



Transforming the UK Charity sector

"We have achieved success by working together across all directorates. It's been a real one organisation, one team effort. I am very excited about the future and us delivering on our strategy."

Paul Maher, Head of Business Development at The Children's Society



Your Challenges

All charities form with a single purpose in mind; to serve their beneficiaries and make a positive impact on their lives, as well as their family and friends. The challenge lies in how you achieve the most 'good' for your end user whilst generating a sustainable source of income and retaining motivated, forward-thinking staff.

Having a clear, shared purpose and way of working is vital for the most successful organisations. Volunteers, donors, commissioners and often stakeholders are essential for your charity to operate and must have the same vision as staff to achieve the best outcomes for your end users.



Sarah,
Chief Executive



G,
Director at
Ad Esse

See Ad Esse's work over the page →

"I'm concerned about how our commissioners and the public will react to my decisions. I'm not sure whether we're measuring the right things and providing the best service for our beneficiaries. How do we get our staff, volunteers, supporters, and stakeholders all on the same page? A lot of staff are leaving us and the charity is slow to change."

"We understand what you're going through - a lot of our clients in the Charity sector are in the same boat. Decisions on where you spend money are heavily scrutinised; we will help you focus time, effort and money on activities that add value to your beneficiaries, and work with you to set up purpose focused measurement across your charity."

Our approach gets your people, processes, and systems working together towards a common purpose; improving staff satisfaction and ensuring higher quality services for your beneficiaries and supporters.

By involving staff in the change process, you increase their satisfaction and motivation. This generates a new willingness to engage in improvement activities, giving them the tools, knowledge and confidence to continue to deliver improvements, long after our engagement is complete"

Get in touch

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Client Story



Blood Cancer UK:

Events Management Lean Review

Blood Cancer UK events appeared to achieve relatively successful outcomes, with funds being raised and increased support for the cause. However, the approach to managing events internally was very ad hoc, with considerable variation across different event processes. This was mainly due to each team having their own way of working and documentation. This often created confusion over what needed to be done and when, leaving little organisational resilience during periods of staff turnover. The challenge was therefore, to introduce a standardised process and suite of materials for managing events that could be followed by anyone, regardless of the team they were from.

Results & ROI

- A standardised process that has reduced the number of process steps from 56 (average) to 31
- 67% reduction in failure demand calls into the Supporter Relations Team

How Ad Esse helped

The scope was defined with the project sponsor and key stakeholders, and a project team were brought together representing all the different teams organising events. Through value-stream mapping workshops, the project team created one standardised process for all teams to follow, with a bespoke version of the same process available for specific events (where more unique activities were required).

Both versions of the process could be implemented in the short-medium term. To implement the new process, a 58-item action plan was agreed and produced. Implementation activities included designing standard materials for the initial briefing, event evaluation and feedback. A set of effective success measures was established to understand performance, and monitor the impact of the changes as they were made.

Business benefits

- Improved customer experience & satisfaction
- Cost savings & staff satisfaction
- Collaborative culture



“Ad Esse challenged us as an organisation to think differently about our ways of working but always staying true to having the best outcomes for those affected by blood cancer at the heart of all business decisions we make.”

Siobhan Handley, Deputy Director of Public Fundraising & Individual Giving



“Working with Ad Esse has been instrumental and critical in our improvement programme. One clear process for Care Contracting, now used by all departments of the organisation, has seen a major improvement to revenue collection. It has shortened revenue collection times and increased our care hours this year by over 23,000. This has all been alongside the expert support of Ad Esse.”

Philippa Crowther, Chief Executive at Wilberforce Trust

Key Stats

- 33% reduction in time taken to process a donation
- 35 Information Centres rolled out across five Directorates (across the UK) in one case
- Saved £2.5M in a concurrent cost reduction programme
- Identified more than £7,000 of stationery to be redistributed and used before re-ordering
- 33% reduction in time spent on recording information by delivery staff
- 15 hours per month (avg.) saved by an Administrative team

Why choose Ad Esse?

We're masters of change helping organisations with a social purpose transform the way they work to create a long-lasting impact on the people who need it most. We are focussed on continuous improvement and work with your frontline staff, as well as senior management. Our team have experience within the sectors we serve and we base all our work on Lean principles, adapted & refined for the Charity sector.