



Volunteering Auckland
Where Volunteering Begins

Promoting and Supporting Volunteering

Volunteer Trends

Autumn Edition

2012—Issue 2

Let's Talk ...



I went to an inspiring opening event the other week at **The Kitchen** and got to talk to some very inspirational young people who are working in the social entrepreneur space. I am often able to meet and talk with people who are making a difference in their communities and look for ways that Volunteering Auckland can assist them. It's an exciting time in the voluntary world with so many different ways that people can and are contributing.

Volunteer Awareness Week this year is all about 'Building Community through Volunteering' and we all need to be aware of the many and varied ways that people can and want to contribute to their communities. Are we being flexible enough in our volunteer programmes to allow for this? Even the word 'community' has many looks today from the local community outside our back doors to the community we have through social media. People are connecting to volunteering through a vast array of media. What methods are you using as recruitment techniques to ensure the widest reach?

We are very excited about the **Professional Development programme** we have put together this year for Manager's of Volunteers—all those who are responsible for the recruitment, retention and mobilization of the volunteer workforce within our organisations and programmes. Check out the Back Page Trainer, Page 4, and for more information see <http://volunteeringauckland.org.nz/news/workshops-forums>.

Yours in Volunteering,
Cheryll Martin, General Manager

The Kitchen is Open!

The Kitchen is a shared workspace for changemakers: freelancers, social entrepreneurs, not-for-profits: those working for more than profit.

The Kitchen catalyses positive innovation by providing flexible membership of an inspirational workspace — to work, meet, host events, learn, collaborate and celebrate what is good.

The Kitchen has a combination of permanent desks, hot- desks, full- and part-time options. They provide desks and chairs (hey, that's new), filing, meeting rooms, event hosting space, smoking hot internet, printing, scanning photo-copiers. They also have mentoring and business advice available. And they will profile you on their website as part of their community.

Do you know any:

- * People who are freelancers, small (1-3 people) businesses, social entrepreneurs or small charities who might need workspace?
- * People who might be interested in sponsoring charities into our space?
- * People who may want to hire a fabulous event venue - with views over Auckland and a wrap-around deck?

Contact : hello@thekitchen.net.nz



Attending the opening of The Kitchen. Left: Tina Reid, SDP Right: Cheryll Martin, VA

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What's On:

Volunteer Awareness Week:
17-23 June :Building Community through Volunteering"

- see Page 2 for details

- **4 May 2012—'Skilful Inter-viewing'** workshop, at Volunteering Auckland, 70 Khyber Pass Rd, Grafton.

—see Page 4 for details

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Volunteering NZ News

Managers of Volunteers Programme: *Learning and Development Update...*

As work for the Managers of Volunteers Programme has progressed, one of the most-requested aspects has been a learning and development 'pathway'. Managers of volunteers ask for clear entry points into the field, progression and learning opportunities during their career, and ways of gaining recognition for the skills and experience they have, but which they might not have captured in any form of qualification.

A pathway suggests movement, and to capture movement, we need markers. To achieve this, the Learning and Development Working Group in the Managers' Programme have been working on identifying high-level progressive competencies for managers of volunteers, and we are just finishing our first draft. From around the middle of May to the middle of July, we will be seeking input and feedback on this draft work from managers of volunteers everywhere, and aiming to incorporate as much as we can of what you all say into the final version of the competencies. I'm looking forward to hearing back from you about what you think! Just to add a bit of intrigue into the mix, they may look a little different from what you're expecting...

Gaining Great PG Coverage

In a world where it is becoming increasingly difficult for organisations to 'have a voice' we are always looking for ways in which to be heard. Here are some ideas you may like to consider:

- Local community newsletters and business magazines: research local newspapers and magazines – get a feel for what their readers may be interested in and present your story in a way that could appeal directly to them.
- Tell a story: find an angle that would be interesting to readers such as an interesting statistical fact or figure and then build a story around that to provide a unique or compelling context for the reader.
- Ensure the focus is relevant for the publication you are submitting your press release to – consider the potential impact of your story if it is targeted to that particular publication and tailor it if necessary to a select number.

- Make it easy for the publication to publish – ensure the article is well written and doesn't need too much editing and you may increase your chances of being published.
- Be on time – a missed deadline is a missed opportunity.
- Selective targeting – consider a more sniper-like approach rather than a scatter-gun. The opportunity is to become known to certain publications so it becomes easier to create a relationship for future publicity.
- Build relationships – by becoming an 'expert' in your field, you can become an authority that journalists will come to for information or opinion. Creating this kind of relationship can do great things for your organisation's profile.
- Get started with expert advice if you don't have it in-house. Partnering with a media expert initially means that you can gain valuable experience and then be able to manage some media relations yourself when required, and have a media partner when necessary.

