



VOLUNTEERING IN HEALTH IN MIND 2015



WHAT OUR VOLUNTEERS HAVE TOLD US ABOUT VOLUNTEERING FOR HEALTH IN MIND



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1. VOLUNTEERING AT HEALTH IN MIND

Health in Mind volunteers support us in the office, represent us to the public and directly support people using our services. We could not support nearly as many people without our volunteers alongside us. It is important to us that we return the effort put in by volunteers by making sure they have a positive experience with us and get what they are looking for from their time given. The annual Volunteer Satisfaction Survey sits alongside the Volunteer Forum, which is open to all Health in Mind volunteers, and the Working with Volunteer meetings that are attended by staff who support and supervise volunteers within Health in Mind. These sources of feedback are what we use to guide us in deciding what to do to make the time volunteers give to us as fulfilling as possible.

Our volunteers fall into 4 main groups:

1. Volunteers who come to us through our recruitment campaigns- some offering a regular commitment (for example, our re:discover volunteers) and some offering a more irregular or one off commitment (for example, our bag pack fundraising volunteers)
2. Volunteers who are recruited specifically for their lived experience (for example our peer volunteers in the CLEAR project or our MAPS volunteers)
3. Volunteers who are using Health in Mind services and volunteering has been identified as part of their support plan (for example some of our Orchard Centre café volunteers)
4. Volunteers who are involved with us through Project Scotland and other fixed term volunteer programs.

New developments in how we involve volunteers this year include:

- Equal Access have developed new roles and increased the number of volunteers used after a change in service delivery model.
- MAPS have developed a new group work peer support role.
- Community Connecting are working in partnership with Edinburgh University and providing volunteer opportunities for students as part of a new Lives of Others module.

We have a total of 226 (296 if counting all one off volunteers in fundraising also) volunteers in the following Health in Mind services.

| | | | |
|-----------------------|---------|-------------------------|----|
| Leith Housing Support | 3 | Community Navigator | 3 |
| re:discover | 45 | Community Connecting | 37 |
| Guided Self Help | 2 | Orchard Centre Services | 24 |
| Training Service | 1 | Information Services | 9 |
| Fundraising | 120/50* | Board of Directors | 12 |
| Equal Access | 13 | MAPS | 2 |
| HPS | 20 | CLEAR | 5 |

*120 for the year but 50 active as due to the nature of fundraising many are one off or very occasional volunteers.

2. SURVEY RESULTS

2.1 RESPONSE RATE

73 volunteers responded to the survey. 69 volunteers responded in 2014 so there has been a small increase. The table below shows the response rate of each service:

| | | | |
|-----------------------|-----|-------------------------|-----|
| Leith Housing Support | 0% | Community Navigator | 0% |
| re:discover | 76% | Community Connecting | 16% |
| Guided Self Help | 50% | Orchard Centre Services | 42% |
| Training Service | 0% | Information Services | 22% |
| Fundraising | 6% | Board of Directors | 75% |
| Equal Access | 84% | MAPS | 50% |
| HPS | 10% | CLEAR | 0% |

2.2 VOLUNTEER RECRUITMENT

When asked how they first heard about our need for volunteers, our volunteers told us:

| | 2015 | <i>2014</i> | <i>2013</i> |
|----------------------------------------------------|-------------|-------------|-------------|
| Health in Mind member of staff | 22% | <i>10%</i> | <i>27%</i> |
| Volunteer Centre/Volunteer Scotland Website | 15% | <i>17%</i> | <i>NA</i> |
| I use Health in Mind services | 13% | <i>22%</i> | <i>5%</i> |
| Word of Mouth | 13% | <i>13%</i> | <i>21%</i> |
| Volunteer Centre | 13% | <i>22%</i> | <i>22%</i> |
| Health in Mind Website | 13% | <i>8%</i> | <i>7%</i> |
| Volunteer Recruitment Event (e.g. volunteer fayre) | 6% | <i>3%</i> | <i>NA</i> |
| Local newspaper | 3% | <i>NA</i> | <i>NA</i> |
| Radio | 0% | <i>NA</i> | <i>NA</i> |
| Poster | 0% | <i>5%</i> | <i>16%</i> |
| Information leaflet | 0% | <i>NA</i> | <i>NA</i> |

There has been an increase on last year of how many people come to volunteer with Health in Mind through hearing about it through staff. There are fewer Orchard Centre Services volunteer respondents than 2014 which would account for the decrease in people coming to volunteer through using services as this is where the majority of people of our volunteers who are also Health in Mind service users are. There is a 9% decrease in people coming through the physical volunteer centre.

