

Q5

Foundation

Impact Report 2024



A year of empowering communities

Since 2010, our **Q5 Foundation** has served as our vehicle to extend our company's contribution beyond our core consulting business. There has always been a strong sense of community outreach and 'giving back' and as our business has grown, so has our social impact. Throughout the 2020s, our Foundation has focused on helping to deliver Q5's purpose: "**Building healthy organisations to propel people, economies and society forward.**" It is an excellent vehicle to enable our colleagues, clients and friends to directly volunteer their professional expertise, experience, energy and contacts to support charities, non-for-profits, social enterprise organisations and young people to help them to realise their purpose and goals.

Over the last 12 months, the Q5 Foundation has been able to provide consulting time and expertise, to the value of £1 million, across our 8 offices as well as making financial contributions to different good causes too.

We are hugely grateful to all Q5ers across our global offices, for volunteering their skills in this way. From strategic support to hands-on initiatives, these contributions have tackled challenges in education, health, economic empowerment, and workplace inclusion.

With **sincere thanks**,



Olly Purnell
Q5 Co-Founder &
Managing Director



Daniel Levy
Head of Q5 Foundation



Front cover image: Futures Taskforce annual programme participants compete in a team challenge, 10th September 2024

The four pillars

Our social impact is delivered through four pillars, supported by Q5ers volunteering their time and expertise.



Pop Up Consulting

We deliver high impact strategic and operational interventions through **pro bono consulting projects**



Community Partnerships

Q5 teams in our offices around the globe **support local charities and causes**



Young People

We design and run annual programmes for sixth formers and university students which provide cohorts with the **mentoring, skills, voice and opportunity** to impact the world



Research Collaborations

We research, analyse, report and advise on what society needs to **address systemic challenges** and affect lasting change



Pop-Up Consulting making an immediate impact

Born out of the negative impact of Covid-19 on SMEs and charities, Pop Up has gone on to support over 170 organisations to date. It remains our standout initiative, and in 2025 Pop-Up Consulting worked with 25 different charities on high-impact, pro bono consulting projects to bring our expertise to organisations that may not have access to such resources otherwise.

Some of the projects and testimonials from organisations we supported in 2024

Bridewell Gardens

The mental health recovery charity was due to undergo a major **people change** which had the potential to disrupt the excellent recovery services from which its users benefit every day. Our consultants used the '**Metro Map**' – Q5's trademark framework for Organisation Design – to support the CEO in reviewing and analysing the current and future state of the charity and its activities. We helped the CEO to confidently co-design a new structure which would not just withstand the transformation, but would help the charity emerge stronger and enjoy its benefits for years to come.

"We're very grateful to work with the Q5 Foundation and for all the support they have given us."



Ruth Madder,
CEO Bridewell Gardens

Scannappeal

The CEO of the Buckinghamshire-based charity providing essential medical equipment for local hospitals came to us looking to maximise some potential **opportunities for fundraising, engagement and operations**. Our consultants facilitated the team's alignment around key strategic areas, co-designed a roadmap for implementation and provided templates for ongoing benefit in the long term.

"Huge thanks for all the time and effort that you and the team have put into our various workshops. It has been very helpful and the workshops have been really useful. Your professionalism, good humour and guidance has been much appreciated! I look forward to continuing the work we have started. Thank you!"



Karen Shardlow, CEO
Scannappeal



Adult Literacy Tutors Association

The education charity was facing a number of significant infrastructure and financial challenges which were threatening their mission of providing accessible and effective literacy tools to people in the Caribbean. Our consultants helped the team to **strategically prioritise problem types**, create **new sponsorship models**, conduct benchmarking and roll out a **new marketing and partnership plan**.

"Thank you for sharing your expertise and experience with ALTA, giving hours of your time and energy at no cost to ALTA as well as researching the specific areas that ALTA needed help with. We came away with new tools to organize our thinking and at least five concrete action items to market ALTA Online. The exchange of ideas was interesting and fun! This pro-bono Q5 initiative brought a professional consultancy to ALTA - something that we never imagined was possible. Thank you!"



