



IYV2001

Issue 2

England Update

The United Nations International Year of Volunteers (IYV2001) has taken off in England!

Over the last six months hundreds of organisations have come together to develop and deliver a whole programme of activities during 2001 and beyond. In England we've focused our energy and resources on ensuring IYV2001 leaves a legacy for the future of volunteering – rather than being just a “flash in the pan”.

The following pages will give you an idea of what's going on – and this is just a taster. In addition to these activities, hundreds of other organisations are doing their own thing.

Resources: people, promotion & good practice



Grimsby & Cleethorpes Volunteer Bureau celebrated the start of IYV2001 by tying up a local volunteer with blue and orange ribbon

Making volunteers visible

One way to celebrate IYV2001 is by wearing the Volunteer Ribbon. From small community groups in Australia to PricewaterhouseCoopers employee-volunteers in Brazil, the distinctive blue and orange Volunteer Ribbon is starting to catch on.

The Volunteer Ribbon is for all volunteers regardless of the organisation they work in or the cause they support. It signifies the contribution that each individual makes, and helps ensure that volunteers stand out in a crowd – essential if you want to create an impression of the sheer number and diversity of volunteers.

You can now buy ready-made blue and orange ribbons at the bargain price of £4.40 per pack of 20 ribbons, direct from the IYV2001 Team. Call 020 7401 5430 or email IYV@thecentre.org.uk.



Images of Volunteering

Thanks to £50,000 from the Home Office's Active Community Unit, the IYV2001 team will be creating an Image Bank – a centralised bank of photos and generic promotional materials, which will help to reflect the diversity of volunteering.

The Image Bank will enable volunteer-involving organisations across all sectors – community organisations in particular – to access high quality, low-cost volunteer recruitment materials and images. There will be over 1,000 images available including some photographs specially commissioned for the project. The Image Bank will be launched in December 2001.

Managing volunteers successfully

Produced especially to co-incide with IYV2001, the Managing Volunteers Successfully audiotape and CD will challenge your organisation – from your trustees downwards – to improve its volunteering policies and programmes. Supported by a special booklet, *Managing Volunteers Successfully* is available directly from its publisher SAVO by contacting: 01473 230976 or from the National Centre for Volunteering at www.volunteering.org.uk.

MANAGING
VOLUNTEERS
SUCCESSFULLY



IYV2001 and the BBC

The BBC, as part of its commitment to volunteering and community action, is supporting IYV2001 by launching a skills exchange initiative. Between June and December 2001, approximately 20-50 BBC staff will be available to spend up to two weeks of their time on projects in voluntary organisations across the UK. The BBC staff will have a variety of skills and could help your organisation with a project in the following areas:

- PR and Media
- Business processes & management
- Technology

For information about how to get involved contact the IYV2001 team or visit www.iyv2001england.org

Legacies for the future

IYV2001 has stimulated the creative juices, generating inspiring ideas for new and innovative projects and activities. These activities, some of which the IYV2001 team are currently working to secure funding for, include:

Young people

- **Active Citizenship – An Agenda for Young People**, - a national celebration event and conference for young volunteers and professionals working with young people, is planned at Warwick University for 8–9 September 2001. The conference is being organised by the UK Youth Work Alliance and other partners. For more information on the event see www.iyv2001england.org
- **William's List** is a pilot programme to encourage and support young people who wish to be considered for public appointments. It is developed by the British Youth Council with a grant of £10,000 from a charitable trust. The programme will be launched in the autumn 2001. For more information on the event see www.iyv2001england.org
- **YOUTHBANK in Schools** was launched in London in March and will be launched in the West Midlands in the autumn. Call 020 7272 7800.



- **Community Service Volunteer's Make a Difference Day (MADD)** will focus on young people during IYV2001. If you want to challenge young people to get involved in volunteering during MADD on 27 October then contact Karen Hunter, CSV on 020 7643 1343.
- 100 young volunteers will be given the opportunity to become young fellows of the Royal Society of Arts (RSA) for a year. For more information see www.iyv2001england.org.uk
- Opportunity Awards will provide young volunteers – the leaders of tomorrow – with the opportunity to spend time shadowing the leaders of today (eg: an MP, Journalist etc) For more information see www.iyv2001england.org.uk

Disabled volunteers

Written by and for disabled people, the IYV2001 disabled people's toolkit will provide information on how to get involved in volunteering. In addition it will include guidance and good practice advice on recruiting, retaining and working with disabled people as volunteers.

