### **Euracademy Association**

13th Summer Academy, Szombathely, July 2014

"Volunteering and sustainable rural development"

# **Volunteering and Social Enterprise**

Roger Evans, Senior Consultant Evanter OÜ, Estonia

# History and background

Historically, there has been a long tradition within communities for people getting together to take part in voluntary activities for the common good in Europe's rural areas, in particular during harvest time and to help disadvantaged members of the community.

Much of today's organised volunteering can trace its origins back to the 18<sup>th</sup> and 19<sup>th</sup> centuries and with its heydays during the interwar years.

While in western societies this continued in different forms in the former CEEC countries between 1940 and 1988 however many associations and societies were banned.

# History and background

The advent of the welfare state in the UK in the aftermath of WW2 much volunteering and charity work in health care was taken over by the National Health Service.

This did not however mean an end to community voluntary work and clubs and associations continued to flourish across all sectors of society including the Women's Rural Associations, Red Cross, youth clubs, religious groups and a growing interest in natural and heritage conservation.

A gradual disillusionment with public services and a public disengagement with local decision making from the 1960's onwards lead to growing interest in volunteering and the creation of voluntary organisations.

# History and background

A more recent trend across many countries has been that of the development of a contract culture. As public funding is being withdrawn and public services decline governments are encouraging organisations to deliver services on behalf of the state.

- $\succ$  It was assumed that volunteering:
  - helped to provide a cheaper alternative to state provision
  - could and should be used as a way to encourage civic engagement and social participation amongst young people

could keep the unemployed active where voluntary organisations were perceived to be delivery agents for services and sites of participation

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# Definitions and who/what they are: Volunteers

#### 2a Volunteers

Volunteering has been defined at EU and international level in a number of documents.

International and European reports and studies reinforce the concept that volunteering is a matter of individual choice, is done without thought of remuneration or reward and which benefits others.

# Definitions and who/what they are: Volunteers

Additional criteria include:

an activity undertaken of a person's own free will and involves the commitment of time and energy to actions of benefit to others and to society as a whole

the activity is unpaid but can include reimbursement of expenses directly related to the voluntary activity

it is for a non-profit cause and is primarily undertaken within a nongovernmental organisation and therefore cannot be motivated by material or financial gain

volunteering should not be used to substitute or replace paid employment.

# Definitions and who/what they are: Volunteers

Volunteering can still be understood differently in different countries:

civilian service (an alternative to compulsory military service, but not voluntary)

> the inclusion of volunteering as part of school curriculum which can create the concept of 'compulsory' voluntary activities.

## Volunteer education levels

An analysis of the national surveys highlights a clear trend between the level of volunteering among the population and an individual volunteer's highest attained level of education:

There is a positive correlation between education levels and the tendency to volunteer- in short, the better educated people are, the more likely they are to volunteer.

This is in line with the findings of several international studies that have shown that volunteers tend to come from better educated segments of the population. Definitions and who/what they are: Social enterprises

**2b Social enterprises** 

What is social enterprise?

and

How is it defined?

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# What is social enterprise?

- Social enterprises are businesses driven by a social or environmental purpose.
- The UK government defines and describes social enterprise as follows:
- "A social enterprise is a business with primarily social objectives whose surpluses are reinvested for that purpose in the business or in the community, rather than being driven by the need to deliver profit to shareholders and owners."

# What is social enterprise?

OECD defines SE as entrepreneurship that aims to provide innovative solutions to unsolved social problems. Therefore it often goes hand in hand with social innovation processes, aimed at improving people's lives by promoting social changes.

A more simple definition is:

>a social enterprise is an organisation that trades for a social purpose. Sometimes social enterprises are described as 'not for profit' as any profit or surplus generated is used to further the social objectives of the business.

# Social enterprises are extremely varied

All have commercial earned income and social objectives, but the form is adaptable, with different types of social enterprises developing in response to different sets of circumstances.

They can be distinguished by their:

- purpose and social objectives;
- > ownership;
- management structures and cultures;
- activities; and
- membership, democratic processes or accountability.

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# Social enterprises are extremely varied

The following are just some examples of the extremely wide range of SEs which exist.

