



IMPACT REPORT 2025/26

GoodCall Mobile CIC is a social enterprise helping charities, community groups and non-profits across the UK access affordable communications technology, saving organisations time and money that can be spent on their frontline services and missions.

Our Purpose

We simplify and guide organisations through communications technology — providing the tools, knowledge and support they need to stay connected and focus on delivering impact in their communities.

Our Values

Digital Inclusion

We work to reduce the digital inequality faced by the UK's non-profit sector.

Purpose Before Profit

As a social enterprise, any profit we generate is reinvested into the organisations we support.

Opportunity & Employment

We create sustainable employment opportunities for individuals furthest from the job market.

A message from our General Manager

As I reflect on 2025/2026, I am incredibly proud of what we have achieved at GoodCall. This has been a year defined by growth, transition and resilience, both within our own team and across the third sector organisations we are here to support.

Digital inequality continues to rise across the UK. Charities and community organisations are facing increasing demand for their services, while also navigating financial pressure, rising operational costs and the expectation to deliver more digitally. Reliable mobile connectivity, secure networks and robust communication systems are no longer optional – they are essential to delivering frontline support effectively and safely.

This year brought both new beginnings and heartfelt farewells. We were delighted to welcome Aaron and Katie to the GoodCall team, strengthening our capacity to support partners across the UK. At the same time, we said goodbye to Lauren, who contributed two dedicated years to GoodCall before heading off to Australia for a new adventure. We are incredibly grateful for the impact she made during her time with us.

Donna also joined us in a maternity cover role, ensuring continuity during a period of transition.

As a small charity with a focused team, we made a conscious decision this year to prioritise training and development. Our focus was on equipping new colleagues with the skills, confidence and knowledge needed to provide the highest level of service, while continuing to support our existing partners.



A message from our General Manager

Despite internal change, 2025/2026 has been one of our strongest years for growth.

- 53 new organisations joined GoodCall, a higher intake than in previous years.
- We upgraded double the number of lines compared to 2024, helping charities improve their connectivity, flexibility and cost efficiency.

We delivered significant upgrades and enhanced support to organisations including Inclusion Glasgow, The King's Trust, PKAVS (Perth and Kinross Association of Voluntary Service), Yorkshire Cancer Research, Volunteer Centre Edinburgh and Step One.

These improvements ensure organisations can operate securely and efficiently, whether coordinating volunteers, supporting vulnerable communities or delivering vital services across regions.

By providing ethical telecoms solutions tailored to the third sector, we enable organisations to reduce costs, improve resilience and focus their time and energy on what matters most: their mission.

This year also saw us attend SCVO's The Gathering, Scotland's largest voluntary sector event. It was an important opportunity to listen, learn and strengthen relationships across the sector. Conversations there reinforced what we see every day – that reliable, affordable communication services are critical infrastructure for social impact.



A message from our General Manager

As we move into 2026/2027, our commitment remains clear:

- Continue reducing digital inequality within the third sector
- Sustain responsible growth
- Deepen relationships with our partners
- Invest in our team to ensure long-term impact

This year has demonstrated that even during times of transition, a strong mission and committed people can drive meaningful progress. I am incredibly grateful to our team, our funders and every organisation that has placed their trust in GoodCall.

Together, we are building a more connected, more equitable third sector — and we look forward to continuing that work in the year ahead.



Elaine Gray
General Manager

Digital poverty; here's what you need to know!

Charities today don't just want good technology, they need it. But many are being held back by digital inequality and finance pressures.