Health & Social Care

£30,000 of Department of Health funding is being negotiated to support volunteering development in health and social care settings. Updated information on the project will be available from the IYV2001 website www.iyv2001england.org.

Employee-volunteering

- **The Virgins Mentoring Scheme** aims to match experienced employee-volunteering mentors from the private sector with individual practitioners from either small to medium enterprises or public sector organisations.
- **From the Bottom Up** is a promotional campaign which aims to empower employees who are already involved in volunteering to get their managers' support.
- **The Global Challenge Guide** is a web-based guide providing information and support to global companies organising global employee-volunteering challenges.
- **Employee-volunteering - The Guide** will be the definitive information source for all employers across the public, private and voluntary sector, providing up-to-the-minute advice on how to run successful employee-volunteering programmes

Wanted 20 older volunteers for European Adventure

IYV2001 in England is working with the European Commission and eight other European countries to run an older volunteers exchange for up to four weeks, starting on 21 September. Twenty English volunteers will be given the opportunity to exchange places for two weeks with 20 other volunteers from Austria, Belgium, France, Germany, Greece, Luxembourg and The Netherlands.

For information about how to participate in this European adventure visit www.iyv2001england.org (info available from early May onwards)

Creating your own legacies during IYV2001

Do you know any volunteers who want to leave their own legacy for IYV2001?

The Millennium Awards still have 20,000 grants (till 2004) of approximately £2,000 each to offer to individuals (rather than groups) who want to carry out projects to improve their communities. The Awards are channeled through a number of Award Partners, including Age Concern, the Prince's Trust, BTCV and Groundwork.

To apply for an Award call 0800 06801 2000 or visit the website at www.starpeople.org.uk



Older Volunteers

- **Vision, Variety and Value**, an older volunteer conference (7-8 October 2001) will provide a high profile opportunity to promote volunteering by older people. Call 020 7843 1580/81.
- IYV2001 Older Peoples' Group Regional Seminars: Regional seminars will be delivered in partnership between the IYV2001 Older People's Sub-Group and local/regional agencies. The aim is to look at good practice and diversity, bringing together cross sector organisations that have an interest in volunteering by older people. Call 020 7843 1580/81.
- The Summer Partnership is a collaboration between 14 organisations who are working together to ensure that Older People's Volunteering is widely celebrated and recognised. It is planned that the Summer Partnership will include a reception in the House of Commons sponsored by Chiswell Associates Ltd and a whole host of other activities all linked under the banner of IYV2001. Older cyclists from the Cycling Touring Club will travel from event to event bearing IYV2001 flags. For further information call phone Peter or Delci on 020 7843 1580/81.

Your activities, your contribution

In addition to all the activities and legacies that are currently being planned, hundreds of organisations on a local, regional and national level are using IYV2001 to do their own thing. For example:

- The connection between volunteering and faith is being recognised in a number of different activities. Liverpool Catholic Cathedral will be the venue for a special IYV2001 multi-faith service on Sunday 7 October and on 30 September the Haven Trust will be organising an interdenominational Services of Praise for volunteers in Gloucester Cathedral. For more information about the Liverpool event visit www.iyv2001england.org, for more information about the Gloucester service contact robert.shea@btinternet.com
- Westminster Volunteer Bureau and its partner organisations are planning a large poster campaign in September. The buses in the Westminster area of London will be decorated with large posters portraying different volunteer images. Call 020 7402 8076.
- Hadrian's Wall will provide the backdrop to a unique photomontage during June 2001. Tynedale Voluntary Action is teaming up with other volunteering organisations to provide photos of their volunteers in action. If you want to get involved call Tynedale Voluntary Action on 01434 601201 or email tva@tva.org.uk
- On 15 September 2001, a giant charity exhibition will be held in Harrogate where up to 200 organisations will showcase their organisations and attract new volunteers. Call Harriet at Harrogate Volunteer Bureau on 01423 509 004.
- Breaking the Barriers to volunteering is the theme of a North Hertfordshire based volunteering conference on Wednesday 20 June 2001. Call 01695 580880 or email: westlancsvb@care4free.co.uk
- The North West Volunteer Bureaux Organisers Group joined forces with the United Norwest Co-operatives to explore the future of volunteering in their region at an IYV2001 conference on Thursday 15 March, in Preston.



