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# Engaging Young Volunteers

THEIR TIME ……..

to make a difference

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# The Benefits

- More diverse volunteer workforce
- Steady flow of applications
- Opportunity to demonstrate social values
- Greater awareness & understanding of palliative/hospice care among young people
- Enhances patient experience
- Engages staff and volunteers in the personal development of others
- Raises awareness among family & friends

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# More Benefits!

- Opportunity to secure their wider support
- Helps to build self-confidence
- Potential employees of the future
- 'Ambassadors' among their age group & within their community
- Opportunity to promote 'loyalty for life'
- Complimentary to older volunteers
- Intergenerational activities
- Multi-generational 'family' volunteering

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# Setting the Strategic Direction

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- Our Vision – ‘A world where everyone works together to ensure people with life-limiting illnesses feel supported to live the best quality life they can’
- Our Values – included being ‘Inclusive, Forward Thinking and Determined’
- Our Priorities – included ‘Extending our reach & Develop resources and use them wisely’
- A Key Objective – ‘Develop our social value’

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# Enablers

## Workforce and Volunteers

**Fully utilise** the expertise / knowledge of volunteer workforce

## IT and Communications

**Develop** the use of ICT, Internet and Social Media

## Partnerships

**Leverage** loyal community support

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# Volunteer Strategy

- Vision - Kirkwood has a happy, appropriately trained, skilled, effective and robust volunteer workforce that feels a strong affinity with the Hospice and is willing and able to meet the requirements of individual services

- Strategic Objective - Kirkwood Hospice is the volunteering opportunity of choice for the people of Kirklees

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# Volunteer Strategy

## Major Challenges

- Achieving a balanced and sustainable age profile within the volunteer workforce, that ensures the Hospice is supported by future generations in a way which allows for future developments in service delivery and changes in demand/needs

- Constantly improving the volunteer experience offered by Kirkwood Hospice

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# Volunteer Strategy

- **Strengthen and further develop relationships with local schools, colleges and the University** in order to offer young people a range of volunteering opportunities that make a meaningful contribution to the work of the Hospice and fulfil their own personal requirements
- **Greater use of social media** to share volunteers' experiences and attract new volunteers
- **Organise, deliver and evaluate 'Managing Volunteers' training** for all service managers and retail staff

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# Getting the message out

- Hospice & partners' websites
- Career Fairs
- Community Fundraisers
- Staff & volunteers 'Spread the Word'
- Kirkwood Ambassadors
- Eye-catching Volunteering leaflets & banners
- Volunteers' week
- Word of mouth/recommendation
- Social media
- Establish & maintain partnerships

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# Enablers

- Internal
  - Executive Management Team / Trustees
  - Kirkwood Management Group
  - Individual Service Managers
  - Colleagues – staff & volunteers
  - Media & Marketing Team
  - Patients & Service users

# Enablers

- External
  - Young People
  - Parents & Guardians
  - Schools, colleges and universities
    - Work Experience Co-ordinators
    - Student Union Volunteering Team
  - Duke of Edinburgh Award Scheme
  - National Citizen Service
  - Volunteering Kirklees
  - Do-it
  - Vinspired

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# Work Experience Programme

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# Application & Preparation

- Open to anyone 14 - 25
- One week-long placement each month
- An 'Expression of Interest' must come from the young person
- Informal interview/pre-meeting/confirm dates
- Mini induction
- Provide documents for return prior to starting
- Individual programme 'negotiated' & emailed

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# Managing the Placement

- Awareness VSM available throughout placement
  - Young person
  - Staff
  - Volunteers
- Regular check-ins – young person & managers
- ‘Thank You!’ pack
- Support completion of Diary/Workbook
- Student Evaluation
- Regular Programme updates to staff/volunteers

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Enriching
Experience
Fun
Volunteering
Inspiring
Friendship
Engaged
Helpful
Vital
Loyal
Willing
Giving
Committed
Fulfilling
Rewarding
Involved
Opportunities
Diverse

