

IYV2001 ENGLAND EVALUATION REPORT

This evaluation report aims to outline the successes of IYV2001 in England, highlighting achievements and the lessons learnt.

Copies of this report have been have been circulated to key contacts including all members of the IYV2001 England Consortium, Chairs of the IYV2001 sub-groups and UNV representatives. Additional copies of the report are available from www.volunteering.org.uk.

The information contained in this report is based upon a number of sources including:

- feedback from IYVEC members and chairs of IYV2001 sub-groups
- feedback from members of IYV2001 sub-groups
- feedback from other participants, including representatives of national and local public, private and voluntary sector organisations

Additional information about the impact of IYV2001 in England is included in:

- the IYV2001 newsletter (issue 3)
- the older volunteers evaluation report
- the youth sub-groups evaluation report

All these documents are available from www.volunteering.org.uk

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1. BACKGROUND TO IYV2001 IN ENGLAND

In December 1999 the National Centre for Volunteering organised a consultation meeting to explore:

- how IYV2001 should be delivered in England
- what the focus of activity should be.

This meeting, which was attended by representatives of over 200 public, private and voluntary sector organisations, recommended that IYV2001 should:

- have a decentralised approach – ie: should not be owned by one organisation
- encourage mass involvement – ie: as many organisations as possible should be provided with information about how to participate in IYV2001
- focus upon innovative projects that address some of the key issues/barriers that effect the capacity of organisations to involve volunteers
- focus upon delivering longer-term legacies or impacts rather than ‘quick-hit’ promotional activities
- focus upon helping build partnerships and encouraging networking between organisations that have not previously worked together
- focus on groups of people in society – eg: older, younger etc

It was agreed that the United Nations aims and objectives – which were designed to suit the needs of countries around the world – were not focused enough and would be complex to monitor and evaluate.

It was concluded that all IYV2001 activities in England should leave a legacy or outcome that supported the UN aims and objectives whilst primarily focusing on issues which effected the ability of English based organisations to recruit or retain volunteers.

UN aims and objectives

- Facilitation
- Networking
- Promotion
- Recognition

2. STRUCTURES

The National Centre for Volunteering, in consultation with the Home Office and key volunteering-involving organisations, agreed a structure for the delivery of IYV2001. That structure reflected the recommendations raised in the December 1999 meeting by establishing:

- An IYV2001 England Consortium (IYVEC) consisting of five key volunteer-involving or infrastructure organisations. The role of the IYVEC was to facilitate the involvement of other organisations and manage the overall delivery of the project. IYVEC members were:
 - National Centre for Volunteering (Chair of IYVEC)
 - National Association of Volunteer Bureaux
 - Community Development Foundation
 - Changemakers
 - Womens Royal Voluntary Service
- A dedicated IYV2001 team (3 staff members) reporting to IYVEC which worked to deliver the IYV2001 work programme by supporting sub-group activities (see below) and promoting the Year.
- A series of sub-groups bringing together organisations with common interests. The purpose of the sub-groups was to identify key issues and develop and deliver a programme of activities that helped address these issues. It was envisaged that these activities would form a legacy for IYV2001, continuing into 2002 and beyond. Sub-groups included:
 - Older people
 - Younger people
 - Health & social care
 - Employee volunteering
 - Disabled
 - Speak Up! Speak Out!

Each sub-group was differently constituted, although all had a nominated Chair, for example:

- The older people's subgroup was supported by a team of 20 dedicated volunteers who worked to deliver the activities of that sub-group
- The disabled people's sub-group was only open to disabled people rather than representatives of disabled people's organisations
- Sub-group membership ranged between 10 – 70 members.