HRH The Prince of Wales recognised the contribution of over 300 Abbeyfield Society volunteers at a special IYV2001 reception at St James' Palace.



The first UK-wide national student volunteering week was launched in February to coincide with IYV2001.



Halton Voluntary Action dusted down the cameras and staged a IYV2001 photo-competition. Volunteer Amanda Ostensen won the competition for the photo diary she produced while helping at an older people's home in Widnes.

Volunteer Manager of the Year

The time is ripe to recognise the Volunteer Manager of the Year. From July 2001, Volunteering magazine will be joining forces with the National Volunteer Managers Forum and Whitbread PLC to recognise an individual who has made an outstanding contribution to the profession of volunteer management. The winner will be presented with their award, and £1,000 for their organisation, at the Whitbread Awards ceremony in December 2001.

Nominations can be made for paid or unpaid managers of volunteers, from across the public, private, voluntary or community sectors. Managers are not allowed to nominate themselves, but their volunteers, chief executives or colleagues can do so. More details will appear in the July issue of Volunteering magazine, or contact the editor on 020 7520 8957.

VOLUNTEERING
magazine

Make sure you make the most of IYV2001. See our quick fix promotion guide on pages 7&8 for more information

Recognising special people

The Volunteering Oscars

To celebrate IYV2001, nominations are invited under five extra, special award categories for this year's Whitbread Volunteer Action Awards - the Oscars of volunteering. The awards, being launched on 5 June, will recognise the:

- Volunteer who has made the greatest contribution to sport in the year
- Employee-volunteer of the year
- Volunteer who has made the greatest contribution in a health & social care setting
- Environmental/conservation volunteer of the year
- Community or campaigning volunteer of the year.

Winners will be announced at a celebration day presentation on 5 December 2001 - the last official day of the International Year. Email: karolyn.andrews@thecentre.org.uk.

Shouting it from the roof tops

IYV2001 is the perfect time to get your messages heard and your volunteers recognised. Projects and initiatives that could help you out include:

Calling all London organisations

LBC, one of London's premier radio stations, is hosting a series of interviews to celebrate IYV2001. Every Friday throughout 2001 volunteers are being given centre stage to talk about their voluntary work, explain their motivations and promote the organisations they support. For information about how to get your volunteers on air visit www.iyv2001england.org



Tell us about it!

TimeBank, the national media campaign dedicated to raising awareness of volunteering, is looking for inspiring stories about volunteers.



Getting your "star volunteers" featured on the TimeBank website could help raise the profile of your organisation and allow potential volunteers to check out what's going on in your area. Please call or email Andrea Brown on 020 7401 5424 email: a.brown@timebank.org.uk www.timebank.org.uk

Volunteer voices

Speak Up! Speak Out! (SUSO) is an IYV2001 project that focuses on empowering individual volunteers and staff in the voluntary sector, helping them become compelling ambassadors for volunteering. SUSO works with organisations wanting to provide opportunities for their volunteers and staff to develop their communications skills. Volunteers who are good communicators are highly effective at recruiting more people to their campaign or cause!

To date SUSO has set up two Community Speaker Clubs providing a showcase for organisations and individuals interested in developing communications skills amongst volunteers and paid staff. More Community Speakers Clubs are on the way with organisations such as the WRVS and Millennium Volunteers getting involved.

For more information call Asifa on 020 7401 5433 or email asifa.patel@thecentre.org.uk.

New audiences, new opportunities

Those involved with volunteering are only too aware of its value, but for many the contribution of volunteers is largely unrecognised and unknown. IYV2001 is providing the perfect opportunity to reach out to new audiences...

A parliamentary focus

In recognition of IYV2001, the All Party Group on Charities and the Voluntary Sector is running a series of parliamentary hearings at the House of Commons. The hearings, chaired by Rt Hon Alun Michael JP MP, are investigating the role of voluntary action in the 21st Century and helping identify how Parliament and Government can support volunteering.

