

ANNUAL REPORT

2024

www.charity.org.gg



Chairman's message

It has been **another good year** for the AGC as we have started to capitalise on the WithoutUs campaign earlier in the year and culminating in the launch of our Charity Sector Manifesto to a great reception. Now for the next stage.

We have made good and encouraging progress in our **relationship with Government**, supporting the appointment of the Commissioning Lead, succeeding in some small successes whether that be in revised requirements for minibus licences, a series of short-term grants to support wider Government work plans and supporting charities otherwise struggling. We have supported government initiatives with the various frameworks and in particular with the community transport review and Beau Sejour Sustainability Review. We have continued to co-operate with other agencies such as the Guernsey Registry and the ODPa where we sit on an advisory group to ensure the needs of our sector are heard.

Of course, these discussions are not always easy however we continue to follow the principle that **collaboration** is the best way to achieve success, although we are happy to use more public tools where we have had to, for example in the release of dormant bank accounts and other such unclaimed assets where Guernsey continues to lag behind most other similar jurisdictions.

Early on in 2024 we encouraged the latest charitable giving **survey** by Island Global Research and led the largest charitable sector survey in the Bailiwick, using the results of these surveys in the launch of the WithoutUs campaign.

We used that campaign to engage with the professional **business groups** and others such as GFSC, HMRG and the civil service, trying to persuade their members to support charities in the Bailiwick. This has most recently emerged as a grouping of the 7 largest employer groups plus the AGC, described as the "G8 " working on areas of mutual interests. A strong economy for all continues to be in our best interests.

As a membership body, a priority is to support our members and in this we have been happy to advocate for individual members or sub-groups, to organise subgroup meetings throughout the year and to help with one-to-one support where this has been necessary. In this respect, we are seeing an increasing demand for assistance in a whole range of issues from the governance of members to disagreements between individuals within those charities or concerns for the objectives and activities of their organisations. One example in the public eye has been the support we provided to St Peter Port Lights charity where the organisers had been struggling for several years to find succession and we were able to broker an arrangement between Government, the Parish and business groups.

Staff are vital to our sector's success

and we facilitate regular meetings of senior staff in the sector, arranging occasional speakers based on the challenges highlighted and have sought to source benefits, such as discounted rates for health cover, advice on secondary pensions etc. as well as regular training.

Volunteering, we know continues to be the biggest challenge and, led by our Development Officer and a small working group, we have been delighted to develop and more recently launch our volunteering strategy aimed at supporting members in their volunteer recruitment and management and increasing the profile of volunteering across the Bailiwick. Our administrator has worked closely with Team Kinetic and we have been delighted with the relaunch of Volunteer.gg based on the Team Kinetic platform.

Second only to volunteering is the **challenge of funding** and we were pleased that despite the challenges of Government finances, they were able to increase the level of Gift Aid, Giving.gg has continued to grow and at the end of 2024 has raised over £1.2m through its platform.

More recently we have visited **Alderney** and are working closely with charities at the States of Alderney to establish how best we can assist them, helping in the short term with areas such as banking and travel costs to and from the island for sports/youth teams especially.

One of the key concerns underlying the problems with volunteering is the level of bureaucracy and **regulations** which hinder our sector. We have made clear that we believe that proportionate and pragmatic regulation is required, tailored to the Bailiwick and have been working behind the scenes to encourage a review of what is currently in place. This is a key ask of our Charity Sector Manifesto.

Finally I would like to say a very big **thank you to our staff**, Kristin Dowling and Karen Solway who have certainly gone the extra mile, if not marathon, over the past year to deliver such a busy programme and our volunteer directors/trustees without whom we would not have been able to deliver a fraction of the work that we have.

Clearly the challenge for the year ahead is to go even further in enhancing the profile of our sector, ensuring that it results in greater resources, volunteers or financial leading to greater impact and I am confident that we will be able to do that.



Wayne Bulpitt, CBE
Chair, Association of Guernsey Charities

Overview

1. Strategic aims for 2024
2. Membership
3. Training, Networking & Events
4. Fundraising
5. Volunteering
6. Sector Voice & Advocacy

1. Our strategic aims for 2024

- a) **Providing** leadership for the voluntary sector in the Bailiwick, building a more effective sector.
- b) **Promoting** and providing practical resources to enhance the voluntary sector including governance and transparency, working with the Guernsey Registry and ODPA etc.
- c) **Helping** improve the funding available to voluntary sector members, in particular promoting charitable giving through its platform Giving.gg and more generally and working with grant givers.
- d) **Developing** a volunteering strategy for the Bailiwick and providing members with the practical tools needed to capitalise on the opportunities.
- e) **Improving** the way that voluntary sector members and Government engage with each other through regular meetings with the P&R Political lead and officers and the Commissioning Lead for the States of Guernsey and providing practical support.

