



Notes

Haga is a long established entrepreneurial charity dealing with alcohol and substance abuse issues in north London. It has been able to demonstrate a highly effective service provision with low rates of relapse at an acceptable cost (given the level of ongoing support it needs to provide to beneficiaries).

Haga, however, realised that its communications with stakeholders was poor. Its reports and annual statements reports were unread. This meant that it had a low profile, had difficulty recruiting beneficiaries and community support and therefore also funder support.

The charity invested time and resources to better understand its stakeholders and the way they accessed information. Haga realised that family members read celebrity magazines in their homes and at other locations such as hair dressers and that the information contained within them was widely discussed.

Haga bravely decided to change its communications strategy and formatted its annual report as a lifestyle magazine, such as Hello! The result is that the publication has a very wide circulation, people believe the information is more accessible and more stakeholders are engaged with Haga.

Further research has shown that the reports are retained by readers and the information contained in the report is remembered and discussed for months after distribution. Few other organisations can make similar claims.