Starting with Social Firms and WISEs (Work Integration Social Enterprises):

# Social enterprises are extremely varied





Social Firms UK

Social Firms UK is the national membership and support organisation for the development of the Social Firm and Work Integration Social Enterprise (WISE) sector in the UK. These are employability-focussed social enterprises that believe that everyone has the right to be employed and support those furthest from the labour market.

A **Social Firm** is a market-led social enterprise set up specifically to create good quality jobs for people severely disadvantaged in the labour market. A **Work Integration Social Enterprise** (WISE) focuses on improving employment prospects for those furthest from the labour market though a wider range of work-based opportunities.

Vision Vision: Everyone has the opportunity to be employed





News

#### enter search keyword

Social Enterprise UK has helped strengthen our campaigns work, getting us meetings with key politicians and creating opportunities for us to positively influence government policy...

Fay Selvan, CEO, The Big Life Group Read more...



About

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Membership

### STRIDE

STRIDE (SHARP Training, Recycling, and Income Development Enterprise) is an awardwinning social enterprise based in Leicester providing work experience and training in a real business environment.

In the face of increasing competition for a dwindling pot of local authority grants, the Leicestershire homelessness charity SHARP began to look for a longer-term, more entrepreneurial solution to raising finance. They founded STRIDE, a trading arm operating in the field of furniture renovation and retail.

STRIDE accepts donated furniture and purchase damaged and returned furniture from catalogue companies for socially disadvantaged trainees to collect, renovate and deliver to lowincome families.

Trainees build up skills to return to the labour market, SHARP meets its social responsibility by providing furniture to beneficiaries of its charity, and an income is generated by selling the rest of the furniture to the general public. STRIDE has since opened three factory shops to meet the growing demand.

Offering work and training placements to a wide range of socially disadvantaged individuals is also not a task to be undertaken lightly. The diversity of trainees is huge. However, STRIDE reports that a key hurdle to overcome for all its trainees is a lack of motivation, ambition and selfbelief.

In 2005 STRIDE won a countywide business award for its contribution to the community, generated a turnover of £400,000 and channelled £25,000 of profits back into the charity. In 2010 it was awarded the Social Enterprise Mark. The social enterprise has grown significantly in



# Aktiviseerimiskeskus Tulevik

Social purpose: goal is to create or restore the habit of work in people who have been out of work for a long time.

#### Aktiviseerimiskeskus Tulevik

Juriidiline vorm: MTÜ Asutatud: 2000-02-21 Tegevusvaldkond: Mujal liigitamata sotsiaalhoolekanne majutuseta Sihtgrupp: Pikaajalised töötud E-post: mirjam@tulevik.info Veebileht: <u>http://tulevik.info</u>

<u>Ühiskondlik eesmärk:</u> Aktiviseerimiskeskuse Tulevik eesmärk on tekitada või taastada tööharjumus inimestes, kes on pikemat aega ilma tööta olnud.

Lahendus: Pikaajaliste töötute aktiviseerimine läbi erinevate tegevuste. Nende toimetulekuoskuste arendamisele on suunatud rehabilitatsiooniteenus ning Töötukassa rahastatavad tööharjutuse ja töölerakendamise teenused. Samuti pakutakse erinevad nõustamisteenuseid ja ka toetatud eluasemeteenust sotsiaalsete probleemidega inimestele. Töine tegevus tõstab inimeste enesehinnangut ning arendab kohuse- ja vastutustunnet. Rehabilitatsiooniteenuse raames pakutakse Pärnu ja selle lähiümbruse elanikele ning organisatsioonidele erinevaid lihtsamaid teenustöid: abitööd, transportteenus, küttepuude müük, heakorratööd jmt; taaskasutuskaupluses Ringluspood korrastatakse inimeste annetatud kasutatud esemeid ja tehakse taaskasutuskäsitööd. Samuti korraldatakse ja vahendatakse töökoolitusi.



Mõju: 2012. aasta jooksul osales Tuleviku juures erinevate teenuste ja tegevuste kaudu 250 klienti, kellest 30 said teenusel viibimise ajal või peatselt teenuselt lahkumise järel tööle

Ettevõtlustulu: Tulu teenitakse rehabilitatsiooniteenuste müügist kohalikele omavalitsustele, erinevate teenustööde tegemisega ning kasutatud esemete müügiga Ringluspoes.