2. Membership

Our members are the foundation of our organisation, and we remain committed to fostering strong relationships, as this forms the basis of all our work. Our membership is diverse, encompassing a range of organisation sizes, causes, and individuals. We remain mindful of tailoring our support to best meet the needs and aspirations of our members, whether this pertains to specific issues or how we shape our engagement offers.

We continue to develop a broad spectrum of engagement channels to strengthen our connection with members, including our monthly newsletter, social media, open events, targeted forums, surveys, and one-to-one support. Through these efforts, we aim to enhance membership engagement.

We've noticed a growing demand from members for more in-depth one-to-one support to tackle various challenges. Over the past period, we've assisted over 12 individual charities, and in most cases, we were able to help drive positive results.

In 2024, we made efforts to support charities in Alderney through engagement meetings with stakeholders. In September, three representatives from the AGC travelled to Alderney to attend the Alderney Charity Fête, hosted by the Alderney President. This event provided a valuable opportunity to strengthen relationships. Moving forward, we are eager to collaborate with local organisations to foster greater cooperation and support the infrastructure of Alderney.



In 2024 we welcomed 11 new members

- Nature Commission
- Dementia Friendly Guernsey
- L' Assemblaie D' Guernesiais
- Friends of Citizens Advice Bureau
- Guernsey Swim All Seasons
- St Saviour Church
- Priaulx Library
- Search Dogs
- Torteval Scarecrow Festival
- Alderney Children Centre



Looking ahead, we plan to

- build our online resource library, making it easier for members to access a wide range of relevant information. We recognise the limitations of the current website and the substantial benefits that improvements will bring to our members.
- shape our offer to better meet the needs of smaller, volunteer-led and run charities
- target our communications to better engage with trustee boards of larger charities
- expand our membership offer to faith based organisations



3. Training, Networking & Events

One of the main pillars of our work is supporting learning and development across topics relevant to charities. Charity leaders, whether voluntary or paid, often need to be multiskilled and understand areas beyond their core cause to operate effectively, legally, and safely.

We are proud to offer a free training programme to all our members, helping to build sector capacity. We are grateful to the professionals who have generously shared their knowledge, allowing us to provide this service at a low cost.

Following the success of the 2023 Voluntary Sector Conference, we were pleased to see the 2024 event grow, with over 120 charity representatives attending 12 workshops and keynote speeches from Joe Saxton, Chair of the Association of Chairs.

Bringing the sector together is key to fostering collaboration, enabling charities to share resources, tackle challenges, and amplify their impact. In addition to training, we facilitated forums and meetings on specific topics, often based on member suggestions. One such forum, focused on Health & Wellbeing, included a presentation from Nicola Brink, Director of Public Health, and brought together over 60 charity representatives for collaborative discussion.



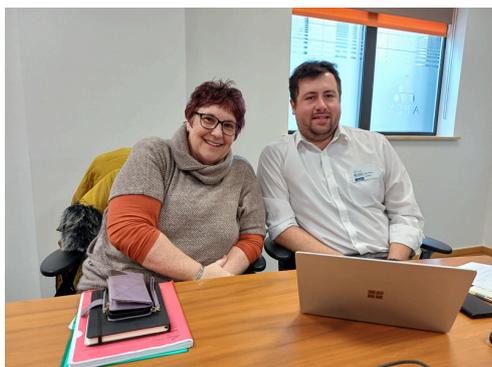
While initially popular, we have paused and are reviewing Charity Chats, an open monthly forum for members, and are considering offering a more targeted approach.

40 charities participated in yet another brilliant Charities Fete at Government House in June 2024, with an estimated footfall of 2500 people, live entertainment and great weather. Thank you to the Governor for hosting the charities fete.

Whilst the Government House Fete has a long standing tradition and is generally well received, some members suggested to trial the popular Seafront Sunday as an events platform for the charitable sector to increase footfall and thus awareness and revenue.

Looking ahead, we plan to

- Continue to offer a wide range of topics based on members' needs
- Strengthen learning with online resources and one-to-one tailored support sessions



420 people attended a training session.