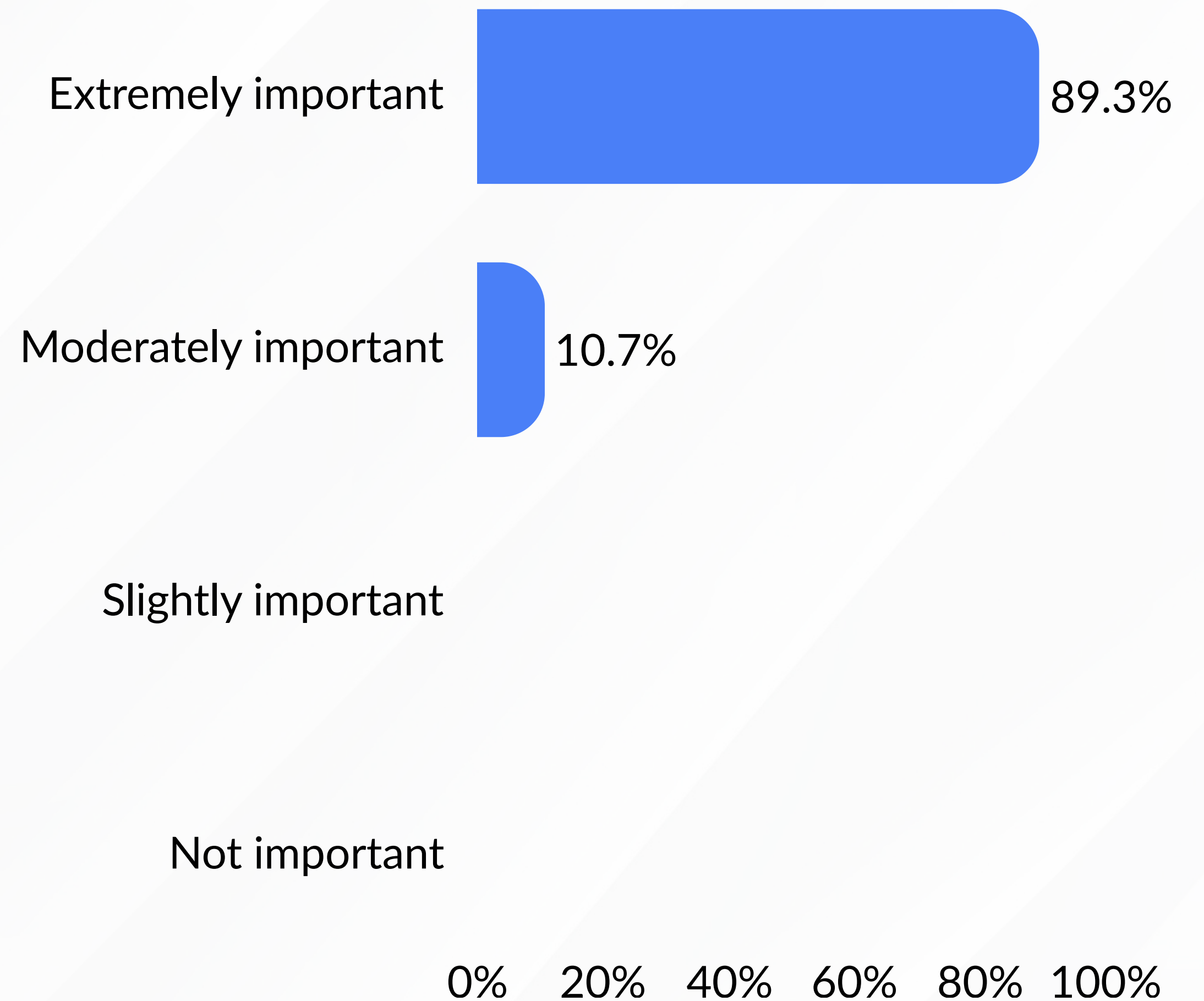
- **24–34% of UK adults** – 13–19 million people – are in **digital poverty**, meaning they lack access to reliable technology or connectivity.
- Only **half (50%) of UK charities have a formal digital strategy**, despite 80% saying digital is essential to their work.
- **68% of charities struggle to progress digitally** because finances, time, and capacity are stretched.
- Smaller charities are especially pressured, only 56% effectively use digital tools, compared with 88% of larger organisations.

In this environment, telecoms costs and complexity become barriers.

The importance of tech

A very large majority of non-profits (almost 90%) consider digital technology extremely important to their organisation's daily operations, reinforcing how critical digital tools are for the third sector.

