



IMPACT REPORT 2024/25

Table of contents

A word from our CEO	Pg. 3
Year in review	Pg. 4 - 5
Understanding the digital poverty landscape	Pg. 6
Identifying key issues & needs for digital inclusion	Pg. 7 - 8
Evaluating GoodCall's service and outcomes	Pg. 9
Case Study - The Prince's Trust	Pg. 10
Satisfaction and Customer Feedback	Pg.11
Case Study - The Archie Foundation	Pg. 12
Social and ethical value of our service	Pg. 13
Case Study - Braw Tea CIC	Pg. 14
Words from our charities	Pg. 15
Our Call to Action: Empower Non-Profits in the Digital Age	Pg. 16
Acknowledgements	Pg. 17

A word from our CEO

As I reflect on this past year at GoodCall, I am filled with gratitude for the progress we have made in addressing digital inequality in our own unique way. Through dedicated efforts, we have provided tailored mobile solutions to non-profits across the UK, helping them save costs, improve operations, and ultimately extend their impact. Whether it was delivering secure devices to ensure safeguarding for young people or enabling a community café to operate cashlessly, each initiative has brought us closer to a more digitally inclusive society. This year, GoodCall engaged with communities, raising awareness about digital inclusion. Our participation in national events, such as the End Digital Poverty Day Gala Reception, underscored the importance of collective action in tackling digital poverty. The feedback we received from non-profits — 96% of whom reported their needs were met and 64% who saw cost reductions — demonstrates the tangible value we bring to our sector.

Yet, the need for digital inclusion has never been more evident. With 68% of charities facing financial barriers and only 56% of small organisations effectively using digital tools, the challenges are clear. Digital technology is no longer optional—it is essential for non-profits to thrive, connect, and serve their communities effectively.

I invite our wider community—funders, policymakers, and collaborators—to join us in this mission. Together, we can break down barriers, foster digital transformation, and ensure that every organisation has the tools and support they need to succeed. Let us work together to bridge the digital divide and empower the non-profits, shaping a better future.



Kate Masson
Chief Executive Officer

Year in review: advancing digital inclusion in 2024

In 2024, GoodCall Mobile CIC remained steadfast in its commitment to bridging the digital divide and supporting communities across the UK. Through a range of impactful activities, partnerships, and advocacy efforts, the organisation continued to champion digital inclusion for underserved individuals and groups.

Raising Awareness of Digital Transformation

GoodCall's team actively engaged with local communities to highlight the UK's transition from traditional landline networks to digital phone lines by January 2027. Hosting sessions like the one at The Hub in Friockheim, the team educated the public on the necessity of this change and its implications, ensuring that individuals and organisations are prepared for the future of digital communication.



Celebrating Progress in Ending Digital Poverty

GoodCall proudly participated in the End Digital Poverty Day Gala Reception, hosted by the Digital Poverty Alliance in London. Represented by Elaine Gray and Lauren McGurk, the team celebrated key milestones, including Currys plc's £1 million investment in the Tech4Families initiative. This program provides laptops and digital resources to underserved families, addressing the stark reality of 1.7 million offline homes and the one in five children without appropriate devices. The evening also showcased inspirational contributions from community leaders and organisations working tirelessly to close the digital gap.



Year in review: advancing digital inclusion in 2024

Building Partnerships with Social Impact Organisations

GoodCall strengthened its partnerships with several organisations dedicated to social impact:

- **The Yard and Social Bite Fund:** Elaine Gray visited these Edinburgh-based organisations to explore how GoodCall's mobile communication solutions enhances their vital community work. From The Yard's facilities for children with disabilities to Social Bite Fund's outreach programs for vulnerable populations, the partnerships underscore GoodCall's tailored support for impactful initiatives.
- **Volunteering Matters:** During a visit to London, Elaine Gray and Lauren McGurk met with this national charity to discuss how GoodCall's support has empowered their volunteers and staff over the past five years. By providing mobile communication tools, GoodCall helps Volunteering Matters tackle societal challenges through the transformative power of volunteering.

Looking Forward

As GoodCall reflects on a year of impactful work, it remains committed to addressing digital inequality and supporting organisations that create meaningful change. Through education, advocacy, and collaboration, GoodCall will strive to play a pivotal role in building a digitally inclusive society.



Understanding the digital poverty landscape

Digital poverty, defined as the inability to fully engage with the online world due to a lack of skills, devices, reliable connectivity, or regular online access, is a pervasive issue impacting individuals and organisations across the UK. Approximately 24-34% of UK adults, or 13-19 million people, experience digital poverty, with affordability and inadequate infrastructure being key barriers to inclusion. This digital divide not only affects individuals but also significantly impacts the non-profit sector, where digital technology is increasingly critical for operations, service delivery, and outreach. Despite this, only 50% of charities have a formal digital strategy, even though 80% identify digital tools as an organisational priority.

“13-19 million people aged 16+ in the UK (or 24-34% of this sub-population) are estimated to be in digital poverty.”

Deloitte Digital Poverty Report 2023

Non-profit organisations face significant obstacles in adopting and integrating digital tools. Financial constraints are among the most pressing, with 68% of charities citing squeezed finances as a major hurdle to digital progress and 60% struggling to secure funds for essential devices, software, and infrastructure. These challenges are compounded by skill gaps, as 33% of charities report limited expertise in evaluating and resourcing digital tools, and 49% of small charities specifically highlight the need for training staff and volunteers in digital skills. Smaller organisations, in particular, are disproportionately affected: while 88% of large charities effectively use digital tools in service delivery, only 56% of small charities can do so.

“Almost 7 out of 10 charities (68%) are struggling to progress digitally due to their finances, headspace and capacity.”

Charity Digital Skills Report 2024

These barriers hinder the ability of non-profits to leverage technology to meet their goals. For example, inadequate funding and skills often result in underutilized or outdated systems, limiting the capacity for innovation and responsiveness.

“80% of charities see digital as an organisational priority.”

