



## Generic Research Projects

The Generic Research Project (or GRP) is a format that The Persula Foundation has been developing for several years, and while we have tailored the structure to apply to our organisation, in its basic form it can apply to almost any company.

For a number of years we made “little and often” donations to a number of charities, helping many, but making limited overall impact. Approximately four years ago we changed our whole approach and created a number of “Generic Research Projects” (G.R.P’s). The concept behind these G.R.P’s was to give money and assistance in a “proactive” rather than “reactive” way where our people researched areas of interest and through this decide where best our limited resources should be directed.

Research is an important part of our work; investigating what provisions are being made, what is missing and identifying what is needed in a specific area. For example, one of our longest-running groups, the Human Rights GRP in the area of homelessness discovered that no charities were actively working to prevent young people arriving in London and finding themselves at the mercy (or lack thereof) of a new city.

We provided computer terminals with touch screens which are FREE of charge at Euston, Victoria and Waterloo main-line stations whose primary aim was to give vulnerable people access to service providers in central London. Since we began the project it has proved to be most popular and is constantly being improved and updated.

This is just one example where we have researched an area, identified a need and used our resources to address it. We use our own in-house graphic designers to provide the graphics on the outside of the terminal, various people within the company have assisted by monitoring and cleaning the terminal. These are ways in which we have involved people, and kept costs down.

Within our own company we have provided consultation on subjects such as corporate identity, purchasing, customer service, interview techniques, and many other subjects that are of central importance to a profit-making company, but sometimes outside of the experience of a non-profit making organisation.

If, after reading this, you would like to know more contact us by the following means:

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