



# CCVS

Support for community & voluntary groups

# Case study

## Arm - encouraging a partnership between key charities

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### BACKGROUND



**Arm Holdings PLC** is one of the world's leading providers of silicon technology at the heart of billions of devices and has its headquarters in Cambridge. Arm has a guiding ethos of creating positive impact through partnership and collaborates widely to seek solutions to key global problems. Simon Humphrey is a Senior Manager within the Corporate Responsibility team where he leads on global

STEM education programmes and local community investment across Arm's 45 offices in 19 countries around the world. [www.arm.com](http://www.arm.com)



**Fullscope** is a partnership between seven leading local charities working to support the positive mental wellbeing of children and young people. It has been set up to act as the voluntary sector voice for children and young people's mental health and well-being and to influence the design and commissioning of services

for this vulnerable group. In 2016, research indicated that one in ten children between 5 and 16 years old had a diagnosable mental health condition. The charitable collective comprises:

- **Arts and Minds** who deliver art interventions to address mental health issues
- **Blue Smile** who offer expert art therapy and mentoring in schools
- **Cambridge Curiosity & Imagination** who collaborate with young children and their disadvantaged communities to encourage cocreation
- **Centre 33** supports young people aged up to 25 with a free and confidential counselling service
- **The Kite Trust** who work with LGBT+ young people aged 13 to 25
- **CPSL Mind** offer a range of services to support young peoples' mental wellbeing
- **YMCA** offer services to improve the physical, emotional and psychological well-being of young people

The Fullscope initiative is planned to take place in schools and community settings across the county. Supported by The National Lottery Community Fund, with development support from Norfolk & Norwich Bridge Festival and Arm Limited, Fullscope is a three-year programme that will improve provision, establish clearer opportunity pathways, and have national significance in influencing the sector.

You can read more about Fullscope [here](#).

## **ARM'S APPROACH TO COMMUNITY ENGAGEMENT**

The Arm Cambridge Fund provides grant funding for projects across the County and is administered by Cambridgeshire Community Foundation. Arm also have a small grants fund. Simon Humphrey from Arm explains that they are looking to create a real impact with their donations and are aware that their support can encourage other businesses to provide funds. Arm employees are encouraged to volunteer and can take a day of paid volunteer leave a year.

Arm's focus is on critical social issues effecting the communities in which it operates. The firm has a track record in business of getting people to work together to problem solve and seeks to emulate this approach in a community context. When considering charity's requests for support, Arm looks for a close connection to this ethos.

The Fullscope initiative followed on from an evening of music, comedy and mindfulness, that Simon organised with Cambridge Live at the Corn Exchange in 2017, to highlight the need to do more to address young people's mental ill health. Simon was then approached by a charity seeking funding for a mental health project. His concern was that, although it was a good project, on its own, it was not going to deliver the impact needed and that something more ambitious was required. Simon was able to use Arm's influence to get a key group of charities round the table to pursue the idea of using their collective skills and resources to make a greater difference to the mental health of young people. Arm funded resources to help the charities formulate their partnership.

### **KEY LEARNING POINTS TO SHARE**

- The scale of critical social issues is beyond the capacity of any one charity and more collaboration between charities is needed.
- The charitable, business and civic sector all need to bring their problem-solving talents to bear on these challenging issues.
- More networking opportunities are needed to facilitate collaboration.
- Business should encourage and support charities to use the funding they give to leverage funds from elsewhere.