In the comments section there were two volunteers who had come to volunteer through www.emito.net, a Polish website. These were for Equal Access roles.

Recommendations

1. Discover services have joined together to recruit volunteers to Discover rather than to individual service teams. We will monitor the effectiveness of this campaign.
2. Further develop use of social media for volunteer recruitment.
3. Explore use of websites that target specific groups of people, e.g. by age, language, culture, gender.
4. More closely monitor the impact of volunteer recruitment efforts e.g. attendance at Fresher's Fairs.

2.3 VOLUNTEER COMMITMENT

When asked how many hours per week they volunteer with us, our volunteers told us:

| | 2015 | <i>2014</i> | <i>2013</i> |
|---------------|-------------|-------------|-------------|
| 1-2 hours | 63% | <i>39%</i> | <i>49%</i> |
| 3-4 hours | 23% | <i>30%</i> | <i>20%</i> |
| 5-10 hours | 11% | <i>16%</i> | <i>21%</i> |
| Over 10 hours | 3% | <i>13%</i> | <i>10%</i> |

When asked how long they have volunteered with us, our volunteers told us:

| | 2015 | <i>2014</i> | <i>2013</i> |
|--------------------|-------------|-------------|-------------|
| Less than 3 months | 15% | <i>5%</i> | <i>17%</i> |
| 3-6 months | 22% | <i>30%</i> | <i>8%</i> |
| 7-11 months | 15% | | <i>22%</i> |
| 1-2 years | 22% | <i>32%</i> | <i>16%</i> |
| 2-3 years | 19% | | <i>14%</i> |
| More than 3 years | 19% | <i>32%</i> | <i>23%</i> |

These results reflect the roles we have. A large percentage of the respondents are befriending and connecting volunteers which are 1- 4 hour per week roles.

The even spread of results suggests that we are successfully recruiting and retaining volunteers.

These results indicate that annual reviews should be completed for 60% of our volunteers.

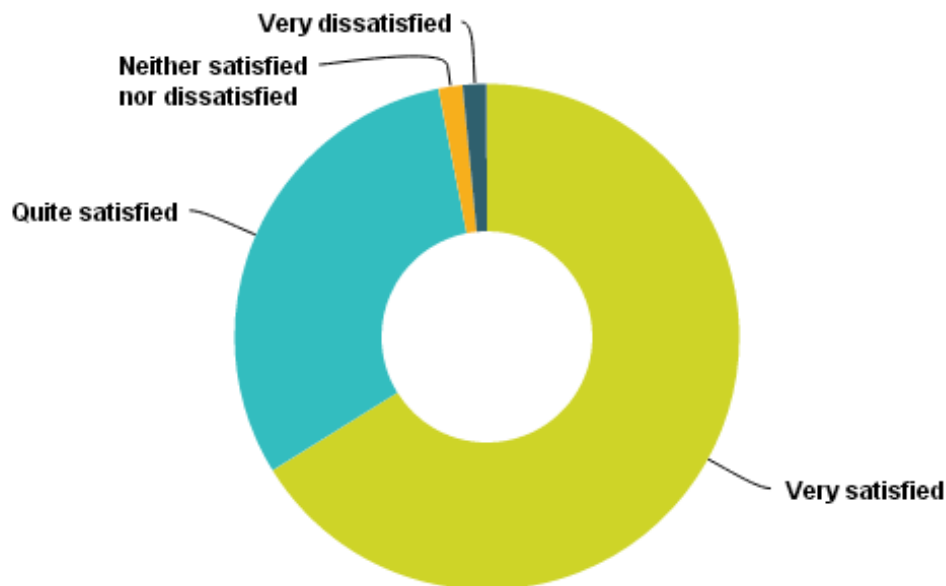
Recommendations

5. Annual reviews to be completed for volunteers who have been with the organisation more than a year and fed back to the Volunteering Development Worker. This will be monitored through service plans.

