



**Volunteering Auckland**  
Where Volunteering Begins

Promoting and Supporting Volunteering

# Volunteer Trends

Summer Edition

2012—Issue 1

## Let's Talk ...



A new year .. A new start. I always feel excited about the prospect of "starting again". I think ... this year I will be more organized, more proactive, less caught up in the stresses that come with managing a NFP. I

spend time tidying my desk [and for those who have seen it by year end know why I need to do this]. I spend time sorting out all the accumulated paperwork that has mysteriously appeared in piles in my work space. I make lists of things I need to do and get a lot of pleasure ticking them off. I plan my year making dates for all the things I am responsible for and involved with. For the first few weeks of the year all goes well ... then something happens!

We are only into the 2nd month of the year and already those mysterious piles are starting to appear ... that list I wrote to keep me organized and on top of things is starting to be harder to find under the papers on my desk. What's happening? I look at my calendar and I don't see many spaces for additional meetings or workshops within the next 6 months.

It's very clear to us at Volunteering Auckland that there is a huge increase in demand for our services from those who work with volunteers in our sector. One project I intend to make time for is the work on a Learning and Development pathway for Managers of Volunteers. This important piece of work is a world first in terms of developing the role that is so very important in our organisations ... Managing and Coordinating our volunteer workforce! Volunteering Auckland has been involved in this project from its inception and before when we were looking at our "Working Smarter" initiatives in 2009. Keep an eye on our e-mails to members from either myself or Marja [Services Coordinator] for updates on this project and others.

Look forward to a busy 2012!

Yours in Volunteering,

Cheryll Martin, General Manager

## Valuing our Role as Managers of Volunteers

Managers of volunteers must be valued, well-resourced and have professional development opportunities – that's the vision for Volunteering New Zealand (VNZ)'s Managers of Volunteers Programme. It includes *all* managers of volunteers; the volunteers, the paid, full timers, part-timers. Currently, the programme has two main streams of work that both stand alone and overlap:

### Learning and Development

The idea behind this work is to provide people who currently manage volunteers and people who would like to with a 'pathway' to follow. In 2012, our National Working Group will focus on 3 main areas:

*Identification and development of generic key competencies for managers of volunteers*

What skills, knowledge, attitudes and values do managers of volunteers need to do their role effectively? Are these the same across all volunteer management roles?

*Development of a centralised information hub for professional development opportunities*

A searchable tool on the VNZ website, that managers of volunteers can use to search by topic and area for training to suit them

*Development of an Assessment of Prior Learning (APL) system*

So experienced managers of volunteers can gain qualifications that recognise the vast knowledge and skill they have

### Recognition

Our goal is to support managers of volunteers with tools and tactics for advocating on their own behalf, but also educate and support organisations to make internal changes that reflect the importance of volunteer programmes. In 2012, our National Working Group will focus on 3 main areas:

Continued on Page 2 inside ...

## Inside this issue:

Let's Talk ...

**Valuing our Role as Managers of Volunteers**

**Board Message**

**Volunteering NZ News**

**International News**

**Magic Moments at VA**

**Member's Corner**

**Team Volunteering**

**Back Page Trainer**

**Trustees & Fundraising**

## What's On:

**Tuesday, 16 February 2012—**  
*Training workshop "Creating a Pro-Volunteer Culture"*

**Monday 27th February 2012 -**  
Values-Based Management And Leadership in the Not For Profit Sector, Scholarships available, UNITEC Grad Dip NFP Mngt

Email [nniranjan@unitec.ac.nz](mailto:nniranjan@unitec.ac.nz).

**Thursday 1 March 2012—**  
*Managers of Volunteers Network—Working with Diversity : Mental Health*

**Thursday 22 March 2012—**  
*Training Workshop—"Planning for Volunteer Involvement"*

## Volunteering Auckland

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## Volunteering NZ News

"Volunteering is now very much in vogue," says Vanisa Dhiru, Executive Director of national umbrella group, Volunteering New Zealand (VNZ).

