



**JOHN CRAGGS**  
**CHIEF EXECUTIVE OFFICER**  
**GENTOO GROUP**

# About Gentoo

- Formed as Sunderland Housing Group in 2001
- Rebranded as Gentoo in 2007
- 32,500 homes across Sunderland & Glasgow
- A values-driven housing association
- Currently refocusing on core housing activity



# Proud to be a Responsible Business

- Stonewall ranking for LGBT friendly employer
- More than 400 applicants annually
- Top 100 organisations ranked
- Gentoo ranked 1<sup>st</sup> in 2014
- Now nine star-performing organisations in UK



# A Responsible Business



- Business in the Community member
- Corporate Responsibility Index
- Ranked the number 1 most responsible business in the UK
- Anticipating announcement during Responsible Business Week – 18<sup>th</sup> April till 22<sup>nd</sup> April 2016



# Barrett Values Centre - Values Driven Organisations

Accountability

Innovation

Compassion

Empowerment

Fairness

Need to be Liked

Balance Work/Life

Future Generations

Strategic Alliances

Humor/Fun

Control

Commitment

Responsibility

Ethics

Fairness

Loyalty

Profit

Competence

Strategic Alliances

Financial Stability

Excellence

Family

Responsibility

Humor/Fun

Fairness

Respect

Open Communication

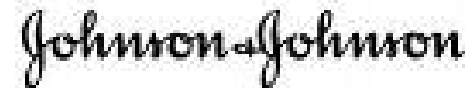
Power

Customer Collaboration

Employee Recognition



# Values-driven organisations are more profitable





# CTT Definition: Cultural Entropy

**Cultural Entropy** is the amount of energy in a group that is consumed in unproductive work.

It is a measure of the conflict, friction, and frustration that exists within a group.



# Best Employers have Lowest Entropy

This research of 163 organisations was carried out by Hewitt Associates and Barrett Values Centre

	<b>Cultural Entropy</b>	<b>Staff Engagement</b>
<b>Tier 1 (Best)</b>	<b>5%</b>	<b>89%</b>
<b>Tier 2</b>	<b>8%</b>	<b>76%</b>
<b>Tier 3</b>	<b>15%</b>	<b>55%</b>
<b>Tier 4 (Worst)</b>	<b>21%</b>	<b>40%</b>