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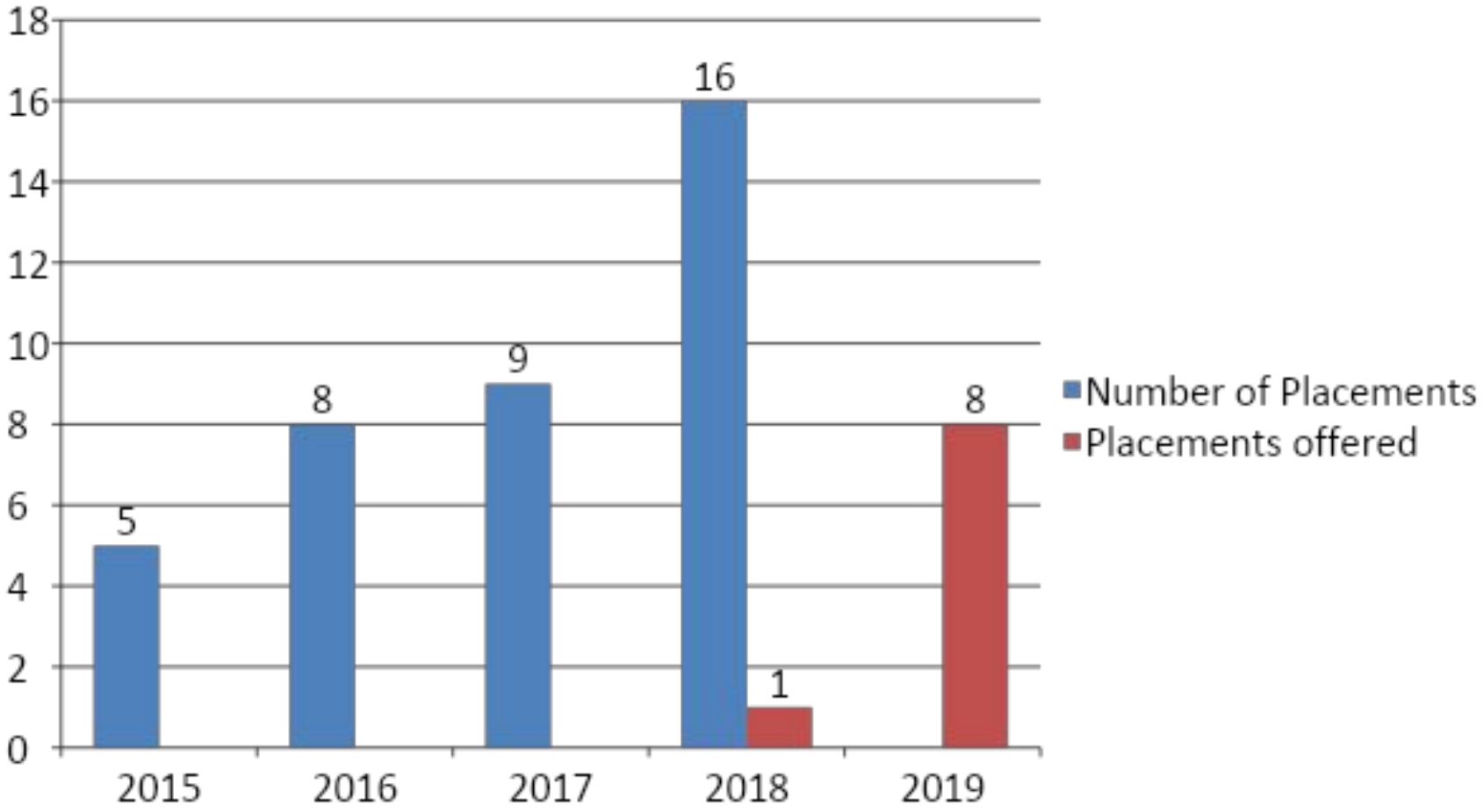
# Growing popularity



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The experience I had was brilliant

I learnt a lot and felt very welcome

I wouldn't change or improve anything

So glad I choose to do my placement here

Every department was very kind

They were clearly very prepared

Kirkwood Hospice prepared me absolutely great by meeting me a few months earlier and creating a personal programme for me

It's definitely given me an insight into what I want to do

It has inspired me to volunteer

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# Can we improve?

**‘I did think a full day in the kitchen was too much’**

**‘I could have been given more to do at times’**

**‘Be more prepared – prepare jobs for the person to do’**

**‘Student could have a greater input into what they do, so it fits better with their career plans’**

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# 96% of students rated their experience as ‘Excellent’ or ‘Good’

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# Regular volunteering

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# Our approach

- Open to anyone 14 – 25
- Minimum commitment of 12 months
- Pop into shop / send expression of interest
- Completed application form required
    - Shop
    - Generic
- Engage fully in standard recruitment & induction
- Emphasise importance of reliability & standards
- Mentoring & Competency Checklist
- Encouraged to draw on support from wider team
- Fair & accurate references
- Kirkwood for life?

