



FOODBANK
VOLUNTEER



BUILD **STRONGER** **COMMUNITIES**



Learn More
www.plinth.org.uk

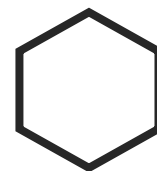


plinth

Table of Contents



- 01** Our Founders' Story
- 02** The Story of Plinth
- 03** Our Mission
- 04** Understanding the Platform
- 05** Case studies
- 06** Contact Us



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Meet our Founders

01

We both grew up in and around charities. Will volunteering at the local village hall, organising fundraising events at school, with parents who were both trustees and volunteers. Tom had refugees living in his house throughout his childhood, and his parents ran a charity in Uganda.

As part of that, we saw the strain these organisations were under. Funding went to the charities who were the best at fundraising instead of the charities that were *most* impactful. Smaller charities also didn't have enough resources to effectively raise awareness about their services. Which meant that the people who *needed* charity support, struggled to find them.

After we went to university and got traditional (boring) office jobs — Tom as a consultant, Will as an accountant — we kept working with charities on the side and continued to notice the same thing. Civil Society is a massive sector, representing over 5% of GDP, yet the key measures of what it *actually* achieves were simply not being tracked. Processes were incredibly manual, often inaccurate, and the result was wasted resources at exactly the point where they could least be afforded.

That changed when Tom met Ali Alsaraf from Camden Council, who put him in contact with charities from across the borough. That summer, we spent our time running (literally) between them to understand why this was happening and how we could help solve it...



This is the first picture Will and Tom took together, when they founded Plinth. We like to show it to keep them humble...

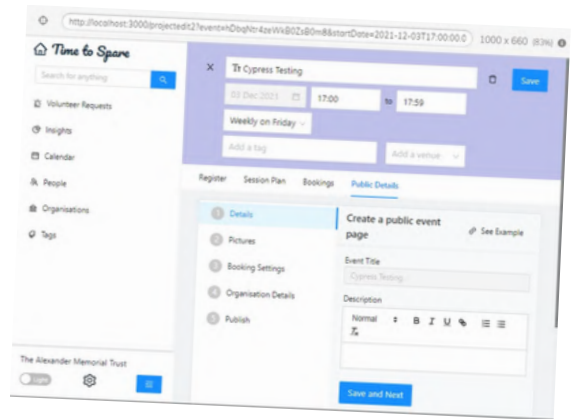
The Story of Plinth

02

After speaking to Ali from Camden, Tom and Will decided the solution to charities' impact measurement dilemma' needed to be centred on two principles:

- 1) Charities should be able to manage their organisation and data in one place.
- 2) This core platform should be available *for free* to small organisations.

This led to the creation of *Time to Spare* a platform which aimed to transform these ideas into reality. Launching in February 2020 meant that the pandemic put a spanner in the works. Nonetheless, in true Plinth fashion, the platform persevered. It was used by Camden Council to support their covid response, recruit volunteers and help vulnerable people who were shielding by delivering food parcels.



In the many years since then time to spare has grown into a **Plinth**. A platform with the same fundamental mission, but far greater tech, breadth and capability.

As we innovate it's imperative we stay centred on those two principles. Especially when using AI, we want to build tech that is genuinely useful for the sector, so in turn, organisations who use us can continue to **build** stronger communities.



The team has grown a lot since these pics!

Our Mission

03

The Problem

Charities and frontline teams are under-resourced and facing increasing demand. And they're expected to do **more** with **less** every year.

46%

of charities saw increased demand in 2024

NCVO

The Tension

In a difficult funding environment, with little to no government help community-focused organisations are experiencing great **strain**.

Their survival depends on their ability to communicate their impact. However, these human stories, where real change happens, is often the **hardest to capture**.

62%

are worried about financial sustainability

Pro Bono Economics

Our Solution

Plinth aims to use the latest technology to **make real impact visible**. We want to make it *easy* to illustrate impact, so teams can spend their time, effort and resource on the human work that actually matters.

£10bn

income lost by charities since 2010 in real terms.

NCVO Almanac

Crucially, we aim to do this differently by adopting a **grassroots** approach. This means we build in constant dialogue with community organisations, to ensure our features are genuinely useful. We strongly believe there should never be gatekeeping when it comes to accessing the latest technology.