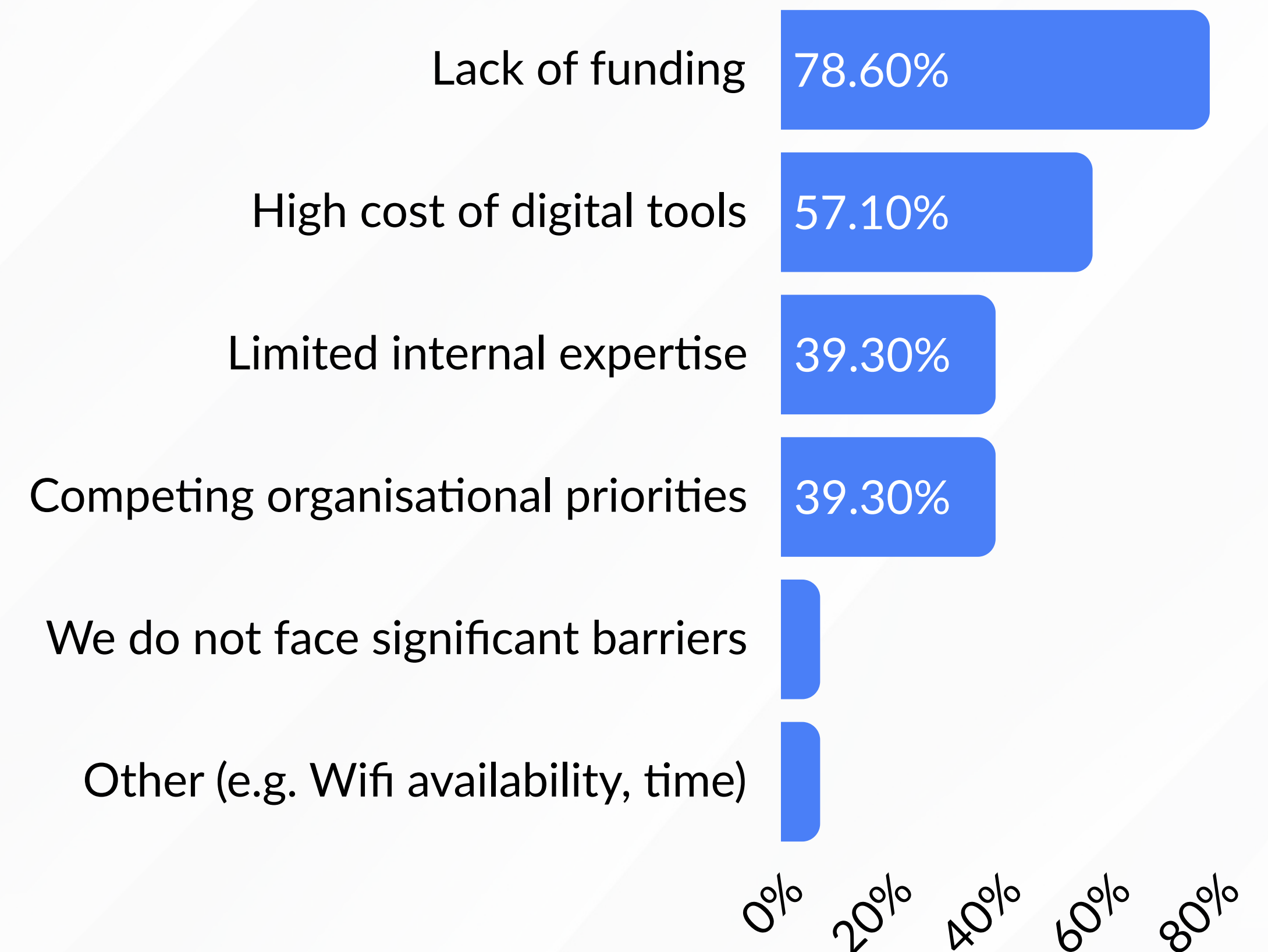
How important is digital technology to your organisation's day-to-day operations?



The barriers that non-profits face

Funding remains the dominant barrier, with three-quarters of organisations affected. Cost and internal expertise also present major challenges, highlighting that both financial constraints and capability gaps are limiting digital progress across the sector.

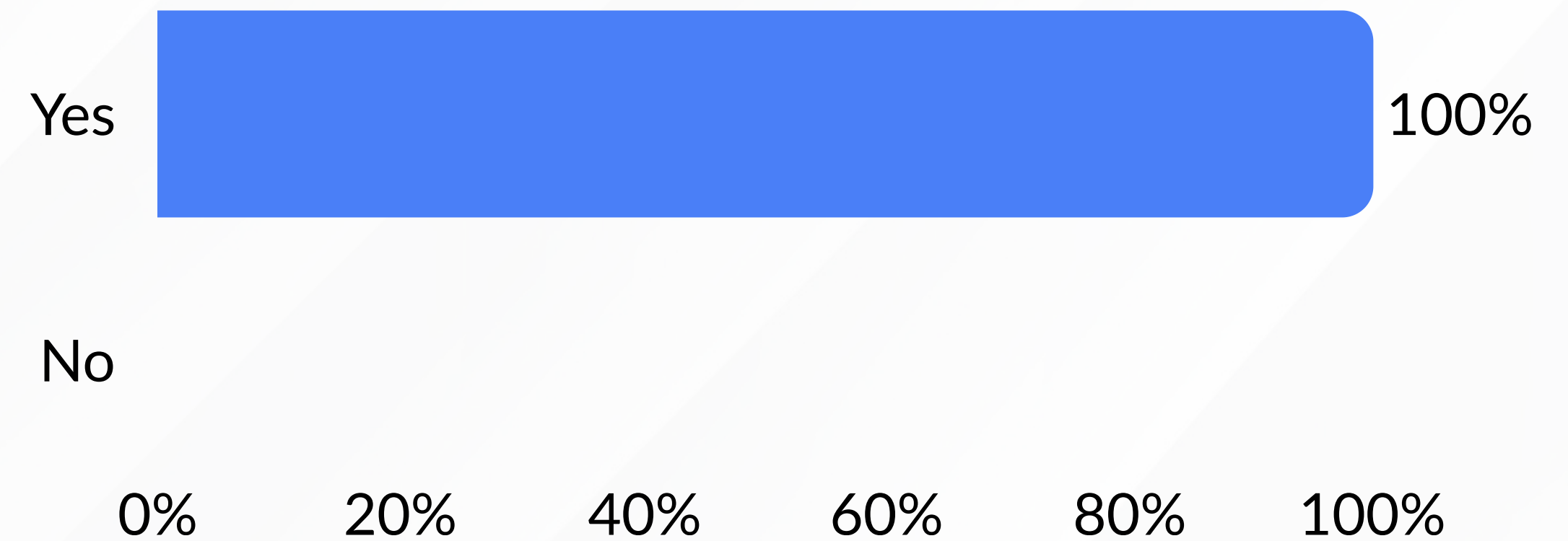
What is the biggest barrier preventing your organisation from improving its digital capabilities? (Multiple choice)



Fulfilling the needs of non-profits

With 100% of respondents confirming their needs were met, GoodCall demonstrates a strong understanding of the sector's requirements. This level of consistency suggests that GoodCall is delivering reliable, tailored solutions that directly respond to the operational challenges faced by its partners.