During mid to late 2000 all sub-groups met in order to develop a programme of activity for IYV2001. This involved:

- identifying issues which effected the ability of organisations to attract volunteers or the ability of groups of people to volunteer
- identifying a series of activities which would help address those issues in order to leave a legacy/outcome for IYV2001

Highlights

- The IYV2001 structure was an effective mechanism for involving and encouraging widespread involvement and for creating a 'decentralised' approach
- On the whole the structure, and communication between all sub-group members, helped IYV2001 avoid duplicating other organisations' activities
- The structure was extremely effective at helping build partnerships and encourage networking. Most participating organisations will continue to nurture their new network/contacts beyond IYV2001
- The older people's and Speak Up! Speak Out! sub-groups were very successfully supported by groups of volunteers – who did not represent other organisations – to lead on the delivery of the work programme
- The structure ensured that the IYV2001 was not seen to be 'owned' by one organisation

Lessons

It was envisaged that sub-group members would work together to deliver sub-group activities. In most cases this did not work due to organisations not having sufficient resources to prioritise IYV2001 activities over their own organisational activities. Resources were therefore inadequate resulting in:

- The IYV2001 team being overloaded and having to focus on actual delivery of projects rather than supporting delivery and participation through media relations, networking and information dissemination
- Much of the work falling to dedicated volunteers
- Work programmes for each sub-group being substantially reduced and, in the case of the disabled people's sub-group, failure to deliver any of the proposed activities
- Over estimation of what could realistically be achieved

3. LEGACIES AND OUTCOMES

The IYV2001 sub-groups and chairs worked to deliver the range of activities outlined below.

Issue: Volunteering has a low media profile. Need to increase media profile over longer term.	
Activities <ul style="list-style-type: none"> • Establish network of retired journalists in partnership with CSV Media • BBC Skills Exchange: 2 week placements • LBC radio interviews: 1 a week during IYV2001 • "Calling all females": collecting case-studies of female volunteers • <i>Independent</i> newspaper supplement focusing on volunteering • Throughout the Year generate regional/local media coverage • On-line bank of images of volunteers • Production of generic posters 	Legacy/outcomes <ul style="list-style-type: none"> • Journalists to help VIO* raise profile of volunteering in their own local media • BBC staff to build skills of VIO plus learn about the impact and role of VIO • Raise profile of volunteers in London • Compiled resource to help generate media coverage in women's media • Raise profile of volunteering • See breakdown of media coverage Appendix B • Provide photo resource to help VIO promote volunteering • Provide resource to help VIO promote volunteering

Issue: Tackling barriers to volunteering	
Activities <ul style="list-style-type: none"> • Production of fact sheets re: older volunteers 	Legacy/outcomes <p>Long term information resource for VIO wishing to engage older volunteers</p>

Helping young volunteers become future leaders	
Activities <ul style="list-style-type: none"> • RSA Young Fellows Scheme • Fun Lovin' Activists Youth Conference (Warwick, September) • William's List in partnership in British Youth Council 	Legacy/outcomes <ul style="list-style-type: none"> • Provide personal development opportunities for young volunteers • Provide information and skills exchange opportunities for young volunteers and VIO • Encourage young people to get involved in public life (trustees, councillors etc)

Issue: European and global networking	
Activities	Legacy/outcomes
<ul style="list-style-type: none"> • Older Volunteers European Exchange scheme • Setting up an International Summer School for young volunteers from around the world 	<ul style="list-style-type: none"> • Provide opportunities for organisations and individuals to network at European level • Provide international networking/information exchange for young volunteers

Issue: Recognising diversity	
Activities	Legacy/outcomes
<ul style="list-style-type: none"> • Liverpool Faith Service (Liverpool, October) • RSA national and regional lectures: <i>volunteering and diversity</i> • Establishment of 'Diverse voices' a volunteer speakers club 	<ul style="list-style-type: none"> • Raise profile of church and other faith volunteers • Raise awareness amongst high profile local audiences of need to diversify volunteer base • Provide opportunities of a diverse range of volunteer to develop their communications skills and become ambassadors for volunteering

Issue: Supporting development of employee-volunteering	
Activities	Legacy/outcomes
New Guide to Employee-Volunteering	Guide provides information on how to set up and run effective employee volunteering programmes

Issue: 'Effective asking' as a way to recruit volunteers	
Activities	Legacy/outcomes
<ul style="list-style-type: none"> • Speak Up! Speak Out! – Communications skills training 	Provide training which helps volunteers and volunteer managers to become more effective at communications therefore helping them to recruit volunteers by directly asking them to get involved

