



Volunteering Auckland

# Volunteer Trends

## Editorial

Welcome to the first edition of our Volunteer Trends newsletter for 2008. I am pleased to report that 2007 was a very big year for Volunteering Auckland.

The board adopted our Strategic Plan 2007 – 2017 and was strengthened by new board members Robert Limb (ex Chair Volunteering Wellington) and Paul Hutchinson (VA's accountant for the last 5 years).

Sam Cunningham joined us on a 6-month contract to focus on fundraising and marketing.

The total number of referred volunteers increased by 79% from 554 in 2006 to 992 in 2007. Much of this increase was due to our growing Corporate Volunteering programme. Members of the Auckland public, who volunteered, grew by 31% from 482 in 2006 to 634 in 2007. Further diversifying sources of volunteers through more sectors of the community is very much part of our vision for the future.

Membership of Volunteering Auckland increased by 43% from 200 in 2006 to 286 community organisations by the end of 2007. We responded to your requests for more training with 27 workshops attended by 646 participants.

The year ended with a fantastic affirmation of the volunteering spirit in Auckland. (See Sylvia Park mall story). We at VA look forward to serving your volunteering needs in 2008.

Yours in Volunteering  
**Cheryll Martin**  
 Regional Manager

## Sylvia Park: The Spirit of Christmas

*“By 7pm on Christmas eve, over 250 volunteer shifts of 3 – 4 hours had been completed by more than 150 individual volunteers with some doing many shifts.”*

It was already early November when Sylvia Park mall management invited Volunteering Auckland to be the Christmas gift wrapping charity for 2007.

There was just 5 weeks to prepare for 17 days of gift wrapping at 6 tables, for up to 14 hours per day, in New Zealand's largest shopping mall with 207 shops. The short notice led to much stress and hard work by the VA team.

By 7pm on Christmas eve, over 250 volunteer shifts of 3 – 4 hours had been completed by more than 150 individual volunteers with some doing many shifts.

The volunteers' generosity of spirit and dedication was both inspiring and humbling for the core team of 3 staff

who walked the 1km length of the mall up to 10 times a day. Volunteers included VA board members and the regular team of office volunteers. It was exciting to see that volunteers came from so many parts of our community.

**Community organisations:** VA member organisations took up the promotional and team building opportunity by assembling teams of volunteers to participate. Special thanks are due to Arthritis NZ, Special Olympics, Selwyn Foundation, House of Spirit Trust and The Pink Ladies from Destiny Church.

**Corporate Volunteers:** Volunteers came in teams or individually from major corporates with stand out contributions from the wonderful staff at ANZ National Bank, IAG Insurance, KPMG and the NZ Institute of Chartered Accountants.

**Community Volunteers:** Individual volunteers, referred to community groups by VA in the past, also gave time with some travelling considerable distances to Mt Wellington, including from Oratia in the west and the North Shore.

**International Students:** The number of international students who could not afford to go home for Christmas was a revelation. In a display of great courage and generosity, these young people, using English as a second language, far from home in a foreign city, stepped well out of their comfort zones and did us proud. VA is honoured to have been the conduit for their Christmas gift to Auckland.

The sum of \$18,175.20 was raised to help build the capacity of Volunteering Auckland to better serve the community organisations for which we work. Over 2000 leaflets were picked up by Aucklanders interested in volunteering and many valuable, new community contacts were made. Thank you Sylvia Park mall management for the opportunity.

## INDEX:

- Page 1:** Editorial
- Page 1:** Sylvia Park mall: The Spirit of Christmas
- Page 2:** Arthritis NZ: Wrap Stars!
- Page 2:** Introducing: Dianne Denny (Chair) & Sam Cunningham(Fundraising/Marketing)
- Page 2:** Digital Future Summit
- Page 3:** Worth a Look – interesting websites
- Page 3:** Tax policy submission: Volunteer expenses
- Page 3:** COVAK Meeting dates + **Martin J Cowling workshop**
- Page 4:** New media opportunity – open to all members
- Page 4:** For your diary
- Page 4:** Trustees wanted at VA
- Page 4:** Reminder to update contact details
- Page 4:** VA Contact details

## Arthritis NZ – Wrap Stars!

*“...fiddley wrapping wasn't that easy for some of our team who had arthritis themselves.”*

What better way for us to end 2007 than to give something back to an organisation that is always helping others. When Volunteering Auckland sent an email out, looking for volunteers to work the Christmas Wrapping booths at Sylvia Park, the team at Arthritis New Zealand was more than keen to give it a go.