Did GoodCall address your communication hardware and contract needs?



Testimonial: West of Scotland Housing Association



West of Scotland Housing Association (WSHA) is a social housing provider founded in 1965 that aims to deliver affordable, high-quality homes and services across the west of Scotland. The organisation manages around 4,500 properties, including tenement flats, family homes, amenity housing and sheltered accommodation, supporting people at different stages of life.

Why does having access to technology such as mobile phones matter for your organisation?

Having the right mobile technology makes a huge difference for us. Our teams are out and about across communities every day, and mobile phones help them stay connected, update information on the go, and respond quickly when tenants need us. It means we can sort things faster, communicate clearly, and make sure people get the support they need without delay. It also lets us work more openly and accurately, which fits with our values and helps us keep improving the services we deliver.

How was your experience working with GoodCall, and did they meet your organisation's needs?

Working with GoodCall has been great. From the first conversation, they really listened to what we needed and understood the way we work. Getting everything set up was straightforward, and their communication made the whole process feel easy. Their customer service has been spot-on too — quick replies, friendly approach, and genuine support whenever we've needed it. They definitely delivered what we were looking for, and the whole experience has been really positive.

What is your stance on digital inclusion in the non-profit sector?

For us, digital inclusion is essential. A lot of people who are digitally excluded are the same people who already face other challenges, so helping them get online isn't just about technology — it's about fairness, confidence, opportunity, and staying connected.

Would you recommend GoodCall to another nonprofit organisation?

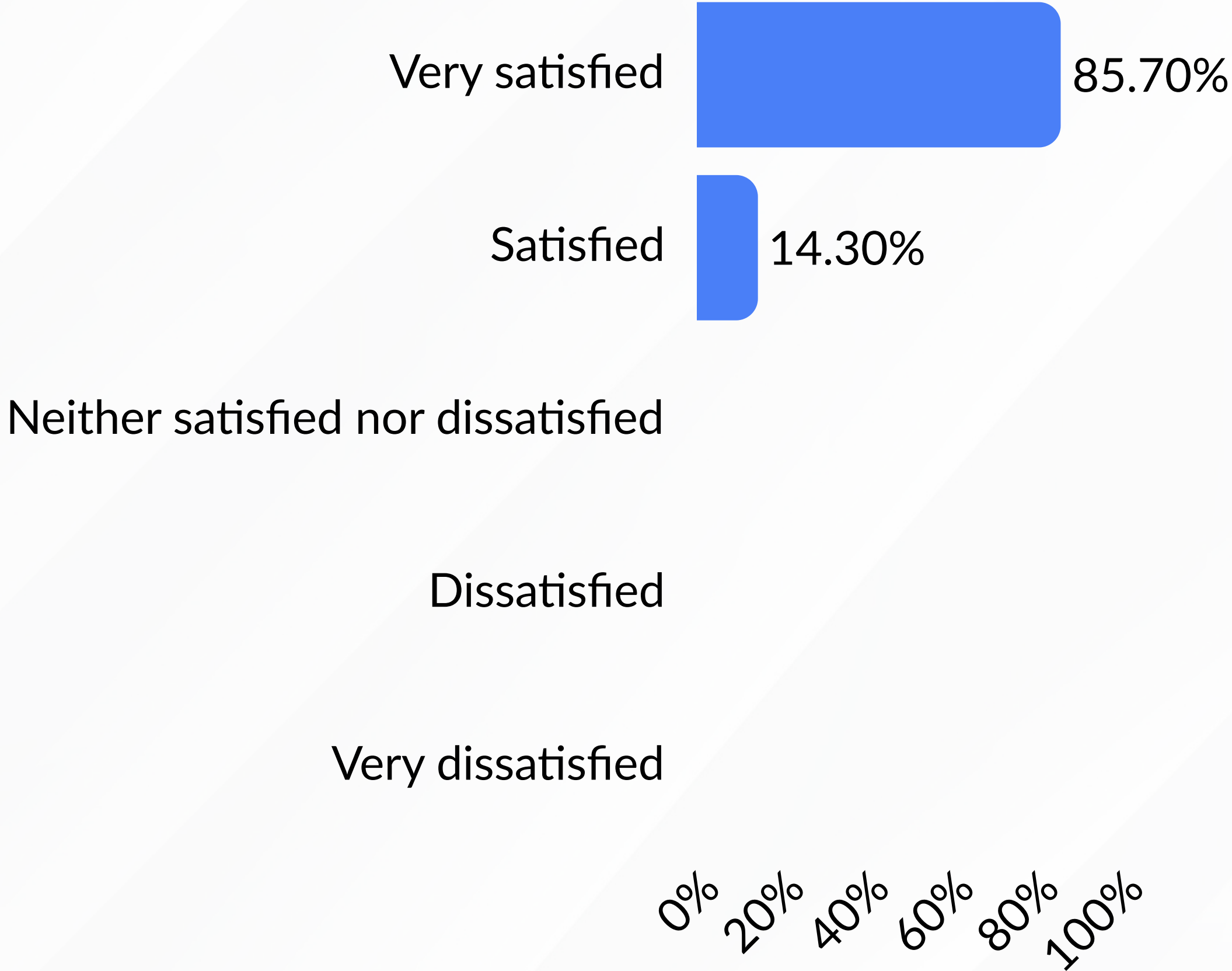
Yes — without hesitation. GoodCall has been reliable, easy to work with, and genuinely focused on helping organisations like ours. We'd happily recommend them to any nonprofit looking for affordable tech and great support.



