



# VOLUNTEERING IN HEALTH IN MIND 2016



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 are integral to the work that we do. We could not support as many people with our volunteers alongside us and our befriending, fundraising and peer support teams could not operate without them. Volunteers can also be found supporting staff in the offices, cooking meals for people using our Orchard Centre services and supporting our training.

It is important to us that our volunteers are happy and fulfilled when they are volunteering with us. Our annual Volunteer Satisfaction Survey sits alongside our forum and day to day support and supervision as a way of making sure this is the case.

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)
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.

We currently have a total of 138 volunteers, and over the year 319 volunteers, in the following Health in Mind services.

Service	Whole year	Current	Service	Whole year	Current
Community Connecting	34	0	MAPS	3	0
HPS	14	8	Community Navigator	4	4
re:discover	60	32	CLEAR	15	4
Equal Access	35	24	Counselling	2	1
Fundraising	100	21	Training Service	1	1
Information Services	11	10	Board of Directors	10	8
Orchard Centre Services	30	25	<b>TOTAL</b>	<b>319</b>	<b>138</b>

## 2. SURVEY RESULTS

### 2.1 RESPONSE RATE

HPS	13%	Community Navigator	25%
re:discover	84%	CLEAR	0%
Equal Access	0.5%	Counselling	100%
Fundraising	86%	Training Service	100%
Information Services	60%	Board of Directors	38%
Orchard Centre Services	52%	<b>Total</b>	<b>41%</b>

### 2.2 VOLUNTEER RECRUITMENT

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

	2016	2015	2014	2013
Health in Mind member of staff	19%	22%	10%	27%
Volunteer Centre/Volunteer Scotland Website	22%	15%	17%	NA
I use Health in Mind services	20%	13%	22%	5%
Word of Mouth	11%	13%	13%	21%
Volunteer Centre	13%	13%	22%	22%
Health in Mind Website	11%	13%	8%	7%
Volunteer Recruitment Event (e.g. volunteer fayre)	4%	6%	3%	NA
Local newspaper	2%	3%	NA	NA
Radio	0%	0%	NA	NA
Poster	2%	0%	5%	16%
Information leaflet	0%	0%	NA	NA

There were also two people who wrote in the comments section they found us through Google/Gumtree and two more who were passing by the building and dropped in.

There has been a pilot recruitment drive by the Discover team in 2016 to recruit using offline methods but no significant rise in people coming to us in this manner.

Equal Access have used several local websites designed for people from minority ethnic communities to promote volunteering with Health in Mind. This has been very successful.

## Recommendations

1. Focus on online recruitment methods.
2. Further develop use of social media for volunteer recruitment (carried over from 2015).
3. Further develop the use of websites that target specific groups of people, building on the success of work undertaken by Equal Access. Focus on older volunteers and male volunteers.

## 2.3 VOLUNTEER COMMITMENT

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

	<b>2016</b>	2015	2014	2013
1-2 hours	<b>52%</b>	63%	39%	49%
3-4 hours	<b>20%</b>	23%	30%	20%
5-10 hours	<b>18%</b>	11%	16%	21%
Over 10 hours	<b>10%</b>	3%	13%	10%

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

	<b>2016</b>	2015	2014	2013
Less than 3 months	<b>13%</b>	15%	5%	17%
3-6 months	<b>12%</b>	22%	30%	8%
7-11 months	<b>8%</b>	15%		22%
1-2 years	<b>13%</b>	22%	32%	16%
2-3 years	<b>18%</b>	19%		14%
More than 3 years	<b>35%</b>	19%	32%	23%

As with last year, these results reflect the roles we have. A large percentage of the respondents are befriending volunteers which are 1- 4 hour per week roles and the even spread of results suggests that we are successfully recruiting and retaining volunteers.