After the initial enthusiasm died down, and we realised what we had volunteered for, we discovered we had little to no experience, as a team, in wrapping ... plus fiddley wrapping wasn't that easy for some of our team who had arthritis themselves. But after ringing in a couple of family friends, who have experience or just liked the idea of helping out, we had a full team of Christmas Wrappers. Our young, and enthusiastic, team members were matched up with our not so confident wrappers.

The day was a fantastic morning out for the team and gave us all a chance to have a little fun outside the office environment. Volunteering Auckland had everything ready for us ... and our greatest fear, of making ribbons, was proved unfounded when we discovered they had foolproof ribbons - which even we could do! All in all it was a fun day out and we look forward to 2008.

By Greg Sharp – Regional Fundraiser, Arthritis New Zealand

## Introducing

### Dianne Denny - Chair of Volunteering Auckland.



Kia Ora, G'day, my name is Dianne. I am from Australia and have been living in NZ for 6 and a bit years now. My husband was working for a NZ company and they needed someone with his qualifications to work in the

Auckland office so asked if he would consider coming over. We discussed it and thought “why not” and we love it over here.

I have had many years' experience working as a volunteer manager, being a volunteer and being on Boards as a member and Chairperson. My passion is working with people and trying to make a difference in their lives and throughout the community. I have been very lucky to have worked with some amazing people who have inspired me and helped me to become the person I am.

It is a pleasure to work with Volunteering Auckland as the Chairperson and working with a great team of Board members and Staff, here's to a great 2008!!

I would like to thank those of you who voted me onto the Board of Volunteering New Zealand. I hope I do you proud and look forward to becoming more involved in this area.

I look forward to meeting those of you whom I have not yet had the pleasure to meet in some of the workshops that will be organised throughout the year.

### Sam Cunningham - Fundraising and Marketing.

Sam's brief at Volunteering Auckland is to increase funding and build VA's profile in the community. His ultimate goal is to see many more volunteers involved with community groups. He is a self-confessed volunteering 'geek' with over 14 years experience. Amnesty International activists voted him a DOVE Award in 2005.



“I really do reckon that we have to be the change we want to see in the world and success is usually the result of sheer hard work and a busload of faith.”

Five years ago Sam established the Ethiopian DESTA project to support the development aspirations of Degan, a rural community in north-eastern

Ethiopia where he grew up. He has raised funds to build classrooms, a school library, deliver books and sports equipment, funds for the clinic and connected local farmers to NGO sources of micro-finance. In Amharic, DESTA means “happiness” and stands for the values of the project which are; Development, Empowerment, Sustainability, Technology that's appropriate and Accountability.

## Digital Future Summit v2.0

28-29 Nov 2007, Auckland

*Do you want to make better use of the new digital technologies that are rapidly changing many aspects of the way we live, work and play?*

The *Digital Strategy version 2.0* is about further developing the use of, and access to, digital technology across all sectors including business, government, culture and community.

The non-profit and community sector did get a few mentions at the *Digital Future Summit* but the main focus was on the government and business sectors.

For more on the Digital Future Summit go to [www.digitalsummit.org.nz](http://www.digitalsummit.org.nz).

For more on the Digital Strategy v 2.0 go to [www.digitalstrategy.govt.nz](http://www.digitalstrategy.govt.nz).

A COVAK meeting was held at VA immediately after the summit. There was discussion on how best the community and non-profit sector can contribute to the planning process as key stakeholders in a digital future.

Some challenges faced by many in our sector include:

1. Funding is needed to invest in the new technologies.
2. The widespread lack of expertise in digital technology must be addressed.
3. Support is needed to tap the huge potential to strengthen the sector, reduce costs, build relationships and much more.

*Our sector has a real opportunity to contribute to the consultation process. Please consider making a submission. This is a great chance to be heard.*

**Consultation Process for Digital Strategy 2.0**

1. Workshops and meetings with interested parties. Feedback will be collated.
2. Online channels including the blog and forums. See links at [www.digitalstrategy.govt.nz](http://www.digitalstrategy.govt.nz)
3. A Digital Strategy wiki.