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# Opportunities for young people

Under 14

- Support Groups

Aged 14 – 15

PLUS

- Charity shops
- Kirkwood Coffee Shop
- Fundraising

Aged 16 – 17

PLUS

- In-Patient Hospitality
- Administration
- Patient Enabling
- Coffee Mornings

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# More opportunities!

<u>Aged 18 – 25</u>

PLUS

- Counselling
- Patient Experience Survey
- Reception
- Media & Marketing
- Driver's Mate

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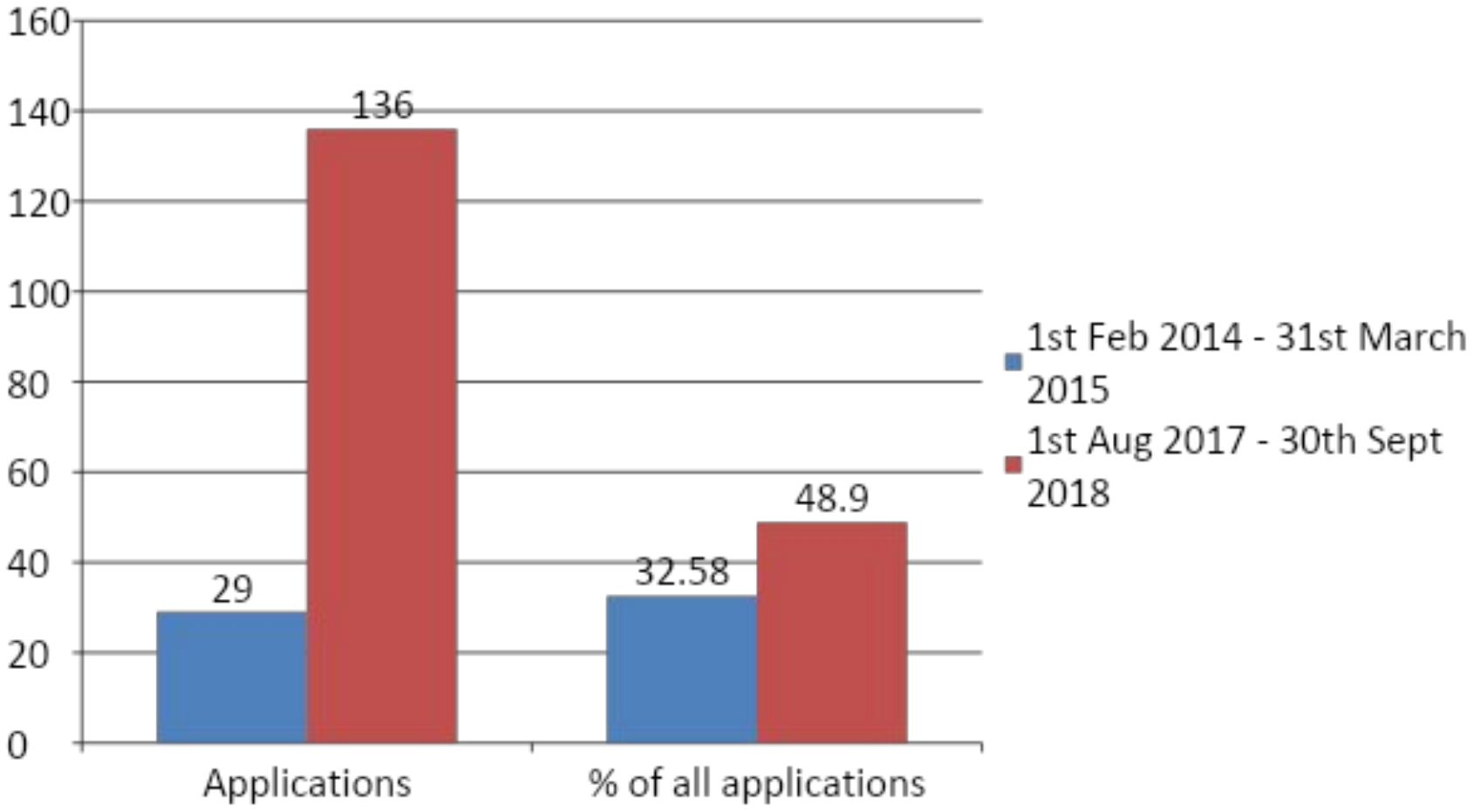
# What difference has it made?



