



Volunteers' Week 2010

An annual celebration of volunteers and volunteering in the UK

“73% of the partners who completed our survey said they had benefited from being involved, with all saying they would do so again.”

What is Volunteers' Week?

Volunteers' Week is an awareness raising event which takes place across the UK annually. The themes of the week *“Recognise, Reward and Recruit”*, highlight the contribution of the 20 million+ people across the UK who give their time freely, while encouraging others to get involved in volunteering.

The week is co-ordinated in England by volunteer development agency Volunteering England (VE), with the majority of on-the-ground activity organised by our network of 350+ Volunteer Centres.

VE works closely with its sister agencies which co-ordinate Volunteers' Week in Scotland, Northern Ireland and Wales making the week a truly UK-wide campaign.

When does it take place?

Volunteers' Week is held every year from the 1 – 7 June.

How is Volunteers' Week celebrated?

Most Volunteer Centres organise events and activities to raise awareness of the week in their area, securing positive media coverage. Events range from taster sessions or recruitment fairs in conjunction with local volunteering organisations, to awards or thank you ceremonies.



In addition, some larger volunteering organisations in the public and private sector promote the week by organising events, which in turn attract media coverage.

VE supports this work by developing materials for use by people who want to celebrate the week, and through maintenance and development of the Volunteers' Week web site, www.volunteersweek.org.

A national media campaign is also developed to promote local, regional and national events, while engaging with politicians and civil servants to encourage their support of the week.

What is Volunteering England's strategy for the week in 2010?

VE believes that the week provides an opportunity to showcase the diversity of volunteering and its contribution past, present and future. Although over 20 million people already volunteer, the week aims to encourage others to consider getting involved, as no matter what people feel passionately about, there is a volunteering opportunity out there to enable them to give something back to their community and have fun whilst doing so.

Through highlighting a wide range of volunteering activity, the traditional perceptions and stereotypes about volunteering will be challenged, encouraging people to think differently about volunteering. The web site will also enable people to search for an event taking place near them, or for the type of activity they're interested in.

What did Volunteering England do for the 25th anniversary last year?

Using the 25th anniversary as a starting point, VE segmented volunteering into 25 different categories, which corresponded to sectors where volunteers were already involved. For example, these included environment, health, children, emergencies and education. Partnerships were sought with two or three national organisations in each category throughout the UK, reinforcing the diversity in volunteering.

The partners involved in 2009 were:

Abbeyfield
Beatbullying
The Blue Cross
British Heart Foundation
British Red Cross
Business in the Community
Campaign to Protect Rural England
Christian Aid
Citizens Advice Bureau
Clinks
England and Wales Cricket Board
Envision
Getting on Board
Growing Ambitions
Mencap
Mentoring & Befriending Foundation
MuckIn4Life

National Trust
Oxfam
Platform 2
Project You
Rugby Football Union
Royal Society for Protection of Birds
Royal Horticultural Society
Samaritans
St John Ambulance
Scope
Scout Association
Sue Ryder Care
Sustrans
Timebank
v
Victim Support
Voluntary Arts England
YouthNet

Some of our partners said....

“As one of the largest volunteer-led charities in the UK, we benefit greatly from the skills, knowledge, compassion and dedication of volunteers. That is why we are proud to support Volunteers’ Week.”

Chris Wade, Victim Support

“Volunteers’ Week was a fantastic way of raising awareness of the volunteering opportunities available at Samaritans and a great way of thanking existing volunteers for their dedication to the service.”

Claire Duncan, Samaritans

“The Blue Cross was proud to be a partner of Volunteers’ Week as it’s a great chance to publicly thank and remind our volunteers how important they are to us in achieving our aims.”

Karen Allsop, Blue Cross

VE was delighted to have National Grid as the corporate sponsor of Volunteers’ Week 2009, showcasing its employer-supported volunteering schemes and commitment to local communities.

In 2009, Volunteers’ Week was mentioned in almost 1000 press and internet articles, with an estimated advertising value equivalent (AVE) value of £507, 493. In addition the number of unique visits to the web site increased by 148% in June 2009 compared with June 2008, with 16,093 visitors in total.



How can your organisation be a part of Volunteers’ Week?

Your organisation can help recognise, reward and recruit volunteers by partnering with VE to promote volunteering during Volunteers’ Week and highlighting the role of volunteers within your organisation and the volunteering opportunities available.

Promotion of Volunteers’ Week can be tailored to suit your organisation.

Some ideas are:

- * launching an event during Volunteers’ Week
- * encouraging smaller branches to link in with Volunteer Centres to explore possible “Recognise, Reward and Recruit” events
- * encouraging beneficiaries of your organisation to publicly thank volunteers for their contributions
- * providing VE with case studies and photographs of your volunteers and their personal volunteering experiences
- * promoting the week and the importance of volunteers to your members and media partners.

Your case studies and photographs will be featured on the Volunteers' Week web site to increase awareness of the diverse volunteering opportunities that exist across the UK. The web site will also provide information about the Volunteers' Week partners, their volunteering vision and contact details.

How will VE assist your organisation should it want to be involved?

As a partner, VE will support your organisation's participation by promoting your service on the website, in the branded enewsletter and providing a variety of free promotional materials for use at events during Volunteers' Week. These promotional items include fliers, posters, certificates and the use of the Volunteers' Week logo.

A range of low cost Volunteers' Week merchandise will also be available to purchase on the web site. There are also opportunities for co-branding items such as thank you certificates, stickers, posters and thank you cards, with Volunteers' Week branding.

The web site is being developed to facilitate even more interactivity, enabling any volunteer in the UK to submit their own story and photo for use in future promotional activities and encourage potential volunteers to get involved.

All Volunteers' Week partnerships will be showcased by VE promotional activities in the lead up to this national celebration of volunteering. We will contact you for case studies of your volunteers and celebrity patrons for media opportunities surrounding the week.

Now is the time to start planning for Volunteers' Week 2010 and VE looks forward to working with you to help celebrate volunteering!

**For more information about how you can be involved, please contact
Amanda Campbell at Volunteering England
on 0207 520 8925.**