Paula Lucie-Smith
CEO ALTA

Healing the Children

A volunteer-driven organisation dedicated to ensuring children in need receive quality donated medical care. Their vision is a world where **every child has access to the healthcare they deserve**. Our North America team supported Healing the Children New Jersey in several key areas.

"The team at Q5 worked seamlessly to help our diverse group of participants (board members, staff, volunteers) collaboratively refresh the narrative, vision and priorities of our organisation. Having identified key strategies and tasks to enhance our marketing, fundraising and donor relations, we are positioned to reach new audiences and build long-term partnerships. The team at Q5 really understood our organisation and our needs, guiding us to create an action plan that is a good fit for our capabilities and resources. Working with the team at Q5 was an exceptional experience and will be transformative for our organisation."



Executive Director
Healing the Children

The Big Issue

In the increasingly challenging world of print magazine, consultants leading our Media and Not for Profit sectors helped this iconic British charity's leadership teams **ideate, prioritise and prototype solutions** to support The Big Issue's Vendors of tomorrow.



Paul Cheal
CEO The Big Issue Group



Organisations supported by Pop Up Consulting in 2024

Education, Youth and Economic Empowerment



Future of Work, Diversity & Inclusion

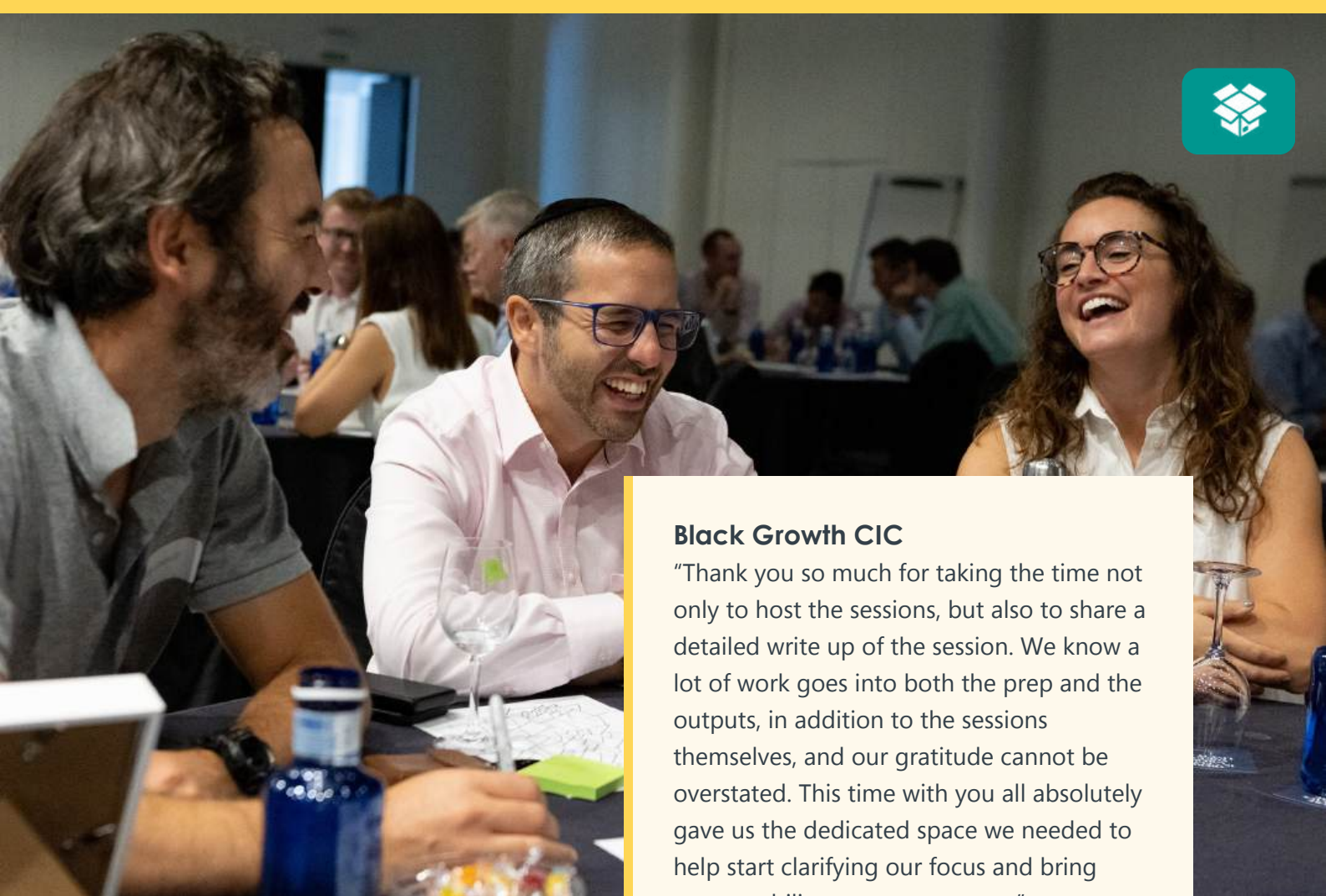


Physical and Mental Health



Arts, Culture and Human Rights





What our Pop Up clients say

Tracheo-Oesophageal Fistula Support (TOFS)

"It's amazing to see the support you've offered organisations like ourselves this year. We've been thrilled to have had the opportunity to work with Q5 and been so impressed by the tenacity and creativity and wonderful support offered."



**Diane Stephens, CEO of
Tracheo-Oesophageal Fistula Support (TOFS)**

Black Growth CIC

"Thank you so much for taking the time not only to host the sessions, but also to share a detailed write up of the session. We know a lot of work goes into both the prep and the outputs, in addition to the sessions themselves, and our gratitude cannot be overstated. This time with you all absolutely gave us the dedicated space we needed to help start clarifying our focus and bring accountability to our next steps."



**Michaela Wilson, Strategy
Black Growth CIC**

Chance to Shine