Issue: Influencing policy makers and raising their awareness of volunteering	
Activities	Legacy/outcomes
<ul style="list-style-type: none"> • Older volunteers parliamentary reception and certificates • Run 6 Parliamentary hearings focusing on volunteering • Youth Parliamentary hearing (November 2001) 	<ul style="list-style-type: none"> • Recognition of older volunteers plus profile raising • Raised awareness amongst parliamentarians of key issues affecting volunteers and VIO • Young volunteers addressed

	parliamentarians resulting in a parliamentary question and face-to-face meeting with senior minister
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Issue: Helping volunteer managers become more effective (skills building)	
Activities	Legacy/outcomes
<ul style="list-style-type: none"> • Run 2001 National Volunteering Convention for 600 delegates • Older volunteers national conference and regional meetings • Health & Social Care learning and networking group (web-based) • Volunteer-manager of the Year Award 	<ul style="list-style-type: none"> • Skills building opportunities through 100 workshops • Organisations provided with opportunities to learn from experiences of older volunteers and share knowledge/experience • Provide networking forum for information and skills exchange • Recognise role of volunteer-manager and focus upon professional excellence

Issue: Make volunteers more visible	
Activities	Legacy/outcomes
<ul style="list-style-type: none"> • 5 special award categories in the Whitbread Awards • Launch Volunteer Ribbon to be worn by volunteers 	<ul style="list-style-type: none"> • Award categories used as device for generating media coverage • Volunteer Ribbon made volunteers visible within own organisation plus provided device for generating media coverage

***VIO:** volunteering-involving organisations

At this stage it is not possible to assess the longer-term outcomes or impact of most IYV2001 activities. Many, for example, the BBC Skills Exchange, Speak Up! Speak Out!, the older volunteer fact sheet and the retired journalists network, have only just been established and their impact cannot currently be measured or evaluated.

4. PARTICIPATION (NON SUB-GROUP)

In addition to those organisations which participated in an IYV2001 sub-group (approx. 300) thousands of other England-based organisations participated in IYV2001 by organising their own activities that, in turn, encouraged and facilitated the participation of others.

At the outset of IYV2001 it was agreed that it would require too great an investment of human resources to accurately monitor numbers and methods of participation (eg: groups using IYV2001 logo or groups organising own dedicated IYV2001 events). However, anecdotal and limited quantitative evidence suggests that participation extended into the thousands.

See Appendix A for breakdown of quantitative breakdown.

Highlights

- The IYV2001 England website was well received with high number of hits
- Participation levels were high but could have been greatly increased by having more dedicated resources – particularly amongst Social Services and small community groups etc
- The IYV2001 team was successful in helping to create easy ways to get involved (eg: ribbon, standard press releases etc)

Lessons

- In addition to the IYV2001 Toolkit and other printed materials encouraging involvement, IYV2001 in England would have benefited from the dissemination of free promotional materials which local/regional organisations could have used to promote their own IYV2001 activities (note: UN did provide branded materials but these arrived too late and in too small quantities)
- Despite having a dedicated health and social care sub-group, participation amongst public sector organisations seems to have been low. Important to ensure direct targeting through key partners eg: DoH, Local Government Association

5. MEDIA COVERAGE AND AWARENESS

IYV2001 exceeded targets for local and national press coverage (see Appendix B). More importantly it provided a catalyst for four new schemes which will provide resources and/or tools to help organisations raise the profile of volunteering in the future. These schemes include:

- BBC Skills exchange
- Image Bank
- Retired Journalists network
- Speak Up! Speak out!

Whilst awareness of IYV2001 was high amongst volunteer-involving organisations it was low amongst members of the public. Some criticism has been levelled at IYV2001 on this front. However, at the outset it was agreed that IYV2001 did not have the resources to focus on raising public awareness and that it would avoid duplicating the activities of other organisations eg: TimeBank.

Highlights:

- High local coverage (excluding coverage of other projects eg Volunteers week, Whitbread Volunteer Action Awards).
- *Independent* supplement generated high level of enquiries
- Many local organisations report that IYV2001 provided leverage for generating local radio and press coverage in addition Volunteer ribbon provided 'easy' story for local organisations to generate their own press coverage.

