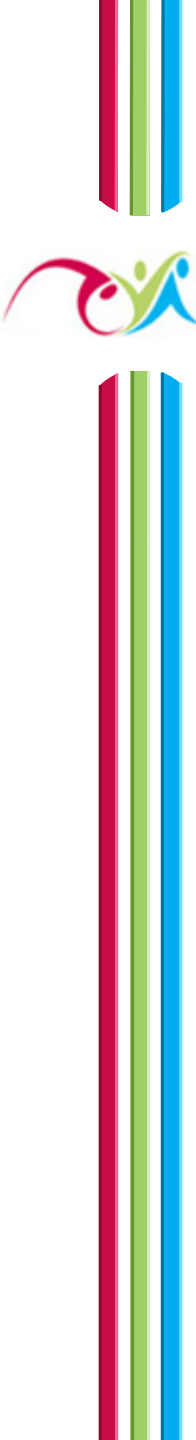


What data and why?

Karen Chillman

Head of Volunteering
Croydon Voluntary Action



Eventbrite

BETTER
IMPACT



simply
connect



Do-it

NailChimp

www.do-it.org



audioBoom



The main thing to remember is that, whichever measurement tools you decide on, it is only as good as the information you record there. We will concentrate on the 3 main tools we are using to measure our impact within the volunteer centre and why we do it this way.

Better Impact for managing internal volunteers
Volunteer Connect matching volunteers/Brokerage
Connect Well Croydon – activities/social prescribing



Before we can use data, we need to collect data

A screenshot of the MyVolunteerPage.com home page. The header includes the site name and 'team croydton' logo. A navigation menu has options like HOME, OPPORTUNITIES, SCHEDULE, HOURS, REPORTS, CONTACT, and MY PROFILE. The main content area shows a 'Welcome Karen Chillman' section with 'VOLUNTEER HOURS' for 'This Week' (0), 'This Year' (15), and 'Lifetime' (607). Below this is an 'Image Gallery' with photos from the 'London Road Carnival summer 2018' and a 'Get Social' section with social media sharing options and tweets.

