



# GOOD GOES AROUND



## Jarrolds

IMPACT REPORT 2024-25



Norfolk  
Community  
Foundation



# YOUR IMPACT: AT A GLANCE

## £65,406.48

generated in social value across Norfolk communities since 1<sup>st</sup> January 2024



## 180



Norfolk businesses discovered how to give their time, funding, or assets through Good for Good, thanks to your support

## 1



Norfolk charity accessed expert advice from Jarrolds to navigate a strategic challenge through the Locker Room



## Spotlight on: Social Value

As well as the tangible difference being made in communities, we are pleased to share the social value of the support Jarrolds has provided since 1<sup>st</sup> January 2024. This includes both critical asset support in supporting our operations and activities, as well as expert business advice delivered to VCSEs through the Skills Exchange.

To ensure we measure this impact consistently and meaningfully, we have chosen to report against the National TOMs Framework (Themes, Outcomes, Measures). This widely recognised model aligns with the UN Sustainable Development Goals and uses a matrix of 18 outcomes and 38 specific measures to track the social, economic and environmental benefits of activity. Using the TOMs Framework, we have calculated the following insights into the value of your support:



£2,126.80

Total value of expert business advice to VCSEs (NT15)

This is calculated at 14.5 hours of financial and strategic advice x proxy value £106.34.



£63,279.68

Total value of in-kind contributions to local community projects (NT28)

This is calculated at (£63,279.68 in-kind support) x proxy value £1.



# **Good for Good is an ambitious initiative helping nearly 200 local businesses deliver meaningful social impact across Norfolk.**

The programme connects businesses with the real needs of the voluntary sector - whether that's funding, support with discreet projects, or skilled volunteering - so that together, we can achieve long-term, positive impact for communities across Norfolk. The goal is to strengthen Norfolk's Voluntary, Community and Social Enterprise (VCSE) sector while helping businesses deliver on their social value goals.

This initiative would not have been possible without the support of Jarrolds, a business that exemplifies how commercial expertise can be used for public good.

**GOOD  
FOR  
GOOD**

As a founding member of the Good for Good Strategic Board, Jarrolds played a pivotal role in shaping the programme's vision and ensuring its relevance to both Norfolk's VCSE sector and the business community. By contributing time, insight, and expertise, they helped guide the initiative's growth and impact from the outset.

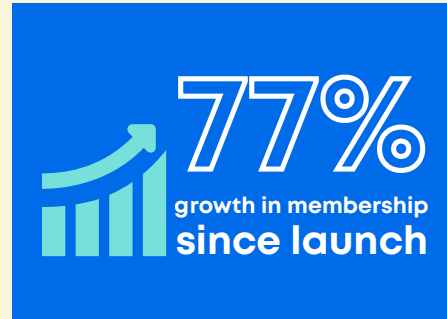
Jarrolds also supported the development of Good for Good by donating the use of their hospitality box at Carrow Road football ground in February 2024 and again in February 2025. This generous contribution created a space for members to come together and take part in key relationship building activities, helping to reinforce partnerships at a crucial time in the programme's development.



Today, the initiative is thriving. In its first year, Good for Good has built new partnerships, unlocked cross-sector collaboration, and provided practical support - from mentoring charity leaders and running skills workshops, to helping finance officers better understand charity accounting.

Together, Norfolk Community Foundation and over 180 Good for Good members are redefining how businesses invest in Norfolk's impact economy, creating stronger communities and a more resilient voluntary sector.

# FIRST YEAR IMPACT



# SKILLS EXCHANGE

The Skills Exchange programme connects Norfolk VSCE organisations with professional expertise from local businesses.

From helping with discreet projects to reimagining strategies, these short-term, high-impact collaborations are designed to empower voluntary sector organisations from within. For businesses, it's a meaningful way to contribute to the community, gain insight into the charity sector, and support their social impact goals.

One of the programme's most innovative developments is **The Locker Room**, a new format designed for VCSE leaders facing significant strategic decisions or challenges.

It offers a confidential, collaborative space where organisations can work with a panel of experienced business leaders to explore challenges and identify solutions.

The initiative fosters mutual respect, openness, and shared learning between sectors.

Jarrolds contributed to the development of The Locker Room by participating in a pilot session with SWAN Youth Project. Together with the panel, they supported SWAN Youth Project CEO Anna Foster in navigating a strategic challenge, helping to generate **£425.36** in social value, according to the National TOMs Framework.



The process was really valuable for me, as I do not have anyone to have those kind of conversations with in the organisation. The knowledge, input and understanding were amazing and hugely appreciated.

- Anna Foster, CEO  
Swan Youth Project



# CREATING SPACE FOR CHANGE

**Alongside your Good for Good partnership, Jarrolds has provided vital asset support that enables us to deliver impact.**

For nearly two decades, Jarrolds has generously provided us with office space free of charge, valued at £59,000 in 2024. This contribution is critical to our work. By keeping our operating costs low, we can direct more resources into Norfolk communities, funding projects that tackle key issues.

At Norfolk Community Foundation, we work to shine a light on and address local challenges through six key missions: Youth Mental Health, Love Norfolk, Greening Our Communities, Skills for Norfolk, A Better Childhood, and Nourishing Norfolk. Your support helps us maintain the infrastructure needed to deliver these missions effectively and ensure funding reaches the front line.



This year, Jarrolds also supported our 20-year celebration by providing catering staff, helping us mark a major milestone in style. More than 1,000 people joined us at the Norfolk Showground for Illuminate Norfolk, a landmark event celebrating 20 years of championing Norfolk's voluntary sector.

The event was a resounding success, highlighting our missions and shining a light on the extraordinary impact of grassroots organisations and the power of community giving.



*Credit: Richard Jarmy*



*Credit: Richard Jarmy*

Since 2005, we've directed over £55 million into over 2,000 charitable projects tackling the key issues in our county - transforming lives and strengthening communities across Norfolk.

Achieving this scale of impact requires more than funding; it depends on the unwavering support of partners like Jarrolds, whose commitment makes this work possible.




# THANK YOU


Thank you, Jarrolds, for your steadfast partnership and commitment to building stronger communities across Norfolk. From shaping the vision of Good for Good to providing critical assets, your contributions have made a profound difference to our work. We're deeply grateful for your support and proud to carry forward the values and vision you helped shape.

Together, we are creating lasting impact for Norfolk.

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