***“It is about how companies make their profits, not just how they spend them.”***

**STEPHEN HOWARD**  
**FORMER CEO**  
**BUSINESS IN THE**  
**COMMUNITY**

**BUSINESS  
IN THE  
COMMUNITY**


**Responsible  
business**



Edelman

trustbarometer

ANNUAL GLOBAL STUDY



**Volunteers are not paid,  
not because they are  
worthless but because  
they are priceless.**

**-Sherry Anderson**

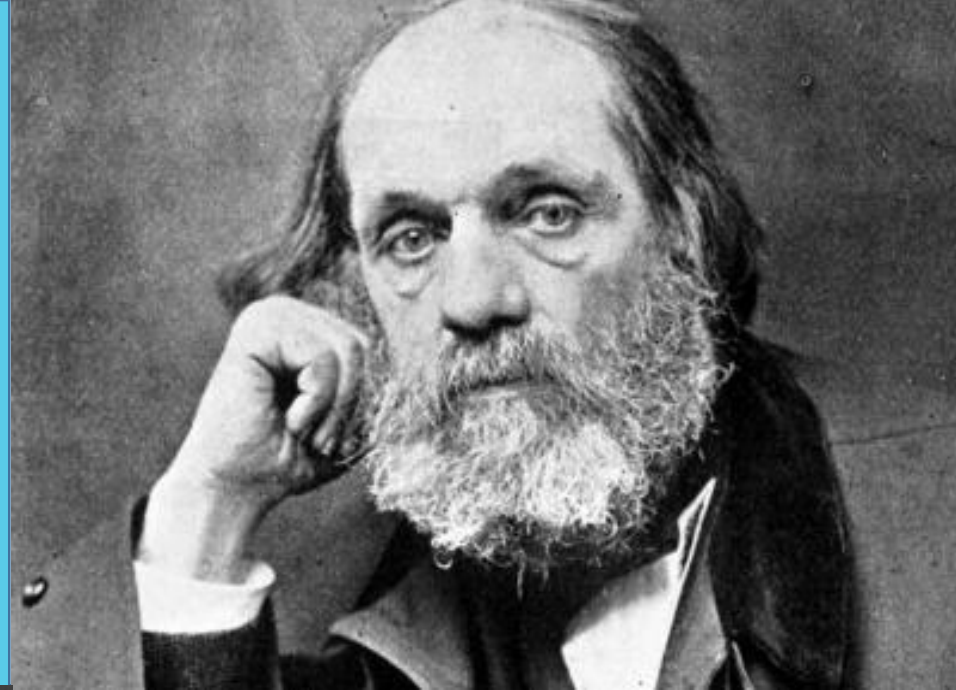
# We come together during tough times



Illustration by Chris Wren/Kenn Brown @ mondoart.net

**"Our deeds determine us, as much as we determine our deeds."**

- George Eliot,  
Novelist



**"You make a living by what you get, but you make a life by what you give" –**

Winston Churchill  
Prime Minister



**GENTOO**  
**VOLUNTEER**

## Why are we doing it?

- To extend our reach
- To provide an alternative currency
- To give volunteers and beneficiaries new experiences and opportunities
- To plug a gap in society

## Who is it for?

- Anyone can volunteer
- The more the better

# Volunteering at Gentoo



## Employee Volunteers

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Gentoo encourages and supports employees who would like to get involved in volunteering projects alongside their normal day job. Employee volunteers are significantly more likely to feel pride about their workplace. There is an impact on motivation, skills development and team working



## Customer Volunteers

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Gentoo empowers local residents to learn new skills and get involved with their community. Volunteering is a vital part of engaging with and strengthening neighbourhoods and communities and raises individual's aspirations and goals



## Corporate Volunteers

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Working with partners who wish to get involved with our volunteering schemes or would like us to organise a volunteering project on their behalf

# People ask, why bother volunteering?

- Reduced productivity (takes staff away from their day jobs)
- Its a bit fluffy
- Is it really needed? It would happen anyway





# Why bother with volunteering?

- Employees will value Gentoo more if they have our interest and support
- Put something back into the community
- Raise awareness of the organisation's brand
- We will attract and keep staff that are committed and enthusiastic
- Staff development will be low cost and integrate with community benefits



# Why bother with volunteering

95% of staff volunteers reported increased job satisfaction

81% reported improved relationships with staff within Gentoo

76% reported increased awareness about what our Community needs

100% of organisations would make recommendations to other partners to get involved with Gentoo Volunteering

