

# C5 Foundation

#### **Impact Report 2025**

15 Years of the Q5 Foundation

# Building Better Together

Since 2010, the Q5 Foundation has been our way of extending Q5's contribution beyond consulting, living our purpose to **build healthy organisations that propel people, economies,** and society forward.

We do this through four key pillars

Pop Up Consulting, Community Partnerships,

Young People, and Research Collaborations.

This year we celebrated the five-year anniversary of Pop Up Consulting, which was initially launched to offer pro bono support to charities and not-for-profits in response to the pandemic. Having helped establish Pop Up Consulting in 2020, I've been very proud to see how it has gone on to support over **200 organisations** and continues to create positive impact.

Across all four pillars, Q5ers this year have deepened their involvement in **social mobility and community initiatives**, sharing expertise and connecting for good.

It was humbling to see our collective efforts recognised with **two Communitas Awards** for, Leadership in Community Service and Corporate Social Responsibility and for Skills-Based Community Service.

2025 has been another outstanding year as we've celebrated over **80 Q5ers** supporting the Foundation, contributing over **£1.2 million** worth of consulting time and expertise.

Beyond the tangible impact, these initiatives continue to bring us closer together, living our purpose, working cross-functionally, and uniting around a shared goal of creating positive change.

With sincere thanks,

Annabel Tonge

Associate Partner, Q5 Foundation



"There is not a week that goes by where members of the Q5 community aren't delivering pro bono support to charities and not-for-profits.

Our company is proud to fund 'Pop Up Consulting', across the different geographies that we serve, and I'm hugely grateful to the leaders of our Q5 Foundation, and the consultants who support, for the work they do throughout the year, come rain or shine."



Oliver Purnell Q5 Managing Director

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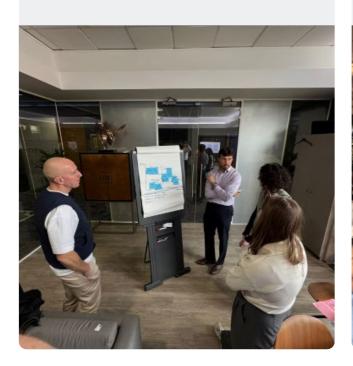
# Our Four Pillars of Impact

Our impact continues to be driven by four interconnected pillars, each powered by Q5ers giving their time, expertise, and energy to strengthen communities and spark lasting change.



## Pop Up Consulting

We deliver high-impact strategic and operational support through pro bono consulting projects, bringing our organisational expertise to charities, social enterprises, and community groups around the world.





## **Community Partnerships**

Across our global offices, Q5ers partner with local causes to provide expertise, volunteering, ad hoc support, helping them to grow, thrive, and sustain their impact.





#### Young People

Through our flagship youth programmes, mentoring and outreach activities we aim to equip the next generation with the skills, confidence, and opportunities to shape a better future.





#### Research Collaborations

We combine research, data, and insight to provide insights into what society needs to flourish, working with partners to tackle systemic challenges and influence change at scale.









# Spotlight on Australia



#### How a Q5 Pop Up helped Aminata Grow and Thrive

The Australian based, **Aminata Maternal Foundation (AMF)** is a global not-for-profit working to end infant and maternal mortality in Sierra Leone, where 1 in 17 women die during childbirth, compared to 1 in 7,800 in the UK and 1 in 8,700 in Australia.

Over three energising Pop Up sessions, Q5 partnered with AMF to help turn its purpose into a scalable, sustainable movement.

#### The Challenge

Despite a powerful mission and strong community network, AMF faced a familiar challenge, **transforming passion into long-term sustainability.** With fewer than 800 midwives and only 10 obstetricians across Sierra Leone, the need to scale operations and secure stable funding was critical to expanding reach and saving more lives.

