



Social impact report 2025

**Connecting business
with community**

Making a positive difference
in the world by connecting
business with community.

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twilightchallenge.co.uk

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Contents

04	Who we are	13	RAISE
05	How we are funded	14	Community fundraising
06	Community engagement	16	Looking to 2026
08	Corporate volunteering	17	Meet the team
10	Our annual days	18	How to get involved
12	Community minds		

Our CEO says



I am delighted to present this, our Social Impact Report, looking back at the work of CMP in 2025.

The Report summarises the collected value of the many activities undertaken by an army of committed corporate volunteers, empowered by business leaders to do great things in our community.

The words, numbers and pictures contained here should not however be allowed to hide the fundamental story underlying the Report. Beneath the surface lies a truly inspirational tale of selfless human qualities: generosity, empathy, mutual support and kindness.

It reminds us that the small moments matter in all our lives: every brushstroke painted, every weed pulled, every minute given to a young person on the verge of adulthood, every step taken on the tarmac at Blackbushe to raise funds for good causes – all of this human effort makes a difference to others.

And it's been shown repeatedly how volunteering boosts mental health simply because carrying out an altruistic act makes you happier; the so-called 'helper's high'.

Win-win? It's a resounding 'yes' from me!

Simon

Our Chair says



Thank you for reading our fourth Social Impact Report, highlighting another year of progress. 2025 has been a powerful year of collaboration and community impact across Hampshire, Surrey, and Berkshire.

We remain proud to champion social responsibility and are inspired by the commitment of our partners, volunteers, and team. Together, we're creating meaningful change.

This year, we strengthened our focus on raising aspirations among young people. The second RAISE programme gave students valuable insight into the world of work. Thank you to every business involved.

Corporate volunteering remains central to our mission. CMP days continue to make visible improvements, while our Twilight event and tea-time quiz combine fun, fitness, friendship, and fundraising.

Our Community Minds events also unite local organisations to share ideas, build connections, and support local needs.

Every hour you give strengthens communities and improves lives. With your continued support, 2026 promises even greater impact.

Thank you for being part of the journey.

Paul

Who we are



CMP is an innovative social enterprise and registered charity, formed in 2010.

CMP operates primarily in Berkshire, Hampshire and Surrey, organising corporate volunteering opportunities for our Members.

These events take place throughout the year, incorporating a wide range of community projects which benefit charities, not-for-profit organisations, schools and many others.

In addition, CMP manages a year-round programme of large-scale volunteering events aimed at improving our environment.

We also organise income-generating activities such as the annual Twilight Runway Challenge, raising considerable sums of much needed funds for dozens of good causes whilst helping fund the CMP community programme.



Our vision

To make a difference in the world by connecting business with community.

Our mission

To help support companies to deliver their social responsibilities.

How we are funded

CMP relies entirely on two sources of income:

Annual fees from our Members.

Fundraising and sponsorship from our partners.



We have calculated that for **every £1 invested** in our activities, CMP generates a remarkable **return of £1.94** back to the community.



Engaging with communities



CMP is a broker – between purpose-driven businesses of all sizes wanting to do something great in the community, and those who can most benefit from this drive.

We listen carefully to the needs of our Members and match them with volunteering opportunities which help improve the lives of many people. Our Members embrace the belief that a healthy, well-educated, thriving community benefits us all.

The community is everybody's business: it is, after all, where we live, work, play...



CMP has made a real, lasting difference at Yateley Industries.

From major green-waste clearance to careful archive work and decorating.

Their team and corporate volunteers have enabled our residents to take part in meaningful activity and brought renewed pride to our site.

Their care and hands-on support have accelerated our plans to restore the charity in line with our founder Jessie Brown's vision.

Sheldon McMullan
CEO, Yateley Industries



Business leaders face the daily challenge of finding the balance between profitability and having a positive impact. But the two are not, and should not be, incompatible.

The Princess of Wales
Speaking in London, November 2025

CMP's impact is clear. They handle everything, from matching skills with local charities to managing logistics, ensuring a meaningful day for everyone.

The benefits go far beyond the task at hand, boosting team morale and strengthening our sense of community.

Katie Redmond
PR Executive, Siemens Healthcare

Community
is everybody's
business.



Corporate volunteering



Corporate volunteering is at the heart of CMP.

Our events are organised throughout the year, providing volunteers with a wide choice of opportunities to give back.

Fully resourced, risk-assessed projects (in the colourful company of Beryl the legendary CMP van!) have been undertaken in almost every conceivable location: from charity shop donation sorting to scout hut painting; litter picking to archiving historical files; mock interviews to enterprise days!

The numbers for 2025 continue to impress, building on CMP's reputation for punching well above it's weight, but behind them are the individual stories of so many beneficiaries whose lives have been improved by the work of volunteers.



38
corporate
volunteering
days

7,344
hours
of gifted
labour

1,279
volunteers

10
annual
volunteer
days

35
businesses
involved

£166k
of in-kind
value gifted
to good
causes

The charity was blown away by what you achieved.