Lessons:

- IYV2001 would have benefited from dedicated Press Officer focusing on generating national coverage (Note: at the outset the IYV2001 team had a dedicated Press Officer but this resource was diverted into project management in order to assist the sub-groups).

6. FUNDRAISING AND GIFTS IN KIND

Although a total of £751,418 was raised for IYV2001 the availability of funding was a major stumbling block in England.

The ACU at the Home Office provided **£297,229** core funding for the IYV2001 team over three years (including salaries; overheads and volunteer expenses) plus funding for a range of projects delivered by the team (see Appendix C). However contrary to expectations of IYVEC and the IYV2001 Committee they did not provide funding for core sub-group projects (with the exception of the European Exchange Scheme)*.

A fundraising group was established with a view to providing strategic funding advice to the IYV2001 team which did not have access to a dedicated fundraising resource. The group, whilst quite short lived, provided ideas and suggestions for potential funders. In total IYVEC, the IYV2001 team and sub-group chairs secured an additional **£359,810** of funds, on top of the ACU core funding, plus approximately **£94,379** of gifts in kind.

See Appendix C for breakdown of funding and gifts in kind.

Highlights:

- The IYV2001 initiative helped secure a total of **£454,189** (funding and gifts in kind) which was invested in projects that help promote and support volunteering
- It is felt that IYV200 made extremely good use of limited Government funds

Lessons:

- Fundraising activities should have started in 1998/9 in order to make a pot of funds available for sub-group activities and local group involvement
- A dedicated and independent fundraising resource (ie. Not tied to a lead organisation) is essential to raising money whilst avoiding conflict with the lead organisation's fundraising priorities

* Core sub-group activities were those pieces of work delivered directly by the sub-groups and did not include the Image Bank, Independent supplement or Convention which were delivered by the IYV2001 team.

7. VOLUNTEER PARTICIPATION

Volunteers played a key role in the delivery of IYV2001, including volunteers who were directly involved in the delivery of IYV2001 sub-group projects and volunteers who were involved in the delivery of non-subgroup activities.

On the whole, volunteers who participated in IYV2001 in England felt that the structure of the project had played a key role in helping them get involved in the development, delivery and ownership on IYV2001.

IYV20001 sub-group volunteers (excluding those who were representing organisations):

6	Office volunteers (3 from minority ethnic minority communities; 1 special needs)
5	BBC skills exchange
8	RSA ambassadors (all young people; 1 minority ethnic)
38	Youth Parliament (all young people; minority ethnic not known)
10	Fun loving activists steering group (all young people; 3 ethnic minority)
21	Older peoples group (all older people)
40	European exchange scheme (all olders; 2 disabilities)
10	Disabled people's subgroup (all disabled)
32	Speak Up! Speak Out! (2 minority ethnic)
5	Image Bank (all young people)

175 Total

8. KEY LESSONS AND RECOMMENDATIONS

Overall IYV2001 in England can be considered a great success. The Year achieved virtually all its aims and targets, delivering a diverse range of activities which will result in both short and longer term legacies for volunteering.

Those who were involved in the IYV2001 structure unanimously agreed that by working in partnership we achieved things that could not have happened if working alone. However, they also recognise that much more could have achieved if the resources had been available.

Key lessons/recommendations, in additions to those already highlighted include:

- It is essential to clearly define aims and objectives at the outset having decided what can realistically be achieved in the available time and resources
- Clear communication of aims and objectives is key to helping manage expectation of what will be delivered
- Planning and fundraising should start 2 years before the start of the year

- When creating a complex structure and/or consortium it is important to clearly define what each partner will bring/contribute and to manage expectations accordingly

9. APPENDICES

APPENDIX A

Organisations using/requesting information about how to participate in IYV2001

Toolkits	30,000 distributed to over 20,000 organisations
Newsletter 1	15,000 distributed
Newsletter 2	15,000 distributed
Logo requests	<ul style="list-style-type: none">• 3132: downloaded from web• 630: requested from IYV2001 Team <p>In addition, the UN has reported that UK based organisations downloaded the IYV2001 logo from the UN's main website. Figures for this are not available.</p>
Visitors to IYV2001 in England	30,120 visitors
5 December cards	50,000 distributed to approx 850 organisations
Ribbons	43,000 sold/ distributed to over 500 organisations