Governance & Regulation

- Data Protection: Breaches
- Data Subject Access Request
- Simplifying Data Processing Notice
- How to be an effective Board Member
- Effective Minute Taking
- Health & Safety made easy
- Introduction to Safeguarding
- Annual Validation & Return Drop ins

Media & Marketing

- Social Media Platform
- Social Media Strategy
- Engaging local media
- Campaign Workshop
- Canva

Accounting

- Financial Skills for Treasurers
- Financial Skills for Trustees
- Charity Finances

Volunteering

- Volunteer Recruitment

Conference workshops

- Diversifying Volunteering
- How to be a chair
- Charity Strategy
- Social Media on a shoestring budget
- Corporate Fundraising
- The power of AI
- How to ask for money
- Grant applications and Impact reporting
- Trends in the events industry
- Sustainability & Charities
- Leading with Confidence
- Maximising your message

4. Fundraising

Giving.gg is a locally based donation platform offering a free, easy-to-use solution for charities, specifically designed for AGC members. Unlike many other fundraising platforms, Giving.gg enables charities to raise funds without incurring any administration fees, making it an ideal option for maximising donations. The platform has experienced a significant increase in donations in 2024, with growth comparable to the surge during the Covid-19 pandemic, reflecting its rising popularity among charitable causes.

The platform is primarily managed by the AGC administrator and supported by the AGC treasurer, ensuring smooth operation and ongoing support for charities using the platform. Significant work has been done to streamline the pledging and donation processes, making it easier for charities to manage their fundraising activities.

Additionally, we are pleased to report a fantastic uptake of SumUp machines in 2024, which have gained increasing popularity. This, combined with resources such as donation QR codes and the setting up of SumUp accounts, has provided charities with valuable tools to advance their fundraising efforts, in particular those relying on public fundraising.

**Giving.gg raised
over £1,244,442
in only 5 years.**

Platform usage:

- Charities signed up to Giving.gg: 130
- Events set up on the platform: ~100
- Transactions processed per month: ~600–800

Growth Over the Last 5 Years:

- 2020: £150,337
- 2021: £242,017
- 2022: £160,727
- 2023: £178,219
- 2024: £266,922

Looking ahead

While we are pleased with the strong uptake of the Giving.gg platform, we have listened to feedback from our members regarding some of the limitations of the current website. As a result, we are exploring options to enhance the platform, with a focus on improving its look and feel, as well as upgrading its back-office functionality. These planned changes aim to improve the user experience and further support fundraising efforts.



5. Volunteering

Volunteering is a vital community asset and a cornerstone of the charity sector. However, in recent years, there has been a noticeable decline in volunteering uptake, a trend not unique to the Bailiwick but reflective of broader societal shifts, including the rising cost of living and an ageing population.

In 2024, we initiated work on a Bailiwick-wide Volunteering Strategy, aiming to ensure that volunteering remains a strong and accessible community asset. As part of this strategy, we hosted a workshop with representatives from over 12 different charities. This workshop, led by UK-based volunteer and engagement consultant Dan O'Driscoll, provided valuable insights into the future of volunteering.

In addition to the workshop, we conducted a comprehensive community survey on volunteering, gathering feedback from both volunteers and non-volunteers. The survey received 360 responses, and the findings were published in September. These insights, along with further research and best practices, are now being used to shape the development of the Volunteering Strategy.

The Survey was conducted with the aim to provide better insight into the Community's perspective on volunteering and to help inform the first Bailiwick's Volunteer Strategy. The survey received 350 responses and aimed at those with current or previous volunteer experience as well as those who have never volunteered. Whilst the study found that the overwhelming majority of volunteers had a good or very good experience, it also brought to light some key challenges..

Volunteer Community Survey 2024

Bailiwick of Guernsey



9 out of 10 volunteers have a good or very good volunteering experience.



97% of those volunteering want to continue volunteering for the next 12 months.

Wanting to make a difference & Believing in the cause

Top 2 motivators for volunteering

Time flexibility & Better role promotion

seen as key factors to attract more volunteers

Word of Mouth is by far the **most popular recruitment channel.**

KEY FINDINGS

60%

of those volunteering regular do so weekly and the majority of those volunteer for more than one organisation.

44%

of those volunteering are females aged 55+.

67%

had not been offered Employer Supported Volunteering opportunities.

Charities are providing positive volunteering experiences and are good at retention.

There is a lack of demographic diversity and an overreliance on a core group of volunteers.

The absence of an effective volunteer promotion platform presents a barrier to more open and accessible recruitment.

There is clear potential to expand and strengthen Employer Supported Volunteering programs.

For the full survey findings go to charity.org.gg.

One of the key outcome of the survey was the decision to invest in a new online volunteering platform, designed to make volunteering more accessible and to support smaller, lesser-known charities in promoting their opportunities. After researching various software solutions, we are pleased to have partnered with UK-based Teamkinetic, a leader in volunteer management software. This platform will allow charities to better promote volunteer opportunities, manage data, and enhance volunteer management.