"Big thanks to the Q5 team whose pro-bono support allowed us to take a deep dive into our communications strategy. Their expertise and guidance have been invaluable as we aim to spread the inspiring power of cricket far and wide."



CHANCE TO SHINE

**Ross Jeavons, Director of Communications and Digital
Chance to Shine**



The Seafarers' Charity

"I just wished to say a heartfelt thank you for your work. This was absolutely fantastic quality and really focused and practical. It will help us move forward not simply in this role, but in the way we advertise all our roles."



Deborah Layde, CEO The Seafarers' Charity

Bridging Barriers

"Thank you so much once again for your time and support over the last few months. The workshops were really insightful, and super helpful for us, so thank you. We will definitely be staying in touch and implementing the lessons learnt, and will keep you updated with any questions we may have."



Kevin Osei BEM, CEO Bridging Barriers

Techniquet

"A big shout out to the brilliant team at Q5, who took some of the Techniquet crew and Board Members through strategy workshops this summer. A friendly, encouraging approach helped us take time out to think differently and make great strides honing our plans for the future — thank you!"



Sue Wardle, CEO Techniquet

Hope for Youth

"Many thanks for facilitating such a great discussion yesterday. You really focused on important key issues and I found your constructive challenge both stimulating and thought provoking."

"Thanks to you and your team for the professional way that you have dealt with the Charity and its aspirations. It has been a cathartic couple of sessions. Many thanks to Q5 for their valuable support."



Dr Miriam McCarthy, Trustee
Mr Richard Hart, General Manager

Workstyle Revolution

"Alex and I just wanted to send a quick note to say a huge thank you for two fantastic sessions that really helped us to move our thinking forward for Workstyle Revolution. They were valuable and enjoyable - the best combination!"

"We'd like to give a big shout out to Q5 who have generously given us some free consulting. ... Their support included two amazing workshops. These helped us look at different funding options for the Workstyle Revolution. A big thank you to Ahanna, Maya and Alessio for their amazing facilitation. The team didn't stop talking and coming up with ideas for four hours and could have kept going!♥ Together, we're building a better future. A future where collaboration leads to real impact for everyone."