APPENDIX B

Breakdown of media coverage

Local press coverage	896 press cuttings mentioning just IYV2001 (excludes those that also mention Volunteers Week and Whitbread Volunteer Action Awards)
National press coverage	16 articles The Guardian, Independent Supplement, The Times, The Financial Times, Time Out, Society Guardian, Bella, Choice, Radio Times, She, The Guardian, Woman Alive, Daily Mail, Evening Standard, The Guardian, Chat
Trade press coverage	28 articles Insurance Day, Third Sector, NCVO News, Charity Times, Community Care, Charity Times, Community Care, Voluntary Voice, Third Sector, Community Care, Disabled & Supportive Carer, Farming News, Charity Times, This Caring Business, Voluntary Voice, Charity Times, NGO Finance, Adults Learning, Charity Times, Charity Times, Methodist Recorder, Professional Fundraising, Third Sector, Third Sector, Connecting Communities, Voluntary Sector, Charity Times, Third Sector 15 articles in Volunteering magazine (10 news items; 2 features; 3 interviews or profiles)
Radio interviews (only includes those organised directly by IYV2001 team)	<ul style="list-style-type: none">• 1 National radio: World Tonight• 10 miscellaneous local radio In addition, local and national organisations reported that they had been involved in radio interviews focusing on IYV2001. The cost of broadcast monitoring is prohibitively expensive hence we are unable to provide accurate figures

LBC radio interviews

In addition to miscellaneous radio interviews, LBC radio in London broadcast a series of interviews with volunteers including:

	Organisation	Volunteer's name	Date	Contact number	BME organisation or volunteer
1	BTCV	Oliver Bennett	16-Mar	020 7278 4294	
2	Groundwork Southwark	Pascale Hoffman	23-Mar	020 7252 7666	
3	Pedestrians Association	Paul Holdsworth	30-Mar	020 7820 1010	
4	Camden Volunteer Bureau		6-Apr	020 7424 9990	
5	WRVS	Judith Buss	13-Apr	07740 404071	
6	British Red Cross Society	Carolyn Baker	20-Apr	020 7201 5440	
7	Jewish Aids Trust	Laurence Lewis	27-Apr	020 8446 8228	Yes
8	Shape Ticket Scheme	Margaret Francke	4-May	020 7700 0100	
9	Southwark Cathedral	Natasha Kornilof	11-May	020 7367 6734	
10	Jewish Care	Michelle Silverman	18-May	020 8922 2812	Yes
11	Magpie Dance	Alex Williams	25-May	020 8467 3331	
12	Tideway Sailability	Marcus Toland	8-Jun	020 8858 1922	
13	Community Links Bromley	Tom Roberton	15-Jun	020 8315 1913	
14	Raleigh International	Karen Baxter	22-Jun	020 7371 8585	
15	Westminster Advocacy Service for Senior Residents	Patricia & Helen	29-Jun	020 8554 7079	
16	Crime Concern	Philip Allen	6-Jul	01322 440406	
17	Prisoners' Family and Friends Service	Nimal Vaghela-Jude	13-Jul		
18	HMP Brixton Visitors' Centre	Nina Morris	20-Jul	0775 4398453	
19	Victim Support Lambeth	Ros McCarthy	27-Jul	020 7820 0007	
20	Asian People with Disabilities Alliance	Ratna Kamdar	3-Aug	020 8838 0594	Yes
21	Amigos Refugee Project	Theo Leany	10-Aug	020 8607 6908	Yes
22	Homestart Ealing	Liz Williams	17-Aug	020 8842 1617	
23	Student Volunteering UK	Arrani Pillai	24-Aug	020 7436 5228	
24	Variety Club of Great Britain	Richard Freeman	31-Aug	020 7428 8134	
25	Alfresco Arts	Sandy Dunn	7-Sep	07970 928743	
26	Volunteer Reading Help	Christine Baker	28-Sep	020 7404 6204	
27	African Children's Club	Christine Borsah	5-Oct	020 8925 2250	Yes
28	Childline		12-Oct	020 7239 1069	
29	ADFAM National	Olive Bramen	19-Oct	0776 9580553	
30	Turning Point		26-Oct	020 7702 2300	
31	Feltham Trailblazers (HMYOI Feltham)	Dawn Douwana-Hyde	2-Nov	020 8890 0061	
32	SB Metro	Sonia Richards	16-Nov	020 7703 1110	Yes
33	HOST (Hosting for Overseas Students)		23-Nov	020 7254 3039	
34	Naz Project London	Uma Nathani	30-Nov	020 8741 1879	Yes
35	Eric Samuel (overall Whitbread Winner)		7-Dec		
36	CSV Go London project	Suzanne Stephens	14-Dec	0794 1433598	
37	Crisis	Andy Simmons	21-Dec	07973 372587	
38	IYV2001 Co-ordinator	Ruth Johnson	28-Dec		

