

**MAYOR OF LONDON**

# **Creating the Next Generation of Volunteers**

**#LondonVolunteers**



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# **Creating the Next Generation of Volunteers – The Challenge**

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The Challenge is the UK's leading social integration charity. We created the NCS and are now developing two new programmes, HeadStart and Step Forward

## Our vision

A more integrated society where there is understanding and appreciation of each other's differences

## Our mission

We design and deliver programmes that bring different people together to develop their confidence and skills in understanding and connecting with others

**THE CHALLENGE**

**EMFASIS**  
On Giving Dignity to Human Life

**THE CHALLENGE**

**France Bénévolat**  
— Du coeur à l'action —

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**EMFASIS**  
On Giving Dignity to Human Life



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Young people choose the charity partner and employer that matches their interests

## 200+ Charity Partners



## 7 Leading Employers





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## HEADSTART | IMPACT SO FAR

### Completers



### Volunteering hours



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How we measure social integration and young person development

## Outcome area

## Statement included in baseline and endline survey

Trust

"Most people are generally trustworthy"

Civic Character

"I feel connected to my local community"

Perseverance

"I can persevere in things that are worthwhile, even when they get difficult"

Responsibility

"I feel responsible for making a difference in my local community"

Confidence

"I feel confident taking on new challenges"

Motivation

"I feel motivated to achieve my goals"

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How we embed social integration and young person development into our programme

## Selecting our partners

- Focus on charities that provide opportunity for social integration e.g. elderly care home, food banks, mental health
- Focus on charities that can provide distinct roles

## Curriculum

- Activities engaging young people in topics of social integration and skills development
- Content designed to be young person led to support skills development

## IMPACT Framework

- Young people set goals against the framework at the start of their journey and embedded throughout the programme
- Embedded internally within the team to increase buy-in

## Programme delivery

- Have a range of delivery staff to broaden exposure e.g. corporate partners at workshops and interviews
- Building connections speakers at our Kick Off events

## Programme evaluation

- Baseline and exit survey to measure changes in attitudes
- Surveys after each interaction with core question set



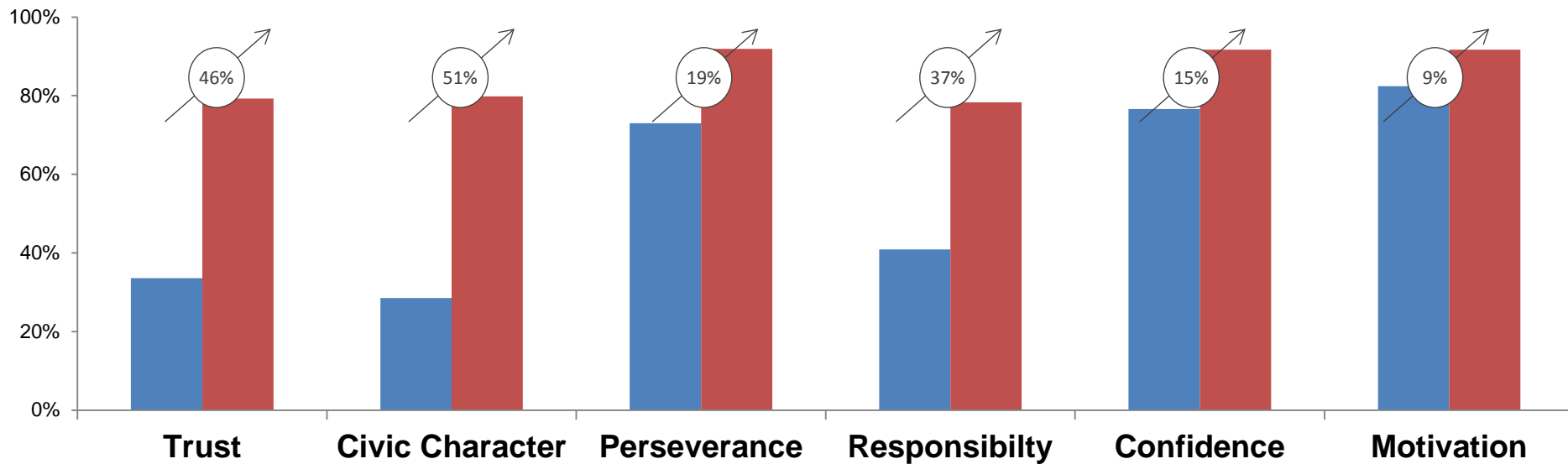
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TASTER ACTIVITY: Social integration line of opinion