What is a 'wiki' or a 'blog'?

*Suggestion: These terms are here now and will be part of our community's digital future. Perhaps the less certain we are about preparing for that future, the more important it is that we make submissions to ask for the support we need.*

**KEY DATES**

1. **March 30, 2008** – Draft Digital Strategy v 2.0 is released for public submissions.
2. **April/May 2008** - Public Submission Period
3. **June 30, 2008** – Launch of Digital Strategy v 2.0

Submissions will be accepted by post, email and via online channels. All feedback and submissions will inform and contribute to the refresh of the Digital Strategy v 2.0.

*Suggestion: Before making a submission, why not consult with young people in your networks. They may have ideas and give insights that some of us would never think of!*

**Worth a Look**

[www.canadawhocares.ca](http://www.canadawhocares.ca) "In a provocative and insightful analysis, Linda L. Graff and Paul B. Reed take us inside the latest research to reveal how volunteering is changing in our country..." (Canada)

[www.communityresearch.org.nz](http://www.communityresearch.org.nz) A place to find good community research and researchers. (New Zealand)

[www.volunteerpower.com](http://www.volunteerpower.com) "Mobilizing the power and passion of the volunteer network." (USA)

**Tax Policy Submission**

*"The definition of "volunteer" means a person who..."*

In December 2007 Volunteering Auckland made a submission to the Officials Paper on the *Tax Treatment of Honoraria and Reimbursement of Volunteer Expenses*.

**Summary of Key Points:**

- That any definition of "volunteer" should not be limited to activities carried out for, or on behalf of, registered charities
- That the definition of "volunteer" means a person who, by free choice, free will or to fulfil cultural obligations, offers his or her time, work and skills for the public benefit/common good, without expectation of compensation, other than reimbursement of reasonable expenses and subsistence allowance necessary for the accomplishment of his or her assignment/s as a volunteer.

- That all reimbursement payments to volunteers be included in the definition of "exempt income"
- That honoraria and reimbursement should be paid separately however there would need to be definitions of both honoraria and reimbursement i.e. what constitutes both.
- That honoraria payments need to be treated as income for tax purposes for they are personal income and outside the area of true volunteering.
- That there needs to be an evolutionary move to a situation where an individual can register as a volunteer and receive tax deductions for their voluntary acts just as a paid contractor can be registered to claim legitimate deductions.
- That the Network of Volunteer Centres throughout Aotearoa New Zealand can assist in the recognition and identification of bona fide volunteers.

**COVAK Meeting Dates****Co-ordinators of Volunteers Auckland (COVAK)**

meets monthly to enable co-ordinators and managers of volunteers to network with their colleagues in the not-for-profit sector, share experiences and discover valuable and innovative ways to effectively work with volunteers.

COVAK is open to any two representatives from your organisation / community group which is *currently* registered with Volunteering Auckland. If you are not a current member a charge of \$10 per person is required.

**Ways to Register as a member of VA:**

- Online: Go to [www.volunteeringauckland.org.nz](http://www.volunteeringauckland.org.nz) .
- Email: [admin@volunteeringauckland.org.nz](mailto:admin@volunteeringauckland.org.nz)
- Phone: (09) 377 7887

**COVAK Meeting Dates for 2008:**

11 March – Martin J Cowling workshop (See box below)

20 May, 20 July, 23 September, 18 November.

*Note: COVAK meetings are generally the 4<sup>th</sup> Tuesday of each month unless otherwise stated.*

Workshop by  
MARTIN J COWLING

**21<sup>st</sup> Century Volunteering  
- Beyond the Stereotypes**

The newer generations are bringing unique sets of values, beliefs and attitudes to organisations and a voluntary sector which Martin J Cowling contests are largely not geared for them. Martin J Cowling outlines clear strategies to engage the current generations and challenges people and organisations to look at how to re engineer their organisations.

