

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

We help our clients to understand and demonstrate their impact; engage the communities and other stakeholders they work with; look and plan ahead; improve their governance; review how they operate; and build their skills and capability. We also support individuals in these organisations with coaching, mentoring and networking opportunities.

“

*Many thanks for this, and thanks for taking the time to talk things through with me this morning... chatting to you has just allowed me to be a bit clearer on how we need to approach funding, which is a huge help!*

”

insightful  
responsive engaged **flexible**  
**confident** PROFESSIONAL  
efficient  
compassionate approachable  
clear **co-operative**

Feedback on our approach

## Feedback

All our clients who provided feedback this year rated our work overall as **excellent**. Our facilitation skills were rated **5/5** and our interaction with trustees, staff and volunteers; our approach and methodology; and our reports and presentations all scored **4.8/5**.

## What We Do:

Our work with clients has taken many forms, including:

- helping a collective of barbers evaluate the impact of their work promoting suicide awareness;
- researching and exploring how to improve the provision of emergency food and related support in Exeter and Mid-Devon;
- helping a CIC working with and supporting LGBTQ+ people to improve how they evidence and demonstrate their impact;
- evaluating the benefits of a new village playground in East Devon;
- developing a business plan for a Devon-based international charity working to strengthen people's connections with the environment;
- assisting a group of organisations working with people with a learning disability to develop their partnership working; and
- helping a North Devon based equalities organisation develop their strategic plan.

## Who We Are

Clarity's Directors are Sarah Taragon and Stephen Woollett. They lead all our contract work and deliver the majority of the support and services we provide.

Sarah and Stephen are supported by Pauline Haggerty who handles, very effectively, a lot of our administrative, finance and IT work.

We also engage trusted and experienced Associates who bring specialist expertise and additional capacity. During the year our Associates included: Angie McTiernan, Jenny Archard, Naomi Tyrrell and Jacqui Wolstenholme.



Sarah



Steve



Pauline



Angie



Jenny



Naomi



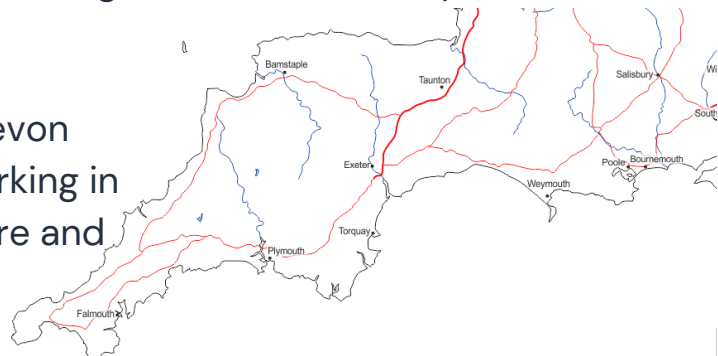
Jacqui

“ *Finally, we would like to thank Sarah for all her hard work and dedication on pulling this work together.* ”

## Who We Help:

During the year we worked with twenty-three different organisations across the South West, including registered charities, partnerships, CICs, parish councils and local authorities. We also provided free advice to eight small community organisations.

Most of our clients in 2020/21 are based in Devon but we have also supported organisations working in Plymouth, Torbay, Somerset, Cornwall, Wiltshire and across the South West.



As ever our clients reflect a huge range of activity and purpose. We have worked with groups involved in the arts, voluntary sector development, play, providing advice, tackling food poverty, supporting carers, counselling, environmental conservation and access and providing support for older people, children and young people, individuals with a learning disability and those from BAME groups.

“

*Many thanks for your time Sarah, really helpful and I've already contacted organisations to support us with safeguarding. The links are great and I'll follow them up - a lot of it is knowing where to go. It also helped me look at steps to take and what order to prioritise.*

*Thank you Steve and please do thank your team for leading on some super useful and balanced research which I know will make the difference moving forward.*

”

## Inspiring, Informing, Learning and Networking

While the bulk of work involves working with groups on a one-to-one basis, we continue to help groups and individuals come together to learn, share their experiences and support each other. Our modest programme during the year has involved three online webinars in partnership with Social Value UK and an online training session on impact measurement with Spark in Somerset.

We have published eight blogs during the year on such themes as collaboration, supporting your team during the pandemic, planning ahead and whether setting up a new charity is always necessary.

Our Facebook page 'VCSE Impact in the South West' provides a useful place to share resources, thinking, approaches and ideas around impact measurement and has seen increased engagement during the year.

We continue to use other social media channels and our web site (which attracted over 2000 visitors during the year) to share news and information.

## We asked our clients what they liked about working with us.

### They said:

- "We felt you understood our brief and were easy to communicate with. Sarah was very available for us and was flexible as the research went on."
- "The guidance around how to ask the 'right' question was exactly what we needed."
- "Your approachability."
- "Flexibility, personal approach, great written reports."
- "Your genuine interest in our charity and knowledge."
- "You quickly understood our needs and managed the work accordingly. Your flexibility in completing the work around the Covid pandemic was much appreciated."

### Financial Information:

In 2020/21 our turnover was **£58,802** an increase on **£41,510** in the previous year. The direct delivery of contracts and free support to non-profit organisations accounted for **95%** of our expenditure with the remaining **5%** relating to insurance, travel, accountancy, governance, promotion and administrative costs.

### On Social Media:

**Twitter:** post monthly;  
646 followers

**Facebook:** increased followers  
from 147 to 165;  
avg. 14 posts published  
each month

**LinkedIn:** 65 followers up from  
40 in 2019/2020

**Website:** 2200 site visitors,  
with 23 webform referrals.

“ *The report is perfect and thanks for introducing me to Canva... it looks really useful and something I would like to use... so thank you so much – two for the price of one. I like the report; it's simple and reflects the conflict of living in a pandemic* ”

### Contact Us

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## Clarity Clear Solutions for Social Purpose Organisations

(Clarity CIC) is a registered  
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