Charity Digital Skills Report 2024

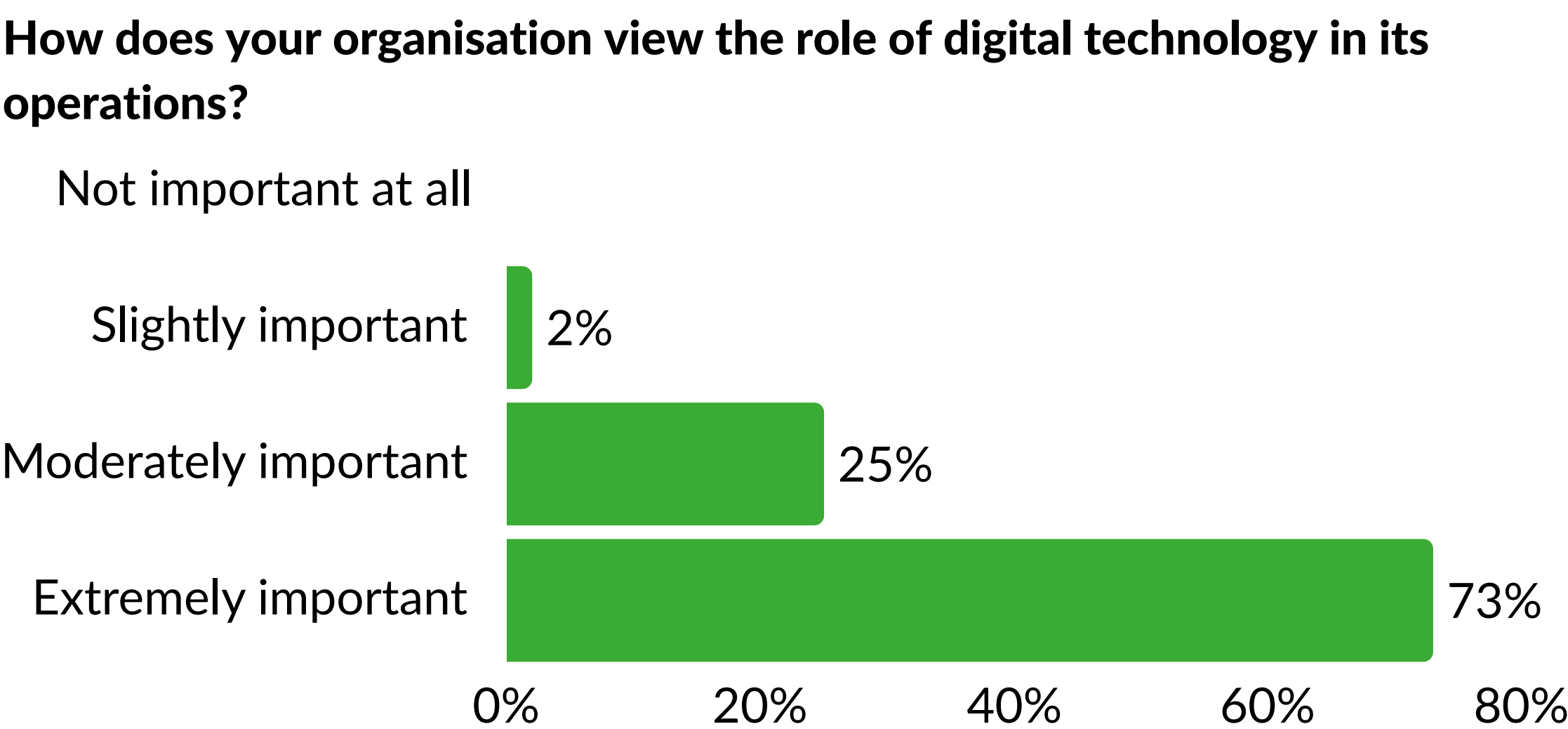
Closing these gaps requires affordable technology, targeted training programs, and better funding support. While 67% of non-profits prioritize cost over inclusion when selecting suppliers, balancing value for money with ethical commitments can drive greater impact. These investments would not only improve operations but also enable non-profits to expand their reach, address systemic inequalities, and build stronger, more resilient organisations equipped to thrive in the digital age.

Sources:

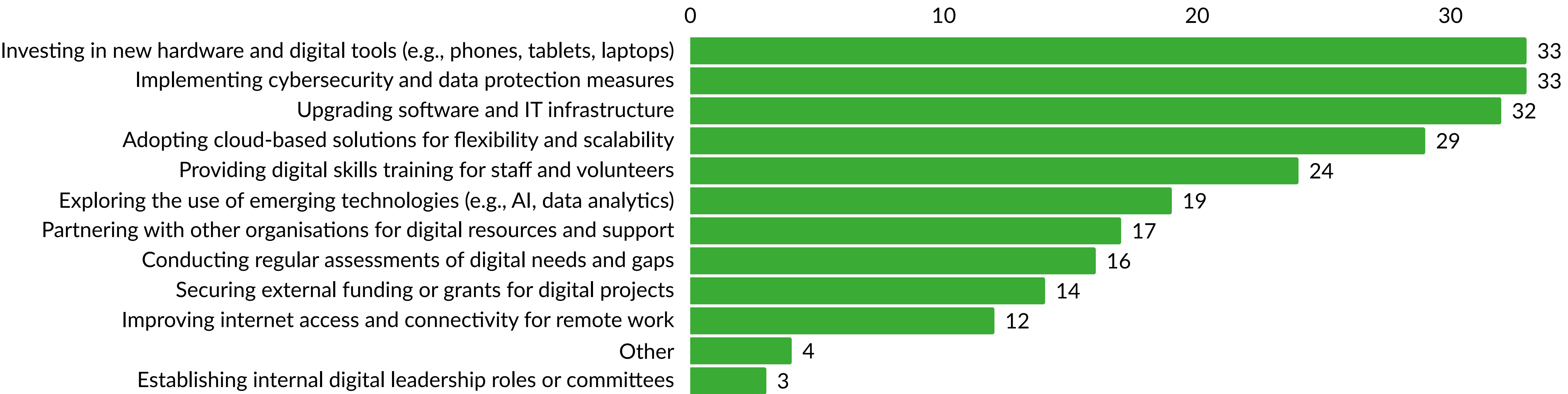
1. Zoe Amar Digital (2024) *Charity Digital Skills Report 2024*.
2. Deloitte LLP (2023) *Digital Poverty in the UK: A Socio-Economic Assessment of the Implications*. Prepared for the Learning Foundation.
3. Good Things Foundation, Lloyds Banking Group, Nominet, and University of Liverpool (2024) *Digital Inclusion: What the Main UK Datasets Tell Us*.

