

ZING

Community Update

Spotlight on ZING

In the last Unspun, we put the spotlight on UK Youth, a charity we support by enabling our consultants to use up to five days per year to work on personal projects. We got lots of interest on this article, so for this edition we are showcasing our involvement with ZING

What is ZING? ZING is a private foundation that supports charitable organisations who work with young people in challenging circumstances. They have eight charity Partners* who they support primarily by providing funding, but also through access to external expertise and hosting knowledge sharing forums. Put simply, ZING's mission is to 'benefit and create value to these organisations, and the young people and communities they touch'.

We helped to organise and facilitate all three ZING Partners Forums to date. These forums bring together the leadership teams from the Partner charities for a group working session to discuss common issues and identify further ways to support each other. The first forum provided the opportunity to network, plan, and focus on how accessible technology could be implemented to help improve Partner organisations, and consequently make them more appealing to investors. In the latest Forum, Partners presented their most pressing opportunity or challenge to the wider Forum and a panel of cross industry experts. The feedback and suggestions on each 'pitch' were discussed to help provide some clear actions and directions for each Partner.

Chris White, a Founder of ZING, commented '*Berkeley has been incredibly supportive in providing thinking and hands on resource to partner with us and make things happen. It is the provision of access to external expertise such as Berkeley that makes a real difference to our Partners.*'

Chris also recently announced the launch of UP - Unleashing Potential: a charitable business that provides independent technology strategy advice and IT consulting to charities and not-for-profit (NFP) organisations. As part of ZING's focus on the youth sector, UP will hire inexperienced young people and provide them with training and mentoring that gives them the skills and opportunities to grow and develop in the technology sector.

John Abbott, a consultant at Berkeley who has been helping ZING over the last 18 months, added, 'Working with charitable organisations like ZING and its Partners is first and foremost great fun. When I then consider I get to meet inspiring people doing amazing things, and I can leverage my consulting experience to make a valued difference, it becomes a very compelling thing to do.'

To read more about the great things ZING are doing, visit www.zing.uk.com

To find out more about the recent launch of UP, visit www.unleashingpotential.org.uk

*ZING's charity Partners: Greenhouse, Future First, Place2be, CiviCRM, Hope HIV, UK Youth, Working Knowledge, Restless Development.



To see the latest on our other community work, please visit <http://www.berkeleypartnership.com/about/corporate-responsibility>