

Q-Step Internship: The Together Trust

Amelia Phillips, BSocSc Politics & International Relations

The Together Trust is a charity located in Cheadle which offers care, support and special education for children and adults with behavioural problems, learning difficulties, physical disabilities

and autism spectrum conditions. My internship was based in the fundraising team and my main project was to map the trustees and members of the charity.

Objectives

The aim of my internship involved researching and mapping the locations of the trustees of Together Trust using data from the charity's database, Donorflex. This led on to research into the areas in which the trustees lived, finding statistics such as average disposable income and the rank of deprivation in order to gain a richer understanding of the possible backgrounds of the trustees. I was then given additional projects which involved producing similar analysis for the members of the charity, and then analysis of the general members of public on the database. I also completed research into the corporate social responsibility policies of the corporate partners and potential corporate partners of the charity. Finally I completed research on the charitable trusts that the Together Trust was applying to for additional funding. This helped to maintain the accuracy of the records on Donorflex and also to tailor funding applications to the different trusts.

Data

The data I used during my internship was from Together Trust's database, Donorflex. This held profiles on individuals, businesses, charitable trusts and Together Trust fundraisers. The data has been collected by the charity over a number of years and is regularly being added to. The data was both quantitative and qualitative, including numerical information on donations and qualitative information such as addresses, details of fundraising challenges and periodic and ongoing fundraising initiatives run by the Together Trust, such as its monthly 50/50 lottery.

I added to the database, searching historical documents held by the Together Trust for relevant information which could be added to Donorflex.

I also used data from the Office of National Statistics relating to regional areas. This was used to enrich the mapping project.

Methods

I used Microsoft Excel for analysis and presentation. I produced analysis of the trustees and members as a group in Excel, creating graphs for financial information such as donations to the charity. I also created a timeline of when trustees and members joined the charity using Excel and created graphs and pie charts to display which fundraising events were most popular with trustees and members. I used mapping programmes online to map the homes of the trustees. I also created a file for each individual trustee and member which displayed all of their Donorflex data in a format that was quick and easy to understand. For other projects I worked on I collected data online and recorded this in tables in different Excel spreadsheets. Qualitative data was collected online on businesses and trusts, including their address and contact information and any additional useful information, such as the time of year they considered new applicants for charity partnerships.

Confidentiality

Due to the sensitive nature of the data I was working with I am unable to share my findings in detail. The data I was working with included home addresses, full names and date of births and for some individuals, additional personal information. I was also working with financial information which included the amounts individuals had donated.

Because of this I was unable to retain any of my work upon leaving the Together Trust, and during the mapping exercise I had to ensure that members of the public had no way of accessing the maps as they were online. To do this I password protected the maps.

The data I accessed was only available to the fundraising team and senior managers of the Together Trust, meaning that the work I produced could only be shared amongst this group.

Conclusion

I finished my internship with a presentation to the fundraising team in which they highlighted the benefits my projects would have on their work in the future. I feel that my internship benefitted the organisation as my research revealed potential new donor relationships between the Together Trust and different

individuals, businesses and trusts. I also gave the fundraising team useful insight into their database, such as which kind of fundraising activities are most popular and the historical pattern of donations to the Together Trust, which enables them to plan for the future effectively.