Satisfaction with service and support

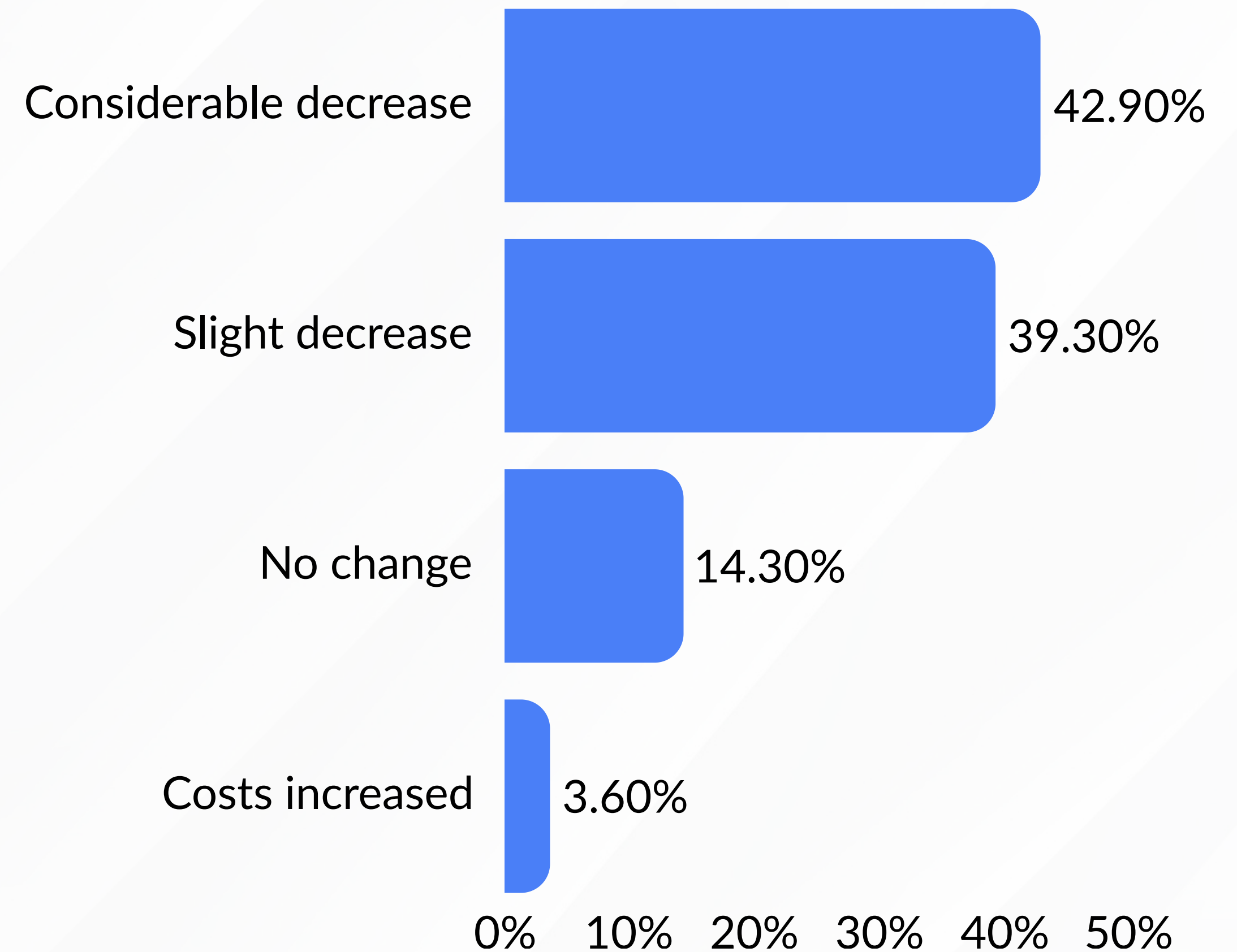
How satisfied are you with the overall service and support you received from GoodCall?