For further information on the Hearings and how to participate please contact: Andrew Mackie 020 7520 8913 or email andrew.mackie@thecentre.org.uk

Individual MP's – getting on board

- A Parliamentary Question about IYV2001 was tabled on 13 November 2000. Members of Parliament were asked to mark the Year by spending a day volunteering.
- MPs are actively supporting an Older Volunteers Reception planned for later this summer by bringing along an older volunteer from their constituency, to be honoured at the reception.
- The VIP Challenge, encouraging celebrities and MPs to volunteer during Volunteers' Week was launched at the House of Commons on 13 March. Parliamentarians and other key figures are urged to volunteer to help forge links with the voluntary sector. Please contact call on 020 7520 8965 or visit www.volunteersweek.org.uk for more information.
- Howard Stoaite MP has tabled an Early Day Motion celebrating IYV2001 and the 22 million volunteers in the UK.



Getting technical during IYV2001

Some say the web is the future for volunteering. If so, don't be left out. Increasingly more organisations are using the web to recruit volunteers and promote volunteering.

The BT Cyber Café at the National Volunteering Convention (9-11 October) is your opportunity to explore how the web is being used to promote, support and develop volunteering. In addition to one-to-one tuition you can participate in workshops which aim to show you the future. In the meantime get in touch with those organisations that can help you find volunteers via cyber space;

- With more than 300,000 real-time vacancies online Do-it (www.do-it.org.uk) can help any would be volunteer find an opportunity to get involved. Volunteers can search by postcode, by type of activity, as well as time available to give. Do-it is free for volunteering organisations to advertise on. Local agencies can post their vacancies via their nearest volunteer bureau. National organisations can apply for a password to post their vacancies directly online. Visit www.do-it.org.uk or call Kaj on 020 7925 2530.
- www.smartchange.org distributes information about charities and their volunteering opportunities to potential employee-volunteers and supporters through company intranets and other websites such as www.heartofthecity.com. Smartchange can help you attract more volunteers for your organisation. You can create a free profile of your charity, including current projects, volunteering opportunities and a range of other information by visiting www.smartchange.org.

An audience at the Royal Society of Arts

London, Halifax, Bristol and Birmingham will be the venue for four RSA volunteering lectures.

Each lecture is designed to challenge the audience, throwing up new concepts or challenging the stereotypes associated with volunteers and volunteering. Kumi Naidoo, Secretary General of CIVICUS: World Alliance for Citizen Participation, delivered the London lecture in January 2001, challenging a packed house to recognise and embrace the power that all individuals have to effect social change.

The RSA lectures are being delivered in partnership with Whitbread PLC. Dates for the Birmingham, Bristol and Halifax lectures and information on how to get tickets will be available from May 2001 from the IYV2001 team. See www.iyv2001england.org

Dates for your diary

Action Days

IYV2001 Action Days are designed to help you get involved in IYV2001. Whether you're organising an event, sending out a promotional press release or awarding Volunteer Ribbons, the Action Days provide a quick and easy 'hook' for all your activities.

There's an Action Day every month of the Year, so planning special activities is easy. Don't forget to tell the IYV2001 team what you're doing, and we'll promote your activities on the IYV2001 website.