Identifying key issues and needs for digital inclusion

The questions we've asked helps us understand key issues and needs for our supported charities. According to our responses, digital technology plays a pivotal role in the operations of most organisations, with 73% of respondents describing it as 'Extremely important' and another 25% rating it as 'Moderately important.' This underscores the significant reliance on technology to achieve operational goals. Despite its importance, organisations face numerous challenges in future-proofing their digital capabilities. The most common actions taken to address this include investing in new hardware and digital tools (33 respondents), implementing cybersecurity and data protection measures (33 respondents) and upgrading software and IT infrastructure (32 respondents).



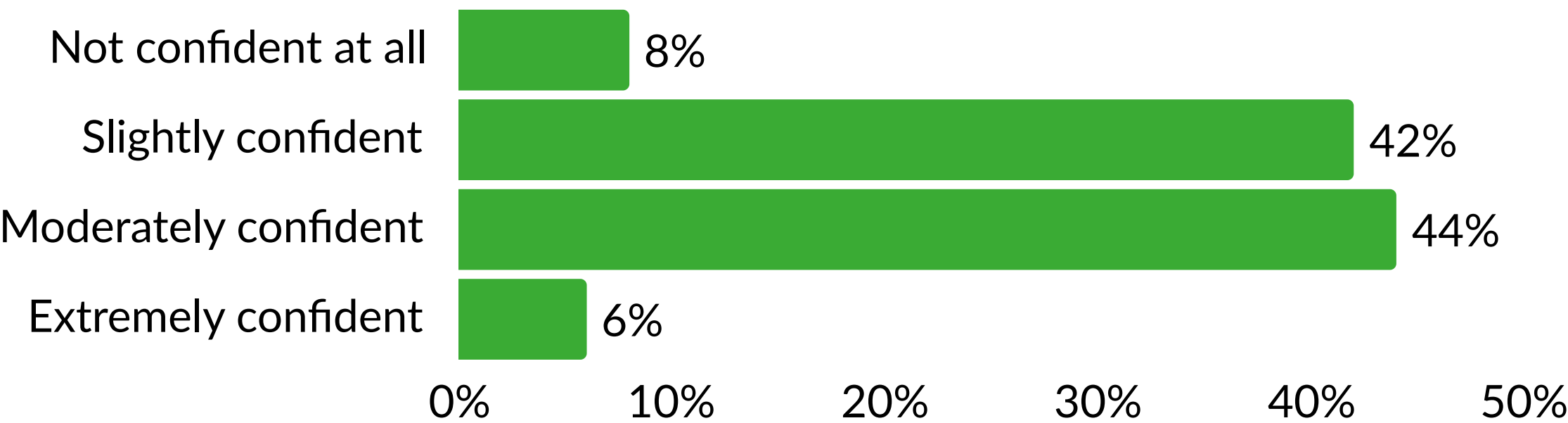
What steps are you taking to future-proof your organisation's digital capabilities? (Multiple choice)



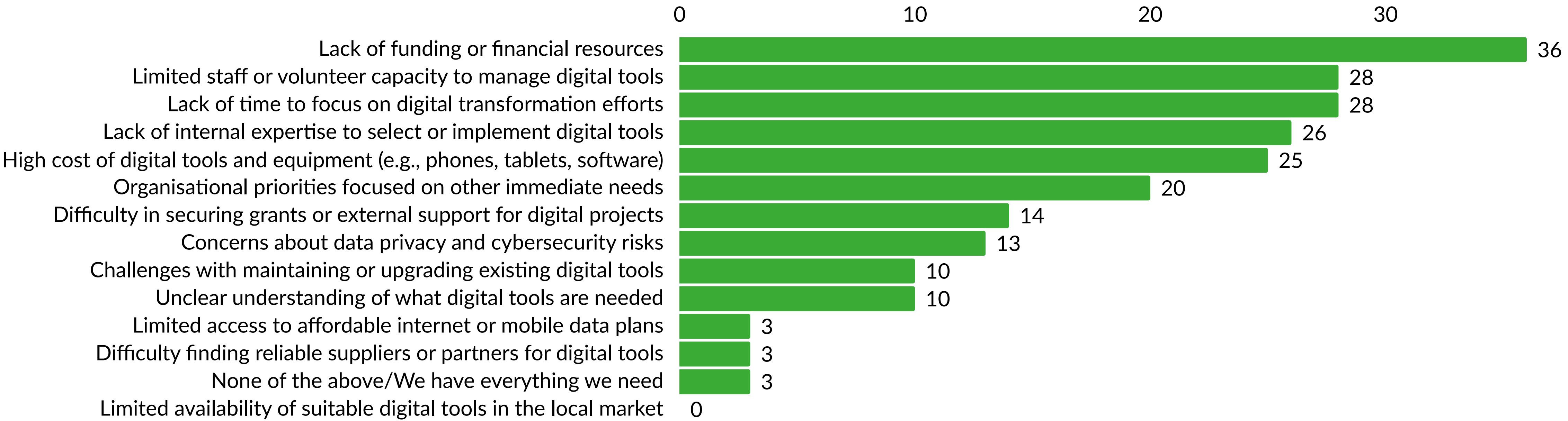
Identifying key issues and needs for digital inclusion (Cont.)

However, barriers remain prevalent. The most frequently cited challenges are a lack of funding or financial resources (36 responses), limited staff or volunteer capacity to manage digital tools (28 responses), and a lack of internal expertise to select or implement digital tools (26 responses). These barriers highlight the need for both financial support and human resource development to overcome these obstacles. While 43% of organisations feel 'Moderately confident' in their ability to develop the digital skills needed for technological advancements, 41% feel only 'Slightly confident,' suggesting that capacity-building initiatives could further empower organisations to embrace digital transformation.

How confident are you that your organisation can develop the digital skills needed to keep pace with technological advancements (AI, data compliance, analytics etc.) over the next 3–5 years?



