



ANNUAL

REPORT

2000

FOUNDER'S NOTE

A little over a year ago a small group of passionate people got behind an idea and launched an organisation that used PR professionals and students to help charities meet their own PR and communications needs. This happily married the aim of giving volunteers more skills and experience with helping charities to raise awareness and secure more funding.

This is Bright One, a volunteer-run communications agency for the third sector.

The first few months were spent laying the foundations for the organisation that exists today. Business plans, fee structures, legal structures, financial setup, induction processes, client management processes, volunteer management processes, in short, the all-important infrastructure of a company.

The fruits of that labour came about over the second half of the year. More volunteers came on board, and we ran two pilot projects – Junction49 and Refugee Week – both of which were big successes for such a young organisation. The measure of success also includes the amount we learnt over those first few months.

Since then, word about Bright One has spread and we've taken on several more clients and volunteers. While some have been more of a success than others, it's been a highly rewarding challenge to go through the process a number of times and thus refine our proposition. We're now in the position where we know which opportunities are right for us to take on and which are unsuitable – for both clients and volunteers.

Volunteers are the single most important part of Bright One, and we constantly strive to make sure that their volunteering experience is as rewarding as possible. An excellent example of this is a recent email I received, which captures very well the amazing things that can happen when volunteers work collaboratively on a challenging project. The email in question contained the caption for a photo we submitted to a competition, with the aim of representing Bright One's activities.

"We wanted to show what a happy, friendly, confident and united team we are! We believe it shows how passionate we are about the project and the cause we have chosen to support with our skills."

When our volunteers are our biggest fans, we know we're on the right track.

Looking back at what we've achieved this year, I'm immensely proud of the contribution to society we have collectively made, and the changes we have helped to make in people's lives.

But we're not going to rest on our laurels. There's a long way to go and lots of organisations need our help.

So here's to next year and beyond!



Ben Matthews
Founder, Bright One

ABOUT BRIGHT ONE

Bright One is a volunteer-run communications agency for the third sector. Our team is on hand to offer charities, social enterprises and other not-for-profit organisations affordable yet effective PR and communications campaigns.

We help organisations get their messages heard and offer them resources so they can focus on core activities. Bright One solves two problems: third sector organisations get professional communication services at a low cost and inexperienced PR and communications people get the skills and mentoring they need from seasoned professionals.

Bright One's profits are reinvested, allowing us to grow and subsidise third sector organisations that otherwise might not benefit from professional PR and communications services.

Founded on 25 September 2008, Bright One has grown from a team of 6 founding members to over 30 volunteers. Bright One is also an award winning organisation, after its founder Ben Matthews received a Future 100 Social Entrepreneur of the Year 2009 award.