Lizzie Penny, CEO Workstyle Revolution

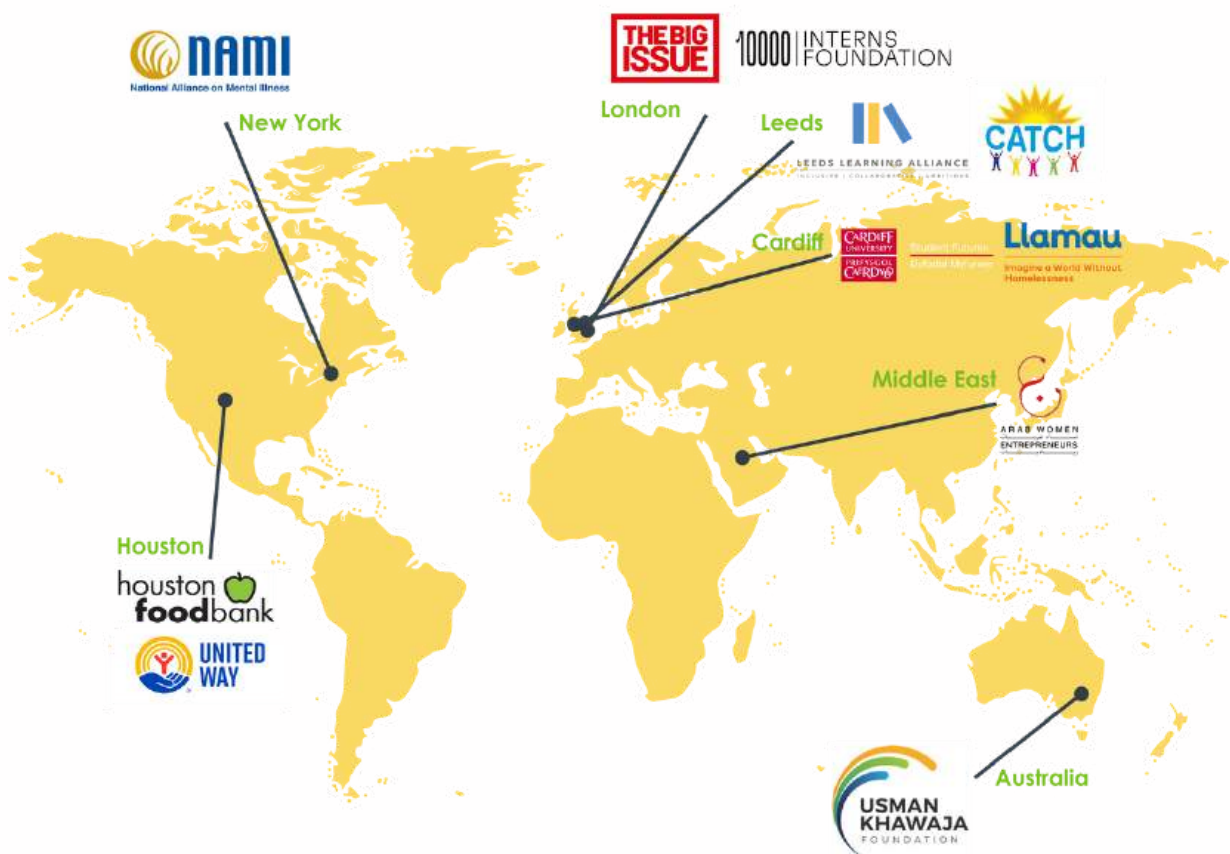


Community
Partnerships

Supporting Community Partnerships locally

Our offices and local charity work around the globe

Since our inception 15 years ago, Q5ers have always aligned with local causes across our global offices and supported them with **fundraising, volunteering** and **in-kind consultancy** support.



Supporting Community Partnerships locally

The Q5 Foundation is deeply embedded in the communities where we work. This year, our global offices continued to foster meaningful partnerships with local charities and causes.