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An independent evaluation report evidences HeadStart's impact on young people's character



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83% of young people said that they were likely to continue volunteering as a result of HeadStart

“My original reason for joining HeadStart was the guaranteed job interview, so a bit selfish in that sense, but then as I started to volunteer that is when I started to enjoy volunteering and that changed me”

*Young person 2015/16 cohort*

“before HeadStart I didn't think the community would want young people... but then you see that when you go to volunteer they actually want us to help and there is so much stuff out there for us... I am getting so many more opportunities”

*Young person 2015/16 cohort*

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94% of charity partners confirmed that HeadStart volunteers added value to their organisation

91% of young people reported HeadStart helped them to gain a better understanding of people from different backgrounds to themselves

“there are not actually that many young people volunteering. If you ever go to charity shop and see a young person volunteering it sends out a good message to the community in the sense that everyone is in it together sort of way.”

*Charity partner 2015/16 cohort*

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## Top tips

- Start with **your** outcome in mind
- Define your measurables, have touch points throughout the programme
- Embed your outcome into your programme, wherever possible
- Embed your outcome and approach internally for staff buy in
- Create a consistent message

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# **Creating the Next Generation of Volunteers – Emfasis**

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# **Creating the Next Generation of Volunteers – France Bénévolat**

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# Creating the Next Generation of Volunteers



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## Short history : what is France Bénévolat ?

- In the 70s, creation of the **Centre National du Volontariat** (CNV).
- In 2003, **birth of France Bénévolat**: merger of CNV with Planète Solidarité (platform for neighbourhood solidarity actions)
- In 2010, France Bénévolat :
  - **Became officially recognised Public Interest** by the French Government ,
  - **Received agreement as an educational Non-profit Association** complementary to public education, linked with the Ministry of Education (for youth)



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## An association of Non-Profit organisations :

- ❖ **More than 80 large Non-Profit networks**, subscribing at a national level



- ❖ **6 000 Non-Profit associations**, subscribing at a local level



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## France Bénévolat, a wide territorial coverage



- ❖ 17 regional units,
- ❖ 80 provincial centres,
- ❖ 250 local reception centres,
- ❖ A network of 1 000 volunteers
- ❖ 5 paid employees in the Paris Head Office

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## 1 vocation and 3 missions

Develop volunteer commitment in Non-profit organisations for an active citizenship

Promote  
volunteering within  
associations, for the  
general interest

Build relationships  
between people  
interested in  
volunteering and  
associations  
mobilizing  
volunteers

Support  
associations  
helping them  
reinforce volunteering  
recognition and  
volunteers  
appreciation



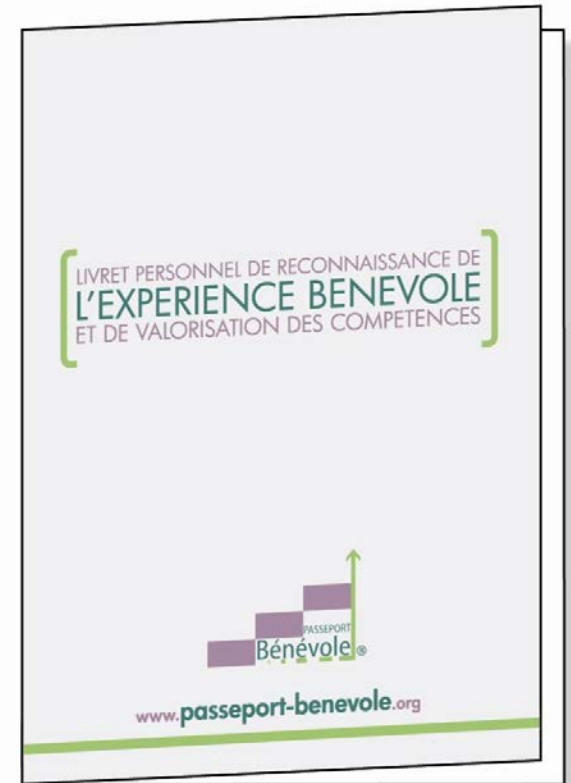
## France Bénévolat – A diversified know-how

