

Connecting Communities

14 June 2022

An introduction to the

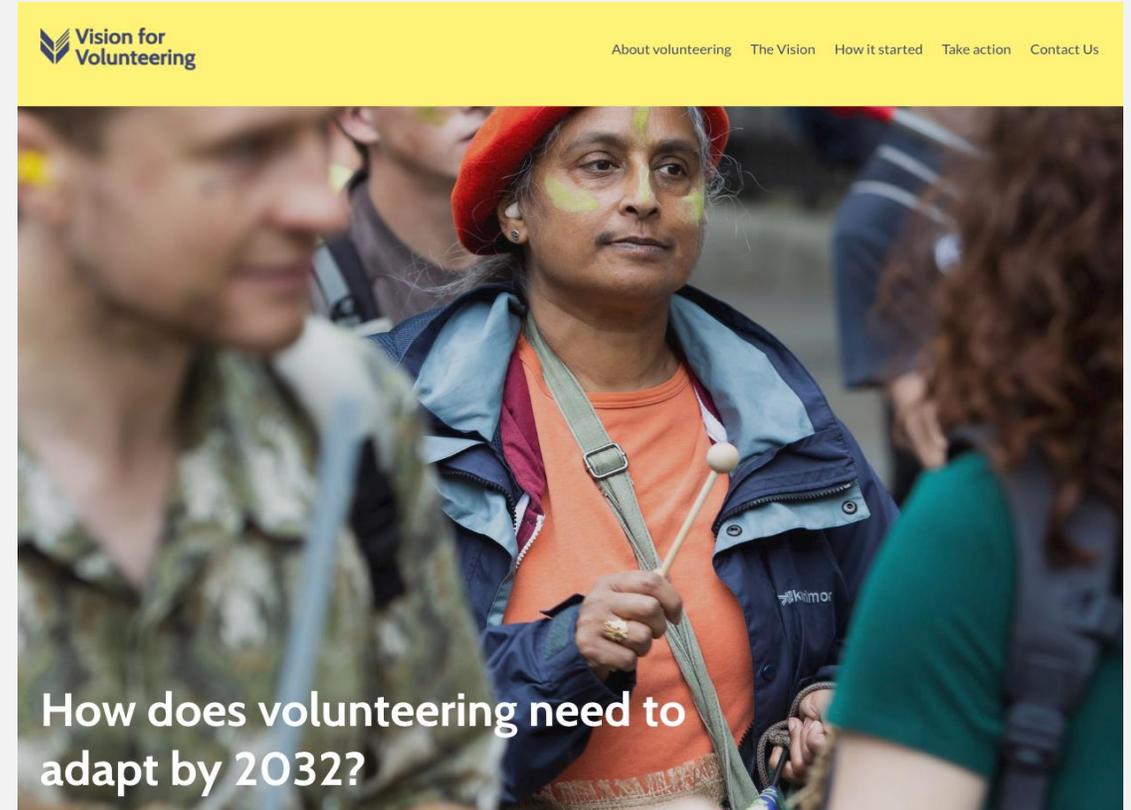
Vision for Volunteering

What it is, where it came from and what it means for your organisation



What is it?

- **At attempt to describe** what we want the volunteer-involving sector and movement to look and feel like, by 2032
- A **reflection** of what those most passionate about or engaged in volunteering think are its big opportunities and challenges



Where did it come from?

- A recognition that volunteering is changing and growing in importance
- A cross-sector effort to capture the power of this moment, and learn from previous 'moments' in volunteering

'A new energy is emerging in volunteering: what will we do with it?'

Core Partners and Leadership Group



navca
local focus national voice

VOLUNTEERING MATTERS



SPORT
ENGLAND



How was it developed?

- **Consultation and engagement phase** - Nov 21 – Mar 22.
- 350 people from 300+ organisations:
 - 14 workshops across 7 thematic strands
 - 45 written submissions (including 9 from local infrastructure)
 - 13 individuals interviewed (to boost engagement from under-represented voices)
- A **Steering Group** provided support and challenge throughout - 19 experts, including local and national reps
- A **Working Group** assessed testimony, reviewed evidence and drafted the Vision.

What's in it?

- A new **definition** of volunteering
- A **brief history** of the recent volunteering movement, putting the Vision in context
- **A Vision in five cross-cutting themes**
- An overview of all **partners, contributors and consultees**
- How you can **get involved**



The screenshot shows the homepage of the Vision for Volunteering website. At the top is a yellow navigation bar with the logo on the left and links for 'About volunteering', 'The Vision', 'How it started', 'Take action', and 'Contact Us' on the right. Below the navigation bar is a large hero image of people working together, with the text 'How does volunteering need to adapt by 2032?' overlaid in white. The main content area is white and features two columns of text. The left column is titled 'Defining volunteering' and contains a paragraph about volunteering as an active pursuit. Below the text is a dark blue button with white text: 'What we mean when we talk about volunteering'. The right column is titled 'Volunteering is changing' and contains a paragraph about forces shaping volunteering. Below the text is a dark blue button with white text: 'Read more about how volunteering is changing and why'. At the bottom of the page is a dark blue footer bar with the website URL 'www.visionforvolunteering.org.uk' in white text.