Month	Date	Event
May	4	Volunteers' Week Preview Day- Cambridge
	7-11	Red Cross Week – Tel: 020 7235 5454 or www.redcross.org.uk
	8	IYV2001 Action Day/Red Cross/ Crescent Day
June	1-7	Volunteers' Week
	1	Official Launch of Volunteers' Week –London/IYV2001 Action Day
	4	Volunteers' Week Younger & Older Peoples Volunteering Event – Exeter
	5	Launch of Whitbread Volunteer Action Awards Tel: 020 7520 8932
	6	Sport England Day on Encouraging Good Practice in Volunteering In Sport – London. Contact Claire Harmond 020 7273 1832
	7,8,9	Cares for Kids – hundreds of employee-volunteers will give their time and skills to their local community, working with a range of organisations to help children and young people across the UK. Call Vanessa Jones tel 020 7566 8734 or email vanessa.jones@bitc.org.uk
	23-29	Refugee Week –tel: 020 7820 3055 or email refugee.week@refugeecouncil.org.uk
22	TimeBank Day – tel: 020 7401 5420 www.timebank.org.uk	
July	4	IYV2001 Action Day/ Barnardo's National Volunteer Day – www.barnardos.org.uk
	15-22	Senior Volunteer Action Week tel: 020 7278 6601
	16-18	Institute of Charity Fundraising Managers Convention – www.icfm.org.uk
August	4-8	World Youth Volunteer Summit (IAVE) – Japan, email: aseto@mb.infoweb.ne.jp
	12	International Youth Day – www.un.org/ events
	21	IYV2001 Action Day
September	5-6	National Association of Councils for Voluntary Service Conference- Aston University
	8	IYV2001 Action Day
	8-9	"Active Citizenship: an agenda for young people" – a National Youth Conference and celebration at Warwick University
October	1	International Day of Older Persons
	2	Speakers Evening – featuring top motivational speakers
	1-6	Age Concern Week www.ace.org.uk
	7	IYV2001 Multi-faith service – Liverpool Cathedral
	8	IYV2001 Older Volunteers Conference – Liverpool
	9-11	National Volunteering Convention – Liverpool
	11	IYV2001 Action Day
	24	United Nations Day
27	Make A Difference Day (MADD) – Youth focused call 020 7643 1343	
November	21	IYV2001 Action Day/ IYV2001 RSA lecture – Bristol
	23	Children in Need
December	3	International Day of Disabled People
	5	Whitbread Volunteer Action Awards – Celebration Day International Volunteers Day IYV2001 Party Day
	9-13	IAVE Global Forum on Volunteering & the Absorption of Displaced People, Israel

The National Volunteering Convention

As part of the celebrations for IYV2001, the National Volunteering Convention is taking place on 9–11 October 2001. It is being run in partnership with United Nations Volunteers, the National Centre for Volunteering and the National Association of Volunteer Bureaux. This year's Convention promises to be the biggest and best ever!

Attractions at this year's Convention include a huge range of seminars, workshops, speakers, information, exhibitions and a cyber café plus a host of informal activities where you will be able to network and have fun!

The Convention is for anyone who is:

- working with volunteers in the public, private or voluntary sector or working in health & social care settings
- involved with a community organisation
- a practitioner or policy maker
- taking part in an employee-volunteering scheme, both employers & employees



The Convention will be preceded by a one-day Older Volunteers Conference and evening event.

For more information visit www.volunteering.org.uk/convention

A BIG thank you to IYV2001 supporters

Marks & Spencer has very kindly donated £12,000 worth of M&S vouchers to help the IYV2001 Team cover volunteer expenses. These vouchers are being used to provide lunch for volunteers. This generous donation has enabled the IYV2001 team to ensure that volunteers are involved in all aspects of the Year.

MARKS & SPENCER

Help The Aged has funded the Older Peoples Sub-Group; it has provided £3,500 for the Older People's Newsletter and is housing the IYV2001 Older People's Team in its offices at Kings Cross. It is a fantastic gift and will really make a difference to the working life of the Team.



The Joseph Rank Benevolent Trust has provided funding for a part-time project officer to work on the Speak Up! Speak Out! project.

The Rank Foundation has provided the IYV2001 Team with a Rank Youth volunteer to develop activities for the Youth Sub-Group.

THE RANK FOUNDATION

Whitbread PLC continues its on-going support for volunteering, providing bursaries to the National Volunteering Convention and sponsoring the RSA lectures. The National Volunteering Convention is also being supported by BT.

enjoy!Whitbread **BT** 

The Active Community Unit at the Home Office is supporting the IYV2001 core team costs, contributing towards staffing the National Convention and sponsoring two IYV2001 projects; The European Volunteer Exchange Scheme and the Image Bank.

Chiswell Associates has kindly agreed to sponsor the Older People's summer reception in July.

Thank you. IYV2001 wouldn't happen without your support.

More info...

For more information about the International Year of Volunteers 2001 and the sub-group activities, contact...