#### Impact at a Glance

- Shared mission and alignment across the AMF team
- Clear structure and resourcing plans to enable sustainable growth
- Strengthened narrative and messaging to attract long-term funding



#### Inside the Pop Up What made this Pop Up different?

#### Finding focus

Using Q5's Metro Map approach, the team defined AMF's mission and priorities, and explored what to continue doing, change or stop doing.



#### **Building the backbone**

Together, the team mapped the roles and skills needed to grow globally, creating clarity on responsibilities and future capabilities.

#### Sharpening the story

The final session helped refine AMF's language and narrative so that its message would inspire confidence among funders and partners.











### What did our client have to say?

"Working with the Q5
team has been an
exceptional and deeply
motivating experience for
all of us at the Aminata
Maternal Foundation. Their
professionalism, integrity,
and genuine commitment
to understanding our
purpose shone through
every step of the journey.

Q5 didn't just guide us through a strategic process, they helped us see our vision with greater clarity and unity, shaping a powerful path forward for mothers and babies in Sierra Leone. We are profoundly grateful for their excellence, insight, and heart."



Aminata Conteh-Biger Founder & CEO

#### Reflections from the Q5 team

"The AMF Pop Up was such a rewarding way to give back. As my first Q5 project, it was a brilliant introduction to our collaborative, values-led culture and a great opportunity to contribute meaningfully from day one."

Jessica Cuthbert Principal Consultant



"Working with AMF was an incredibly valuable experience. Sharing the space with Aminata and her board connected our work to a truly tangible purpose, supporting maternal health outcomes in Sierra Leone. It felt like consulting in its purest form: solving problems in real time and seeing the impact immediately."

Alex Dodds Principal Consultant





The Q5 team joined the 'First Breath Walk' with the Aminata Maternal Foundation to support safe childbirths in Sierra Leone.

"It was wonderful to help harness the team's passion and belief and set them up to make the most of their opportunities. Seeing how hard they work made it feel even more important to help them get the best from limited resources."



Richard Mableson Director







# Real Support, Real Change

Born out of the challenges charities and small organisations faced during Covid-19, Pop Up Consulting has grown into one of Q5's most impactful initiatives. In 2025, we supported 18 charities through high-impact, pro bono projects, helping them strengthen strategy, structure, and sustainability.

The results speak for themselves, here our charities share their experiences of how Pop Up Consulting has helped them grow, adapt, and create lasting impact.

Here are three examples of projects from organisations supported in 2025.



#### Challenge

Dedicated to **ending homelessness** and **social exclusion** among displaced individuals and young refugees in Athens, Mazi Housing sought clarity on its strategy, governance and fundraising approach to strengthen and scale its impact.

#### **Outcome**

"Q5 helped us refine our strategy and fundraising approach, giving us clarity and confidence as we grow. Their insights and support have given us valuable perspectives and a clear focus in allowing us to make a lasting impact in ending homelessness and social exclusion for young refugees."



Lara Strauss. **Project Development Lead** 



#### Challenge

**Supporting over 250 children each term** to build literacy and confidence, Literacy Pirates sought to strengthen its organisational culture following its 2025 Happiness Plan. The team wanted to define their healthy culture, one that supports leadership growth, improves retention, and enables long-term success.

#### **Outcome**

"Partnering with Q5 was an excellent experience for our organisation. From the outset. O5 took the time to immerse themselves in our data and understand our unique challenges. They designed and delivered bespoke sessions that dug deep into our culture, ensuring voices from across the organisation were heard and valued. Their insights have already proven invaluable in aligning our culture with our mission and future goals."



Chelsea Haughton, **Head of Operations and People** 



#### Challenge

The Seafarers' Charity is a global organisation which raises funds and awards grants to support seafarers and their families. The charity wanted to refine its structure and communications capability to deliver on its ambitious Thrive strategy, including defining a new leadership role and aligning marketing priorities to future growth.

#### **Outcome**

"The Q5 team's preparation, insight and facilitation were exceptional. Their guidance helped us think differently about our structure and make clear, practical decisions for the future. The workshop was both challenging and supportive. I believe I speak for all of us when I share that we found the work incredibly useful."