# LAMH Recycle Ltd

LAMH Recycle Ltd provides SEPA licensed, IT based WEEE waste management services across the Scottish central belt.

Motherwell, United Kingdom

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### About us

#### LAMH Recycle Ltd

#### IT WEEE Recycling Services Professional waste management.

- IT WEEE Recycling Services Professional waste management service for redundant IT, network and communications equipment.
- Fully licensed by the Scottish Environment Protection Agency (WML/W/220105) Covers the Scottish Central Belt and beyond.
- All quantities accepted large or small. Full data security: Drives wiped to US DOD standards and/or destroyed for recycling.
- All materials either reused or recycled, therefore NO MATERIAL GOES TO LANDFILL.
- · Cost effective way of recycling, contact us now for a quote (info@lamhreycle.co.uk).
- Now recycling mobile phones, ink and toner cartridges. Where possible, equipment is
  refurbished for use by local community groups, low-income households etc good PR for
  your company.

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Abikäsi: provides training and work experience for people with special needs



#### Uudised

#### Avatud tööturule vahendamine

Alates 01.12.12 alustab Abikäsi MTÜ erivajadustega inimeste avatud tööturule vahendamise projektiga, teenus on esialgu suunatud Tallinna ja Harjumaa inimestele. Aitame sobilike töökohtade leidmisel, viime läbi esmased vestlused tööandjaga ning võimalusel pakume täiendkoolitusi või tööpraktikat.

#### Meie tegemised

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#### ACE - Our History

In the spring of 1984 a group of volunteers in Clackmannanshire successfully raised funds to furnish a halfway house, which provided training and support to assist long stay patients in a nearby psychiatric hospital to regain their rightful place in society.

Due to the success of their fund raising venture the volunteers recognised the need for an ongoing business which would create local jobs and help alleviate poverty in a high unemployment area.

With the help of a £1000 Small Business Grant and one employee Alloa Community Enterprises Ltd (ACE) was launched in 1984. The first venture of the organisation was to establish a furniture reuse project. This project has grown and changed over the years and now we provide new and second hand furniture packs to over 250 homes every year in partnership with Clackmannanshire Council Temporary Tenancy Team.

From these humble beginnings arose what is now arguably the most successful community recycling business in Scotland, employing over 40 people and diverting last year over 19000 tons of waste from being sent for landfill.

The development of ACE beyond the furniture project began in 2000 when we became the first company in Scotland to provide a kerbside recycling service for householders. This service has supported Clackmannanshire Council to its place at the top of the UK recycling league table.

The business developed further by commencing a small business recycling service locally which has now expanded beyond Clackmannanshire and Stirling into servicing larger well known companies in Glasgow and

# Uuskasutus

Social purpose: to promote re-use that is easy to do everyday and thereby popularise sustainable consumption

#### Uuskasutus

Juriidiline vorm: MTÜ Asutatud: 2004-04-21 Tegevusvaldkond: Sihtgrupp: Tavaelanikkond, Keskkond ja loomad E-post: tatari@uuskasutus.ee Veebileht: <u>http://www.uuskasutus.ee</u>

<u>Ühiskondlik eesmärk:</u> Uuskasutuskeskus tegutseb selleks, et muuta uuskasutamine lihtsaks ja igapäevaseks ning populariseerida seeläbi säästvat tarbimist.

Lahendus: Uuskasutuskeskuse poodidesse saab annetada senise omaniku jaoks üleliigseks muutunud, kuid endiselt kasutuskõlblikke asju. Nendele asjadele leitakse uus omanik kas oma heategevuspartnerite abiga või mõistliku hinnaga maha müües. Saadud tulu abil propageeritakse uuskasutust veelgi enam.



Mõju: Ainuüksi 2011. aastal suunas MTÜ Uuskasutus ringlusesse (s.t päästis prügimäelt) ligikaudu 90 tonni esemeid. Nendest suunati läbi müügi ringlusesse 37 tonni ning annetustena käsitööks ja heategevuseks 52 tonni esemeid.

Ettevõtlustulu: Uuskasutuskeskus teenibki ettevõtlustulu kaupade müügist oma kauplustes Tallinna kesklinnas Tatari tänaval ja Mustakivis Lasnamäel (Mahtra tn).