What barriers are preventing your organisation from acquiring further necessary digital tools? (Multiple choice)

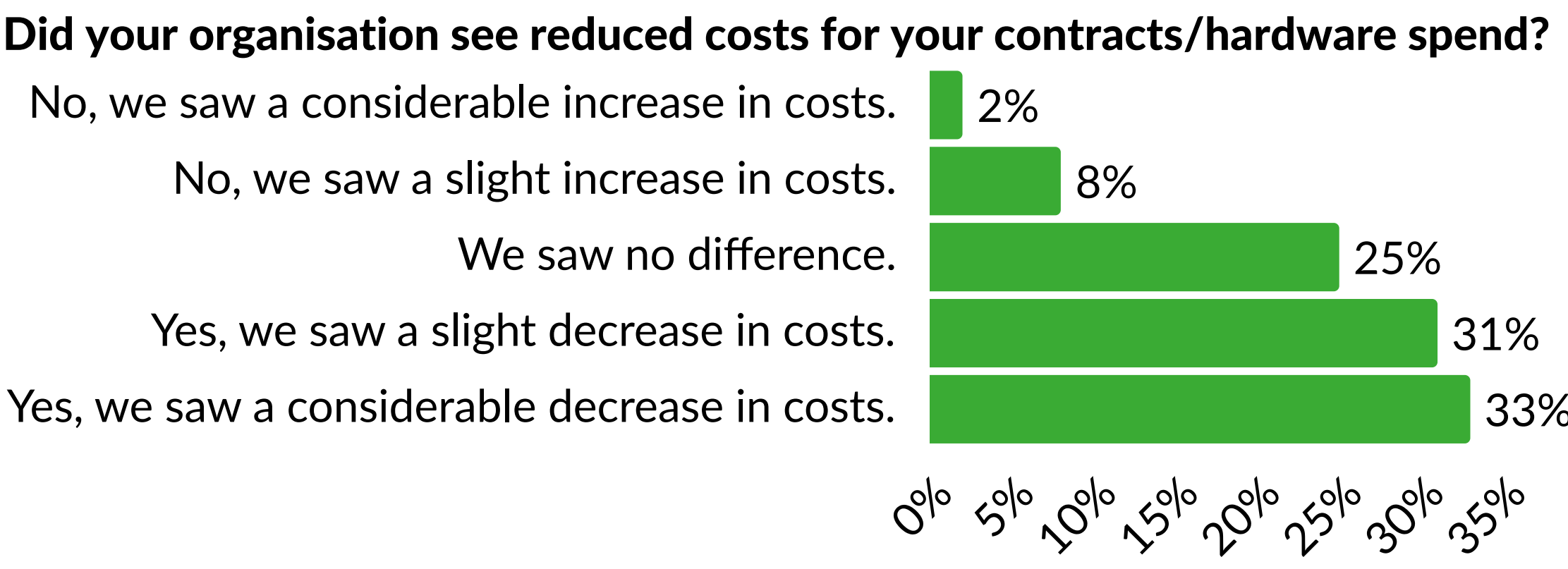
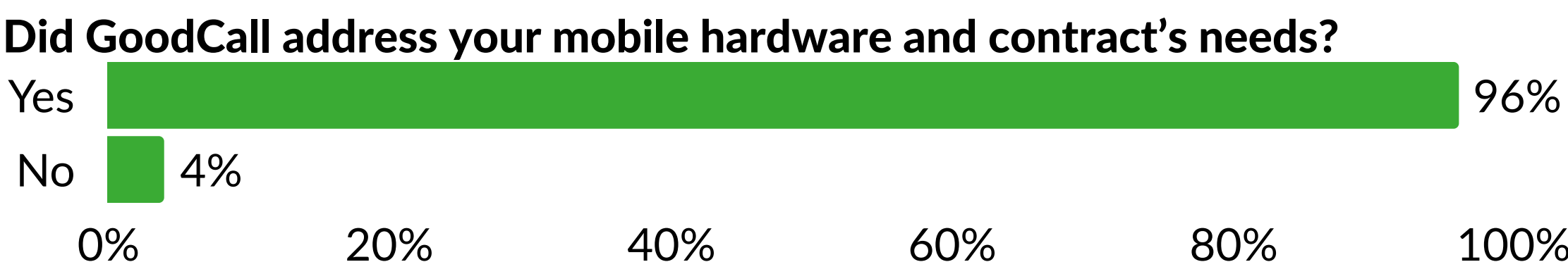
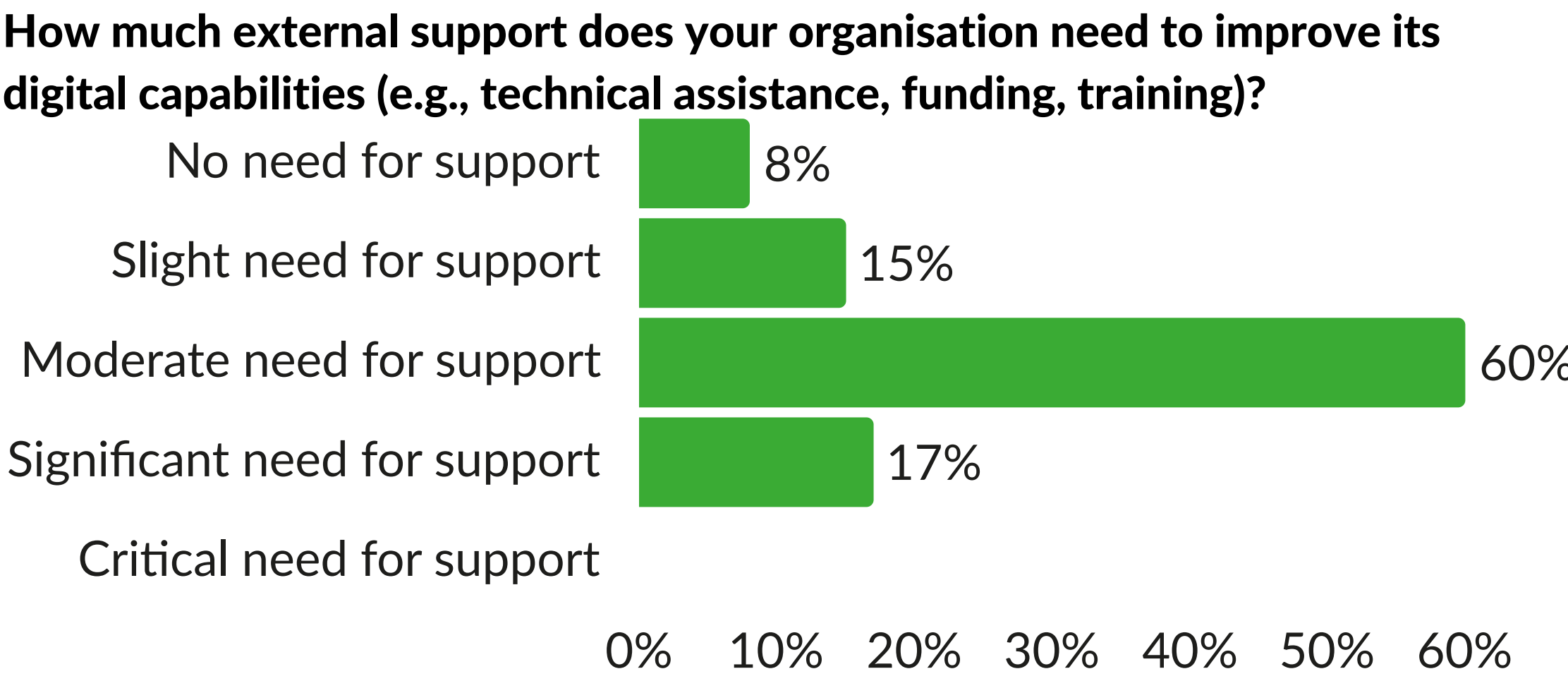
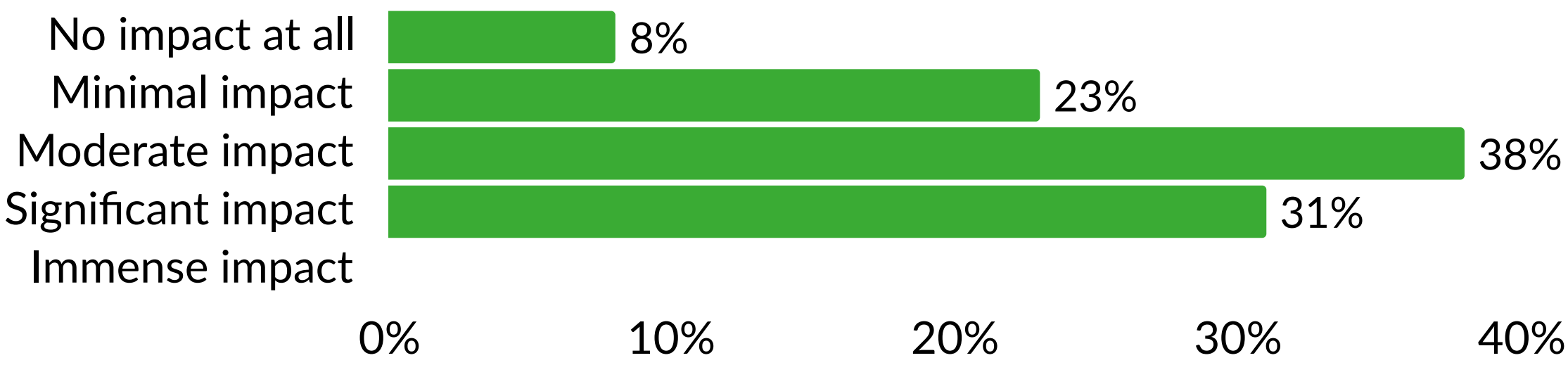


