

R-EVOLUTION FOR GOOD VIRTUAL LEARNING EXCHANGE



SUPPORTED BY INSPIRALBA AND SCOTTISH COMMUNITY ALLIANCE

Where:

R-evolution for Good, Craigellachie, Moray

About:

R-evolution for Good is a community benefit society who offer training and development to businesses, using 100% of their profit to work one-to-one with families, helping them out of poverty. Through this activity, income is used to support their charity 'Moray School Bank', who provide school uniforms and warm winter clothing to children in poverty across Moray.

Activities:

R-evolution for Good received start-up funding earlier in 2020, but with a planned launch date of March the team had to quickly pivot when Covid struck, and make the move to online delivery of services and support.



The organisation's team of family counselors, clinicians, and business advisors had to undertake courses to learn how to deliver support virtually, and teach from an online classroom.

They have also recently launched their share offer, which allows people to invest in R-evolution for Good, and community members can own and be part of the solution to child poverty.

ABOUT THE VIRTUAL LEARNING EXCHANGE SERIES

In place of traditional in-person community learning exchanges - virtual learning exchanges allow people to share learning and experiences remotely.

These online sessions aim to increase knowledge among rural community and social enterprises around re-opening and adapting services, and will provide useful resources and guidance.

Social enterprises from across rural Scotland have hosted and taken part in this first series of virtual learning exchanges, supported by Inspiralba and Scottish Community Alliance.



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KEY LEARNING POINTS

Marketing their share offer digitally:

Having been unable to launch their share offer in person or hold any community events, reaching everyone in the community has been considerably challenging. Vulnerable groups including older retired people have been particularly hard to reach, given the digital divide.

By launching their share offer digitally, they have not been able to reach the same demographic groups as they might have been able to reach through face-to-face interaction. While they were less able to reach some groups (including older people), the focus on digital marketing has meant that they've been able to reach people from a range of ages, interests, and areas, which under normal circumstances, wouldn't have been the focus of the share offer.

Moving services online:

Prior to Covid, business support and counselling services would have been delivered in person, but R-evolution for Good have had to pivot to offer online delivery instead. Members of their team undertook a digital marketing diploma, where they learned how to virtually deliver coaching, counselling and support.

They had to re-envisage how people would access their services, and created online classrooms where users can access support, and download informative tools and resources. This was initially quite daunting, but by learning along the way, they now have a suite of digital tools which users have found exciting, easy to use, and engaging.

The value of a strong board:

During the pandemic, R-evolution for Good relied on the diverse skills and experiences of their board members to advise on a range of matters and issues which arose. They recognise that the strength of their board and commitment of its members has been a crucial factor in enabling them to continue to launch and deliver their services, despite the many obstacles that they have faced.

During the pandemic, the team met weekly with the board to get their opinions and expertise on ongoing issues, and continuously update their plans in accordance with needs, opportunities, and the latest government guidance. This is an unusually frequent timescale for a board to meet, but the need to completely pivot their delivery and services made it necessary - and it was made possible by the commitment of their board members.



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HIGHLIGHTS AND POSITIVES

Community support for social enterprises and charities has grown as people have experienced the impact that these organisations have had on the lives of local people, and in their communities.

This has generated more support and buy-in for the activities of social enterprises, and understanding of the contribution that they make to society. Greater value is now placed on these services, and there is widespread recognition that the Covid response has been led by local people and organisations.

ISSUES FOR FUTURE ACTION

In recent months, demand for their services has tripled, while capacity and funding reduce. Economic decline will worsen difficulties for people who are already struggling, and those new to unemployment.

How to communicate your social value? Participants identified the need to improve knowledge of how to quantify, measure, and tell your social value. [The Visenet learning tools can assist with this.](#)

The huge pressure on small organisations and staff is driving the need for mental health and wellbeing support. Support can be accessed through [SAMH](#) website.

R-evolution for Good are looking to develop partnerships to create more impact, and share costs and expertise to improve current ways of working.

R-EVOLUTION FOR GOOD'S VISION FOR THE FUTURE

"The revolution is to end child poverty for good, changing the world one family at a time. Seriously ambitious, we know, but we are passionate and determined to make a difference to the children in our communities."

RESOURCES AND TIPS

Staff undertook a digital marketing diploma, through Training Matters, an online platform for accessing learning courses.

This blended learning approach includes online learning packs, delivered interactive webinars, and 1-2-1 support.

This supported the R-evolution for Good team to improve their digital offering.

Check out course info here:
<https://trainingmatters.com/courses.php?cid=62>



[Click to read more about R-evolution for Good](#)



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