"From volunteering in disasters, to major sporting events and the ongoing citizenship work across the country, VNZ sees their role in leading, promoting and representing volunteering across Aotearoa as being more important and complex in 2012."

VNZ's focus moves towards what they are hearing local volunteer centres and their national member organisations need.

"One focus is on scoping new research for the needs for online volunteer management systems and engaging volunteers of certain areas of the community – Maori, Pacific, Ethnic and Youth," says Dhiru.

"VNZ is also planning to ensure a good relationship is built with the new Minister of the Community and Voluntary Sector, The Honorable Jo Goodhew".

Sign up for updates on the work of VNZ at [www.volunteeringnz.org.nz](http://www.volunteeringnz.org.nz)

## Valuing our Role as Managers of Volunteers cont ...

### *Development of best practice guidelines for volunteer-involving organisations*

What do organisations need to do to support managers of volunteers and volunteer programmes to be the best they can be?

### *Identification of champion organisations*

Which organisations are really striving towards best practice?

### *Valuing the contribution of volunteers and the outcomes of their work*

How can we reflect and report on the impact volunteers make through their work?

As with any start-up, there's a need for centralised coordination to pull things together and get momentum, but for longevity, the vision needs to be kept alive at a local as well as at a national level. In the past 6 months, over 100 managers of volunteers from around New Zealand have now participated in a road-show workshop, including 35 people from Auckland who joined us in August 2011. Several volun-

teer-involving organisations from across the city are working together to respond to the priority areas for development raised in Auckland's morning workshop session. If you want to find out more about this, you can contact David at the Federation of Family Budgeting Services on [projectmanager@familybudgeting.org.nz](mailto:projectmanager@familybudgeting.org.nz), or Cheryl at Volunteering Auckland on [gm@volunteeringauckland.org.nz](mailto:gm@volunteeringauckland.org.nz).



Volunteers from Medtronic on Motuihe Island— brokered by our Team Volunteer Programme

## Board Message



Firstly let me say Happy New Year!!! I know it is already February, but this is the first newsletter of the year and we as a board would like to extend to each of you the best for 2012. We hope that your Christmas and New Year break was a time of happy family memories and that you are well rested and prepared for 2012.

We on the board are reflecting on 2011 and are extremely pleased to say that VA has accomplished much by way of serving and supporting you the members in your role as managers of volunteers.

We look forward to an action packed 2012 with the delivery of our services to you. So to ensure that you are getting the support you need from us in your role as a Manager of Volunteers complete the Member Needs Survey previously sent out.

I love this quote: "We are what we repeatedly do. Excellence, therefore, is not an act but a habit." Aristotle

Thank you for being part of VA as members, we look forward to a successful 2012.

- Dianne Denny, Chairperson -

## IAVE—News for 2012

IAVE's commitment to carry on their work started in 2011 includes:

\* Continue our commitment to convene the World Volunteer Conference every two years as well as regional conferences and youth volunteer gatherings.

\* In 2012, we will launch a new network of National Volunteer Centers, offering them a new way to work together and learn from and support one another.

\* Continuing our work with Partners of the Americas, we will launch RED2021, a new virtual network to enable youth volunteer leaders and their organizations to connect with one another.

\* Building on the Global Corporate Volunteer Research Project, we will expand our roles as knowledge leader and as connective tissue for companies committed to engaging their employees as volunteers in the community.

\* We will sustain our commitment to work in partnership with Dr. Lester Salamon at

Johns Hopkins University in promoting adoption by governments of the ILO manual on measurement of the amount, type and value of volunteering in their countries.

\* We will seek partners and sponsors to work with us to develop a global volunteer awards scheme to recognize the enormous contributions made by volunteers and the organizations they serve, thus sustaining the visibility given to volunteering by IYV and by this 10th anniversary celebration.

\* We look forward to continuing our active, mutually beneficial partnership with UNV and, through it, with the broader United Nations, supporting their efforts to gain the attention and commitment of all governments, calling on them to make the investment required to ensure the health and vitality of volunteering in their countries.