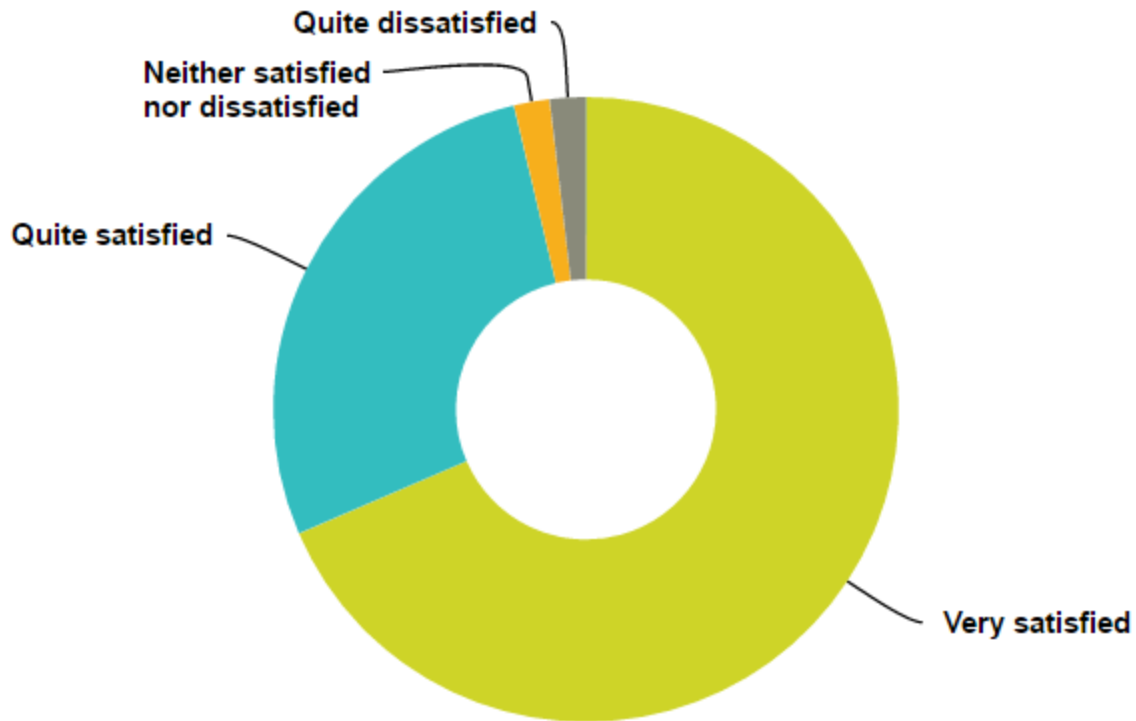
These results indicate that annual reviews should be completed for approximately 66% of our volunteers.

## Recommendations

4. 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.

## 2.4 VOLUNTEER SATISFACTION

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



96% of the respondents said that they are satisfied with their volunteering experience with Health in Mind, 69% of these reporting that they are very satisfied.

### Some of the comments given

*'The team at Health in Mind are great. They take the time to listen to you and I'm so grateful that they have let me do activities that help the cause as well as further my career.'*

and

*'It's nice to be in a supportive environment, helping service users tackle challenges in their lives.'*

## 2.5 DO WE MEET OUR VOLUNTEERS' EXPECTATIONS?

	Exp*	Met**
I wanted to give something back	70%	62%
I wanted to help other people	81%	62%
I wanted to make a difference	47%	28%
I wanted to learn new skills	45%	40%
I wanted my life to have increased meaning	44%	47%
I wanted to feel more confident	40%	53%
I wanted new volunteering opportunities	34%	17%
I wanted to share my own experiences	32%	40%
I had spare time	32%	34%
I wanted to learn something new	28%	47%
I wanted to spend time with people who have had different life experiences to me	26%	30%
I wanted more social contact and to make new friends	23%	38%
I wanted to feel more part of my local community	23%	25%
I wanted to communicate better with others	19%	26%
I wanted to go onto training or education	15%	17%
I wanted to improve my chances of getting a job	13%	19%
It helps fulfill part of my spirituality	13%	13%
I wanted to get a job/ start looking for work through my volunteering	11%	8%

\* 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%.

By and large we are meeting or exceeding most expectations of our volunteers. The most popular motivations were 'I wanted to give something back', 'I wanted to help other people' and 'I wanted to make a difference'. This has been the same top three the past two years. We are still struggling to meet these expectations but it is difficult to know from comments sections how volunteers might want us to remedy this or the cause of it. Staff are well aware of the difference the volunteers make and so it may be a case of make sure that this is passed on to volunteers.

In 2015 we were not meeting expectations with regards to employability. This year we are meeting ('I wanted to get a job...' or exceeding I wanted to improve my chances of getting a job') which is fantastic progress to see.

We have exceeded expectations with regard to six of the categories. Last year it was four so this is a good improvement.

## Recommendations

5. Explore in Volunteer Forum and supervision how to show the difference people make through volunteering with us.

## 2.6 THE VOLUNTEERING EXPERIENCE

We asked the respondents to give three words that best describe their experience of volunteering with Health in Mind. The word cloud below illustrates the results with the most frequently used words appearing larger.





## 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 said there was nothing else that they wanted. There were a very small number of comments about wanting more regular supervision and a small number saying they would like to have been matched more quickly. Speed of matching is not always something that is entirely in our hands because getting the right match that remains the priority in this respect. However, we will ensure we keep in regular contact with those waiting for a match.

### Recommendations

6. 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.

## 2.8 LEARNING

Respondents were asked to tick all of the times they are generally available to attend training. 79% are available to attend training on weekdays in the daytime. This information will be used to inform the Health in Mind Training program for 2017. The courses that respondents expressed an interest in were mostly courses that are already provided by Health in Mind. There was a request for training regarding difficult conversations and for training available in Midlothian.

### Recommendations

7. Availability of volunteers and suggestions of courses to be passed on to the Learning and Development Coordinator.

## 2.9 THE VOLUNTEER VOICE

When asked how well informed they feel about Health in Mind services, news and developments 55% (up from 39% last year) felt very informed, 29% felt quite well informed, 13% felt fairly well informed and only 3% felt not that well informed. The majority of suggestions about how we might improve the volunteer voice were around utilizing what is already in place (ie the Forum and meetings). However there were a few suggestions to have more frequent online polls for quick and easy feedback from volunteers.