2.4 VOLUNTEER SATISFACTION

Overall, how satisfied are you with your volunteering experience at Health in Mind?

Answered: 65 Skipped: 8



97% of the respondents said that they are satisfied with their volunteering experience with Health in Mind, 66% of these reporting that they are very satisfied.

Some of the comments given

'I like helping other people who are the same as me because I remember when I was low myself and I got a lot of help. I have not got a lot of experience yet but it has given me confidence in myself.'

and

'I love working with Katherine in Fundraising, and learning more about how mental health charities operate. I also like knowing that the volunteering I'm doing is making a real difference and helping such a wonderful organisation grow, meaning more people can make use of its fantastic services. Volunteering has not only solidified my passion for working in the third sector, opening up career avenues for me, but it has also highlighted my own personal interest in mental health and given me a desire to work in this sector. I feel very welcome working in the Information Resource Centre and always look forward to my mornings there. Each day is different and I'm constantly learning new things. I'm extremely glad I chose to volunteer for Health in Mind.'

2.5 DO WE MEET OUR VOLUNTEERS' EXPECTATIONS?

| | Exp* | Met** |
|----------------------------------------------------------------------------------|------|-------|
| I wanted to give something back | 75% | 62% |
| I wanted to help other people | 66% | 57% |
| I wanted to make a difference | 43% | 38% |
| I wanted to learn new skills | 43% | 38% |
| I wanted to feel more confident | 37% | 37% |
| I wanted to share my own experiences | 37% | 43% |
| I wanted to learn something new | 34% | 52% |
| I wanted new volunteering opportunities | 32% | 15% |
| I wanted my life to have increased meaning | 31% | 35% |
| I wanted to feel more part of my local community | 31% | 28% |
| I had spare time | 29% | 28% |
| I wanted to spend time with people who have had different life experiences to me | 29% | 40% |
| I wanted to communicate better with others | 26% | 23% |
| I wanted to improve my chances of getting a job | 23% | 17% |
| I wanted to get a job/ start looking for work through my volunteering | 20% | 9% |
| It helps fulfill part of my spirituality | 17% | 17% |
| I wanted more social contact and to make new friends | 15% | 28% |
| I wanted to go onto training or education | 14% | 12% |

* expectation

** expectation has been met

Respondents were asked to tick each of the above expectations that they had prior to starting volunteering and then to tick those outcomes they felt they had been achieved through their volunteering with Health in Mind. The red expectations are those that we do not meet by more than 5%. Those in green are those we exceed by more than 5%.

2.7 WHAT CAN WE DO TO FURTHER SUPPORT PEOPLE?

We asked an open ended question about what we can do to further support people in order to meet their expectations of volunteering with Health in Mind.

Most people were happy with the support they get and wrote that there was nothing more that they wanted. Where suggestions were made, they were with regards to more training, more supervision, more feedback opportunities and for childcare provision at training.

Recommendations

8. Services to review their supervision and ensure that it is sufficiently regular and is structured to include opportunities for feedback and to exploring training needs.
9. While we cannot budget for childcare at training we can request that the most relevant Health in Mind training courses are available evenings and weekends as well as during the day and ensure that service training also has varied times.

2.8 LEARNING

Respondents were asked to tick all of the times they are generally available to attend training. 73% are available to attend training on weekdays in the daytime. This information will be used to inform the Health in Mind Training program for 2016.

The courses that respondents expressed an interest in were mostly courses that are already provided by Health in Mind. There were requests for first aid training and board/trustee training.

Recommendations

10. Services to ensure volunteers know what training is available and feedback where the program timings make relevant training unfeasible.
11. Enquire into providing Heartstart training for Health in Mind volunteers so that they have basic resuscitation skills.
12. Communicate training available to board members/trustees through local volunteer centres.

2.9 THE VOLUNTEER VOICE

When asked how well informed they feel about Heath in Mind services, news and developments 39% felt very informed, 45% felt quite well informed, 12% felt fairly well informed and only 3% felt not that well informed. This is a small improvement on 2014.