200+ CLIENTS

Refugee Week www.refugeeweek.org.uk

Junction49 www.junction49.co.uk

The Pixel Project www.thepixelproject.net

Pants to Poverty www.pantstopoverty.com

What's Up Information www.whatsupinformation.com

Savvy Kids www.savvykids.org.uk

Sreepur Cards www.sreepurcards.org

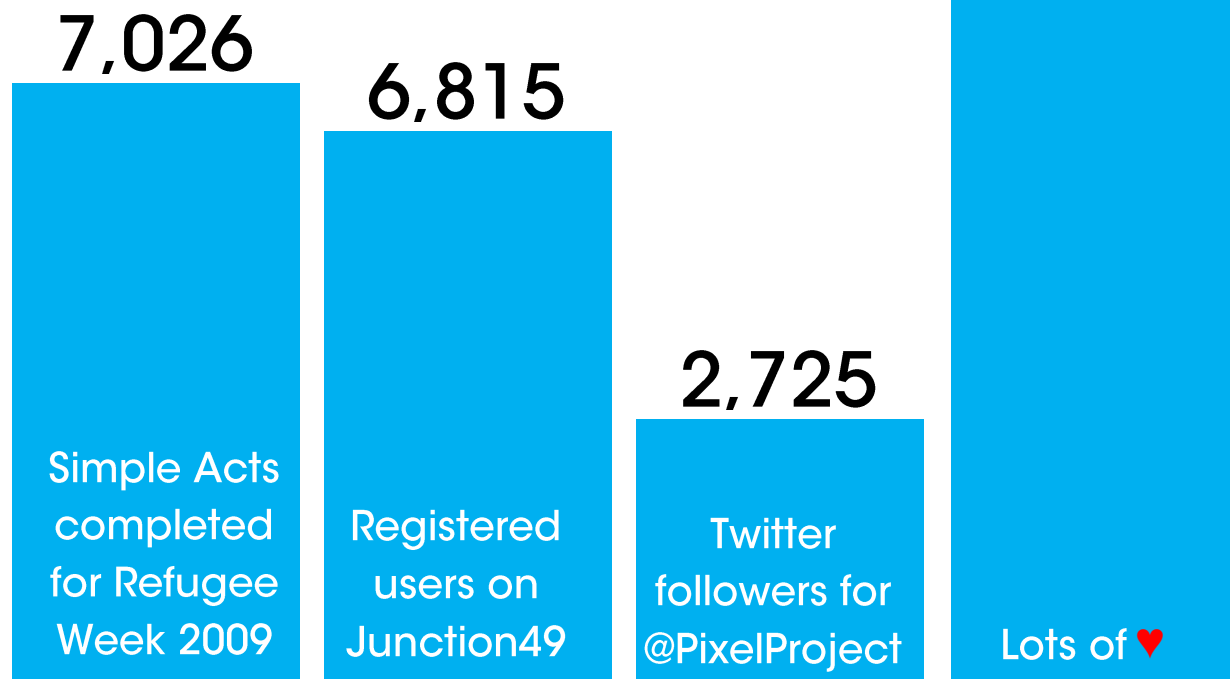
ThanksTo.com www.thanksto.com

Child's i Foundation www.childsifoundation.org

WHAT WE HELPED OUR CLIENTS

ACHIEVE

A look at the achievements of some of the campaigns that Bright One has worked on in 2009.



FUTURE 100

Ben Matthews, founder of Bright One, was included as one of the Future 100 Young Social Entrepreneurs of the Year 2009.

The Future 100 Awards puts the spotlight on young people aged 18-35 who are demonstrating entrepreneurial flair and innovation in running a responsible business venture; one which demonstrates a balance between economic, environmental and social goals to achieve ultimate business success.

We'd like to share this award with the whole of the Bright One team – from the management team to our volunteers, our clients to our various supporters – as without their help we wouldn't be in the position we are today, helping other charitable organisations get their messages out to the people that need to hear them the most.

You can find out more about the other Future 100 winners at www.future100.co.uk

SOCIAL IMPACT

To measure Bright One's social impact we begin by looking at how our charitable clients define their own social impact, and then we align ourselves to those goals as closely as possible. Bright One's clients measure their own social impact in different ways, which Bright One works to help achieve.

Bright One Communications has been all that a Third Sector PR consultancy should be - assigning a team who is devoted to our cause, quick to respond and assist with stressful PR-related situations, and absolutely professional and happy to go the extra mile with helping us with all sorts of communications needs from tweeting to drafting a letter or two. We feel very lucky to have Bright One at our side and we look forward to the continuation of our working relationship as The Pixel Project progresses in 2010

Regina Yau, Founder and President, The Pixel Project

Bright One measures its economic impact by calculating the amount of resource that charitable organisations have been able to access. We've helped charitable organisations like Refugee Week, The Pixel Project and What's Up Information access over £180,000 of high quality communications expertise this year.

£180,000 = ECONOMIC IMPACT

Bright One also makes a social impact through its own volunteers and the benefits they get with volunteering. Bright One volunteers get to give something back to the community, learn new skills, add to their experience, network with other communications professionals and gain jobs in the industry.

In a recent survey, 85% of volunteers said that volunteering for Bright One had improved their communications skills and expertise, 100% said that it had improved their network and contacts within the communications industry and 100% said that it had increased their understanding of the third sector.

In total, over 1,500 hours of communications expertise have been given by volunteers to charitable organisations this year.

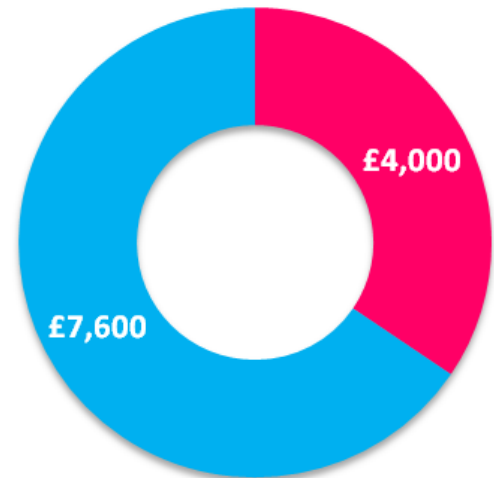
1,500 = TOTAL VOLUNTEER HOURS DEDICATED

FINANCIAL STATEMENT

Income statement:

Source	Amount
Service Fees	£7,600
Funding / Grants / Sponsorship	£4,000
Other	£0
Total:	£11,600

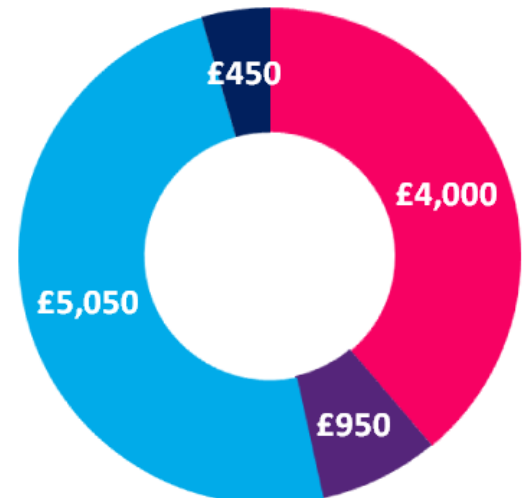
Income



Expenditure statement:

Source	Amount
Website	£5,080
Volunteer Expenses	£4,000
Marketing Materials	£950
Insurance	£440
Total:	£10,470

Expenditure



Balance sheet (2008/9):

Source	Amount
Income	£11,600
Expenditure	£10,470
Remaining Net Assets for 2009/10	Total: £1,130

Footnotes:

Data extracted from Bright One's account for the year 31 October 2008 – 31 October 2009. Service fees refer to the charges that Bright One charges, although many of Bright One's clients receive our services on a *pro bono* basis. Volunteer expenses take into account all expenditure that volunteers incur when carrying out work on behalf of Bright One.

MANAGEMENT TEAM



Ben Matthews



Laura Vergani



Tania Smith



Luica Mak

AMBASSADORS

We have the honour to have a group of inspirational and visionary industry leaders as our ambassadors. With their support, Bright One can ensure we have access to insightful direction and advice as we continue to grow.



Robert Phillips
CEO
Edelman UK



Neville Hobson
Head of Social Media Europe
WeissComm Group



Kristin Syltevik
Managing Director
Hotwire



Andrew Bloch
Managing Director
Frank PR

VOLUNTEERS 2009

We are hugely grateful to all of the volunteers that have given their time, energy and enthusiasm to Bright One in its inaugural year.

Elizabeth Bananuka, Sammie Banks, Tim Bond, Melanie Bradley, Sally Chambers, Selena Chan, Tracey Chatters, Laura Cheal, Sapna Chima, Cecilia Clarke, Jaz Cummins, Agnes Dalosi, Liz Dey, Gemma Dudley, Chris Elliott, Sara Espiner, Lauren Fisher, Jenna Gifford, Katie Harris, Rich Hawkins, Jamie Huskisson, Nicola Jones, Emily Mathewson, Sarah Moffat, Jennifer Nevill, Katy Robinson, Amanda Rose, Irina Stanescu, Rachel Steed, Vicky Taylor, Katy Thompson, Faizel Vohra, Michael Waugaman, Rebecca Whitehead, Tania Wild, Stuart Wragg, Gem Young

SUPPORTERS

Bright One's work wouldn't be possible without the support of key strategic partners:

UnLtd, Hotwire, 33 Digital, Frank PR, Edelman UK, Huddle.net, Gorkana, Pressitt.com, Moo.com, Dharmafly, Bournemouth University, University of Brighton, London College of Communications

GET SUPPORT

Planning a media campaign? Want an online presence? Or wondering how to get your message heard? Find out how Bright One can support your PR and Communications needs by visiting our website: www.brightone.org.uk/client-services.

VOLUNTEER

Bright One strives to create a supportive culture where volunteers not only feel valued but also have a sense of ownership of the team's achievements. If you'd like to find out more about volunteering for Bright One, take a look at our website: www.brightone.org.uk/volunteers.

SUPPORT US

Bright One wouldn't be able to do the work it does and to keep on helping people it helps, without the assistance of its partner organisations. These include partner universities, agencies from the industry and services who give us the tools we need. If you are looking for partnership opportunities to raise your organisation's profile and to do something for a good cause, please get in touch using the details below.

DONATE

Bright One is in the process of establishing a donation process for supporters of Bright One. If you would like to discuss how you can donate to Bright One in the meantime, please get in touch using the contact details below.

GET IN TOUCH

info@brightone.org.uk

www.brightone.org.uk

www.twitter.com/brightonecomms

www.facebook.com/brightonecomms