# Volunteering to 2020 – a summary (updated July 2015)

### 1. Why does this matter?

- The Trust has a growth strategy: we want to reach and involve more people as members and supporters
- We will need more resource to do that
- Volunteer involvement is one of the most cost effective ways to grow resource or "extend the budget"
- Involving more volunteers helps us reach more people (growing our supporter base) and increase our relevance (as supporters help shape our work, making it meaningful to them and others)
- The future "supply" of volunteers will be very different: it will be a more competitive environment with future volunteers having different expectations (see below)

## 3. What's happening outside the Trust?

- We're seen as a volunteer organisation almost exclusively for older people
- Potential volunteers fear being asked to commit excessive hours over many years
- The "new old" (our future volunteers) are acting younger and working longer and expect volunteering to require less regular commitment
- There is an increased desire to get involved among 20 35 year olds who are particularly interested in developing skills and social experiences
- The rapid growth in digital opportunities means future volunteers expect to be able to get involved remotely
- Other organisations are already responding to these changes

#### 2. Where are we now?

Good news...

- High levels of volunteer involvement (over 60k vols in 2014)
- Envied by many competitors for the scale and passion of volunteers
- High levels of volunteer enjoyment (98% of volunteers agree)
- Effective way of extending our budget (volunteers gave time with a financial equivalent of £41m in 2014)
- Examples of great innovation in involving volunteers in new ways

Cause for concern...

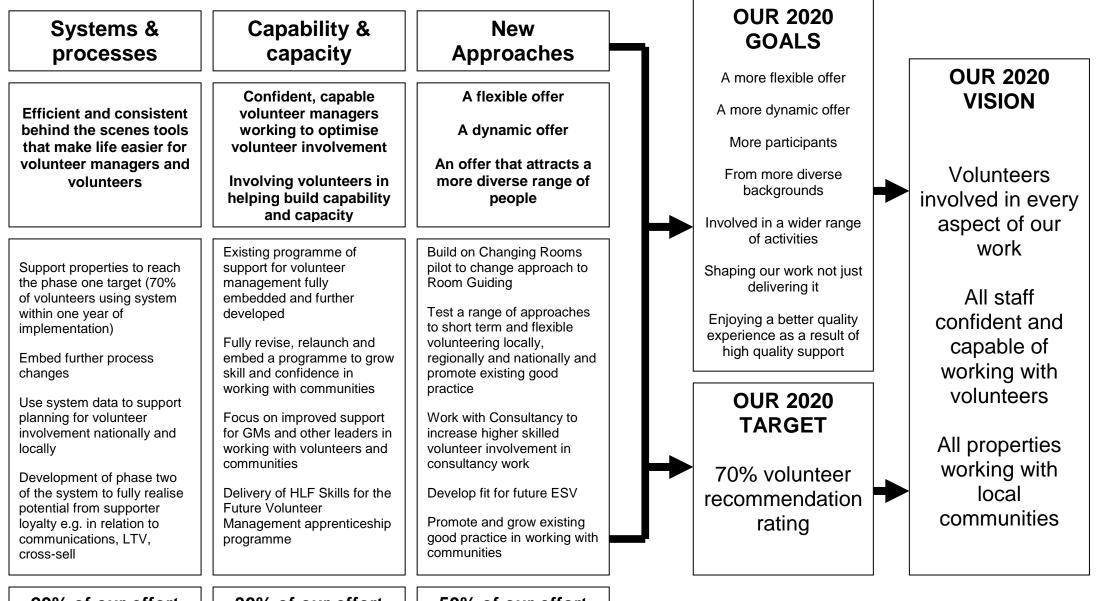
- Missed our volunteer recommendation rating KPI for another year in 2014 (target of 65%, actual of 64%)
- Property staff lack capacity, confidence and skill to manage volunteers
- Systems and processes to support volunteer involvement are inconsistent
- Volunteering seen as an "add on" to other, core work
- Our volunteer offer is dominated by low skilled opportunities

### 4. What do we need to do?

By 2020:

- 1. there should be more *choice* in what to do
- 2. there should be more *flexibility* in how to give time (participating in the evenings, at home, in communities, for shorter periods of time, virtually/online)
- 3. it must be *easier* to participate with the Trust (fewer delays, fewer forms, less bureaucracy)
- 4. it must be a more fulfilling and *enjoyable* experience (with consistently high *quality* management)
- 5. a more *diverse* range of people should be involved (particularly more younger people and people representative of the communities in which our places are located)

**Strategic and Operational Leadership** Understand the need for change and lead for it: maintain the focus on this work Give permission for and role model working with volunteers and communities in new ways Allocate resource to enable teams to make the change



20% of our effort

30% of our effort

50% of our effort