1. High-priority social value projects in an innovative approach at the territorial level
2. Promote associative volunteering
3. Orientation of potential volunteers
4. Guide the associations in their volunteers management
5. Innovate to promote skills gained through community volunteering
6. Increase knowledge and enhance awareness about volunteering in France and at the International level



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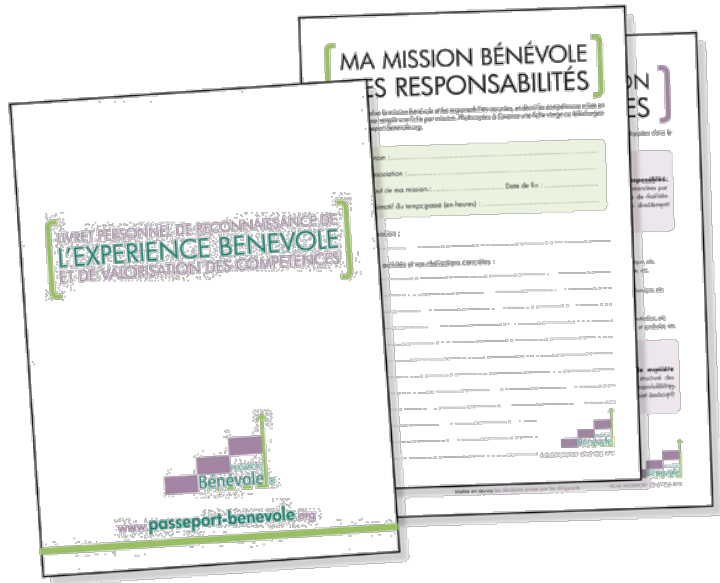
## Le « Passeport Bénévole » = Volunteer Passport A tool for volunteer recognition



**Website:**

**[www.passeport-benevole.org](http://www.passeport-benevole.org)**

## What is the Volunteer Passport ?



- ▶ A personal booklet belonging to the volunteer, to keep track of his mission
- ▶ To be filled together, by volunteer and association: **a time for exchanges !**
- ▶ Created in 2007
- ▶ 140 000 copies distributed

Distributing the Volunteer Passport is already a sign of volunteer recognition

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## What is the purpose of the Volunteer Passport ?

To keep track of his missions

- ⋮ In 1 or several associations
- ⋮ Written track is more reliable than memory

**For the volunteer**

- ▶ The volunteer can better see how useful his action is ... and feels more integrated in the association
- ▶ The volunteer becomes more aware of what volunteering brings to him in terms of experience and skills
- ▶ The volunteer can present and prove his volunteer experience, in a professional career or a job research.

**This is especially important for young people and for job applicants.**

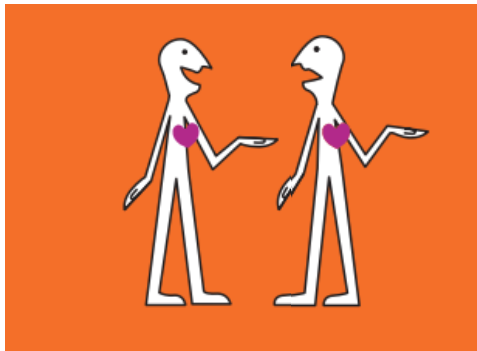
## What is the purpose of the Volunteer Passport ?

- Create a time for exchanges:

For the association

Filling the Volunteer Passport is an opportunity to

- ⋮ Value the volunteer's mission, his results
- ⋮ Show that the volunteer's action is useful to the association
- ⋮ Better integrate him, clarify the place of the individual, related to the associative project
- ⋮ Pay attention to his motivations, his ideas, his professional goals
- Clarify the expectations:
  - ⋮ the requested mission
  - ⋮ the expected results
  - ⋮ the means needed to achieve these results



It is a concrete way to valorise their action and to give thanks to the volunteers

## What is the purpose of the Volunteer Passport?

For the association

**Valuing volunteers is....**

**Keeping volunteers**



A volunteer who feels useful and recognized will want to get involved for a longer time in his association

The Volunteer Passport is:

- A step towards a proper thinking on volunteers management
- A practical action in volunteers management