Karen, the CEO, said they managed to price 1,000 items and still have more to go. These will go straight out to be sold.

Your support saved the team hours in labour and will help raise thousands for the charity.

You also gave everyone a real morale boost. Thank you!

Rachel Austen
Corporate Volunteer Manager, CMP

With around three quarters of our teams living within a 10-mile radius of Farnborough Airport, the local community is very much our peoples' community too.

CMP membership has allowed us to be active locally with a range of volunteering opportunities that give something back to the places in which we live and work.

Mark Sanderson
Group Corporate Responsibility
Manager, Farnborough Airport

My children came to this same school and used the garden.

It's great to be able to come back and help. Volunteering is so rewarding; it's lovely to give back to the community.

So nice to be able to put names to face and finally meet fellow employees.

Adam Harris
Housing Component Manufacturing
Team Leader, Amazon Filters

The value of volunteering

A year ago, star of BBC's Dragon's Den Deborah Meadon, wrote: 'Volunteering benefits more than just employees and the economy: it's good for the soul.'

Volunteering holds great power to help maintain the fabric of society, strengthening relationships and helping people to feel less isolated, but it also has a noticeably positive impact on the physical and mental wellbeing of volunteers themselves.



Our annual days



Being part of the Community Matters Partnership has been incredibly rewarding for all of us at Tecna.

Over the past two years we've taken part in a wide range of activities, each bringing a real sense of purpose and pride.

It reminds us how powerful it is when businesses come together to give back and connect.

George Green
Sales Director, Tecna

For the past two years, in response to Members' wishes, we have been expanding the scope of our volunteering days to take place across the year.

These events can absorb greater numbers of volunteers than is possible on the corporate days. In 2025, in addition to 38 bespoke projects, we organised and managed 10 large-scale volunteer days at the following:

- **Yateley Industries, Yateley**
- **Reg's Community Garden, North Farnborough**
- **The Beach, Hayling Island**
- **Just4Kids, Aldershot**
- **Brookwood Cemetery, Woking**
- **Frimhurst Family Home, Mytchett**
- **Xmas Toy and Gift Wrap, Farnborough**

Thank you for organizing such a fantastic event.

It was such a pleasure to be involved. Seeing the difference we can make is truly inspiring.

The grounds looked magical, and it's so rewarding to hear how much Frimhurst appreciated everyone's efforts.

Adam Skrzypczak
Formerly General Manager,
The Aviator Hotel

I want to thank you so much for the amazing day you provided.

I am extremely delighted with how well the event went and how wonderful you and your team are.

Mike, our most senior leader, spent the day digging - and he loved it!

Yasir Mo
Workplace Productivity &
Collaboration Engineer, Elanco

Beach clean



For the fourth consecutive year, CMP volunteers travelled to Hayling Island to help clean up the beach.

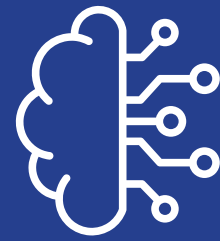
Our partners for this event were, once again, the Marine Conservation Society, helping them to record the vast amounts of litter and micro-plastics - so damaging to wildlife and the environment - left on this section of the south coast.

This popular event brings together many passionate people from so many companies to help protect wildlife and to show they care for the environment: collaboration, action, and shared commitment to something bigger than ourselves.

- **130 volunteers**
- **14 companies represented**
- **36 x 10kg bags of rubbish cleared**
- **1 crocodile removed!**



Community minds



'Community Minds' is our programme of inspirational occasions when we bring together leaders of socially responsible companies to network, share ideas and collaborate.

In 2025, CMP Community Minds included:

- Celebration Breakfast: 75 leaders from our partners reflecting on CMP's impact in 2024
- Empowered women empowering women: on International Women's Day, women leaders presenting to women from over 30 companies
- Connecting business with education: a symposium for local business leaders, exploring meaningful ways to deepen relationships with post-16 providers
- RAISE graduation: students presenting to Member hosts, educational leaders and parents on what they gained from this CMP initiative



Golf Day

- 44 golfers
- 12 teams
- 11 companies
- Sponsored by Source



Movie Quiz

- 15 teams took part in our annual Quiz Night once again generously hosted by Farnborough International. 120 participants from 17 companies tested their collective wits on questions all about the movies. This night at the Farnborough Oscars raised over £2200 for the Charity which will be used to support the RAISE programme.
- Sponsored by our hosts Farnborough International and Cre8tive Space

Raising aspirations with RAISE



Springing from a Community Minds event two years ago, RAISE is an innovative programme of work-place visits for year 9 students, hosted by CMP Members.

This year's cohort, from Tomlinscote School, undertook visits to a diverse range of employment sectors, courtesy of:

- Amazon Filters
- BMW Group (UK)
- Farnborough Airport
- UK Connect
- Village Hotel



The CMP team delivered another excellent RAISE programme, giving students valuable insight into local businesses and the world of work.