The majority of suggestions for how people could be better informed were for us to hold more meetings on a service and organisational level. Given that there is already a volunteer forum and that services who have attempt to hold group meetings have struggled to get many to attend it may be that we need to look into why people do not attend the meetings that are already available. It may be that we need to better communicate that they are happening.

Recommendations

13. Start all volunteer mailing lists for general information and volunteer forum/meetings information. Share this with other volunteers who would like to be kept informed via supervisors and social media.

3. SUMMARY OF RECOMMENDATIONS

Bringing together the recommendations that have been made based on the results of this survey, it is clear that the areas on which we should focus our attention in the coming year are communication of relevant information to our volunteers.

1. Discover services have joined together to recruit volunteers to Discover rather than to individual service teams. We will monitor the effectiveness of this campaign.
2. Further develop use of social media for volunteer recruitment.
3. Explore use of websites that target specific groups of people, e.g. by age, language, culture, gender.
4. More closely monitor the impact of volunteer recruitment efforts e.g. attendance at Fresher's Fairs.
5. Annual reviews to be completed for volunteers who have been with the organisation more than a year and fed back to the Volunteering Development Worker.
6. Pull together information regarding employability services we can signpost our volunteers to where appropriate.
7. Explore in Volunteer Forum and supervision how to show the difference people make through volunteering with us.
8. Services to review their supervision and ensure that it is sufficiently regular and is structured to include opportunities for feedback and to exploring training needs.
9. While we cannot budget for childcare at training we can request that the most relevant Health in Mind training courses are available evenings and weekends as well as during the day and ensure that service training also has varied times.
10. Services to ensure volunteers know what training is available and feedback where the program timings make relevant training unfeasible.
11. Enquire into providing Heartstart training for Health in Mind volunteers so that they have basic resuscitation skills.

12. Communicate training available to board members/trustees through local volunteer centres.
13. Start all volunteer mailing lists for general information and volunteer forum/meetings information. Share this with other volunteers who would like to be kept informed via supervisors and social media.

4. UPDATE ON RECOMMENDATIONS FROM THE 2014 VOLUNTEER SATISFACTION SURVEY

The recommendations below are those that were made in last year's survey report. A summary of how we have addressed and continue to work on these recommendations follows each one.

Recommendation one: Develop centralised offline recruitment procedures in order to ensure a clear, consistent message to potential volunteers, access untapped sources of new volunteers and ensure best use of staff time.

The befriending services within Discover are currently piloting this approach. It will be reviewed early January 2016 and learning will be shared across the organisation.

Recommendation two: Further develop the use of social media and new volunteer blog for volunteer recruitment.

Health in Mind recruited a Digital Communication Officer. Services involving volunteers have been working with the Digital Communication Officer to develop the use of social media to recruit volunteers and promote the work of our volunteers. Volunteering will feature in our Social Media strategy.

We piloted a volunteer blog 'Eyes and Ears for Volunteers'. This blog was successful and will be re-established by the Digital Communication Officer.

Recommendation three: Annual reviews to be completed for volunteers who have been with the organisation more than a year and fed back to the Volunteering Development Worker.

Further work is required in this area. Services will include this as an objective in their service plans.

Recommendation four: Build on work already started to ensure best practice in our communication with volunteers in the application process

Discover befriending services have reviewed and centralised their application process in order to speed up the process and ensure standard communication goes out to all potential volunteers. This will be reviewed and learning shared across the organisation.

Recommendation five: Review ongoing support and supervision.

Support and Supervision remains high on our agenda and services involving volunteers are monitoring volunteer supervision through service plans.

Recommendation six: Ensure clear communication regarding the length of the recruitment, training and matching process for volunteers with a focus on the re:discover team.

In response to feedback in our survey last year, all befriending and connecting services have developed joint recruitment. The aim is to reduce the length of time it takes to

recruit, train and match volunteers – ensuring that volunteers are involved where they are most needed. As noted above, this will be reviewed in early 2016.

Recommendation seven: Pull together information regarding employability services we can signpost our volunteers to where appropriate.

This has been discussed in the Working with Volunteers Group. More work required as in this area and will be carried out in 2016.

Recommendation eight: review the frequency and level of communication with volunteers, particularly those waiting to be matched.

As noted above, we have worked to develop systems to ensure volunteers are involved where they are most needed, thus reducing waiting times.