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# National Citizen Service

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# About NCS

- Once in a lifetime experience for 15-17 year olds
- Opportunity to learn skills for work & life
- NCS operates across England & N. Ireland
- All you need to know is at https://www.ncsyes.co.uk/
- Four-stage Programme – Adventure; Discovery; Social Action; and Celebration
- Programme runs in Spring, Summer and Autumn
- Includes a ‘social action project’ (approx 30 hrs)

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# Our Approach

- Once a year for up to 20 young people
- NCS Senior Team Leader & Kirkwood Community Fundraiser confirm partnership in early spring
- NCS Senior Team Leader & Kirkwood Community Fundraiser then meet to discuss the project in detail
- Regular contact until the project starts
- Engage with whole Team in Week 3 of programme
- Participate in the Partners' Networking & Thank You Evening after the Project has ended

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# The Project

- A Tea Party (Drinks, cakes & games) at Kirkwood
- Day 1 of week 3 – half day visit to Kirkwood
    - Learn about what we do
    - Meet a nurse
    - Play the facts & figures game
    - Brainstorming – activities that could benefit patients & carers
- Our Community Fundraiser coaches the team on how to work together and allocate jobs to ensure success
- The Group start to plan their event, nominating one person to be ‘key point of contact’
- On the day of the event we take lots of group photos to show our supporters that we have young people on board, ‘spreading the word’
- Raises around £1200 each year

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# An NCS Success Story

Shortly after the NCS project had finished, a young man who was part of the NCS group called in to the fundraising office unannounced to see us and to say thank you for all that he had learnt about Kirkwood and it had really helped him and his family, as his Grandfather had just recently been diagnosed with MND and was now accessing IPU care at Kirkwood. He said he was able to reassure his family that Kirkwood was a safe and wonderful environment to be in and told his family all about the services we provided.

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Volunteering
Fun
Friendship
Loyal
Helpful
Committed
MEGA MIX

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# Duke of Edinburgh Award Scheme

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# An overview

- World's leading youth achievement award for 14 – 24 year olds
- All you need to know is at https://www.dofe.org/
- Opportunity to register as a 'Corporate Partner'
- Opportunities  primarily within shops & Fundraising
- Ability to offer placement is dependant on supervisory capacity
- The times when a young person is available can be an issue
- Required to provide a statement in their Award Record Book

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# Volunteering requirements

- ***Bronze*** - 3 or 6 months - You must do one of your Volunteering, Physical or Skills sections for 6 months, the others for 3
- ***Silver*** - 6 or 12 months - If you haven't achieved your Bronze Award, you must extend your Volunteering or the longer of your Physical or Skills sections to 12 months
- ***Gold*** -12 or 18 months - If you haven't achieved your Silver Award, you must extend your Volunteering or the longer of your Physical or Skills sections to 18 months.

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# Other youth engagement activities

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- Employer ‘spotlight’ events
- School/college Mock Interview programmes
- Engagement & recruitment at Hospice events
- Celebration events – relevant & appealing
- Support for student research projects

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# Things to consider

- Increased volume of applications
- Time-limited commitment
- Limited life experience
- Motivation
- Attitudes/opinions of staff & volunteers
- Potential issues in recruitment & induction
- Adversity to risk – You / Organisation
- Associated requirements
    - Health & safety assessments
    - Local Authority Work Permit
    - Safeguarding
    - Feedback on performance/attendance

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# What it means to them

Dear John

I just wanted to drop you a quick email to say a huge thanks for having Emma this week on her work experience. She has had a super week, taken a lot from this experience, and I have already seen a change in her confidence.

At the beginning of the week, she was extremely nervous - this definitely took her out of her comfort zone, but I get the impression she has really thrown herself into whatever you guys have asked her to do/help with and she's loved meeting you all and getting opportunity to talk with some of your patients (don't worry she didn't give me any details about conversations she's had!)

Many Thanks to you and all the staff who have taken time to support her through such a wonderful week of work experience. I am sure she would love to come back during her school holidays and help out wherever you might need her

With Kind Regards
Jane

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# What it means to us

'It's a pleasure to work with and train young people. Not only is the practical help that the students give valued, but also it is extremely gratifying to see the students' development.

We are fortunate that the students we have chose to work at the Hospice and are keen to make the most of their experience.

It is most pleasing to see them develop their inter-personal skills with patients, visitors and colleagues; they soon show sensitivity and empathy….