## How does it work ?

➤ A booklet consisting of 4 cards:

- Summary sheet
- Mission sheet
- Identification of developed skills form



- Summary Tables (for missions and for trainings)

➤ Integrated instructions for use

## How does it work?

### ► Mission sheet

- Part 1: filled by the volunteer, he describes his mission
- Part 2: « THE CERTIFICATION OF VOLUNTEERING ». To be filled and signed by the association representative

**MA MISSION BÉNÉVOLE  
MES RESPONSABILÉS**

Cette fiche permet de décrire la mission bénévole et les responsabilités assumées, et d'être le complément d'un contrat de service. Vous devez remplir ce formulaire par internet. Pour accéder à l'association, cliquez sur le lien suivant : [www.missionbenevol.org](http://www.missionbenevol.org)

Nom et prénom : \_\_\_\_\_  
Nom de l'association : \_\_\_\_\_  
Date de début de ma mission : \_\_\_\_\_ Date de fin : \_\_\_\_\_  
Total approximatif du temps passé (en heures) : \_\_\_\_\_

► Titre de la mission : \_\_\_\_\_  
\_\_\_\_\_

► Décrivez vos activités et vos réalisations essentielles : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**ATTESTATION DE BÉNÉVOLE**  
Cette attestation est à remplir par l'association. Elle est obligatoire dans le cadre d'une MLI et doit être signée par deux dirigeants (dont le responsable d'act) et un membre du Bureau.

Association : \_\_\_\_\_  
Nom du représentant : \_\_\_\_\_  
Date de début de ma mission : \_\_\_\_\_ Date de fin : \_\_\_\_\_  
Total approximatif du temps passé (en heures) : \_\_\_\_\_

► Titre de la mission : \_\_\_\_\_  
\_\_\_\_\_

► Description de la mission bénévole et cadre de l'activité : \_\_\_\_\_  
\_\_\_\_\_

code de : \_\_\_\_\_

► Compétences mises en œuvre et nouvelles compétences acquises :  
et le rôle « Aide à l'identification des compétences » : \_\_\_\_\_  
\_\_\_\_\_

1) Je soussigné(e)  
fonction dans l'association  
certifie que les informations mentionnées ci-dessus sont exactes.  
Date et signature : \_\_\_\_\_

2) Je soussigné(e)  
fonction dans l'association  
certifie que les informations mentionnées ci-dessus sont exactes.  
Date et signature : \_\_\_\_\_

## How does it work?

- ▶ Identification of developed skills form
  - helps the volunteer to think about the know-how, skills and competencies
  - provides him with know-how / skills applied in similar activities
  - gives him references to go further (Department's Skills Portfolio, National Employment Agency)
  - Helps the association representative identify the skills, so as to be able to fill in the Volunteer Passport with the volunteer.

**[ AIDE À L'IDENTIFICATION DES COMPÉTENCES ]**

Cette fiche va vous aider à identifier et décrire les compétences mises en œuvre ou développées dans le cadre des missions ou des responsabilités bénévoles que vous avez assumées.

**1 IDENTIFIER LES COMPÉTENCES «MÉTIER»**

**Les compétences «métier» sont faciles à identifier et immédiatement transférables.** Elles ont trait au caractère technique de la mission et sont le plus souvent clairement demandées par l'association dans sa recherche de bénévoles. Ces compétences sont mises en œuvre de manière compréhensible dans une mission bénévole ou dans une fonction salariée et sont ainsi directement transférables et actionnables dans un CV ou lors d'un entretien avec un employeur. Pour identifier ces compétences consultez des fiches métiers sur [www.pole-emploi.fr](http://www.pole-emploi.fr).

Exemples de mission bénévole et de compétences mises en œuvre :

**Treasury**

- Compétences en comptabilité : procédures de mouvement de comptes, comptabilité analytique, etc.
- Compétences en gestion de trésorerie : fiscalité, calcul de notes financières, analyse financière, etc.

**Accueil et secrétariat**

- Compétences en accueil : techniques d'accueil et de relation à la personne, présentation téléphonique, etc.
- Compétences en secrétariat : utilisation d'outils bureautiques, technique de prise de notes, etc.