Evaluating GoodCall's service and outcomes

GoodCall's services have proven highly effective in addressing operational challenges for most organisations. An impressive 96% of respondents reported that GoodCall successfully addressed their mobile hardware and contract needs, reflecting a high level of trust and approval. Moreover, 65% of organisations experienced reduced costs after adopting GoodCall's hardware and contract solutions. Among these, 16 respondents reported a 'Considerable decrease' in costs, and 15 noted a 'Slight decrease.' However, some organisations (12 respondents) saw 'No difference,' and a small minority experienced increased costs, underscoring potential areas for further improvements.

The impact of GoodCall's solutions extends beyond cost savings. A significant portion of respondents (38%) reported a 'Moderate impact' on their service delivery or community of interest, while 31% observed a 'Significant impact.' These responses highlight the tangible benefits of GoodCall's services, though 23% reported only 'Minimal impact,' suggesting varying outcomes based on individual organisational contexts.

To what degree has your organisation seen impact by using the GoodCall provided mobile resource in service delivery or within your community?



CASE STUDY – The Prince's Trust



Prince's Trust

BACKGROUND AND CHALLENGES

The Prince's Trust, a leading charity supporting young people from disadvantaged backgrounds, depends heavily on its Youth Development Leads to provide vital support and guidance. Reliable mobile communication is central to their operations, ensuring safeguarding procedures are followed and enabling effective outreach.

Michael Beattie, the Head of Infrastructure and Workplace, explains, "Mobile phones are crucial for our teams to connect with young people and maintain proper safeguarding protocols." However, the organisation faced significant challenges with its previous mobile provider, including high costs, lack of flexibility, and inadequate customer support. "Dealing directly with the network provider was cumbersome, and we ended up paying for more than we needed without an easy resolution," Michael adds.

Another pressing concern was cybersecurity. The Prince's Trust required devices that met Cyber Essentials accreditation standards. Michael notes, "We needed secure devices that would remain reliable for years, were cost-effective, and future-proofed against emerging threats."

SOLUTIONS

GoodCall was selected to provide a tailored solution addressing these needs. Michael highlights, "GoodCall provided clear instructions on transitioning to new tariffs and emphasized the importance of completing the migration promptly. Their support was invaluable."

To meet security and budgetary goals, GoodCall partnered

with HMD to supply 800 HMD G60 devices. "The HMD devices offered robust security, long-term protection, and cost-effectiveness, making them an excellent fit for our organisation," says Michael.

IMPACT

The adoption of HMD G60 devices delivered significant benefits. "Cost and security were the biggest factors, and HMD excelled in both areas without compromising performance or support," Michael states. The Prince's Trust also appreciated GoodCall's ongoing assistance. "Their team has been incredibly supportive, helping us manage costs and resolve queries efficiently."

