

SMALL THINGS - BIG IMPACT

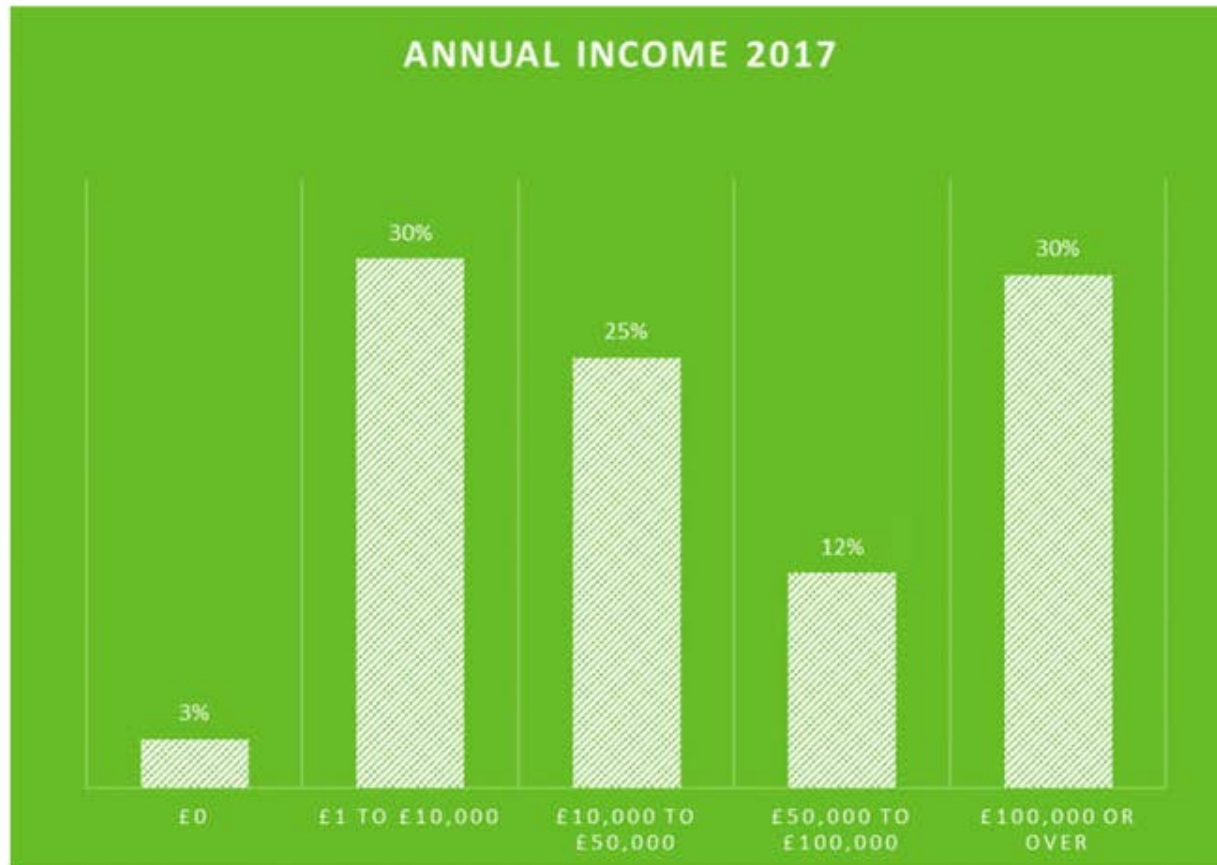
CAMBRIDGESHIRE VOLUNTARY SECTOR SURVEY 2017


support
cambridgeshire
your county, your voice, our support



**Sometimes, said Pooh, the smallest things
take up the most room in your heart.**

OUR VERSION OF SMALL IS VERY DIFFERENT.



Our research shows that 58% of those responding to our survey had incomes below £50K. For us a small organisation is one with an income below £10K and a medium sized one would have an income between £10K and £100K. An income above £100K is large and an income of £1Million is very rare

Not hard to reach for us!