Board Message



Hi everyone! Well can you believe it is already April, where did the last three months go?

On behalf of the Board I would like to congratulate Cheryl and the team here at Volunteering Auckland on the amazing job you all do with keeping things going in these tough times where funds are limited and work is increasing. . It would be remiss of me not to say "wow Cheryl, you have once again , achieved amazing results in your funding applications!!" Well done!

This is once again a busy year ahead with the upcoming VAW, a proposed conference in November, (am I allowed to tell you that?)

I would like to thank each member of the board for the great support and contributions you all give so willingly.

Dianne Denny , Chairperson.

"Building Communities through Volunteering"

Volunteer Awareness Week runs from Sunday 17 June to Saturday 23 June.

VAW 2012 marks New Zealand's largest celebration of volunteers, volunteerism, and civic participation.

Volunteerism contributes to the world in so many ways, and shapes much in our lives.

Volunteers are creating positive change on many fronts – community health care, sports and recreation, heritage and arts, environmental protection and advocacy, disaster relief, international development, and volunteer fire fighting – the list is endless. The work of volunteers is essential to building resilient communities at home, and around the world.

The need to support and get involved in volunteering is important for basic civil society to function – from 'grass-roots' volunteering to online volunteering. As a

nation we can build community connections through helping out in our communities – we've seen it happen across the country in recent months; from the RENA oil spill, to the Rugby World Cup, to supporting our friends in Christchurch.

Think of communities as widely as possible – local regions, interest groups, online networks, people with similar or shared values. It's about putting your communities and energy into action, and getting the impact we need to ensure all the communities of Aotearoa thrive.

Volunteers are the backbone of our society. Supporting volunteerism and getting involved means we need everyone to be an active citizen and support their communities for greater outcomes and better lifestyles.

Tell us what you are planning for VAW2012.

Magic Moments

We see many different people coming through our doors from a wide variety of backgrounds looking to make a contribution to their community. For some it's about building new networks, some are after work experience, and for others it's about giving something back to their community. The VA Team does its best to listen to their individual needs and to match them to the needs of our member organisations. This mostly works very well but occasionally things can be frustrated by the lack of response from a potential volunteer, or by our member organisations failing to record an outcome. However every now and then we get a gem reminding us all of why we're here, and one such gem happened this week. We received the following message in an email from a volunteer following her interview:

'I value all the kindness shown to me earlier on today. My heartfelt gratitude to that lovely lady who did everything within her power to give me back my humanity, she is so well suited to her job!'

Both the interviewer and I had goosebumps . . . it was a job well done!

Member's Corner

'Working with Diversity' — Managers of Volunteers Networking Forum held 1st March 2012 We all work with a diverse range of Volunteers from all backgrounds and sometimes there are unforeseen difficulties to deal with. During 2012 we are planning a series of sessions on working with diversity and the difficult situations that can arise, and the first forum for the year was around Mental Health. How to recognise when your Volunteer is not coping, things that may go wrong, who to talk to and how to work with this. Many people in recovery are being encouraged to volunteer to rebuild their confidence and connections to their community. This means the sector needs to be aware of the different kinds of volunteers coming through their doors, what their needs are, and how this will affect their involvement in their organisation.

New Zealand has a high rate of depression with 20% of the population suffering from some form of mental health issue at some time during the course of a year; this is something that is likely to affect us through either our families or people we work with. Our speakers Amanda Luckman, Consumer Advisor from Affinity Services, and Debbie Swanwick from the Regional Consumer Network, went a long way in demystifying and breaking down barriers and perceptions around this topic and answering any questions and concerns. Amanda very generously and courageously shared her own story, giving insight into the nature and fragility of living with mental illness and the process of recovery.

For more information about the Manager's of Volunteers Network see Page 4 ...

Team Group Volunteering Programme



The Team and Employee Volunteering Programme at Volunteering Auckland has gathered a great deal of momentum

over the last six months with more and more companies joining the VA Corporate Volunteering Community. Employee volunteering initiatives are often linked to the companies Corporate Social Responsibility Programme (CSR). Staff see this as an opportunity to give back to the community and come together as a team outside of their normal work environment. Some of the projects that teams have been involved in over the last six months include mucking in with gardening and nursery work at Orakei Marae, helping Youthline Manukau transform an old fire station into a new youth centre, assisting the Auckland Zoo with their primate enrichment programme and building tracks in the regional parks net-

ANZ Finance Team to Shakespeare Park Volunteering Auckland referred Staff from ANZ Finance [Auckland] to Shakespeare Regional Park at the end of the Whangaparoa Peninsula. They arrived on a grey, wet day in February to offer their assistance to the park rangers as part of ANZ's volunteer day.