Satisfaction levels are exceptionally high, with all respondents reporting a positive experience and the majority being very satisfied. This indicates not only effective service delivery but also strong ongoing support and relationship management.



Partnering with GoodCall led to tangible financial benefits for over 82% of organisations, with nearly 43% experiencing a "considerable" decrease in their communication spend, reinforcing GoodCall's value proposition as a cost-saving partner for the third sector.

Did your organisation see reduced costs in your communication contracts or hardware spend after working with GoodCall?



Testimonial: Volunteering Matters



Volunteering Matters is a UK charity that uses volunteering to support people facing social and economic challenges. It delivers programmes across the country, working with young people, disabled individuals, and those at risk of isolation. Through these initiatives, it helps people build skills, confidence, and stronger connections, creating more resilient and inclusive communities.

Why does having access to technology such as mobile phones matter for your organisation?

Smartphones provide a crucial adjunct to our laptop estate enabling most of us to work from home. They support the effective functionality of our Lone Working Policy.

What is your stance on digital inclusion in the non-profit sector?

VM is committed to inclusion, digital and otherwise. We have had projects in this area in the past and will continue to do so as opportunities and funding permit.

How was your experience working with GoodCall, and did they meet your organisation's needs?

Always positive from first encounter to the present including the recent contract renewal. The team at Goodcall supported us throughout this and earlier renewals and I am particularly grateful for the work that Katie did.

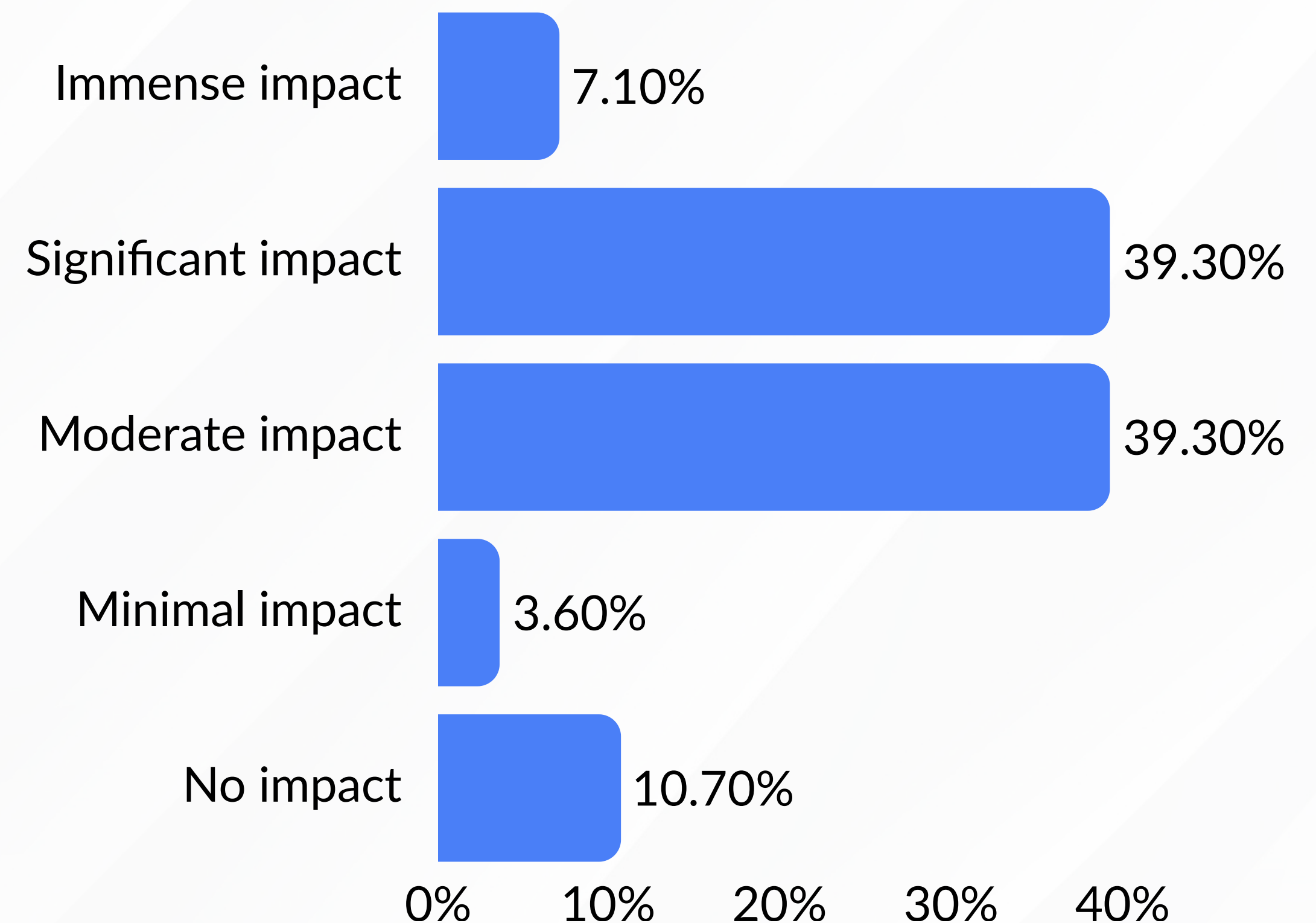
Would you recommend GoodCall to another nonprofit organisation?