Check out <http://www.iave.org/> for more information on the work of IAVE—International Association for Voluntary Effort

## Magic Moments



Volunteering Auckland staff and volunteers had a wonderful day volunteering at Orakei Marae. We were introduced to our supervisors for the day, Piripi and Harriet. Both grew up on the Marae and were able to tell us about not only the plants and their medicinal uses, but also a bit about the history of the area.

We spent the morning shifting saplings and replanting natives before enjoying a yummy lunch. Fabulous Day!!!

## Member's Corner

### Writing a job/role description for your 'Request for Volunteers'

Before sending through your Request for Volunteers to list with us and for it to go onto our website spend some time thinking about the task, the skills required, the kind of person you are looking for and then when you've completed the form have read through and ask yourself: "Would I volunteer for this role?"

Sending in your Request for Volunteers is your chance to show your enthusiasm for the work you do and to promote your organisation, so get creative ... Mention the positives about volunteering for your organisation—who is the volunteer helping? Sad to say sometimes we get requests that really do sound like 'I don't have time so I'll get a vullie to do it' which is not going to entice anyone to come volunteer for your organisation.

Take a look at the following good example, and you'll see what we mean:

Retail Assistant Volunteers [for West Auckland Hospice]

Have you been thinking how good it would be to do something valuable for your community? Have you got a great way with people—and love to go the extra mile to give great customer service?

If you're nodding your head, then maybe now is the time to think about volunteering for Hospice? Our volunteers help us raise vital funds to support specialist care for people with life-ending illness in your community.

We need extraordinary people, with energy, vision and stickability to peddle the back end of the bike for our front line specialist team. Are you still nodding? Then give me a call today to have a chat and find out how you can help us Hospice West Auckland!

Contact Marja van Straaten [admin@volunteeringauckland.org.nz](mailto:admin@volunteeringauckland.org.nz) to discuss your voluntary roles.

## Team Group Volunteering Programme

### Introducing Kym Burke



In the seven months I have been coordinating the programme, I have been impressed by both the willingness of the team and employee volunteers and the dedication of our not for profit members to their causes. We continue to grow our corporate and academic membership as well as work with our not for profit members to identify and develop projects.

In the first half of the 2011—12 financial year, the programme placed 48 teams, a total of 476 people in voluntary activities. We will continue to provide the best possible volunteering broker service in the Auckland region to our members.

Types of projects suitable for our Team Group Volunteering Programme fall into three categories:

—Head projects

e.g. – capacity building projects e.g. IT projects; business analysis; project management; measurement tools to measure impacts and quality of projects; development of profiles for organizations to better market themselves including identifying and

designing specific marketing tools and content development of risk management evaluation tools; evaluating risks across community organizations e.g. funding, environmental, volunteers, services, etc; policy development etc;

—Heart projects

e.g. – social activities with elderly e.g. having a \_cuppa and a chat', reading the newspaper, assisting with exercises, art & craft activities; collecting on appeal days and awareness weeks; assisting with games days with people with disabilities or elderly, etc.

—Hand projects

e.g. – spring and autumn planting; weeding and garden maintenance; painting – internal and external; animals; beach clean-ups; rubbish clean ups and spring cleaning; walking track maintenance; garage sale preparation; furniture bank – sorting and boxing household items; building houses, conservation and environmental restoration projects; etc.

If you have something coming up in the next year or would like to discuss your project options with us please contact me at [services@volunteeringauckland.org.nz](mailto:services@volunteeringauckland.org.nz) or 09-377 7887.

Look forward to continuing to work with you in 2012.