Vision for Volunteering

About volunteering The Vision How it started Take action Contact Us

How does volunteering need to adapt by 2032?

Defining volunteering

Volunteering is an active, deliberate pursuit. Each volunteer chooses an activity they want to do, motivated by the difference they want to make, and how this shapes the world they want to live in.

[What we mean when we talk about volunteering](#)

Volunteering is changing

Many forces are shaping and changing volunteering. How can we let go of those practices that no longer serve us and tackle some of volunteering's most long-standing inequalities?

[Read more about how volunteering is changing and why](#)

www.visionforvolunteering.org.uk

It has five themes...



Each has a narrative why they're in the Vision, and what they mean

'By 2032....' change statements providing an idea of the Vision as reality

For Volunteers how this might look and feel for them

Case study an illustration of a project or programme doing this already

A screenshot of a webpage titled "A vision for volunteering". The page features a header with the title and a row of five light gray boxes, each representing a theme. Each box contains the theme name and a dark blue "Read more" button. The themes are: Awareness and appreciation, Power, Equity and inclusion, Collaboration, and Experimentation.

Theme	Action
Awareness and appreciation	Read more
Power	Read more
Equity and inclusion	Read more
Collaboration	Read more
Experimentation	Read more

1 Awareness and Appreciation

'...a future in which a culture of volunteering is further ingrained in the collective psyche, part of everyone's life...and woven into the activities and pastimes of day-to-day living. A future in which it's always easy to find ways to make a difference.'

By 2032:

- ...equal validity alongside public and private endeavours...
- Volunteer voices embedded in the leadership and design of initiatives
- ...appreciated by individuals, communities, organisations and policy makers
- appreciation and celebration supported by common metrics for measurement, adopted by government, and VIOs

2 Power

'...a future where the power of volunteers and communities is recognised and supported. Where volunteering is understood as the community taking action, often enabled or supported by organisations, but not always driven or generated by them.'

By 2032:

- ...everyone can engage with their community and build the future they way to see
- Those supporting volunteers see them as equals, supporting them to make change
- First-hand experience is valued and we recognise who is missing, rectifying this to redistribute power
- Emerging social movements work alongside and positively disrupt more established, larger or better-resourced organisations, who support those with fewer resources

3 Equity and Inclusion

'...We want volunteering to be accessible and welcoming to everyone, everywhere, so that the benefits of volunteering - to individuals and communities - are equally distributed.'

By 2032:

- Inclusive cultures of all those who want to give their time, with volunteering fitting people's identity, background and experience
- Encourage raising concerns about discrimination or inequity as an opportunity to improve
- Those in leadership and governance look and sound more like the communities they serve

4 Collaboration

'...We want a future where collaboration is a natural, fluid, flexible and spontaneous part of volunteering.'

By 2032:

- Organisations support and champion communities to drive their collaboration, rather than owning it
- Moving between organisations and projects is normal and welcome – sharing people, talent and connections is how we work
- Tackle organisational barriers – recruit, train and work with volunteers jointly where we can

5 Experimentation

'The Covid-19 pandemic has made many of us innovate, experiment and embrace flexibility like never before. As the crisis abates, we must ensure that spirit is not discarded - experimentation should become a natural part of volunteering, not a temporary bolt-on.'

By 2032:

- Experimentation is not just reserved for times of crisis
- A culture of experimentation means communities and organisations are trusted to design projects as they see fit
- Relationships are built on trust and we avoid overly bureaucratic systems
- We learn from and move on from approaches that are not working

What's interesting?



- The model – the Vision is both a **conversation and a movement**
- **A new and broader definition**
- A recognition that volunteering's value and benefits are **felt in multiple spheres** – often at the same time
- An invitation to those in volunteering to **'make our own weather'**

An active, deliberate pursuit, motivated by the difference they want to make and how this shapes the world in which they want to live.

You are volunteering if you are doing something:

- *Designed to improve the world, a part of it or a community in it*
- *Which is your own free choice as an individual*
- *Without being paid*

What it isn't...

- A road map, manifesto or a detailed action plan
- A funding commitment (yet)
- Owned by any one organisation
- Sectoral or 'thematic' – not focusing on any particular area
- The direct voice of volunteers (so far)

How it helps us



- A direction of travel for the future of volunteering
- Fuel for your volunteering strategy or funding applications
- A missing link connecting volunteering with inclusivity, redistribution of power and wider social change
- A way to capitalise on the energy of the Covid era, and challenge those supporting volunteering to match their words with actions
- *What else?*

What you can do next



- Sign up for updates (run by NAVCA) – www.visionforvolunteering.org.uk
- Test it in your own organisations, and with your volunteers – perhaps using the ‘Three Horizons’ model
- Make a commitment of your own
- Challenge your funding partners to follow your lead - the five core partners have all made commitments

What's on your Three Horizons?

#VisionForVolunteering THREE HORIZONS

#1 Business as Usual

For example:

- the idea of a 'volunteer army'
- the notion of a 'civic core'
- 'paint a fence' CSR volunteering

#2 Disruptive Innovation

For example:

- Covid-19 local mobilisation partnerships
- digital technology's role in brokerage
- growth in informal volunteering

#3 Emerging Futures

For example:

- decentralised power
- people-driven activism
- open data

By 2032