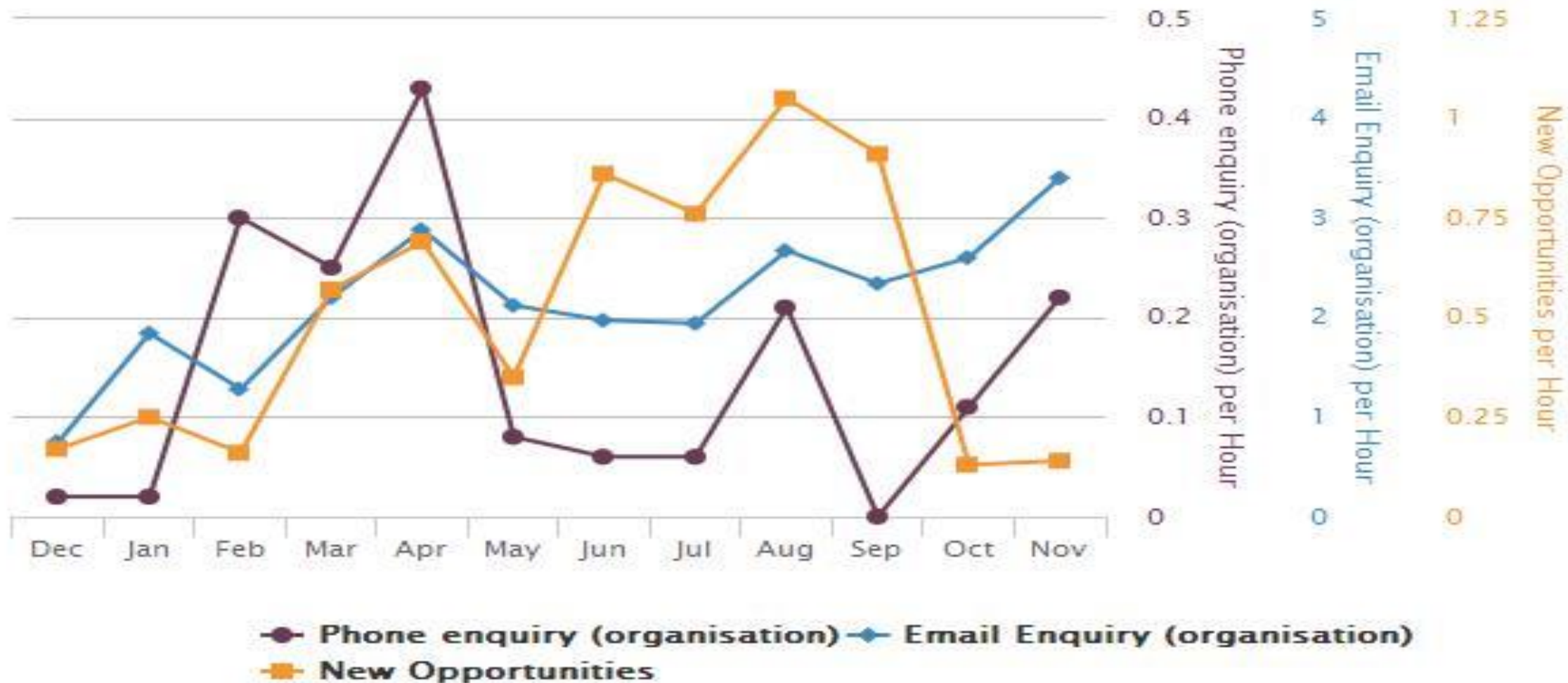
 A screenshot of the 'Opportunities' page on MyVolunteerPage.com. It features a 'Filter Activities' section with checkboxes for 'Only include activities that I am qualified for' (unchecked) and 'Only include activities that have openings available' (checked). There are also options to filter by 'Organisation' (Croydon Voluntary Action), 'Sort' (Activity Name), and 'Display' (Group by category checked). Below the filters is a table of opportunities:

ACTIVITY	SHIFTS	START DATE	END DATE
Christmas Gift Wrap Whitgift Croydon	53	26/11/2018	24/12/2018

 Another section for 'Remote Volunteering' shows one opportunity:

ACTIVITY	SHIFTS	START DATE	END DATE
AAV Communication Monitoring	1		

Numeric Feedback Efficiency over the past year



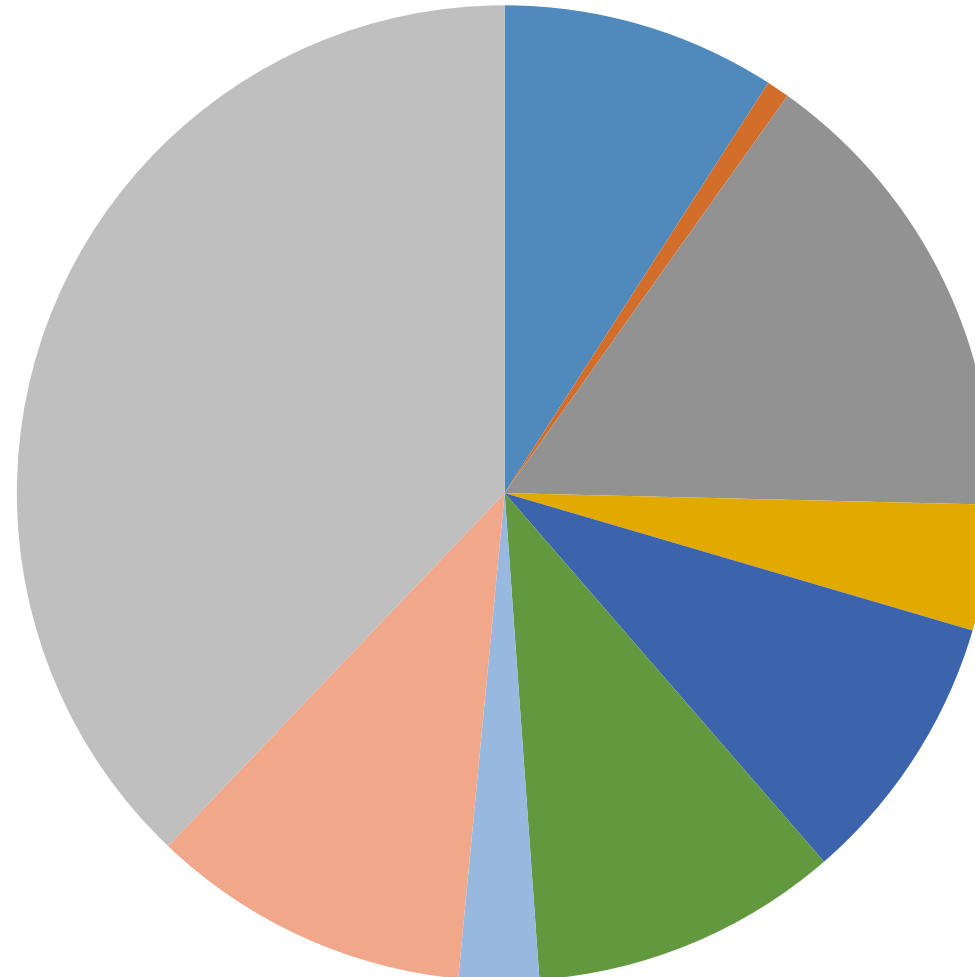
Numeric Feedback Efficiency over the past year



Volunteer Analysis by Demographics - Analysis by EmploymentStatus

As with all organisations we need to know that we need know our customer base.

We use Volunteer Connect as our main brokerage tool but also upload to Team London Speed Volunteering; WWW.do-it.org.uk



■ (Not Specified)

■ Carer

■ Full-Time Employed

■ Homemaker

■ Part-Time Employed

■ Retired

■ Self Employed

■ Student

■ Unemployed/Jobseeking

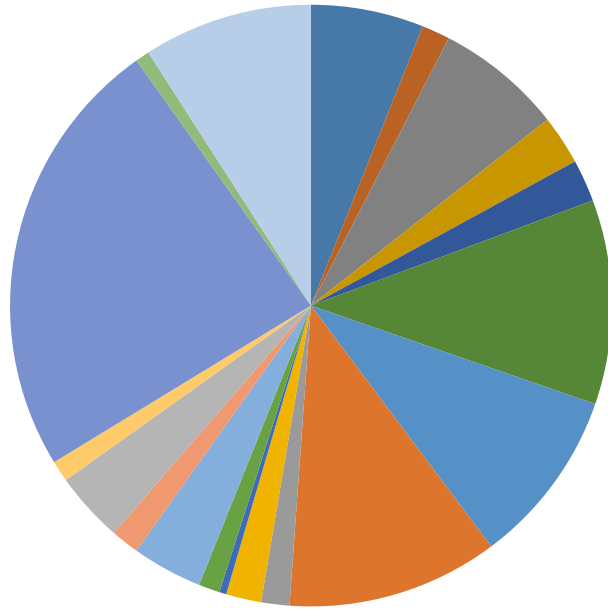
The reason we use Volunteer Connect

It gives us more flexibility and information which are able to use to pin point need and adjust our services

There has been assumption for some time that it is only the unemployed that come to volunteer centres but as we can see from last month break down