RECOMMENDATION

Michael Beattie highly recommends GoodCall, saying, "They're knowledgeable, friendly, and always ready to help. The partnership has been fantastic, and their solutions have enabled us to focus on our core mission of supporting young people."

Satisfaction and charity feedback

Non-profits grading and measuring their satisfaction of our service helps us be better. Regarding contract recommendations, 75% of respondents were 'Very satisfied,' and another 15% were 'Somewhat satisfied.' Similarly, 79% of organisations were 'Very satisfied' with the support they received after their contract was in place, with no respondents reporting dissatisfaction. These high satisfaction rates reflect GoodCall's dedication to delivering quality service and ongoing support.

GoodCall's performance in key service areas also received strong ratings. Customer Service emerged as the highest-rated aspect, with an impressive average score of 9.06 out of 10. Other areas, such as Bill Analysis (8.63), Cost (8.38), and Hardware and Contract Recommendations (8.10), were also rated highly, showcasing the organisation's comprehensive approach to addressing needs of the third-sector.

On a scale from 1-10, please rate GoodCall services on the following factors.
(Average rating)

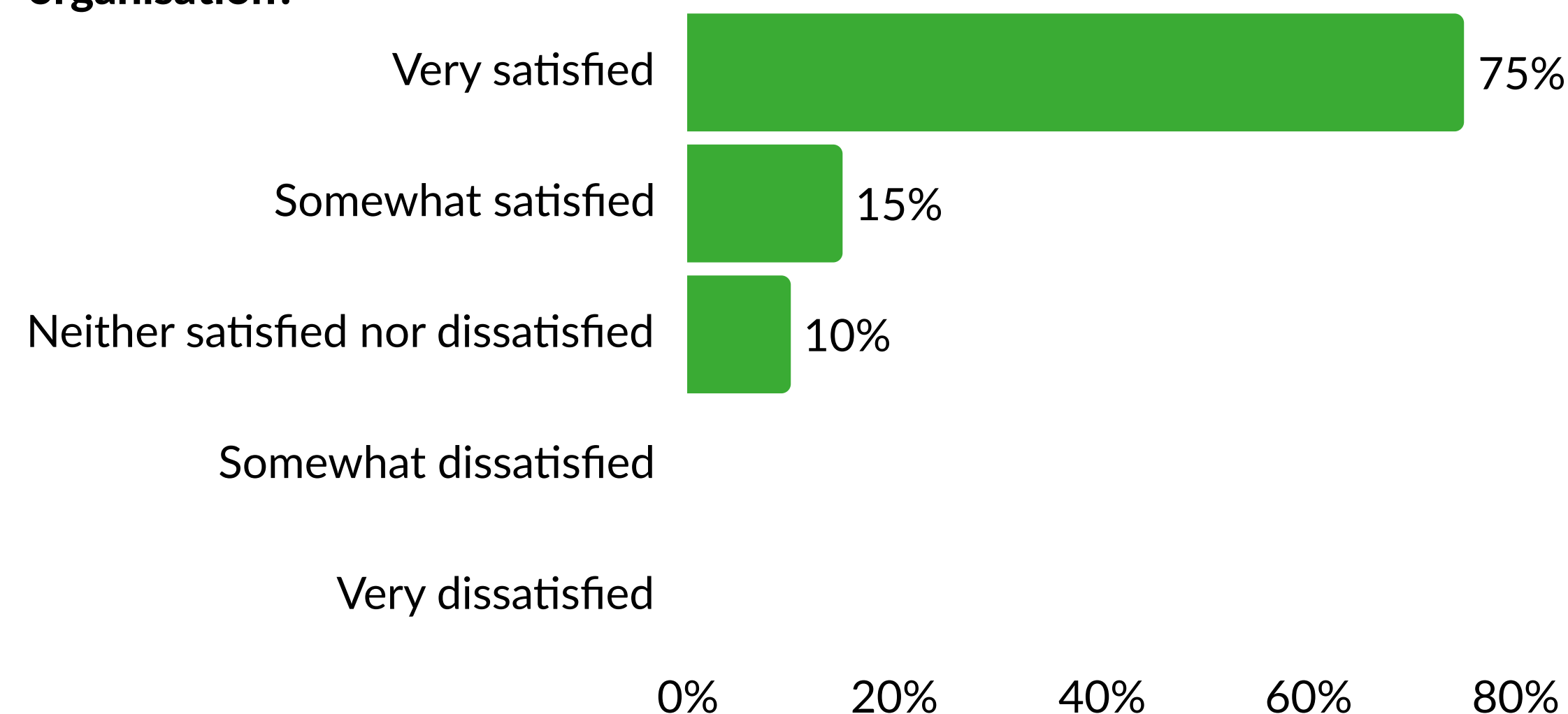
9.06
Customer Service

8.38
Cost

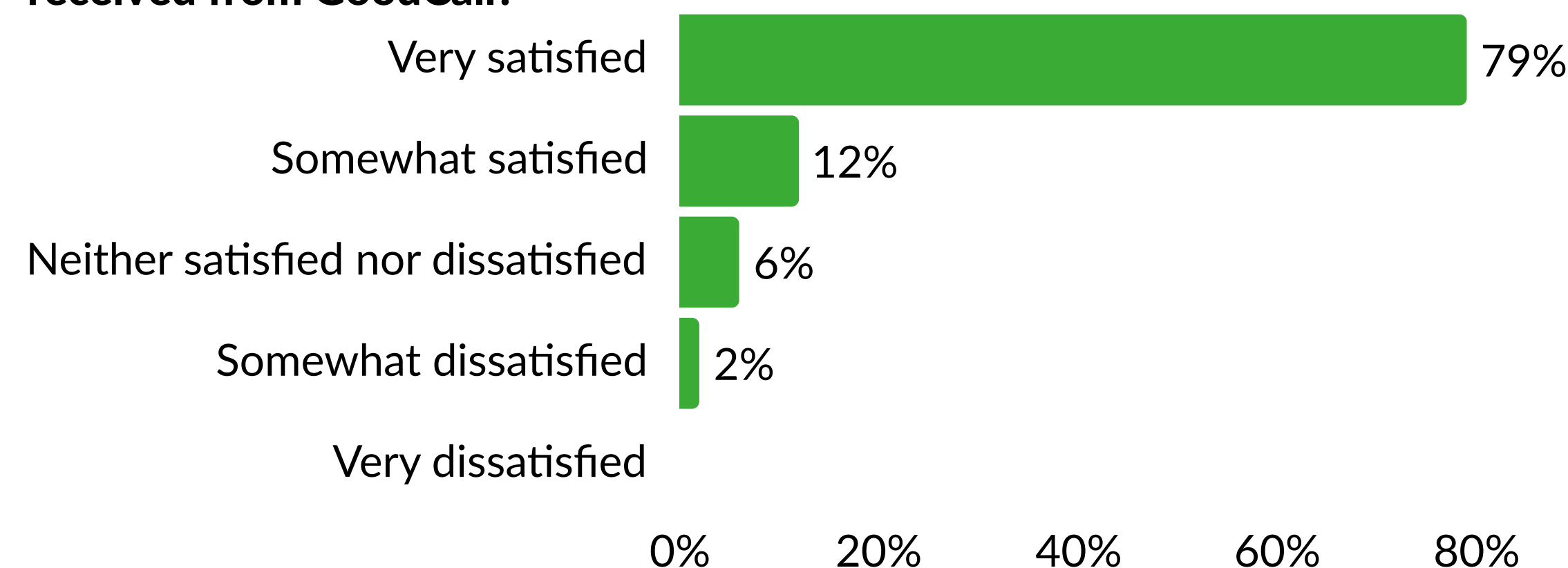
8.63
Bill Analysis

8.1
Hardware and Contract
recommendations

How satisfied were you with GoodCall's contract recommendations for your organisation?



Now that your contract is in place, how satisfied are you with the support you received from GoodCall?



CASE STUDY– The Archie Foundation



BACKGROUND

The Archie Foundation, based in Aberdeen, supports children, families, and healthcare professionals across north Scotland by enhancing hospital environments and providing emergency grant support. Their fundraising staff rely on mobile communication while traveling across Grampian, Tayside, and the Highlands to ensure effective donor engagement and seamless regional operations.

CHALLENGES & SOLUTION

Previously, the foundation's mobile contracts with a third-party supplier were costly and ill-suited to their needs. Seeking a better solution, they partnered with GoodCall.

A senior representative explains. "We were looking for value for money and just making sure that we were on the right tariffs and being able to have the confidence that the supplier was actually looking for our best needs rather than just selling us a product that was off the shelf."