Deborah Layde,







# Pop Up Consulting



Young People, Education and Skills Development







#### **Healthcare and Wellbeing**













#### **Economic Empowerment and the Future of Work**







#### Equality, Diversity, Inclusion and Belonging









#### Arts, Sports and Culture









# Community Partnerships Lasting Impact



Across our global offices, Q5ers continue to build long-term relationships with local charities and social enterprises. Through **fundraising**, **volunteering**, **and in-kind consultancy,** we help partners strengthen their capabilities and grow their impact.

Whether mentoring charity leaders in London, supporting positive pathways for young people in Leeds, or partnering with charities in Houston, USA to promote financial stability and youth development, our work shows that sustained collaboration creates meaningful, enduring change in the communities where we are based.









CATCH, Q5's Charity Partner in Leeds







# Spotlight on The Big Issue

#### Spotlight on a **Community Partnership**

Across 2025, the Q5 Foundation has proudly deepened its partnership with **The Big Issue**, supporting its mission to create innovative solutions that dismantle poverty and empower individuals to transform their lives through enterprise.

Our work this year has centred on **The Big Issue's vendors**, a network of inspiring entrepreneurs based across the UK, who earn their income selling The Big Issue magazine, whilst also building local community relationships and building skills, confidence, and independence.

In partnership, we've provided a **safe and** creative space for collaboration, running workshops and brainstorming sessions to review the vendor experience, including a Generation Z focus group and targeted marketplace insights to inform future strategy.

Beyond the workshops, we've supported, from attending a Big Issue Group reception at the **House of Lords** on 5 June 2025, to supporting **Power Up London**, where Q5ers mentor early-stage social enterprises and share practical market insight.

#### **Power Up London Mentoring**

We're proud to partner with Big Issue Invest on Power Up London, an accelerator helping early-stage social enterprise leaders to grow their impact and resilience.

Funded by the UK Shared Prosperity Fund, the programme provides tailored business advice, peer learning, and access to grant opportunities.

As mentors, **six Q5ers** shared their expertise and encouragement, guiding participants to become confident social leaders and gaining fresh insight and inspiration in return.



"Working with Q5 was incredibly valuable. They helped us think strategically about how to future-proof our model so we can be here for another 30 years. Their workshops were energising and collaborative - we explored new ways to diversify funding, strengthen our digital offer, and evolve the print model in a way that works for our vendors. We left with tangible ideas we're already piloting – and it's clear this partnership is helping us unlock new ways of working."



**Catherine Parsons** Managing Director The Big Issue



Carolina Carillo **Programme & Strategic Partnerships Manager** 





# Young People Programmes

#### Reflections and new beginnings from our Young People programmes

Developing young talent has always been central to the Q5 Foundation's purpose. Through our **Futures** Taskforce, Emerging Consultants and Youth Panel programmes, we equip young people with the skills, confidence and curiosity to shape the future of work.

This year our Young People programmes reached new milestones, including a reimagination of how we nurture budding university consultants through a refreshed **Emerging Consultants** brand.



#### **Futures Taskforce**



**Nick Dewar Futures Taskforce Lead** 



**Angus Smith Futures Taskforce Lead** 

#### **Future Taskforce**



"The Futures Taskforce continues to be a brilliant way to connect Q5ers with bright, forward-looking students. Watching their confidence and curiosity grow is inspiring and it's even more inspiring when down the line, some even join Q5 as consultants (which has happened this year!). This year's theme, The Multigenerational Workforce, sparked rich dialogue across generations and reminded us that learning goes both ways."



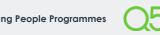






Nick Dewar & Angus Smith **Futures Taskforce Leads** 







#### **Introducing Emerging Consultants**

(formerly 180 Degrees Consulting)

In 2025, Emerging Consultants officially launched as the refreshed identity of our long-standing partnership with 180 Degrees Consulting. Through this initiative, Q5 supports student consultants from the University of Bath and the University of Nottingham as they lead and deliver high-quality consulting to social impact organisations.