Without hesitation.

Impact on service delivery

Most organisations reported moderate to significant improvements in service delivery, showing that access to better communication tools has a direct and meaningful impact on their work, suggesting enhanced outcomes for the communities these organisations serve.

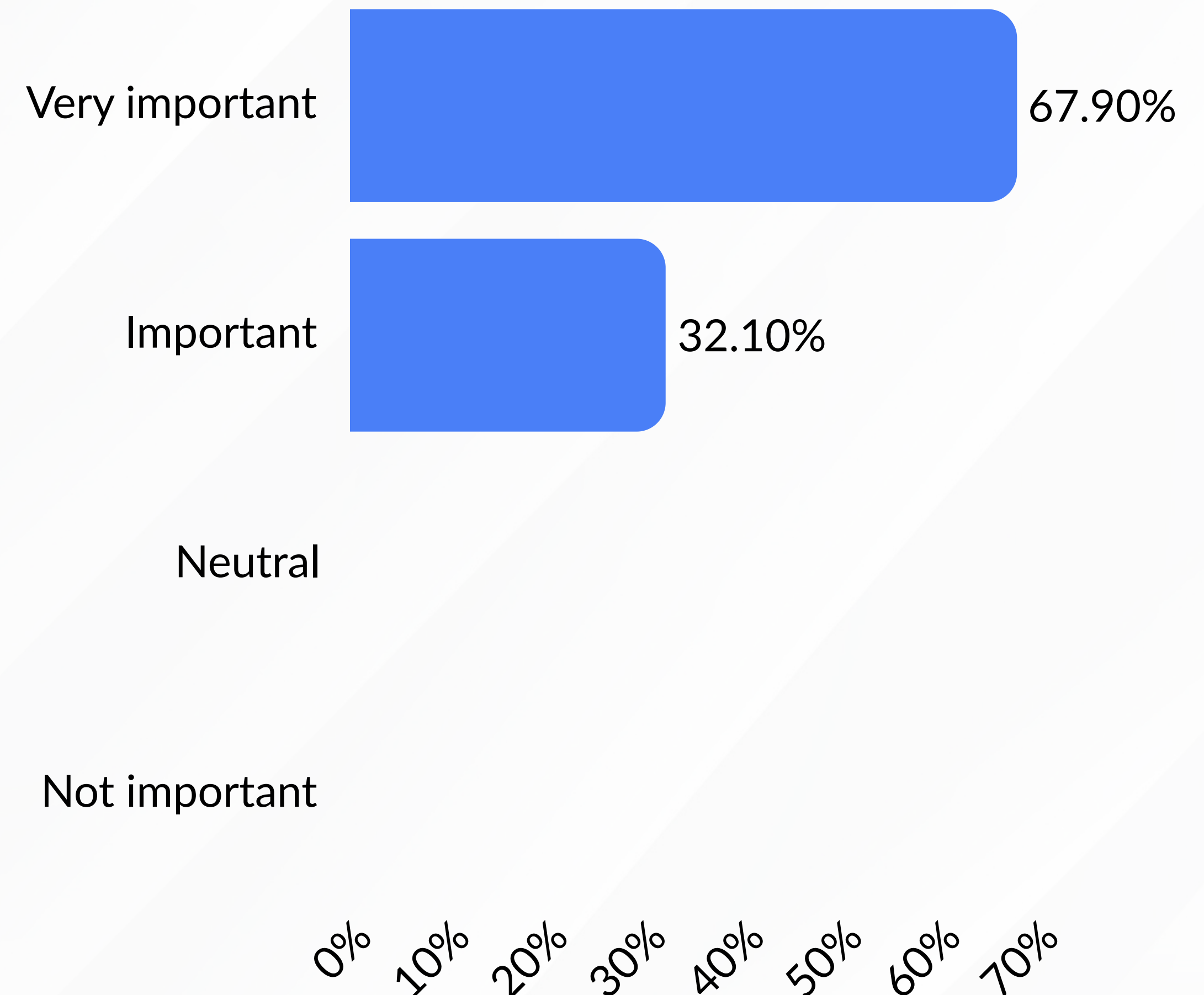
To what extent has using GoodCall-provided communication resources improved your service delivery or impact in your community?