The IYV2001 England website: www.iyv2001england.org

IYV2001 England team: email IYV@thecentre.org.uk

Phone: 020 7401 5430
Or contact:

Youth Activities

Michael Norton 020 7431 1412

Older Volunteers activities

Janet Atfield 020 7278 2659

Speak Up! Speak out!

Asifa Patel 020 7401 5433

Health and Social Care

Pat Levison 01622 725 000

Mary Nisbett 01392 821 752

IYV2001 Team

Mezzanine Floor, Elizabeth House, 39 York Road, London SE1 7NQ

PS: the Older Volunteers Sub-group and the Speak Up! Speak Out! project have produced their own newsletters. To order copies contact the IYV2001 Team on 020 7401 5430 or email IYV@thecentre.org.uk

ACTIVE

IYV2001: The quick fix promotional guide

Writing a news release to promote your IYV2001 event

Whether you're taking IYV2001 as an opportunity to thank your volunteers or encourage others to take part, using the media can help, as well as raising the profile of your organisation and volunteering generally. For more tips on using the media visit the IYV2001 website at www.iyv2001england.org.uk.

Before you start, find your 'hook' and pitch your story.

Journalists like stories that are topical and have a 'human interest' angle. Local journalists will want a local story or a local angle to a national story. Remember to make your event 'sound' interesting when pitching it to radio stations, but stress how visually interesting it is when speaking to TV and newspaper journalists.

Plan who you want to send your release to. You can find the details of your local media on the following websites:

www.newspapersoc.org.uk – information on regional newspapers from the Newspaper Society

www.bbc.co.uk/radio/local.shtml – to find your local BBC radio and TV stations

www.radioworks.demon.co.uk – to find your local independent radio stations

Be inspiring

If you are enthusiastic and inspiring about your event and about IYV2001 you stand a better chance of capturing journalists' interests. So good luck, and remember to send the IYV2001 team an advance copy of your press release! Visit www.iyv2001.org.uk for 200 ideas for celebrating IYV2001

Getting involved in IYV2001 is easy and doesn't necessarily cost anything! Quick fix suggestions include:

- Get the editor of your local newspaper to run a dedicated IYV2001 article every month, building up a picture of the contribution that volunteers make to the life of your community
- adopt the volunteer ribbon – make your own or order from the IYV2001 team
- re-brand an existing activity, or plan something new! Visit www.iyv2001england.org.uk for 200 ideas
- use the IYV2001 logo on your letterhead and press releases (download from www.iyv2001england.org.uk)
- Focus your activity on an IYV2001 Action Day, there's one a month until December 2001



IYV2001 is power to your elbow. It's helping hundreds of organisations across the country generate media coverage and open doors to funders

Writing your news releases

A news release is the main way to let the media know what you're doing.

- it saves journalists' time as your text can be copied, improving the chances of getting your story 'picked up'
- it puts all relevant information into journalists' hands, helping them get your organisation's name, number and other important details correct.

News releases should be short, single sided and double-spaced so journalists can easily make notes between the lines.

You may want to use the sample news release on the IYV2001 website as a starting point. Journalists are often inundated with news releases and yours needs to grab their attention so include the five 'W's in your first paragraph; 'who', 'what', 'why', 'when' and 'where'.

Journalists love facts and figures. Like most of the public, journalists tend not to realise the diversity of volunteering opportunities - so put some context around your story. The IYV2001 website contains national facts to use in your release. Also include statistics that are local or applicable to you, eg work out the economic value of your volunteers' time (see the IYV2001 website for tips on how to calculate this). The 'notes to editors' at the bottom of your release should include:

- your spokesperson's day and evening contact numbers
- a brief paragraph outlining the aims and activities of your organisation
- a brief paragraph about IYV2001 eg: IYV2001 is a celebration of volunteers. One hundred and twenty-three different governments from around the world, including the Caribbean, Korea, Russia and Madagascar are taking part highlighting the valuable work of today's volunteers, and encouraging more to get involved.
- the IYV2001 website address (www.iyv2001england.org.uk) so journalists can get background information.

Get the timing right

You will need to send your news release to your local newspapers about two weeks before your event. Always send it to a named contact – phone up and find out who the right person is. For TV and radio, your release should reach them two or three days before your event.

Phone your media contacts the day before to confirm they are sending a reporter – try and get a name and the time they're arriving.