The Platform

04

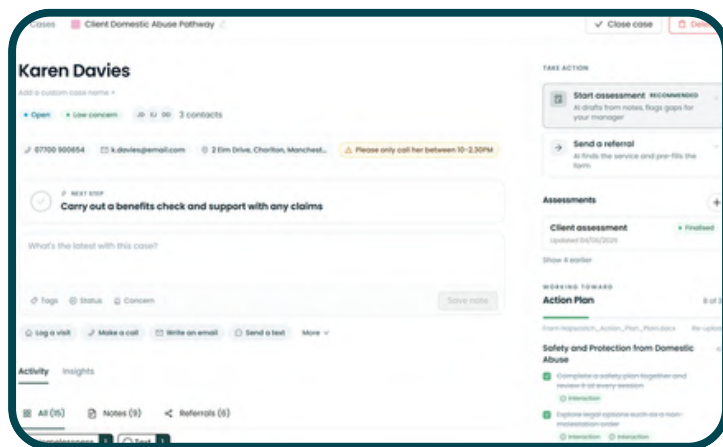
Plinth is an AI powered platform that helps organisations deliver, measure and fund community impact. There are two halves to it, one for **charities** and one for **funders**. Below is a brief sketch of the features and their use cases.

Charities

By 'charities' we mean organisations who interact with service users day to day. E.g. CICs, frontline teams and more.

This side of the platform helps power operations and store data to measure the impact of your work. Our core features include registration forms, surveys, events and booking platform and impact measurement tools such as automatic graph generation.

These core tools are completely **free** but we also have paid tools such as our AI **Case Management** tool, pictured on the right.

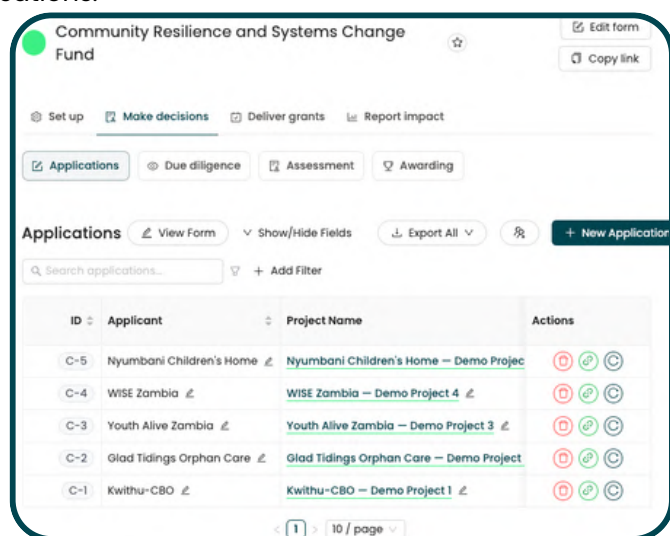


Funders

By 'funders' we mean organisations whose purpose is to build capacity and fund impact — foundations, local authorities, and voluntary sector infrastructure bodies such as CVS organisations.

This side of the platform is geared towards capacity building and helping prove funder strategies facilitate impact. Funders will have all the core tools and more. One popular tool is our AI **Grant Management**, which powers all stages of the funding process from applications, to due diligence, to assessment, feedback, contracts and monitoring.

Beyond this, funders can also see the aggregate impact of organisations they fund in real time, if they also use Plinth.



Different Ways to use Plinth

Family Hubs
Services

Holiday Activity & Food
Programmes (HAF)

Crisis & Resilience
Fund

Community
Centres

Infrastructure
organisations

(and of course a free platform for small charities.)

Our own impact.

05

Since inception, we've tracked over **1 million+** interactions on our platform, facilitated the impact of **1500+** community organisations across the UK and beyond, and power **60+** funders managing over **£200m+** in annual grant-making.

Hear what our clients have to say:



"It's like having **another member of staff!** We run a **better** service because we're no longer bogged down in paperwork. We can focus on frontline services and concentrate more on the children."

Sereena Keymatlian,
Director of Haringey Play Association



"In over two decades in the sector it's one of the most **positive** onboarding experiences I've had... It has **revolutionised** our thinking and ways of working internally."

Paul O'Neill, Development Director,
Steve Morgan Foundation



"Plinth has **transformed** how we capture data and **demonstrate** our social impact, and allowed us to connect with the wider VCFSE sector to **show our collective impact**, distribute funding and much more."

Gary Cliffe,
CEO of Cheshire West Voluntary Action



Get in touch!

Whether it's about learning how Plinth can help your organisation or a debate on AI in the sector, we genuinely love to speak, share ideas and connect with everyone.

Reach out to us via email at **hello@plinth.org.uk**



Learn More

www.plinth.org.uk



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