APPENDIX C: Funding and gifts in kind

ACU funding

Project	Amount
IYV2001 Main grant	Year 1: £46,779
	Year 2: £122,739
	Year 3: £127,711
Image Bank	£50,000
Independent supplement	£31,960
5 December cards	£2,300
Convention assistant	£14,000
Older volunteers European exchange	Year 1: £2,000 Year 2: £8,000
Total	405,489

Other sponsors

Project	Amount	Sponsor
IYV2001 volunteer expenses	£7,975 £800	Rank Foundation Help the Aged
Health & Social Care group	£30,000	DoH project
2001 National Volunteering Convention	£37,600 £37,663 £500 £14,100 £2,500 £14,000 £6,463 £1,400	Whitbread BT Sellwyn Lloyd Charitable Trust Zurich Liverpool City Council Active Community Unit PricewaterhouseCoopers Diageo
Speak Up! Speak Out!	£15,000 £7,300	Joseph Rank Trust Whitbread
William's list	£5,000	Task Force Trust
RSA Young Fellows	£3,000	Centre for Innovation
Fun Loving Activists	£10,000	Millennium Volunteers
Youth group volunteer	£5250	Rank Foundation
RSA lectures	£10,575	Whitbread
Older Volunteers newsletters	£3,500	Help the Aged
Older Volunteers reception at Portcullis House	£3,000	Chiswell Associates
Older Vols conference	£5,000	Age Concern
Exchange scheme	£20,436	European Commission
Employee Volunteering – The Guide	£10,488	M&S Diageo London Electricity Group KPMG Unilever Zurich Financial Services
Total	251,550	

Gifts in Kind

Gift in kind	Estimated value (£)
Office space <ul style="list-style-type: none"> • Older people's group at Help the Aged including all postage, phone, computer etc £20,000 • IYV2001 team at Timebank including free rent and use of all meeting rooms £19,000 	
Meeting rooms and refreshments <ul style="list-style-type: none"> • Unilever (60 people inc lunch and refreshments) £680 • BP (100 people inc lunch and refreshments) £1000 • RSA (2 x meetings) £300 • Diana Memorial Fund (12 meetings) £1808 • Diana Fund fundraising reception £350 • Diageo (60 inc lunch) £680 • Whitbread (speaking to inspire) £400 • Grand Northern Hotel (Charity Communicators) £600 • House of Commons (Youth Parliament) £500 	
Other <ul style="list-style-type: none"> • 100 RSA young fellowships £2,000 • Diageo wine at Convention £5,100 • Reduced room hire: Liverpool Town Hall £210 • Reduced convention organisers: Convention £11,900 • Photographers professional fees for Image Bank £3,000 • Film from Jessops for Image Bank £500 • WVAA: 5 IYV2001 award categories and 1 volunteer manager of the year (including prizes, promotional costs, winners expenses, video and attendance at award lunch of IYV2001 representatives) £14,592 • M&S vouchers for volunteer expenses and meetings £12,487 	
Total	£94,379