Arab Women Entrepreneurs

Our consultants partnered with AWE to further their mission to create a strong, inclusive and supportive ecosystem for female entrepreneurs across the Middle East, by developing their strategy, membership offering and key services and by building action roadmaps for strategy execution.

Houston Food Bank

Our team in Houston rolled up their sleeves to support this vital organisation, contributing both time and resources to address food insecurity.

The Big Issue

Our partnership with this seminal social enterprise saw our London consultants working together on some major strategic initiatives to support the growing and diverse needs of millions of people affected by poverty "to earn, learn and thrive", including supporting The Big Issue's incredible street vendors. Big Issue Invest also invited Q5ers in the UK to join their Power Up London Accelerator Programme as mentors for the 2024 cohort. Consultants supported three early-stage social trading organisations – Raphael's Room, Amplify and Black Farmer's Market – each addressing social and environmental issues and providing services to marginalised communities in London.



10,000 Interns Foundation

Our London consultants partnered with this important diversity and inclusion charity in "championing underrepresented talent, at scale", donating expertise in Organisation Design to structure the organisation in alignment with its new strategy, and supporting with its inaugural Impact Report, 'The Future Will Look Different'. This support included desktop research on D&I in British education and the workplace, data analysis on the charity's programmes and impact, in-depth interviews with employers from its programmes, and strategic advice on the report.

Leeds Learning Alliance

Q5ers ran a Pop Up Consulting session in Leeds, sponsored their quarterly conference, provided speakers for their events and delivered support and advice for this inclusive, collaborative and ambitious organisation across the year.

Investing in the future working with Young People

Equipping the next generation with the tools and opportunities to lead change is a cornerstone of our mission. In 2024, our Young People programmes expanded significantly, including mentoring programmes and skills workshops.

Futures Taskforce

For the third year, we welcomed twenty students from across universities and disciplines to explore future megatrends in our key sectors through four in-person workshops throughout the year. Our 2024-25 cohort are already generating fascinating insights on how AI will transform the world of work, engaging our consultants and our clients working at the forefront of tomorrow's challenges and opportunities in this critical business area.



"Being a part of the Futures Taskforce was an incredibly enriching experience which gave me the opportunity to explore happiness - something I hadn't covered in my studies. The process of researching, working with other university students, interviewing industry professionals then writing up our findings in a report equipped me with stronger communication skills."

Emma, 2024 Futures Taskforce



Youth Panel

In 2024, fourteen 15-to-18 year olds joined our Youth Panel programme for the sixth consecutive year. Through 1:1 mentoring and four in-person workshops spread throughout the year, our consultants are imparting valuable skills training and guiding the 'Panelists' in an exploration of the world of careers to help prepare them for their future.

Developing **young people**

Our partnership with 180DC



**Thanks and praise for Q5 Project Mentors
from pro bono university consultants**

University Consulting

We delivered project coaching and support, consultancy skills training and 1:1 mentoring for students leading pro bono projects for charities and non-profits through various university societies and organisations, and continued our sponsorship of the University of Bath and University of Nottingham branches of 180 Degrees Consulting.

"Angus has been incredibly supportive throughout the course of the project. He assisted myself and Diana in devising an initial project strategy and continues to offer feedback to the consultants, leading to improvements in their work and confidence. His professional insight has been a key contributor to the whole team's success."

Lucy, Lenton Centre

"Marie our Q5 mentor has been amazing at supporting us with our consultancy journey. Through her guidance, I have gained a valuable insight into the consultancy process. Her expertise and experience has helped me evaluate areas of interest in my project that I had not thought of prior, enabling me to grow my deliverable to meet IMPACD's need."

Sabrina, Consultant for Impacd



"Our mentor Zach at Q5 has been very useful so far. He provided very constructive feedback for the consultants in their first meetings about their logic trees. He's also been super flexible with meeting times and he's been willing to meet after work hours when it's more convenient for us. This support has been invaluable to our project."

