

Our mission is to enable social purpose organisations, including community groups, charities and social enterprises to be effective, sustainable and well-run

GOOD VALUE  
**clear** **intuitive** **supportive** **helpful**  
**relevant** **PROFESSIONAL**  
**essential** **emotive**  
**informative** **forward-thinking**  
BESPOKE



**"Fantastic report, thank you!**

*We can take a huge amount from that. We've read through, and can see quite clearly how we might enact it."*

**[Charity, Impact  
Measurement support]**



**"Thank you – I know it has been a mega piece of work but I feel the learning about the centralisation /collation of data is now in place, with the core staff team having an understanding of the new approach and the value of knowledge gathered." [Charity, evaluation support]**

**Feedback shows that we enable our clients to:**

- Better understand their user's or potential user's needs
- Have a clearer vision and strategic direction
- Be better equipped to secure funding and/or generate income

**All clients giving feedback, said they would recommend us.**

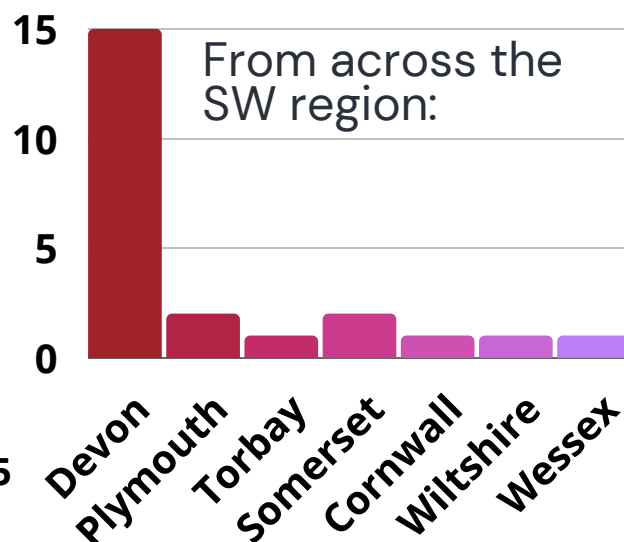
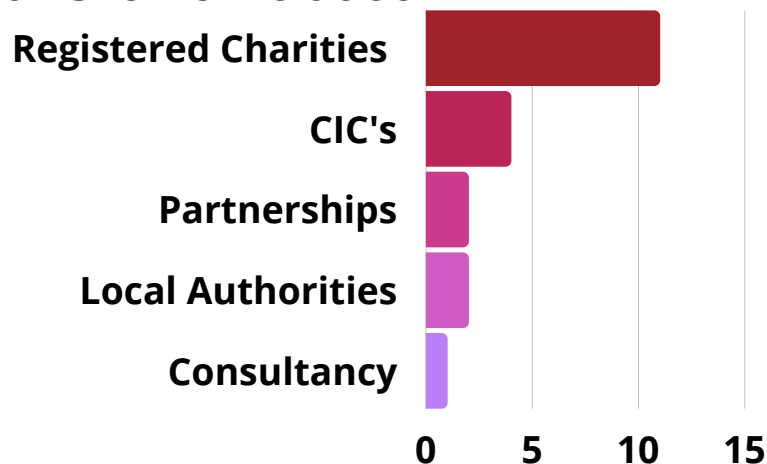
## In 2019/20 we:

Worked 1:1 with 23 organisations; and provided pro bono advice to 8 organisations .

- We continued to work with 5 organisations through on-going contracts.
- We secured new contracts with 17 organisations; 10 of whom were new clients and 7 were repeat business.
- Our clients included: arts, voluntary sector support agencies, community centres, a play area, an advice organisation, carers support, counselling services, environmental, organisations supporting older people and young people, and those from BAME groups.

We helped our clients: **evaluate** projects and programmes, **measure** and **demonstrate** their impact, **strengthen** their governance, **engage** with their clients and communities, **plan** strategically, **understand** their strengths and weaknesses and **develop** their skills and knowledge.

Our Clients included:



## And we:

- Delivered **2 online webinars** in partnership with Social Value UK, as part of Inspiring Impact. attended by around 50 people.
- Continued as a **registered provider** with the Lloyds Bank Foundation Enhance programme – supporting 4 organisations.
- Published **8 blogs** on themes including financial reserves, relationships with funders, communication and impact measurement.
- Produced **new marketing materials** (including banners and leaflets).
- Developed our ideas for **South West Impact Hub**

## On Social media:

**Twitter:** post monthly; 646 followers

**Facebook:** increased followers from 138 to 147; 8 to 29 posts published each month

**LinkedIn:** set up and gained 40 new followers

**Website:** Between Apr and July, 655+ site visitors



## Our response to Covid-19

In the second half of the year, we and our clients, had to respond to the impacts of the Covid-19 pandemic and the restrictions that came into force. Some of our contracts, especially those requiring face to face contact with users and staff, had to be put on hold as client organisations suspended their normal activity and had to re-think how they delivered services. However, we soon picked up new contracts and clients.

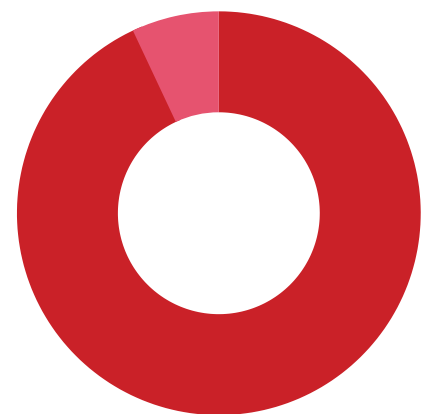
We were glad that we already had experience of using video-conferencing for meetings, and we have learnt more about using digital for all our work, including facilitating workshops and delivering training. We have been humbled by the creative and positive reactions of many of our clients to the crisis. We have sorely missed meeting people in person.

### Governance and admin

7%

## Financial Information

In 2019/20 our turnover was **£40,510** (down from £67,330 the previous year). The direct delivery of contracts and support to non-profit organisations accounted for 93% of our expenditure with the remaining 7% relating to insurance, travel, accountancy, governance, promotion and administrative costs.



**Direct delivery**

93%

# Feedback on our service

## What do you like about working with us? (feedback survey)

- Understanding of our work and the wider sector.
- Ability to adapt previous experience and knowledge and apply it to our situation.
- Ease, flexibility and adaptability. Understanding of the sector
- Personable, easy to relate to, supportive and flexible.
- Friendly and knowledgeable Flexible, proactive, approachable

### Client ratings of features of our service

average score  
(out of 5)

Our understanding of the nature of your work and the challenges you face	4.8
Our ability to keep to an agreed timetable and / or to respond flexibly to your needs	4.8
The appropriateness of our advice and recommendations	4.8
Our facilitation of discussions and sessions	4.8
Our relationship and interaction with your staff, Trustees, volunteers etc	4.7
Our approach and methodology	4.7
The quality of our reports and presentations	4.6

*"I just want to say a huge thank you again, Sarah, for giving us your time and setting us on the right path... thank you so much for believing in us and showing us the resources to make it happen."*

**[CIC, planning & organisation development]**

### GET IN TOUCH

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clarity CIC

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