The regional park had recently built a predator proof fence and closed the end of the Peninsula off as a 'Main Land Island' to encourage bird life.

The Team says, 'Our main job for the day was to dig trenches, to lay water run off pipes and spread gravel on a steep track leading to a lookout point at the end of Te Haruhi beach. The work involved lots of heavy lifting and digging and we worked well as a team to create a chain gang to transport the gravel up the track.

The result was a very smart looking track and a much impressed park ranger. As we had been so efficient

at the task in hand we spent the remainder of the afternoon clearing the very minimal rubbish on the beautiful Te Haruhi beach. All in all it was a very rewarding day, doing something different to our day jobs and above all giving back to our community.'

If you have a project [Head, Hand, Heart] for a team interested in getting involved in the Auckland community contact us.



Contact Details

Chairperson

Dianne Denny

Vice Chair

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Team Group Volunteer Programme Coordinator

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Quote:

**Ko taku rourou, Ko tau rou rou, Ka
ora te tangata.**

With my resources, And your re-
sources, Everyone will benefit.

Back Page Trainer

Manager's of Volunteers Network:

A forum for those who are responsible for recruiting, coordinating, supervising and otherwise mobilising volunteers whether within an organisation or programme. Your chance to meet with like-minded people to discuss how to work in today's environment for volunteering and its associated management issues and trends.

2012 Network Dates: [10am—12noon]

18 June 2012 [Monday—Volunteer Awareness
Week—LUNCH!]

2 August 2012 [Thursday]

4 October 2012 [Thursday]

Topics/Guest Speakers will be emailed to you once confirmed.

FREE to any two persons from financial members of Volunteering Auckland. \$10 per person for non-financial members.

Contact: admin@volunteeringauckland.org.nz
to check your membership/email details.

Do we have your correct email addresses ?

Professional Development Workshops 2012:

Volunteering Auckland's workshops are designed for those who work with Volunteers—recruiting, coordinating, supervising and mobilising our volunteer workforce.

4 May 2012—'Skilful Interviewing'. Interviewing volunteers is very different to interviewing paid staff. Perhaps surprisingly, the fit with your organisation is far more important than the fit with the job. It takes thought, preparation and skilful questioning to uncover the information you need to make a good decision—Jenny Magee

17 May 2012—'Developing and Managing Volunteer Performance' - UNITEC

12 June 2012—'Managing Arms-length Volunteers'. A half day workshop looking the challenges in working with volunteers with whom there is limited contact—Jenny Magee

2 August 2012—'An Inside Job—Promoting Volunteers within your Organisation'. Understanding the value and contribution of volunteers—Jenny Magee

16 August 2012—'Train the Trainers —Essential Skills for Training Volunteers'
UNITEC

Venue for Forums and Workshops will be Volunteering Auckland, 70 Khyber Pass Rd, Grafton

Heads up—5-6 November 2012— a conference in Auckland with a focus on professional development for Manager's of Volunteers. Watch this space!

See www.volunteeringauckland.org.nz/news/workshops/forums for more information or contact: admin@volunteeringauckland.org.nz

Are you Counting the Giving [Volunteer Hours]?

Giving not Counted

Companies may be giving but they're not calculating how much, according to a soon to be completed 'Business and the Community' survey.

It shows 77% of New Zealand businesses actively contribute to the community but 60% do not currently measure their community involvement.

'Business and the Community' was commissioned jointly by BNZ and The London Benchmarking Group (LBG), a global network which measures and reports on corporate community investment worldwide.

The research shows that corporate giving is motivated by a range of business objectives that go beyond a philanthropic sense of responsibility.

Survey responses cited corporate giving, or

corporate social responsibility initiatives (CSR), as holding meaning for key stakeholders including staff and customers, yet few businesses are measuring their investment to see if results align with intentions.

A total of 570 respondents, from SMEs and larger organisations, completed the survey which was run by research organisation Horizon Poll.

Survey respondents were asked to detail the ways in which their organisation contributed to the community with cash donations and sponsorships making up almost half of the total, followed by employee time (volunteering) and 'in kind' support (goods or services gifted).

According to respondents the most popular sectors for corporate investment are in education and with young people, followed by health, the environment and then aid/

emergency relief.

The Business and the Community survey also found:

- 77% of organisations contribute to the community
- 81% believe that businesses have a responsibility to practise CSR
- 60% of organisations do not currently measure the impact of corporate giving
- 60% of respondents believe that an established methodology for measuring community investment would add value
- 70% of respondents think a company's CSR programmes make it a more desirable employer
- 80% of organisations do not have a role dedicated to CSR
- 66% of organisations contributed to the Christchurch earthquake relief effort