### Recommendations

8. Explore use of more regular quick online surveys throughout the year.

### 3. SUMMARY OF RECOMMENDATIONS

Bringing together the recommendations that have been made based on the results of this survey.

1. Focus on online recruitment methods as these seem to wield better results.
2. Further develop use of social media for volunteer recruitment (carried over from 2015).
9. Further develop the use of websites that target specific groups of people, building on the success of work undertaken by Equal Access. Focus on older volunteers and male volunteers.
3. 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.
4. Explore in Volunteer Forum and supervision how to show the difference people make through volunteering with us.
5. 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.
6. Availability of volunteers and suggestions of courses to be passed on to the Learning and Development Coordinator.
7. Explore use of more regular quick online surveys throughout the year.

## **4. UPDATE ON RECOMMENDATIONS FROM THE 2015 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.

**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.**

This has been effective although it has needed to be adjusted since Community Connecting left Health in Mind as there has not been the need for as many volunteers. This is to continue.

**2. Further develop use of social media for volunteer recruitment.**

Volunteer recruitment has been included in our social media work in 2016, however we will develop a more co-ordinated approach for 2017.

**3. Explore the use of websites that target specific groups of people**

This has been very successful for our Equal Access team. We will continue and expand this area of work in 2017.

**4. More closely monitor the impact of volunteer recruitment efforts e.g. attendance at Fresher's Fairs.**

Fundraising team have primarily been attending Freshers' Fairs this year as student volunteers are crucial for them. Discover have attended less due to Freshers' Fairs not having large numbers of the demographics of volunteers that we need to target for befriending.

**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 continue to be a priority for us in 2017. In 2016, a number of annual reviews were completed and the information was used to improve and develop the volunteering experience within services.

**6. Pull together information regarding employability services we can signpost our volunteers to where appropriate.**

Our volunteer satisfaction regarding employability has greatly increased this year (see page 6), suggesting this has been effective.

**7. Explore in Volunteer Forum and supervision how to show the difference people make through volunteering with us.**

The Volunteer Forum has met 2 times in 2016. The feedback from the Forum was that it was a useful way of keeping in touch and influencing volunteering in the organisation. We will continue to develop the forum in 2017.

**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.**

New supervision monitoring spreadsheets have been developed and made available to all volunteer involving teams.

**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.**

This year's recruitment calendar included key courses available to volunteers outside of office hours.

**10. Services to ensure volunteers know what training is available and feedback where the program timings make relevant training unfeasible.**

Volunteer using services have been working with training to improve availability of training. The new training calendar makes clear how volunteers access courses and feedback to the Learning and Development Coordinator.

**11. Enquire into providing Heartstart training for Health in Mind volunteers so that they have basic resuscitation skills.**

The Edinburgh/Midlothian Heartstart trainer is on maternity leave and there is no apparent replacement. Enquiries will be made when she returns to work.

**12. Communicate training available to board members/trustees through local volunteer centres.**

Health in Mind Board members attended a training session looking at their responsibilities as trustees of the organisation. A further session also provided training on the new financial regulations for Scottish Charities.

- 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.**

Individual teams have been making better use of Mailchimp in 2016 and a mailing list is nearly ready for use for a general mail list.

## 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 Co-ordinator.

### **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.

We are currently 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.

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

*'All our volunteers are so fantastic. They are extremely passionate about what they do and what the charity means to them, and always going the extra mile. It is great to see people developing new skills, or skills they had already, and gaining in confidence and knowledge. Our volunteers definitely help us reach more people, both in supporting more people, and in letting more people know we are here.'*

*'Our team of volunteers create a warm welcoming environment for members of the Orchard Centre. They are often one of the first points of contact for new members and help make it easier for people to feel part of our community.'*

*'Our volunteers are invaluable. One of the most powerful parts of my job is hearing from the service user about the positive impact the volunteer has made in their life. I feel honoured to work with volunteers who are committed and passionate about the role that they have.'*

*'Our service would not exist without the great contribution volunteers give. It is so inspiring to see the time that they give for free. It's a unique relationship and there are not many services like it. I think it makes things more equal as they are a volunteer not a paid worker.'*

Our Chief Exec, Gwenn McCreath added –

*'Health in Mind would not be the organisation it is without the support and wonderful contribution made by our volunteers. For staff, it feels motivating and energising to be alongside people who share a passion for what we do; for people using our services, it feels positive and affirming to have volunteers giving up their time to support people to move forward with their lives. Thank you to each and every person for helping us to make a positive difference!'*

**THANK YOU!**

## 7. A FEW FINAL WORDS FROM OUR VOLUNTEERS

*'Since being unable to work, volunteering has given me something to get out of the house for. It makes me feel better about myself.'*

*'I get very good support which helps both me and, indirectly, my service-user.'*

*'If it had not been for Health in Mind my life would still be on hold and my health would be worse or I would have thought about my life ending.'*