Recommendation nine: Review the provision and style of supervision that is provided and action changes where appropriate.

Supervision has been a topic that the Working with Volunteers Group has focused on this year. Templates and best practice have been shared between teams. Supervision frequency is being monitored.

Recommendation ten: Feed into the Health in Mind training review

Volunteer feedback was included in the training review. Information regarding training needs and requests that cannot be met by Health in Mind's current training program is fed back to the Development Worker by volunteer supervisors.

Recommendation eleven: Information on Firesides to be used in Fireside review and fed back to Volunteer Forum.

Last year, we asked a question about Firesides. AS a result of your feedback, Firesides have returned to being re:discover.

Recommendation twelve: Start mailing lists for general information and volunteer forum information. Offer this out to other volunteers who would like to be kept informed via supervisors and social media.

Some individual services now use mailing lists but a general mailing list is still to be developed. This will be a priority in 2016.

5. HEALTH IN MIND STRATEGY

Many of our volunteers attended and contributed at our 'Fit for the Future' consultation day in January 2015. Feedback from that day, together with our organisational vision, enabled us to set our strategic properties for the next two years.

Our work is also guided by our Volunteer Strategy. Within the volunteer strategy, our work is priorities into 4 strands:

Strand One – Volunteer recruitment

Research shows that the number of people wanting to volunteer is not growing, but the demand for volunteers is. Therefore, our challenge is to make volunteering with Health in Mind more attractive than other similar opportunities and recruit the right volunteers to meet our increasing needs. In the strategy, we outline what we all need to do to improve our recruitment, led by the Volunteer Development Coordinator.

Strand two – Improving the volunteer experience

Increasing competition means that volunteers are likely to shop around and may leave if their experience is not wholly positive. We know that word of mouth is the most effective method of recruiting volunteers; if their experience is good or bad, they are likely to tell people about it, so our aim will be to have volunteers who feel positive about their experience with us. The strategy describes what we should all be doing in our work with volunteers to contribute to this.

Strand Three – Improving / establishing systems and processes to help us deliver our volunteer goals

We will improve our monitoring and evaluation; internal and external communication about volunteers and volunteering; learning, training and materials. The strategy details how and who will do this, with involvement from all services.

Strand Four – Developing volunteer-led services and volunteer opportunities

We need to show that we can help deliver on national and local volunteer policy outcomes as well as individual outcomes, with a focus on employability; preventative services; co-production and capacity building.

In 2016 – 2017, we will be working towards renewing our Investing in Volunteers award.

6. SOME FEEDBACK FROM OUR STAFF

In addition to asking our volunteers for feedback, we asked key Health in Mind staff about volunteering in Health in Mind.

Five teams plan to introduce new volunteer roles in 2016. Ideas for new roles include 'buddy' roles and peer support roles.

When asked the benefits of involving volunteers, staff told us:

- Volunteers can help us to expand and develop new services
- Volunteers bring such enthusiasm!
- We couldn't deliver services without our volunteers. Staff and people using our services appreciate that they have given up their own time to support us
- Our service runs more smoothly with our volunteers.
- Volunteers add a real quality to our services
- Volunteers bring great new ideas, energy and different skills and experiences
- Volunteers enhance our service delivery at all levels
- Involving volunteers makes for a richer service as our volunteers all have such varied skills and experience. It also enables us to deliver a more effective service as we can reach more people

THANK YOU!

7. A FEW FINAL WORDS FROM OUR VOLUNTEERS

'All of the people employed within Health in Mind have been kind and engaged. I already feel like I am recognised and part of a kind of community. Having the perspective of someone who is new to the organisation, I don't feel like I am being deployed as a short-term, stopgap volunteer. Nothing seems like it is rushed or being done as a half-job. Instead, the development and training that Health in Mind has done so far gives the impression that they're working on building volunteers from the ground up, with a long-term plan.'

'(I'm) Always astonished by the level of professionalism and dedication within the organisation despite severe pressure.'

'Volunteering at Health in Mind gives me opportunity to do something valuable in my life and get new experience. Health in Mind members are very professional, helpful and friendly. I have received great support and I appreciate the possibility of taking part in various trainings.'