75% of Community volunteers reported improved life satisfaction

# Examples of Gentoo Volunteering Opportunities

# Gentoo Volunteering Summary 2015/16

- 12 projects/causes
- 226 volunteers
- 3115.25  
volunteered hours



# Gentoo Volunteering Mash-up Video

# Reading in Schools Programme



# Gentoo Reading in Schools Programme Video

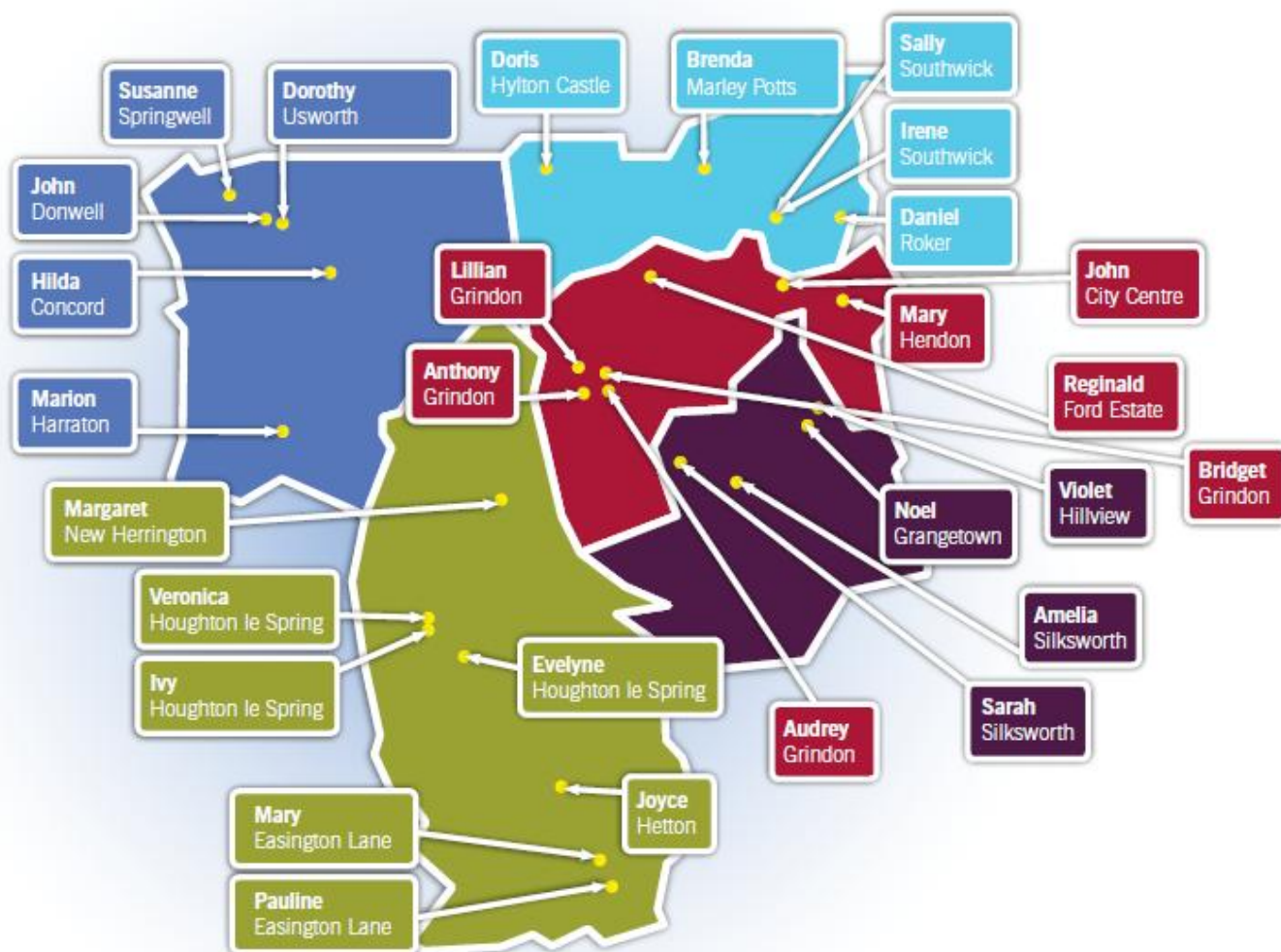


# Befriending

There are many people who are isolated and lonely. This can lead to them being referred to our Befriending Service. Often, our volunteers can be the only friendly face a customer sees in days.



"I am Jackie Pitt. When I first went to see Mary she was very socially isolated and wouldn't interact with people. Through time she has experienced different situations and grown with confidence. She has given up smoking after 56 years and has had her hair done and looks a million dollars. I am really proud of her journey."





# Befriending

“ Jackie is my friend, she makes me feel good. She took me to the ice cream parlour and I had never been before. She motivated me to think how much I spent on cigarettes.

Jackie is very friendly, she talks to people as if she has known you all of her life. I really look forward to her coming. ”

Mary Carr



# Good Deeds Day 2015

10 projects

Over 600 volunteering hours

75 Gentoo volunteers

Internal Engagement

Sun FM Coverage

Social Media Engagement

PR Value



# Who we work with...

**ASDA**

  
**Northern  
Gas Networks**

  
**University of  
Sunderland**

  
**2TOUCH**  
the customer lifecycle management company

 **EDF ENERGY**

  
**THE CHURCHES  
CONSERVATION TRUST**

 **BARCLAYS**

 **berghaus**  
**LIVE FOR ADVENTURE**

 **O'Brien** Est. 1973  
Group

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# Life Expectancy

What a

difference!

For every metre travelled...

**1.5 days**

is lost on the average life expectancy

Hendon



Average Life Expectancy

**67**

13 year difference

Distance  
1.8 miles

Fulwell



Average Life Expectancy

**80**

“

Your postcode should not influence your life expectancy.

Its information for your postman.

Not for a targeted marketing campaign for an undertaker.

”

# **John Craggs**

## **Chief Executive Officer**

### **Gentoo Group**



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