GoodCall conducted an in-depth audit, analyzing data usage, coverage, and signal issues in remote areas. "So, there was a real good in-depth study of who was using what data and what we actually required, so it kept the cost as low as possible for us."

IMPACT

GoodCall's solution significantly improved connectivity and reduced costs. "Signal were a troublesome area, especially in the Highlands. Once the mobiles were rolled out, our costs plummeted compared to where we were with the other third parties. It has ticked both boxes."

The foundation also praised GoodCall's customer service. "Elaine was exceptionally good and when we started the

contract, she was constantly in touch and even when we've had challenges, all we have to do was pick up the phone and speak directly with the GoodCall Team."

RECOMMENDATION

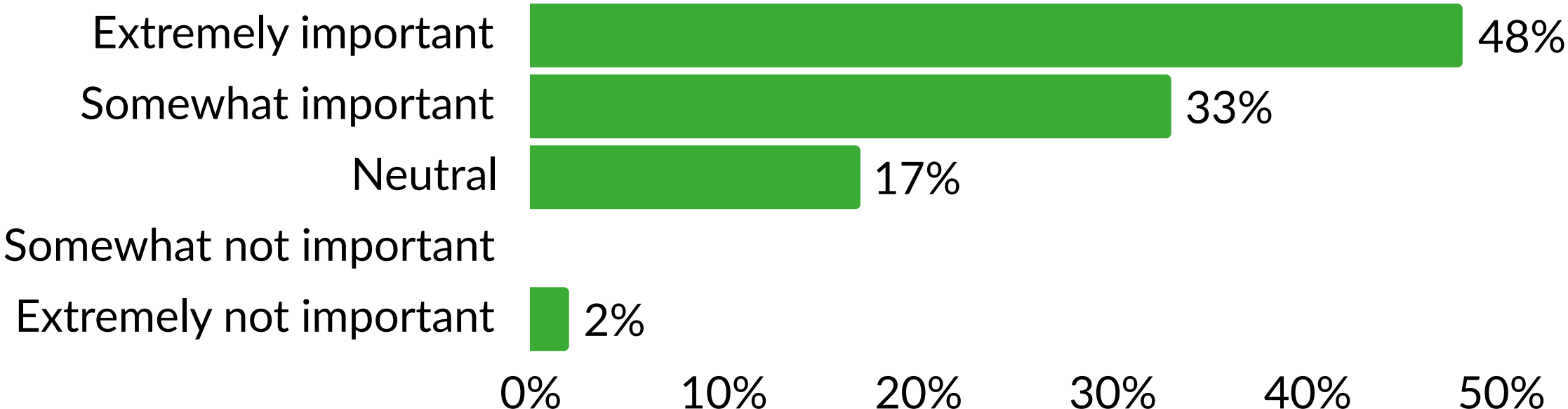
The Archie Foundation highly recommends GoodCall. "I wouldn't hesitate at all. I'd recommend GoodCall purely because of the feeling of being looked after and making sure that what you're being provided has been looked into and is fit for purpose for your needs."

Their alignment as a social enterprise made the partnership even more meaningful. "I could have quite easily got similar prices going directly to the suppliers, but it just felt right when we went with GoodCall because of the social enterprise factor. Making sure we're doing the right thing and having GoodCall doing that for others just felt right."

Social and ethical value of our service

Collaborating with a social supplier like GoodCall is highly valued by respondents. Nearly half (48%) rated this collaboration as 'Extremely important,' while 33% considered it 'Somewhat important.' Only a negligible 2% deemed it 'Extremely not important.' This strong support reflects an appreciation for GoodCall's social and ethical contributions, as organisations emphasize alignment with values such as sustainability and a commitment to addressing sector-specific challenges. Open-ended feedback from respondents highlighted the importance of working with ethical partners who understand the unique needs of third-sector organisations.

How important is collaborating with a social supplier like GoodCall to your organisation?



If you chose "Somewhat important" or "Extremely important", why does working with a social supplier matter?

