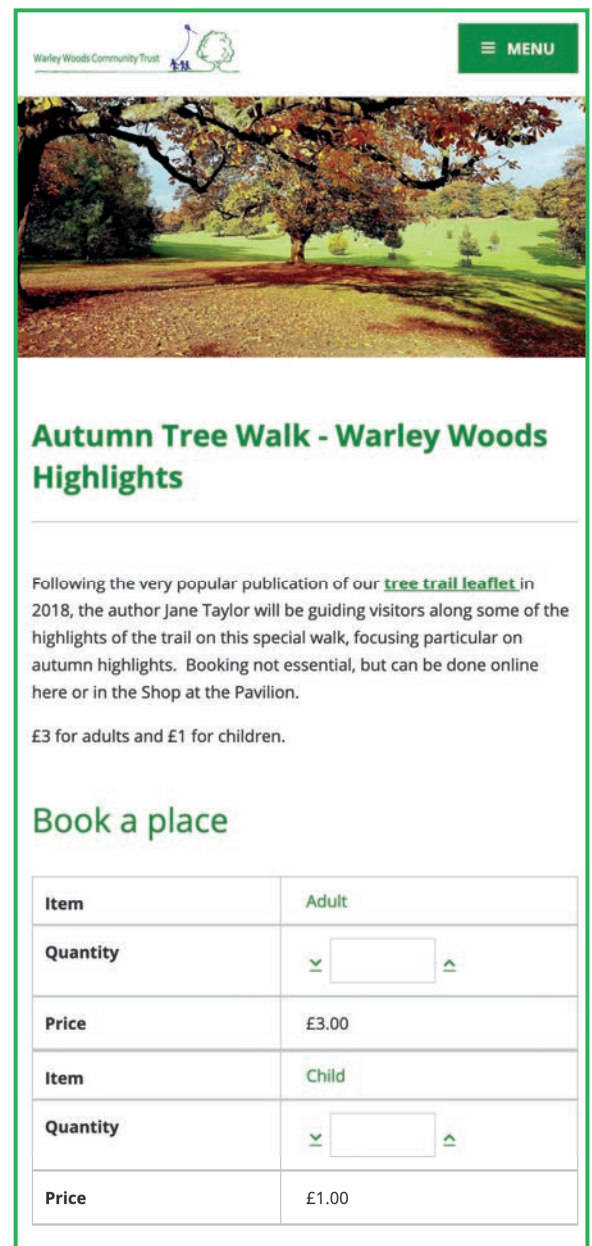
Quantity *

1

ADD TO BASKET

CHECKOUT

Try your luck at winning £1,000 and other cash prizes with a Rotary Club raffle ticket. Warley Woods Community Trust will receive 80p from every ticket sold. Draw will be made on 27th November 2019. Thank you for your support.



Warley Woods Community Trust

MENU

Autumn Tree Walk - Warley Woods Highlights

Following the very popular publication of our [tree trail leaflet](#) in 2018, the author Jane Taylor will be guiding visitors along some of the highlights of the trail on this special walk, focusing particular on autumn highlights. Booking not essential, but can be done online here or in the Shop at the Pavilion.

£3 for adults and £1 for children.

Book a place

Item	Adult
Quantity	<input type="text"/>
Price	£3.00
Item	Child
Quantity	<input type="text"/>
Price	£1.00