#### search the site

#### introduction

residents

- housing options
- housing services

board

about us: corporate information

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latest news

Albyn Housing Society serves an ever-growing number of communities in the Highlands, providing good quality, affordable housing for thousands of people across the region. Through three decades the Society has listened and responded to the views of its customers, local government, communities and businesses in meeting housing needs in the Highlands.



rented housing We manage over 2,000 homes and operate waiting lists for each town / village

repairs +

2

maintenance

responsible for the

Information on who is



#### low cost home ownership

This scheme offers people who have a limited or modest income the opportunity to buy an affordable property



paying your rent, occupation + service charges



#### transfers + exchanges

F

frequently

questions

If you have a housing

asked

Apply to transfer to another Albyn property or to exchange with another tenant



#### dalmore master plan

Proposed Masterplan and Phase 1 Development for Housing and related uses



about us information on the Society, the Board and our partners

# Luke Mõis (Luke Manor)

Social purpose: The Foundation aims to promote the development of Luke Manor complex to ensure the manor's complex of natural, historical and cultural values are maintained.

#### Luke Mõis

Juriidiline vorm: SA Asutatud: 2007-10-26 Tegevusvaldkond: Piirkondlikku/kohalikku elu edendavad ja toetavad ühendused ja fondid Sihtgrupp: Tavaelanikkond E-post: info@lukemois.ee Veebileht: <u>http://www.lukemois.ee</u>

<u>Ühiskondlik eesmärk:</u> Sihtasutuse eesmärk on Luke mõisakompleksi arengu soodustamine ja toetamine ning mõisakompleksi loodus-, ajaloo- ja kultuuriväärtuste säilitamine.

<u>Mõju:</u> Tavaliselt toimub Luke mõisas aasta jooksul seitse perepäeva, üks suvelavastus ja 35 õppeprogrammi aastas. Korrastatud on üks hoone (kultuuriait), valminud on rekonstrueerimisprojektid kolmele hoonele ja alustatud on ühe hoone rekonstrueerimist.



Lahendus: Mõisakompleksi kuuluvaid hooneid ja parki korrastatakse ja taastatakse järjest. Samuti korraldatakse Lukel aastaringselt keskkonna-, haridus-, kultuurining ajalooteemalisi üritusi ja koolitusi.

Ettevõtlustulu: Ettevõtlustulu teenitakse mõisas asuva kohviku tegevusest ning suveniiride ja erinevate teenuste müügist. Avatud on e-pood, kus müüakse omavalmistatud ja Luke mõisaga seotud meeneid.



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#### Credit Union FAQ's

About Us 🎽 Opening Times About Capital Credit Union The Credit Union Movement Our Directors & Staff

Credit Union FAQ's

#### 1. What Is A Credit Union?

Credit Unions are regulated 'Not for Profit', Member-Owned (mutual), Financial Service Co-operatives and can best be described as organisations that encourage their members to save together and lend to each other responsibly. This allows these members the opportunity to gain greater control over their finances.

#### 2. How Do Credit Unions Differ From Banks and Building Societies?

Here is a breakdown of the main differences that set Credit Unions apart:

- · Credit Unions believe in the creation of wealth, not debt.
- · Credit Unions have NO external shareholders
- · All profit is distributed amongst all members at the end of each financial year\*
- · Select members have the opportunity to save directly from their payroll\*\*
- · All members who join a Credit Union immediately own a share of it\*\*\*
- · Credit Unions are restricted as to how high they are allowed to charge interest
- · All Credit Unions (Britain) are regulated by the FSA (Financial Services Authority)

#### 3. What Makes Credit Unions Ethical?

The primary driving force behind the Credit Union movement is to offer non-exploitative, competitive financial services to individuals from all walks of life, regardless of their social status and economic background.

This ethos is very much reinforced by the concept of 'Self Help'. All Credit Unions require their members to commit to saving on a regular basis. This is in order for Credit Union members to help themselves secure their own long term future by encouraging them to accrue healthy funds through saving.

#### 4. Who Regulates Credit Unions And How?

Capital Credit Union Ltd is authorised and regulated by the Financial Services Authority (FSA). As a consequence, we are required to send regular financial reports to the FSA and to operate under the same rules and regulations as every high street bank or building society.

The credit union is required by law to maintain an insurance policy to protect the credit union and its members against fraud or theft. An external auditor carries out an annual inspection of the credit union's business and reports to the membership at the Annual general meeting each year.