For more information on Martin J Cowling go to [www.pfts.com.au](http://www.pfts.com.au)

**Date:** Tuesday 11 March 2008

**Venue:** Volunteering Auckland, 70 Khyber Pass Rd, Grafton. (By St David's Presbyterian Church)

**Time:** 9am to 4:30pm. *Light lunch provided*

**Cost:** \$85 for members of Volunteering Auckland, \$120 for non-members.

**Martin J Cowling Workshop Registration**

Registration Forms can be downloaded and printed from [www.volunteeringauckland.org.nz](http://www.volunteeringauckland.org.nz). Please complete the form then post with your cheque payment to Volunteering Auckland Trust. (Postal address below).

## NEW MEDIA OPPORTUNITY ! - Open to All members

This initiative is to support community groups that know how difficult it can be to attract media attention.

One way to attract more volunteers into our network is to promote volunteering as a personally rewarding activity and the great diversity of opportunities available.

To this end, Volunteering Auckland has set up a trial programme with the AUT School of Communication Studies. The aim is to link journalism students with VA members to write stories about your community work. We hope this will draw out more people who may be interested in volunteering but are unaware of the huge range of opportunities available.

AUT have asked that VA co-ordinate the process so that staff and students are not flooded with individual inquiries.

Some members will already have well-established relationships with their local media. This initiative is to support community groups who know how difficult it can be to attract media attention.

*The plan is for an AUT student to be attached to your organisation for a period of 6 - 8 weeks to research and write news stories for the community paper in your area. The trial will run from late April to mid June.*

If you are interested in being part of this trial, please email a brief paragraph (100 words max) on how you might use a student to work on news stories or campaigns that you are running and who would be the main contact person in your group. These will be put before the students.

Email: [samc@volunteeringauckland.org.nz](mailto:samc@volunteeringauckland.org.nz)

## Volunteer Awareness Week

**Date:** June 8 – 14 2008

**Theme:** Achieving Your Potential.

**Opportunity:** VA will be looking for one-day projects for teams of 6-20 people to undertake during this week Monday to Friday between 9am and 4.30pm.

*Please start thinking about how best you could deploy a volunteer team with your group and send your project description to:*

[cheryll.martin@volunteeringauckland.org.nz](mailto:cheryll.martin@volunteeringauckland.org.nz)

## Trustees Wanted

### Volunteering Auckland Trust: Voluntary Position

*"We are particularly looking for trustees who can offer expertise and guidance in the funding/legal/governance areas."*

There are vacancies on Volunteering Auckland Trust Board for keen community minded people who want to promote and support volunteering within the greater Auckland area.

Volunteering Auckland has 290+ charities registered as members, comprising both small and large community and voluntary organisations, involved in a wide range of welfare, health, sport, environment, education and community services. In addition to supporting and promoting volunteering, we provide information, training and advisory services to our members and others who use volunteers in governance and service delivery roles.

The volunteer commitment on the Trust Board is approx. one to two days per month for a minimum 3-year period. We are looking for trustees who can offer expertise and guidance in the funding/ legal/ governance areas.

A copy of our latest Annual Report is available on application. Please forward a brief CV and letter of introduction with an outline of skills you can offer to Volunteering Auckland. Applications close 30 April 2008.

**Apply to** Dianne Denny, Chair of Volunteering Auckland Trust Board, by email or post. See address below.

## Reminder

*Please ensure we have your up to date:*

- *contact details*
- *volunteer vacancies*

**Contact details:** Did you get this newsletter by email as well? If not, then we do not have your up to date email contact details. This can happen after staff changes result in a name based email address becoming inactive.

*Note: Volunteer Management Training dates will in future be advised by email only.*

**Volunteer vacancies:** Contact our Services Manager Marja van Straaten to get your new vacancies onto our database and to up date your current listings.

**Email:** [admin@volunteeringauckland.org.nz](mailto:admin@volunteeringauckland.org.nz)

## VA Address & Contacts

**Postal Address:** P O Box 8814, Symonds St, Auckland 1150

**Physical Address:** 70 Khyber Pass Rd, Grafton, Auckland 1150.

**Phone:** (09) 377 7887, **Fax:** (09) 377 9915

**Email:** [admin@volunteeringauckland.org.nz](mailto:admin@volunteeringauckland.org.nz)

**Website:** [www.volunteeringauckland.org.nz](http://www.volunteeringauckland.org.nz)