Looking ahead, we plan to

- launch and work towards the Bailiwick Volunteer Strategy
- refresh the branding of volunteer.gg
- invest in the ongoing promotion of volunteer.gg as the go-to resource for volunteering opportunities across the Bailiwick

6. Sector Voice & Awareness

Volunteers & Trustee Week

We have once again been championing national Volunteers' Week (June) and Trustees' Week (Nov) achieving coverage across media channels in the Bailiwick whilst also encouraging our members to use this opportunity to thank and recognize their volunteers. We would like to thank all those contributing to media stories, taking part in interviews and sharing their stories on social media.

Sector Survey

A survey of the sector was launched in March 2024 with the intention to gain a more detailed insight into financial and volunteer challenges as well as the economic value of the sector. With over 150 responses from a range of diverse charitable organisations in Guernsey and Alderney, the survey allowed us to highlight the extent of the challenges the sector is facing locally with recruitment & retention of volunteers being the one of the top concerns. In response to the survey findings, we invested in a campaign to help raise awareness of the vital contribution the sector makes to the well-being of our community and the support it needs to sustain itself.

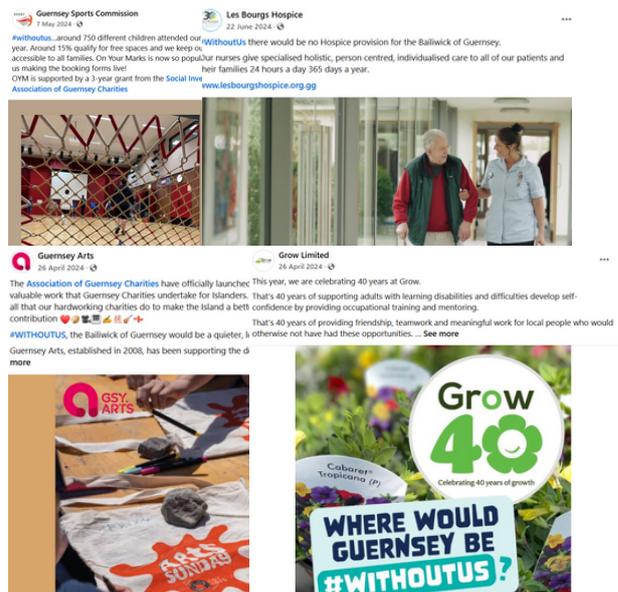
Sector Representation

We represent the sector on a number of forums:

- Government and Charity Sector Strategic Group
- G8
- ODPa Advisory Group
- HSC Autism Framework Steering Group
- Beausejour Sustainability Review Group
- Community Transport
- although not a member, we also have close links to the Funders Group
- we also work with the Guernsey Registry in an advisory role

The campaign received generous sponsorship from the States of Guernsey and benefited from the expertise of Black Vanilla PR Agency and 2DN Design Agency.

**over 3000 posts using
#withoutus**



#WithoutUs Campaign

In 2024, our organisation spearheaded the #WithoutUs campaign to raise awareness about the vital role of charities within our community. This initiative emerged from insightful discussions with our members, highlighting a prevalent gap in public understanding regarding vital contributions of the charitable sector and the real challenges it faces.

The campaign's toolkit, developed collaboratively, empowered charities to engage their audiences effectively by sharing personal narratives that showcased their unique contributions. This approach fostered a collective storytelling platform, amplifying the voices of those directly impacted by charitable services. A central feature of this effort was the creation of a dedicated website, www.withoutus.gg, serving as a hub for sharing impactful stories and resources.



Our outreach included a well-attended stakeholder meeting, extensive media coverage, and a robust social media presence, all contributing to heightened awareness and understanding of the challenges faced by charities. Notably, the campaign addressed critical issues such as volunteer shortages, with 41% of charities reporting increased difficulty in recruiting or retaining volunteers, and financial constraints, as 29% of charities experienced funding shortfalls in the past year.

The #WithoutUs campaign not only shed light on the essential services provided by charities but also sparked meaningful conversations about the need for sustained support and recognition of their contributions. By sharing these stories, we aimed to foster a deeper appreciation for the charitable sector's impact and encourage continued community involvement.



Looking Ahead

The work of the AGC in championing the sector through this campaign is just the beginning. We remain committed to enhancing the resilience of charities, strengthening their networks, and ensuring that they continue to meet the evolving needs of the Bailiwick. Together, we can continue to build a stronger, more sustainable future for all. By working together, we can ensure that the third sector continues to thrive, enriching the lives of everyone in our community.



Association of Guernsey Charities Board 2024



Wayne Bulpitt, CBE
Chair



Sam Rouse
Secretary



Bella Farrell
Director



Gillian Gill
Treasurer



Steve Byrne
Director



Malcolm Woodhams
Director



Charlie Cox
Vice Chair
(resigned)

A heartfelt thank you to all our members and supporters for their ongoing trust and invaluable contributions to our work.