# Lavka tagurpidi



#### Talukaup maalt linna

Toidust »



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#### Mahlad-moosid



#### Metsmustika-mustsõstra glögi 7.11.2013

Mahe metsmustika-mustsöstra glögi on valmistatud 100 % looduspuhtast toorainest: metsmustika ja mustsöstra mahlad, Saaremaa allikavesi, täisroosuhkur ja mesi.

→ Loe edasi

Sildid: glögi, mustikas, mustsöstar

Q Kommenteeri (0)



Kodusahver

22.03.2012

Saime kirja Kodusahvrist:

Kõik sai alguse sellest, kui ühel ilusal, soojal suvehommikul astus üle meie suvekodu ukseläve naabrinaine. Käe otsas korv värskelt korjatud metsmaasikatega. Sellest mõnusast emotsioonist arenes välja mõte, viia metsas leiduvaid imelisi maitseid inimesteni, kellel endal marjul või seenel käimiseks aega või tahtmist pole.

→ Loe edasi

Sildid: moosid

Q Kommenteeri (0)



Taarapõllu Talu 7.02.2012

Taarapõllu talu pererahvas, Edgar Kolts ja Tiina Langus on juba aastaid

#### Tellimiseks vajuta SIIA

#### SILDID

ainevahetus antioksüdant aroonia brokkoli estragon hoidised jamie oliver jätkusuutlik kanepiseemned karli ja linda maiustused kartul kiudained kõrvenõges kõrvits kööginipid küüslauk maapirn maitsetaimed marjad meliss metsamarjad moosid muffinid mustrõigas nõges pastinaak peet piparmünt piparrohi pohlad porgand põllumajandus retseptid rosmariin salat salatid sibul supp tatrajahu till toorjuust vürtsikas ürdid šokolaadikook šokolaadikreem

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Eat local challenge	Log in
Eat With Me	
Elavtoit	

Founded as a social enterprise in 2009.

#### Aim

To bring back the remote countryside to the town and especially the land cultivated by small farmers. We want to raise awareness among residents of the city of the Estonian origin of food and bring the food back to the city - closer to the people.

Currently we have around thirty volunteers, they are an incredibly cool and cheerful bunch.

Pluses of being a volunteer:

- \* learn about new products and fruits
- \* you can find new friends in acute
- \* you can enjoy the seething tumult of the market

#### Volunteer Triin:

#### Why are you doing this?

wanted to do something good and useful to fit an ordinary salaried aside.

#### What has given you?

this has led to a lot of folks in my life, and immediate emotions.

#### What is best for us?

just because you go after work and forget all the others. There are only good emotions and carrots ;)



### About Divine

The Divine Story | Kuapa Kokoo | FAQ's | Inside Divine | Farmer Films | Awards | Links | Resources | Cocoa from Ghana | Bean to Bar



Citation for Managing Director & Staff of Divine Chocolate Ltd

"Those who impact positively on the lives of others shall forever live in the memory of the heart.

Since 1998 when Divine was born, you have worked tirelessly to make the brand what it is today –

'A Heavenly Chocolate with a Heart'.

Through your efforts, mainstream chocolate giants are signing unto Fairtrade because they have realized it is "Pa pa paa".

On the occasion if your 10<sup>th</sup> Anniversary, the entire membership of Kuapa Kokoo wishes to congratulate you for your good works and also for giving us a voice in the huge chocolate industry.

"Ye da mo ase"

Long live Kuapa Kokoo !! Long Live Divine Chocolate !! Congratulation

#### Inside Divine

The overall strategic aim of Divine Chocolate Ltd is to improve the livelihood of smallholder cocoa producers in West Africa by establishing their own dynamic branded proposition in the UK chocolate market, thus putting them higher up the value chain.



To achieve this mission a range of clear intermediate objectives are set out:

- \* To take a quality and affordable range of Fairtrade chocolate into the UK mainstream market.
- \* To pay a Fairtrade price for all the cocoa used in the chocolate sold.
- \* To raise awareness of fair trade issues among UK retailers and consumers of all age groups.
- \* To be highly visible and vocal in the chocolate sector and thereby act as a catalyst for change. \*To be the leading Fairtrade chocolate company







Click Here >

solution to a social problem The Big Issue has gone on to become one of the most instantly recognisable brands in the UK and a powerful blueprint for social change.