"Because it brings positive societal and environmental impacts, reinvesting into social programs and not shareholders."

"Because it aligns with our values and we would rather keep funding within the sector"

"by partnering with people like GoodCall we can make informative decisions for our future."

"We were able to get a good deal on our contracts as GoodCall took the time to look for good prices for us, this would have took a great deal of time and we possibly would not have got such a great price. This means the manager was able to see to more pressing areas in the business instead of scouring for a decent price on contract phones."

"As a social enterprise ourselves our values are generally aligned with those of similar organisations and we love to support small and local where we can. We feel really lucky to have a local company providing services like GoodCall does, to be able to use them for vital services that we would have to pay much more for elsewhere, and knowing the money they do make goes back into what they do and not to another big corporation is really important to us."

"Working with a social supplier like GoodCall, which provides our work mobile phones, is important as it enables us to maintain essential communication with users of our services. Staying in contact with them is crucial to providing effective support and ensuring continuity in our work."

"Its important to support local charities and work together."

CASE STUDY– Braw Tea CIC



BACKGROUND AND CHALLENGES

Braw Tea Community Interest Company (CIC), founded in June 2023, operates as a social enterprise cafe aimed at empowering women from diverse backgrounds. The cafe offers hands-on work experience in hospitality management, cookery, and customer service, targeting women referred by organisations like the Refugee Council, as well as those new to the city, unemployed, or dealing with mental health challenges.

Director and Founder Jackie McKenzie explains, “We’re here to build a sense of self-worth, identity, and purpose, creating a supportive community for these women.”

However, Braw Tea CIC faced a significant obstacle: operating in an old building without reliable internet access. The lack of Wi-Fi made it challenging to implement a cashless electronic Point of Sale (ePOS) system, critical for their operations. Jackie shares, “We tried every provider, but no one could provide Wi-Fi for our building.”

The decision to go cashless was intentional, prioritizing safety and reducing stress for staff unfamiliar with cash handling. “Using a cashless system also allowed us to integrate accounting software with the ePOS, streamlining our operations,” Jackie adds.

SOLUTION

GoodCall addressed the issue by providing a MiFi device—a portable router that connects to cellular networks—to power the ePOS system. Jackie recalls, “GoodCall understood how critical this was for us. Their support was invaluable.” The MiFi solution ensured reliable internet connectivity, enabling seamless cashless transactions and integration with accounting software, essential for Braw Tea CIC’s efficiency.

IMPACT

The implementation of the MiFi device transformed Braw Tea CIC’s operations. Staff and volunteers benefited from a streamlined system, creating a more efficient and empowering workplace. “The MiFi device solved our problem and allowed us to integrate technology that supports our mission,” Jackie says. Jackie also praises the broader impact of digital inclusion: “It’s absolutely critical, and I can see why it’s [GoodCall’s] core value because there’s going to be a huge proportion of the population excluded otherwise, from access to information, access to preferential rates, access to advice and support if they don’t have access to digital services.”

RECOMMENDATION

Jackie McKenzie highly recommends GoodCall, citing their exceptional customer service and shared social enterprise values. “It’s important to be part of a social value ecosystem, collaborating with organisations like GoodCall that align with our mission,” she concludes.

Words from our charities

Respondents shared overwhelmingly positive feedback regarding their experiences with GoodCall. Themes of responsiveness, clarity, and reliability were common, though a few mentioned challenges with communication. This feedback will help us inform development of the organisation in 2025. Despite these isolated issues, the overall sentiment was positive, with most respondents expressing satisfaction with the service.

This positive experience translates into strong advocacy for GoodCall's services. Non-profits rated their likelihood of recommending GoodCall to other third-sector organisations at an impressive average of 9.02 out of 10. This high score underscores the trust and satisfaction that organisations have in GoodCall's ability to deliver impactful and reliable solutions.

How likely are you to recommend GoodCall's services to another third-sector organisation?



9.02

Average rating

In a few words, describe your experience with GoodCall during your current contract lifetime.

"Lauren has been amazing. From the initial analysis of usage with our previous supplier, to supplying handsets, to explaining monthly bills and raising and chasing queries with EE for us."

"Has been really excellent for us, systems and processes straightforward, great savings, clear billing and really helpful staff"

"Goodcall have absolutely gone above and beyond. I first heard of them through Kate doing a presentation at The Circle a few years ago and knew when the time was right we would use their services. We have since set up several new contracts for each new colleague to join our team and will continue to do so. Additional to the great value mobile contracts they have helped us secure and the excellent customer service, they have even offered us some volunteers through their staff team, and linked us up with other local organisations hoping to help us in some way. We are so very grateful that they exist and that we share so many similar values, keep up the great work guys!"

"Very friendly and professional" "Always very helpful and responsive"

"Very positive and supportive" "Seamless and reliable experience with good support."

"an incredibly needed service" "professional courteous and if we have any issues they deal with it right away."

"Supportive, available and a pleasure to work with. We have worked direct with networks previously and it is a refreshing experience to be working with GoodCall."

OUR CALL TO ACTION: EMPOWER NON-PROFITS IN THE DIGITAL AGE

Digital poverty remains a critical challenge for the UK's non-profit sector, with many organisations facing barriers like limited funding, insufficient skills, and inadequate access to essential tools. With 80% of charities identifying digital technology as a priority, yet only 50% having formal strategies, it's clear that action is needed.

We call on funders, policymakers, and technology providers to:

- **Invest in affordable digital resources** for devices, software, and connectivity.
- **Support skills development** to equip non-profit staff and volunteers with essential digital capabilities.
- **Focus on small organisations**, tailoring solutions to meet their unique needs.
- **Foster partnerships** to drive systemic change and share expertise across sectors.

Organisations like GoodCall have shown the potential of affordable, tailored digital solutions to reduce costs and enhance service delivery. Let's build on this momentum to bridge the digital divide and ensure all non-profits can thrive in a connected world.

Join us in making digital inclusion a reality for all.



**THANK YOU TO ALL OF OUR DIRECTORS, FUNDERS,
NON-PROFIT PARTNERS, FRIENDS AND FAMILY FOR
THEIR SUPPORT!**

Follow us on social media!



goodcall_mobile



goodcall-mobile



goodcallmobile



hello@goodcall.org.uk
01382 219242