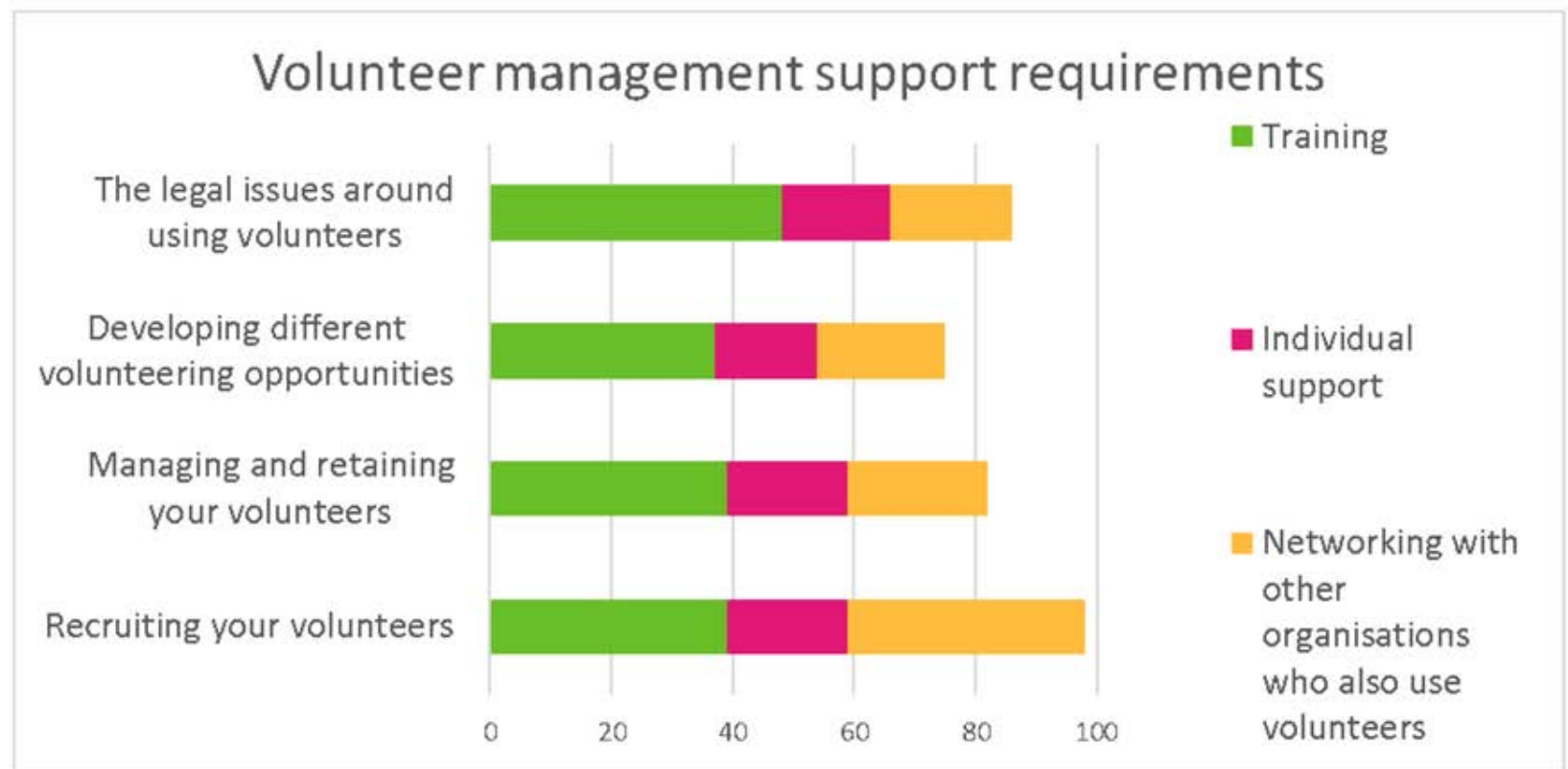


The issue of who benefits from the work of voluntary and community groups is key to understanding the drive and determination of the sector in Cambridgeshire. We can see the wide variety of beneficiaries and as such the incredible reach groups have into communities.

adults older people community groups
families people with disabilities
women children and young people men
mental health people on low incomes
health rural areas carers