- Kym Burke -



ANZ Staff at Peninsula Primary helping build an 'octopus' garden' for their Plant to Plate programme

### Friends of Volunteering Auckland

**ANZ/National Banks [Including UDC Finance and Eftpos]**

**BNZ**

**IAG / State Insurance**

**IBM New Zealand Ltd**

**Lifeway College**

**Next New Zealand**

**PriceWaterhouse Coopers**

### Provisional Members:

**Cotton On; Henkel New Zealand;**

**Kiwiplan; Medtronic; Spotless**



## Welcome

Welcome to our newest  
NFP members:

Ranui Baptist Community Trust  
Vision for Humanity Products Trust  
Cornwall Park Hospital  
Manukau Pacific Islands Trust  
Alliance Francaise d'Auckland  
Gecko NZ Trust  
University of Auckland [Research  
Office]  
Tranx, Drug and Alcohol Services  
Tennis Auckland Region Inc.

and a Welcome Back to:  
Te Waipuna Puawai Mercy Oasis  
ToughLove Auckland



Volunteers at our Xmas Wrap 2012

## 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]

1 March 2012 [Thursday] - "Working with Diversity in our Volunteers: Mental Health"

12 April 2012 [Thursday]

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.

Do we have your correct email addresses ?

FREE to any two persons from financial members of Volunteering Auckland. \$10 per person for non-financial members. Contact [admin@volunteeringauckland.org.nz](mailto:admin@volunteeringauckland.org.nz) to check your membership /email details.

### Workshops 2012:

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

16 February 2012—"Creating a Pro-Volunteer Culture", Martin J Cowling, People First

22 March 2012—"Planning for Volunteer Involvement", Cheryll Martin & Kym Burke, Volunteering Auckland

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

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](http://www.volunteeringauckland.org.nz/news) for more information or contact [admin@volunteeringauckland.org.nz](mailto:admin@volunteeringauckland.org.nz)

## Trustees and Fundraising—Who's job is it anyway?

To ensure the smooth and effective running of your organisation, it is important that everyone has clearly defined roles and responsibilities, including members of your board. For most aspects of your organisation this is easily achieved, however when it comes to fundraising, the lines often get blurred and the expectations are unclear.

Not surprisingly this leads to frustration, resentment and unnecessary conflict between individual trustees, management and fundraising staff. None of which is helpful for your organisation.

While every organisation will define people's roles and responsibilities differently, the reality is EVERYONE in your organisation should be involved in fundraising to some degree, and your trustees are no exception. Internationally, particularly in the USA, it is taken for granted that board members will either GIVE, GET or GO. That is, they will either make a donation themselves, use their networks and relationships to find new donors, or they will resign from the board. Playing an active role in the financial health of their organisation is non-negotiable.

In New Zealand, however, the opposite is true. Many board members believe it is unnecessary for them to GIVE or GET, because they are working in a voluntary capacity. The most common

argument is that they are already making a contribution by donating their time. Dig a little deeper and you'll also hear reasoning that it's 'not their role' or 'they don't know how' to fundraise.

What most trustees don't realise is that having board members lead by example is critical to your fundraising success. Not all trustees have to fundraise in the same way, but it is essential that they all GIVE or GET somehow. Here's why:

1. **Others follow their example**—in a nutshell, your board owns your organisation. They are responsible for the organisations success and need to lead by example. The public perceives your board members as being the people most passionate about your cause. If these passionate people are not willing to give, why should anyone else?

2. **Time is NOT money**—There is no dispute that time is valuable .. However, time is NOT money. Comparing time and money is like comparing protein and carbohydrates. Both are required to maintain health.

3. **Fundraising is about relationships**—the more relationships you have, the more money you raise. Your trustees have connections, networks and relationships they could 'unlock' for you.  
—from *Tonic magazine, Issue 12, 2011/2012*

## Contact Details

### Chairperson

Dianne Denny

### Vice Chair

Catherine Mitchell

### Treasurer

Matt Parkinson

### Trustees

Pete Yates, Nick Scott, Mere King, Gabby Clezy, Kate Ashcroft

### General Manager

Cheryll Martin

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### Services Coordinator

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### Team Group Volunteer Programme Coordinator

Kym Burke

[services@volunteeringauckland.org.nz](mailto:services@volunteeringauckland.org.nz)

### Quote:

**"One is not born into the world to do everything but to do something" - Henry David Thoreau, poet, writer, philosopher**