Having young people working with us is a great asset – everyone benefits!'

*Janet & Margaret*
*In-Patient Hospitality Volunteers*

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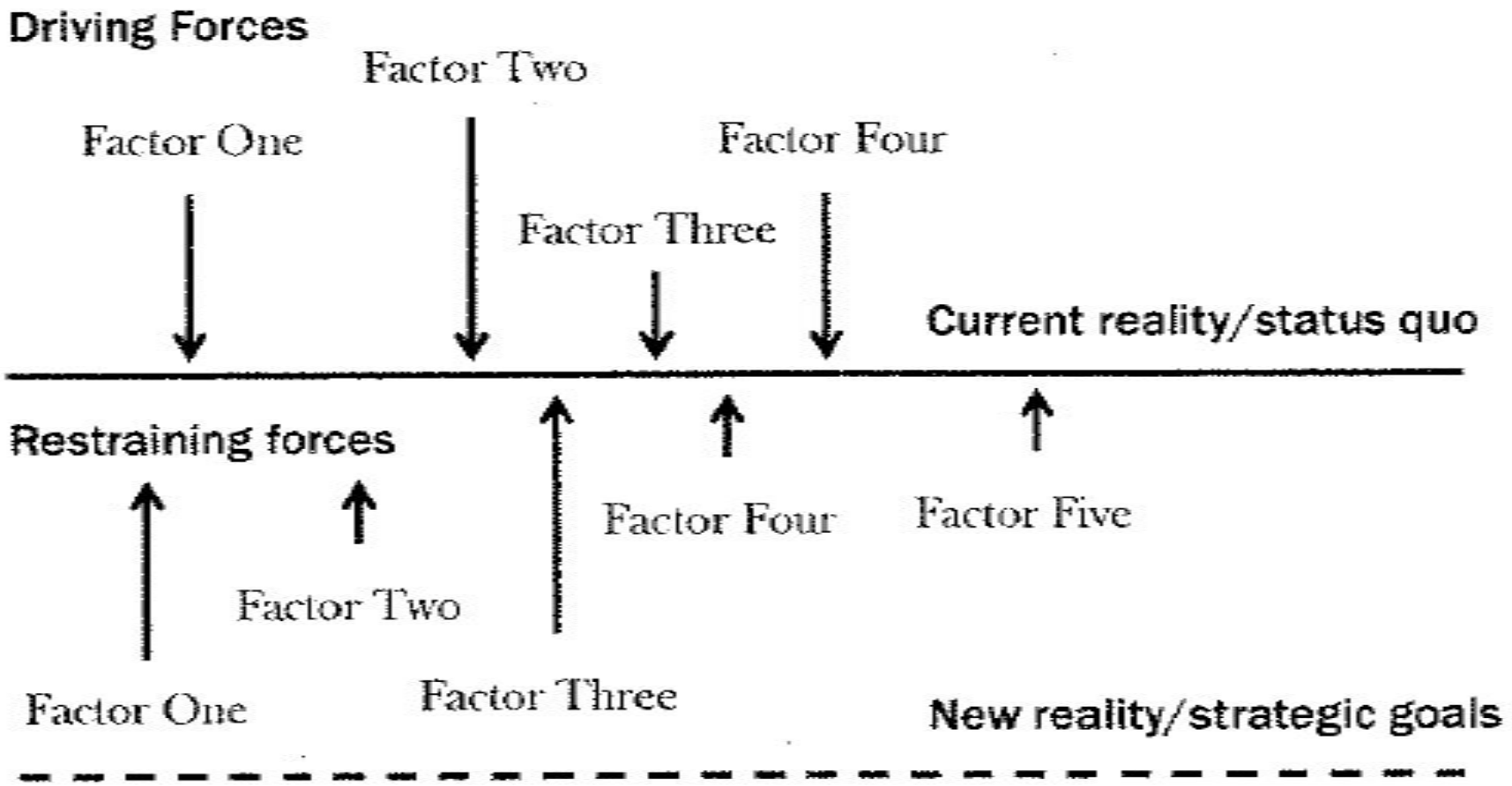
# What next?

- Micro volunteering Co-ordinator
- St Christopher's Schools Project
- Kirkwood Youth Ambassadors
- New clinical volunteering roles
- New 2 year Service Award
- Expand Work Experience opportunities
- Kirkwood stories
- Volunteer Strategy refresh

# Raising our game