Ellis, Team Leader for Ridewise



180Degrees
CONSULTING



Research collaborations addressing systemic challenges

Over the year, we supported report creation in several areas, supporting meaningful change in improving minority representation in business, addressing inequalities in public services, tackling issues of poverty, social mobility, and jobs for marginalised communities, and driving sustainability transformation. Powerfully combining research and analytics together with practical recommendations, these provide actors with the actionable insights and tools necessary to effect real change in society.



Transforming Communities

How can society address regional inequalities in healthcare, justice, housing and education? Our Public Sector consulting experts supported Chamber UK in designing a collaborative approach between **government bodies, private sector partners and grassroots organisations**, which demonstrates how large societal challenges can be tackled together, whilst empowering the community and promoting inclusive growth.



The 10,000 Interns Foundation

Our research and analytics team played a pivotal role in evaluating the impact of their work on reducing workplace inequalities. **Through in-depth interviews, desktop research, and data analysis**, we helped the leadership team understand and evidence the successes and the gaps and refine the mission to better support black talent in the workplace.



Sustainability Transformation

Our Sustainability team uncovered insights from **160 organisations and over 50 leaders across 27 countries**. Together with our colleagues in the The Transformation Alliance, we explored how businesses can practically navigate sustainability transformation.



The Good Jobs Project

Can we address the UK's labour shortage in a purpose-driven way? This groundbreaking study details an approach to **hiring marginalised groups which benefits businesses, expands individual opportunities, and strengthens the economy** through greater productivity and diversity.

Driving impact through collaboration this year and beyond

The Foundation's achievements this year were powered by the passion and expertise of all our consultants and subject matter experts. By applying the same tools, methodologies, and frameworks that we use with clients in commercial projects, we successfully made accessible the corporate world's high quality consultancy interventions, even to those small charities and organisations for whom this level of support may be otherwise out of reach.

Our highly personal and collaborative approach and co-created solutions were tailored to the unique needs of our pro bono clients. Our workshops included our expert advice, combined with free templates, robust techniques and practical training.

This ensured that our efforts were not just impactful but also sustainable.

"Being involved with the Q5 Foundation has given me the opportunity to step beyond my day-to-day internal role, applying my problem-solving skills to address real-world challenges faced by our clients."



Erin Sullivan,
Business Support Coordinator

"Getting involved in the activities led by the Q5 Foundation has been so rewarding — it's a chance to make a positive impact, spread kindness and bring colleagues together for a greater purpose. It's inspiring to see what we can achieve when we unite as a team to help others."



Millie Wright,
Consultant

"It was so rewarding working with the senior team at the Seafarers Charity earlier this year. Seeing the immediate actions and progress we unlocked was incredibly rewarding. It was great to be able to boost the fantastic work they do."



Jen Gramolt,
Partner, Sector Lead of Infrastructure

"I've loved the opportunity to work with such impressive founders and leaders of purpose-led organisations who have identified a cause, and decided to dedicate all of their energy and time to tackling that challenge on behalf of a particular population."



Freddie Stockwell
Principal Consultant

Looking forward

"Reaching the milestone of **£1 million in consulting time** is a testament to the incredible passion and dedication of our team," said Daniel Levy, Head of the Q5 Foundation. "It's a privilege to work alongside such inspiring organisations and to witness the difference our support can make."

As we look to 2025, we are excited to build on this year's momentum. From expanding our Pop-Up Consulting programme to forging new partnerships, we remain committed to driving meaningful change in the communities we serve.

A note of gratitude

To the incredible charities and not-for-profits we've partnered with: thank you for trusting us to be part of your journey. Your resilience and vision inspire us every day.

To our Q5ers

Your dedication to going above and beyond your consulting roles has made this year's achievements possible. Together, we're proving that business can be a force for good.

Join us in creating change in 2025

We invite you to join us in continuing this journey of impact. Whether through collaboration, partnership, or simply spreading the word, your support helps us create a brighter future for all. Please reach out to learn more and get involved.



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Recent Awards



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