Since 2018, Q5 has supported over 200 students by providing mentorship, skills training and funding, as well as hosting our annual Q5 Consulting Hackathon. This new Emerging Consultants brand reflects how the programme has evolved, building capability, confidence and community for students and Q5 mentors alike.



"Having once been part of 180DC myself, it's rewarding to now help students unlock their potential through **Emerging Consultants. The** programme gives them a real taste of consulting and is genuinely an experience that benefits everyone involved."



**Vhea Pineda Emerging Consultants Lead** 





#### Youth Panel

Interest in our Youth Panel reached new heights this year, with almost 1,000 young people applying to take part – our biggest response yet! The surge in applications reflects both the energy of the team behind the programme and the enthusiasm of students connected across our partner networks who are eager to learn, lead and grow.

"Having been part of the Youth Panel for two years and now stepping into the lead role, it's incredibly rewarding to see Sixth Form students grow in confidence across the four sessions. I remember being in their shoes, having no idea what consulting was, so it feels particularly meaningful to help make the profession more accessible to young people who might not have otherwise discovered it.



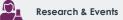
Each year, our panellists gain valuable problem-solving and communication skills, practical guidance on CVs, university applications and the support of a dedicated Q5 mentor. I'm excited to build on the success of previous years, bring fresh energy from new Q5ers and continue developing the programme alongside our other youth initiatives."



**Lauren Waldron** Youth Panel Lead

"I really enjoyed the whole format of the Youth Panel. I was able to get involved in activities that encouraged teamwork and communication which built up my confidence in building connections with others. I also really appreciated having a mentor! She has been super helpful and a real inspiration.

Youth Panellist 2024-2025







Research & Events

# Systemic Change Through Research & Events

In 2025, the Q5 Foundation supported two major research initiatives designed to drive meaningful, long-term societal impact.



#### The Q5 Sustainability Report

This report, coming in early 2026, produced by Q5 consultants, provides a transparent and holistic view of our ESG priorities and progress aligned to a detailed materiality assessment. It outlines how we are working to drive systemic environmental, social and governance changes while highlighting the practical steps we are taking to operate responsibly and contribute to a more sustainable future.



#### The Impact of AI on the Future of Work **Futures Taskforce Insights**

Developed through our annual **Futures Taskforce** program, this research examines how Al is transforming UK industries, identifying ways technology can promote inclusion, productivity, and equitable growth. The initial report was done on a sector basis and then the key themes captured in this document.

Together, these collaborations reinforce Q5's commitment to turning insight into action helping organisations and communities build a more sustainable and inclusive future. Click here to read the report.

#### **Events that Bring Our Purpose to Life**

At Q5, our purpose, to build healthy organisations that propel people, economies, and society forward, comes to life through events that connect ideas, inspire change, and create community. Below is a selection of some of the events we ran this year.



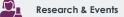
#### The Prospect Series Tackling Systemic Challenges

Our ongoing partnership with Prospect Magazine hosts the "What's Next?" series, a platform for forward-looking conversations on the issues shaping society, from AI and the future of work to climate resilience and mental health. These events convene leaders from the business, government, the third sector and academia to explore how organisations can act as a force for good.



#### Elevate **Celebrating Inclusion and**

This year's Elevate event featured a panel of inspiring women sharing their life stories and lessons, Joyce Idoniboye (Oxfam), Malebogo Mpugwa (De Beers), and Gill Weekes (Q5). It sparked open dialogue about lived experience, leadership, and equity in the workplace, reinforcing our belief that inclusion drives healthier organisations.