Importance of working with a social supplier

All respondents value working with a social enterprise, with a strong majority rating it as very important. This reflects a growing emphasis on values-driven procurement, where organisations are prioritising partners that align with their mission and contribute to wider social impact.

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



Words from our partners...

“Our contact listened very carefully to exactly what we needed from the service and sent us a couple of options to choose from. Everything was actioned when promised so there was no break in service to our clients. Our original objective was achieved, which was to vastly reduce the cost of our mobile phone service. The ongoing contact has also been great.”

RESTORE (Bury St Edmunds Women's Aid Centre Ltd)



“Working with the account team at GoodCall has been by far the most positive experience, **having a friendly and experienced team** to rely on and guide us has been fantastic and helped me stay in control of ongoing costs and answer any questions I may have.”

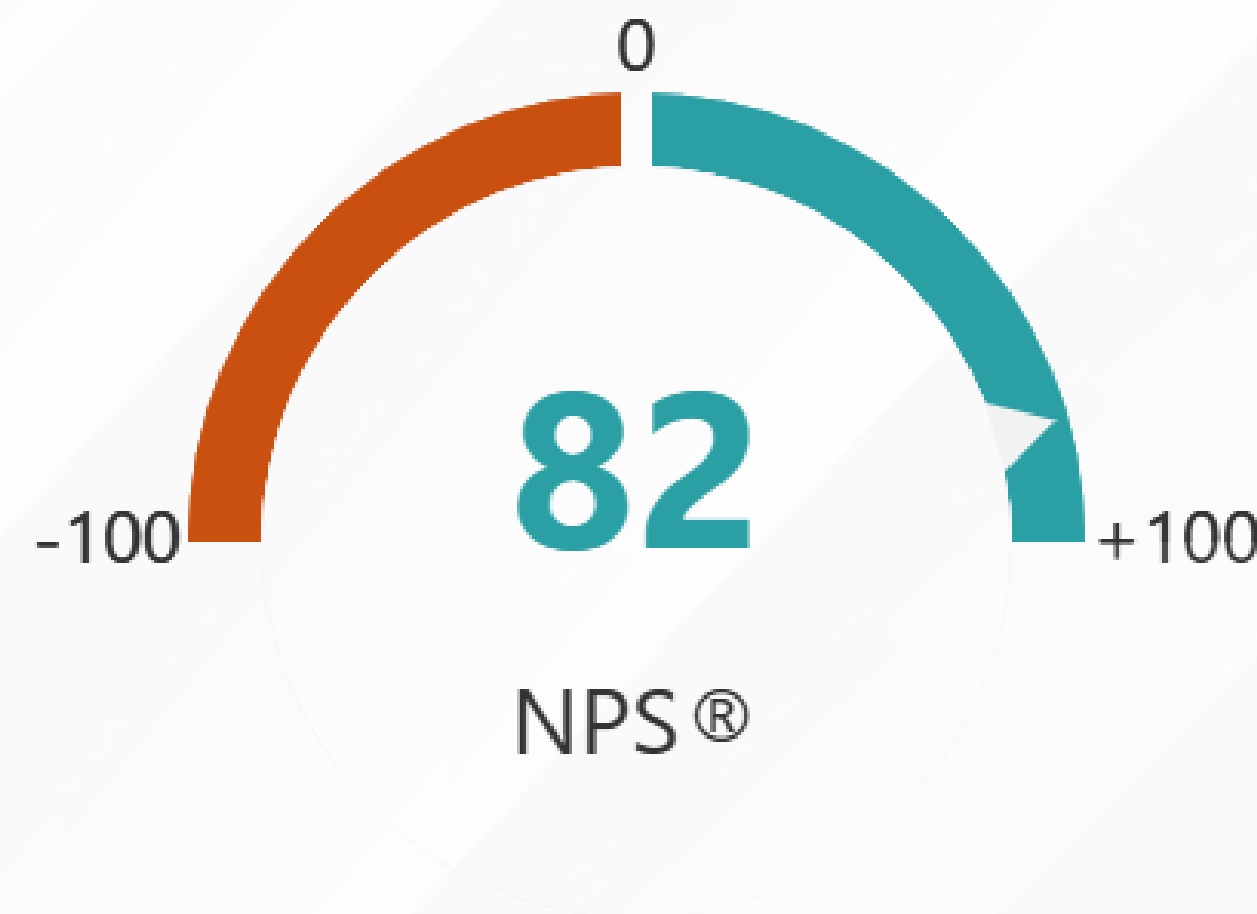
The King's Trust

“**I really felt listened to** and that I was working with an organization that had the needs and complexities of working with a charity at the forefront of their minds.”

Step One Charity



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



With a Net Promoter Score of +82, GoodCall achieves an exceptionally high level of advocacy. The absence of detractors and the strong proportion of promoters indicate that partners are not only satisfied but also highly engaged and willing to champion GoodCall within their networks, reinforcing its reputation and trust within the sector.



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

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