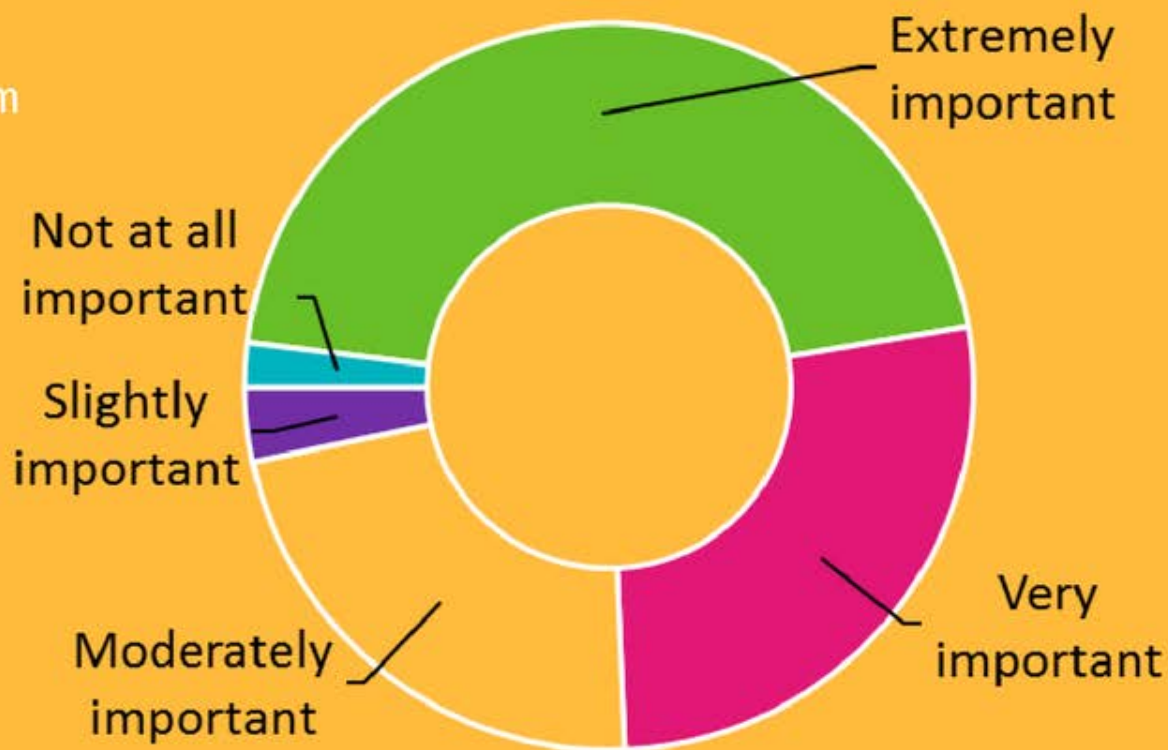
"WE ARE ALL FISHING IN THE SAME POOL FOR POTENTIALLY THE SAME BANK OF VOLUNTARY EFFORT"

Recruiting, managing and supporting volunteers is not free. Groups need to invest time, knowledge and funds to make the most of their volunteers and to ensure that they are safe, supported and fulfilled. We know that funding for volunteering has dropped, and also that how people recruit and manage volunteers has changed.



REPRESENTATION IS IMPORTANT

Representation continues to be a vital role played by the CVSs. 72% of respondents felt that it was extremely or very important that their CVS represent the sector at meetings with the councils and others; this is a slight increase from last year.



COMMUNICATIONS

72%

72% of respondents said was extremely or very important that Support Cambridgeshire kept them up to date with news. Surprisingly, it was the larger organisations that found this most important, and reassuringly no respondents felt this was not important..

99%

By far the most preferred communication methods are regular electronic newsletters and email updates (with 99% finding these very or moderately useful). There continued to be a lot less appetite for social media updates.

72%

72% of respondents were using social media; this is up from 61% in 2015. There is a big difference in social media use when looking at organisations of different size; Smaller organisations are less likely to be using social media than larger organisations.

GETTING HELP FROM BUSINESS

36% of organisations had received some free support from business, with larger organisations being more likely to benefit.

Those receiving support rated it on average as 8 out of 10, this indicates that overall groups found the help to be useful. However only 42% said they required further help.

BUT there are barriers stopping organisations from asking for help.



HELPING TRUSTEES KNOW THEIR UNKNOWNNS

The role of trustees continues to be of upmost importance to groups, despite this only 34% of respondents said that their board had received training in the previous year. This is down from 45% in 2016.



It is slightly concerning that very small groups do not feel that 'Duties of Trustees' or 'Understanding the Finances' are areas they think trustees need training. Experience has shown that smaller organisations are often the ones most in need, and that they are more likely to have issues in these areas.

FUNDRAISING IS IMPORTANT

55%

Fundraising continues to be an area of concern for organisations. This year 55% of organisations indicated that they required help, support or training around identifying or raising funds. This was up from 40% in 2015 and slightly up from last year.

Help around identifying funding and writing funding applications remain the two areas of highest need. More groups want 1-2-1 support to help identify funding.

Day in and day out Support Cambridgeshire see the impact that small charities are having on people and communities across the county. We see the difference that volunteers make and the difference that volunteering makes. We see the dedication of the staff, volunteers and trustees who struggle in an ever more hostile environment to deliver with passion, commitment and imagination.

We want to see more done to help small organisations, as we believe this will lead to more equal communities. We want to see the good practice we witness on a regular basis shared and built on.

To achieve this we want to see three changes.

1. More grant funding for small organisations.
2. More local support for groups
3. More equality across the county

Thank you.