They enjoyed diverse activities, gained confidence, and explored exciting career pathways from university to apprenticeships.

The visits were engaging, well planned, and created lasting connections and opportunities.

A personalised, "gold-standard" experience that exceeded expectations.

Huge thanks to CMP and all of the participating businesses.

Rob Major
Principal, Tomlinscote School

The students gained extraordinary insight into the world of work, touring the sites, undertaking activities and hearing from employees: from the boss to the newest apprentices.

RAISE 2 concluded with a graduation ceremony at The Village Hotel: employers, parents and teachers were enthralled by student-led presentations, feeding back on what personal difference the experiences have made to them.

RAISE

Community fundraising



Twilight Runway Challenge

The fifteenth running of the annual **Twilight Runway Challenge**, CMP's iconic flagship fundraising event, saw around **900 Challengers** run, walk, wheel, cycle, scoot, skate and, following a long tradition for the event, hula hoop the runways!

As late summer clouds parted, participants set off, raising tens of thousands of pounds for a myriad number of good causes. CMP partnered with almost 50 local charities but many people undertook the Challenge on behalf of their own favourite cause.

48
charity
partners
supported

900
participants

2,796
miles
travelled for
good causes

£65k
raised for
good causes

This is a great local event. I've done many running events and never have I seen anything as truly inclusive as the Twilight Runway Challenge.

**A beaming, breathless
Challenger at the finish line**

Twilight would not be possible without the support of so many people.

The willingness of our hosts Blackbushe Airport to welcome us back year on year is incredible.

Dozens of volunteers and the generous support of our sponsors, without whom...

- Fluor
- Herrington Carmichael, Solicitors
- Source
- UK Connect
- Village Hotel, Farnborough
- 360 Mortgages

What I love about Twilight is that it is and always has been a genuinely family friendly event.

People from across the whole community are here, joining together to do something good for others.

Anthea Rastall
On her final Twilight having managed the event for CMP over the past 6 years.



If you would like to become a sponsor of this remarkable family-friendly community event, please contact Simon.

simon.jarvis@cmpp.org.uk



Looking forward to **2026**

CMP continues to be a restless organisation, determined to build on the foundations of our dynamic work in the community over the past 15 years.

Our priorities

To develop

To develop the scope of our volunteering opportunities, encouraging greater and more diverse participation.

To inspire

To inspire future generations through our work with the education sector.

To enhance

To enhance the experience of our Members, partners and volunteers, boosting greater engagement in the community.

To grow

To grow our unique partnership, extending the reach of CMP to connect more businesses more effectively with communities.



Meet the **CMP team**



Simon Jarvis



Paul Marcus



Rachel Austen



Alison Thomas



Cheryl Parsons



Hannah Sheppard



Paul Edwards
Chairman



Dominique Stillman
Trustee



PJ Farr
Trustee

How to get involved



CMP's action has clear benefits for the community: hundreds of children, the elderly, the sick and the environment in which we live and work.

But... the volunteers undertaking this invaluable work are also personally enriched by their experiences. Time after time, smiling individuals feel uplifted through volunteering, enjoying the camaraderie, banter and the renewed sense of purpose.

Repeated studies of corporate volunteering and its value describe the renewed sense of commitment to the workplace; greater appreciation of forward-thinking employers who enable staff to get out of the office and give back to the community.

As a long-standing CMP member, I can't praise this organisation enough. They make it easy for businesses to support local communities through meaningful volunteering — whether that's painting, gardening or sharing professional skills.

It's incredibly rewarding to see the impact first-hand, and our team love getting involved together away from their screens. If you want to give back and boost team spirit, join CMP — you won't regret it.

Danusia Jolliffe
Customer Success Director,
TVision Technology & Bevica

As we continue on our journey to be the best business we can — not only for ourselves but for those around us too — it was a no-brainer to join CMP.

Tina Keeble
Founder and Strategy Director, Valiant

Partnering with CMP is a natural step for us. It offers a real chance to support positive change locally and help to make a difference to the community in the same way we try to make a difference to clients' lives.

Geoff Day
Director, Wilcox Day
Wealth Management

Help us to help transform our community!



I think what CMP do is absolutely brilliant.

We have had lots of other volunteer days but this is by far the least stressful! We usually only manage to get smaller groups in and then have to organise them ourselves.

So it's great that CMP can bring in bigger teams of volunteers and run the days for us — and it means we get so much more done!

Elenor Stanley
Corporate Partnerships Fundraiser,
Phyllis Tuckwell Hospice

The benefits of corporate volunteering:

Improved recruitment and retention of talent

Improved staff morale and wellbeing

Improved client and customer relations

Personal and professional development

Value for money team building

Raised profile and positive PR

To discuss the potential benefits joining the Partnership could bring to your business, please get in touch: simon.jarvis@cmpp.org.uk



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 **COMMUNITY
MATTERS**
PARTNERSHIP