#### Social Mobility: Lifting People Up

We welcomed **Professor Lee Elliot Major OBE**, the UK's first Professor of Social Mobility and former Chief Executive of the Sutton Trust, for an engaging session on how to make education and career opportunities fairer. Drawing on his own lived experience, Lee explored how privilege shapes access and what practical steps individuals and organisations can take to create genuine opportunity.



#### Spotlight on Sustainability and Climate Communication

Our partnership event with the USC Price School and Professor Wändi Bruine de Bruin explored how to communicate clearly and compellingly about complex topics like climate change and biodiversity loss, feeding into our own research on the topic. The discussion offered practical strategies for creating messages that move people from awareness to action.



#### The Christmas Shoebox Appeal: Collective Action for Good

Closer to home, Q5ers rolled up their sleeves for the Shoebox Appeal, supporting Samaritan's Purse to deliver gifts to children in need. After packing 30 boxes in 2024, this year we aimed even higher, to fill 50, spreading joy and reinforcing the spirit of giving back that defines our Foundation.

#### Inspiring the Next Generation: Classroom to Boardroom

This year we took our commitment to social mobility even further beyond our own walls. It was really important to us to get out into the community and connect directly with young people, employers and partners. From classroom workshops to industry forums, our teams have been part of conversations and experiences designed to open doors, challenge barriers and inspire future talent.

What's consulting really all about? That's the question we explored with 50 students through our partnership with the Classroom to Boardroom Foundation. Q5ers shared their career journeys, introduced what a typical consulting project looks like and led a hands-on case study where students tackled a real-world business challenge before presenting their ideas back to us.

One student shared: "The Strategy Consultancy case study was brilliant! It introduced me to ideas and perspectives I hadn't considered before, such as the importance of managing people and guiding them through new transformations in businesses to ensure everyone is actually on board."

#### Q5ers who participated in this



Andy Cottrill – Partner



David Gyamfi – Senior Consultant

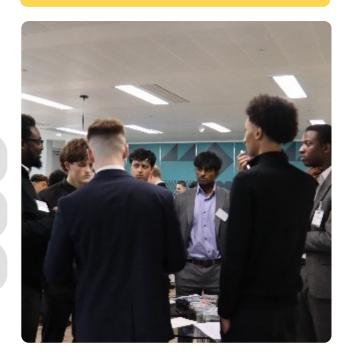


Karim Khaldi – Consultant



100%

of students said that they left feeling more confident about their next steps after school.



The Heart of Q5

# **Looking Forward**

Reaching this year's milestones, marked by growing Q5er participation, over £1.2 million in consulting hours invested, and five years of Pop Up Consulting supporting more than 200 **charities**, is a true testament to the passion and commitment of our people."

As we look ahead, we're excited to build on this momentum. In early 2026, we'll launch a **new quarterly events series** to help our charity network tackle shared challenges, alongside the continued work of supporting our Pop Up Consulting recipients, deepening our Community Partnerships, and expanding opportunities for Q5ers to get involved. We'll also continue investing in social mobility and hosting events that elevate understanding and empower Q5's wider network, businesses, friends, and Q5ers alike, to make a positive difference.

The **Q5 Foundation** remains the cultural heart of our company: a place that strengthens teamwork, collaboration, and purpose, both within Q5 and beyond, helping us build healthy organisations, including our own, so that together we can propel people, economies, and society forward.



#### A Note of Gratitude

To all the charities, partners, and Q5ers who have contributed to this year's impact report, a heartfelt thank you. Your energy, creativity, and generosity continue to make business a powerful force for good.

A huge thank you to all Q5ers who've dedicated their time to the Q5 Foundation. A special mention to **Daniel Levy** for his dedication, **David Gyamfi** for this year's report, and to all our **Youth Pathway and Social Mobility leaders** for your ongoing commitment. Your energy and leadership have shaped the Foundation's impact and spirit today.



**Annabel Tonge** Associate Partner, Q5 Foundation Annabel Tonge | LinkedIn

To learn more visit q5partners.com or email foundation@q5partners.com

















Q5. The art and science of organisational health.