**Préparateur de colis alimentaires**

- Compétences en manipulation : utilisation d'engins de manutention, gestes et postures de manutention, etc.
- Compétences en logistique : techniques d'emballage et de conditionnement, lecture de codes et symboles, etc.

**IMPORTANT : IDENTIFIER ÉGALEMENT...**

Certaines capacités ou compétences transversales sont développées de manière privilégiée dans le secteur associatif, le fonctionnement spécifique et la structure des associations entraînent les bénévoles à développer leur autonomie et à prendre des responsabilités qui leur permettent de développer ces compétences : participation à la définition du projet associatif, animation d'équipes, constituer et animer des réseaux, organiser des événements, etc...

**= S'engager**  
Adhérer aux valeurs  
S'engager dans la réussite du projet  
Assumer des responsabilités dans le durée  
S'investir complètement, sur des aspects pratiques.

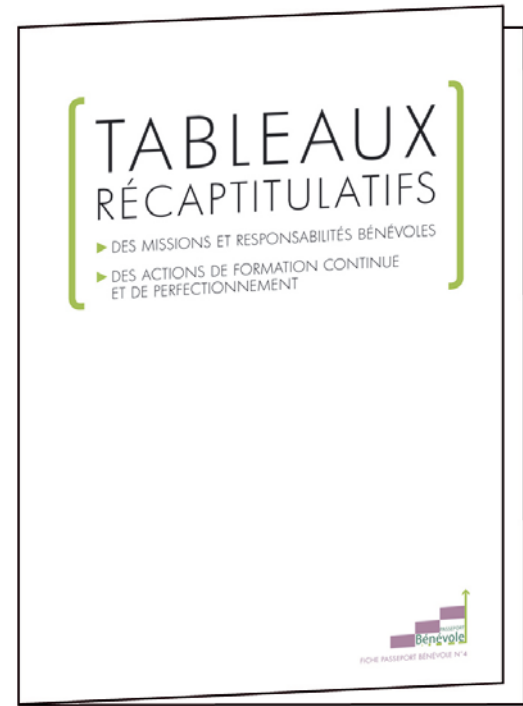
**= Assumer des responsabilités**  
Prendre une décision en recherchant sans cesse de nouvelles options.  
Mettre en œuvre les décisions prises par les dirigeants.

**senevole**  
FOR THE PEOPLE ENGAGED

# How does it work?

## ► Summary Tables

- the successive volunteering missions
- the attended trainings
- Important for starting a VAE process (Validation of the Acquired Experience) or for a professional training approach



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## Partners and recognition of the Volunteer Passport

- ▶ **Education Department, Public territorial Financial Organisation, Long Life Learning National Organisation, National Employment Agency:**
  - Collaboration to create the document
  - Validation of the document
  - Presentation in their networks
  - Recognition



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## The way to hand out the Volunteer Passport is critical !

- ▶ Distributed to associations (or to volunteers)

by all France Bénévolat centres in France

**Cost = 2 €/piece**



- ▶ Associations have to buy the Volunteer Passport so as to give it to their volunteers
- ▶ Each association can have the choice of it's own criteria regarding volunteering involvement (defined time or type of commitment)
- ▶ **Good practices:**
  - Do not distribute it as a flyer to everyone !
  - It needs to be presented more as a « reward »
  - It can even be officially handed out in an official event (volunteering lunch organised by the association, special ceremony with the Mayor or local authorities...)



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## Impact of the Volunteer Passport from the volunteer point of view ?

For young people

- It is an important track of **practical experience**. It shows in which way the youngsters have been involved in a real project and useful activities.
- Young people can use the Volunteer Passport in a **job research** and show it in a recruitment.
- They can prove what they have succeeded to do: it is good for self-estimate and **self-confidence**.
- Some youngsters, especially **out-of-school young people**, even consider the Passport as a 1st **diploma** !
- and a 2nd chance of **social inclusion**.

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## Impact of the Volunteer Passport from the volunteer point of view ?

For young people

### Most important things:

- Not only the document itself, but the **thinking process** about the skills the young has developed or acquired.
- The Volunteer Passport doesn't give a job, but it enables young people to stepback and to be more conscious about their **skills**.
- The help and advice of a representative of the association is crucial **to identify the skills** developed by the volunteer, especially for young volunteers.

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France  
**Bénévolat**  
— *Du coeur à l'action* —



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