Click Here >

# Social Enterprise – the alternative bottom line

- Traditional Business one bottom line
- Social Enterprise up to 4 bottom lines
  - Social: improving the quality of life, access to services, and so on for communities
  - Environmental: *minimising the enterprise's own negative impacts, making improvements*
  - Economic: increasing employment rates, income levels, business start-ups, etc
  - Financial: generating income and profits to be invested in the other bottom lines

# Social Enterprise – alternative definitions

1 – Social Enterprises have social and/or environmental objectives. As one of its defining characteristics, a social enterprise must be able to demonstrate its social mission.

2 - Social Enterprises are trading businesses aspiring to financial independence.

This second defining characteristic is demonstrated by an enterprise earning 50% or more of its income from trading.

3 – Social Enterprises such as CICs have an 'asset lock' on both trading surplus and residual assets.

Whether or not it's a charity, a social enterprise re-invests all its distributable profit for the purpose of its social mission.

# Social Enterprise – alternative definitions

4 – A Social Enterprise cannot be the subsidiary of a public sector body. Whilst a social enterprise can be the trading subsidiary of a charity, it must be constitutionally independent from the governance of any public body.

5 – Social Enterprises are driven by values – both in their mission and business practices.

Social enterprises operate in competitive - often fierce – markets but there is an expectation that their dealings will be ethical and that they will offer their people satisfactory wages, terms and conditions.

# The benefits of volunteering

#### To the volunteers

For social benefit and social enterprise

Measuring the economic benefits of volunteering presents many challenges due to the informal nature of many voluntary organisations, the huge numbers of people involved and the diversity of volunteering undertaken by individuals much of which goes unrecorded.

However some estimates suggest volunteers generate 30 Euros worth of work for each Euro of public funding spent in supporting volunteering.

### Benefits to the volunteers

A wide range of benefits has been described much of which is qualitative and relates to the personal development of the individuals providing the volunteer inputs:

Volunteering is a great way for staff to develop workplace skills by being challenged to apply themselves outside of their comfort zone e.g. organisation, leadership, team-work and specific practical skills.

This diverse exposure also helps staff think more creatively and empathically about customers and clients.

## Benefits to the volunteers

- A wide range of benefits has been described much of which is qualitative and relates to the personal development of the individuals providing the volunteer inputs:
- Development of their potential and improve their self-esteem and self worth
- Raising of employability through actual work experience
- Reduces the risk of social isolation (especially combating isolation and depression)
  - Creation of support networks

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## Benefits for society and social enterprise

Direct benefits include:

- Increase in social capital
- Capacity development
- Social inclusion and minority integration
- Integration and solidarity within the community
- Grassroots community group development leading to increased and more active democracy

### Benefits for society and social enterprise

Direct benefits include:

Promoting active ageing by encouraging older members of the community to take part in volunteering

Creating local networks of interpersonal relationships, promoting integration in the local community e.g. intergenerational links.

Improvements to the local environment

Support to the creation of new jobs and social enterprises

## Management and development of volunteers

Volunteering England has a helpful guidance note on how to induct and train volunteers:

Organisational induction: explaining what the organisation's goals are, and how it goes about achieving them, and helping the volunteers understand where they fit within the organisation as a whole.

# Management and development of volunteers

#### **Personal induction**

- Ensuring that volunteers have a clear understanding of their role and how they will carry it out
- site-specific information and guidance on support and supervision mechanisms including:
  - issues of health and safety and finance;
  - volunteer agreement;
  - arrangements for support and supervision, including if appropriate allocating a key member of staff, mentor or buddy;
  - problem-solving procedures (discipline/grievance/complaints);
  - training programme/training needs identification process;
  - relevant policies e.g. confidentiality, data protection, phone/internet use



Groups please discuss and think of

- 1. Methods for creating and innovating **support networks** for rural volunteers
- Methods for persuading volunteers to take roles of responsibility on rural boards and committees
- Innovative methods for finding or raising money for volunteering initiatives of social benefit in rural communities
  - Types of rural community **social benefit projects** which are particularly suited for volunteer involvement

## Thank You

### any questions / comments?

### Evanter OÜ 2013