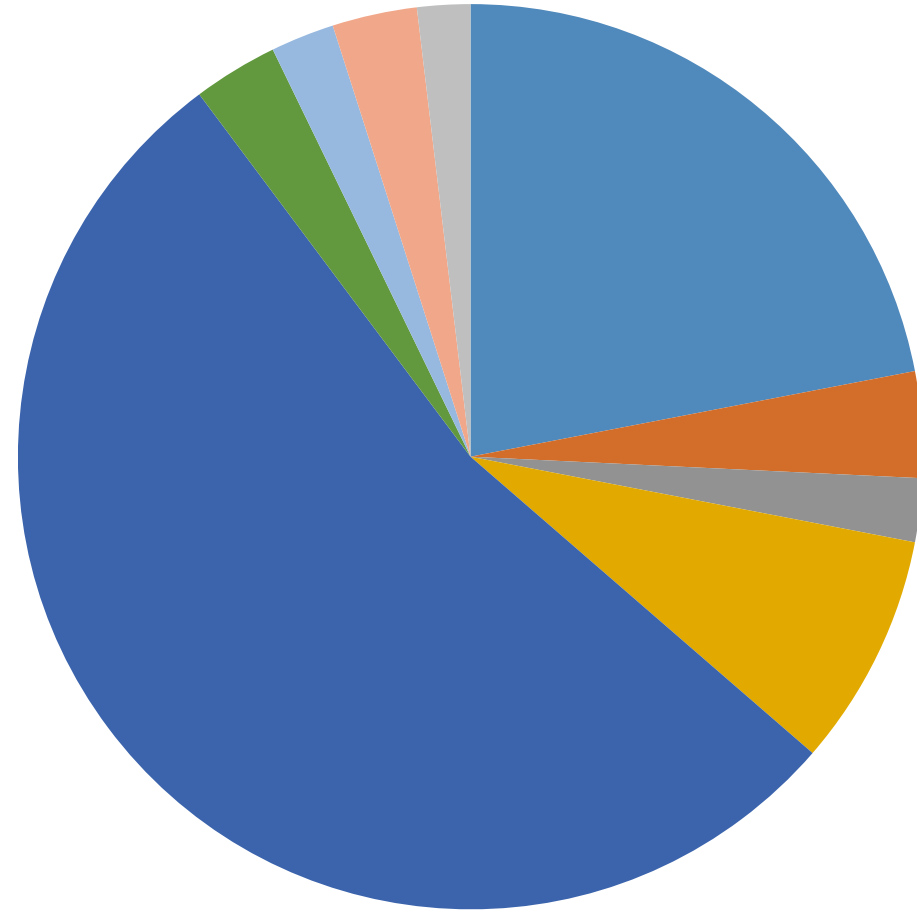
16% were in fulltime employment 9% part-time employment 3% self-employed
This has lead us to opening on a Saturday to capture this willingness to volunteer.
10% retired
11% students

Volunteer Analysis by Demographics - Analysis by Ethnicity

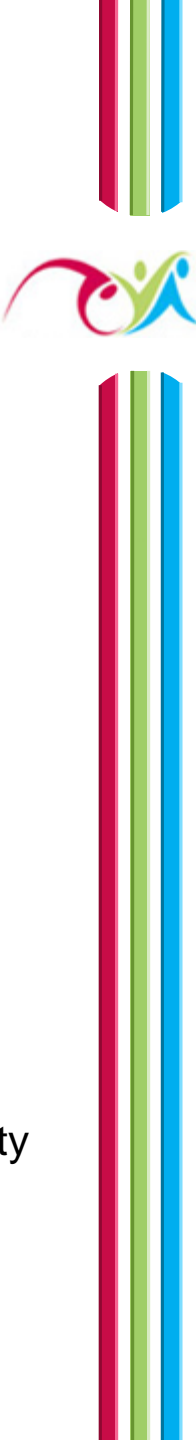


- (Not Specified)
- Asian Indian
- Asian Pakistani
- Black British
- Chinese
- Mixed White & Asian
- Mixed White & Black Caribbean
- Prefer Not To Say
- White British
- White Other
- Asian Bangladeshi
- Asian Other
- Black African
- Black Caribbean
- Mixed Other
- Mixed White & Black African
- Other Ethnic Group
- Unknown
- White Irish

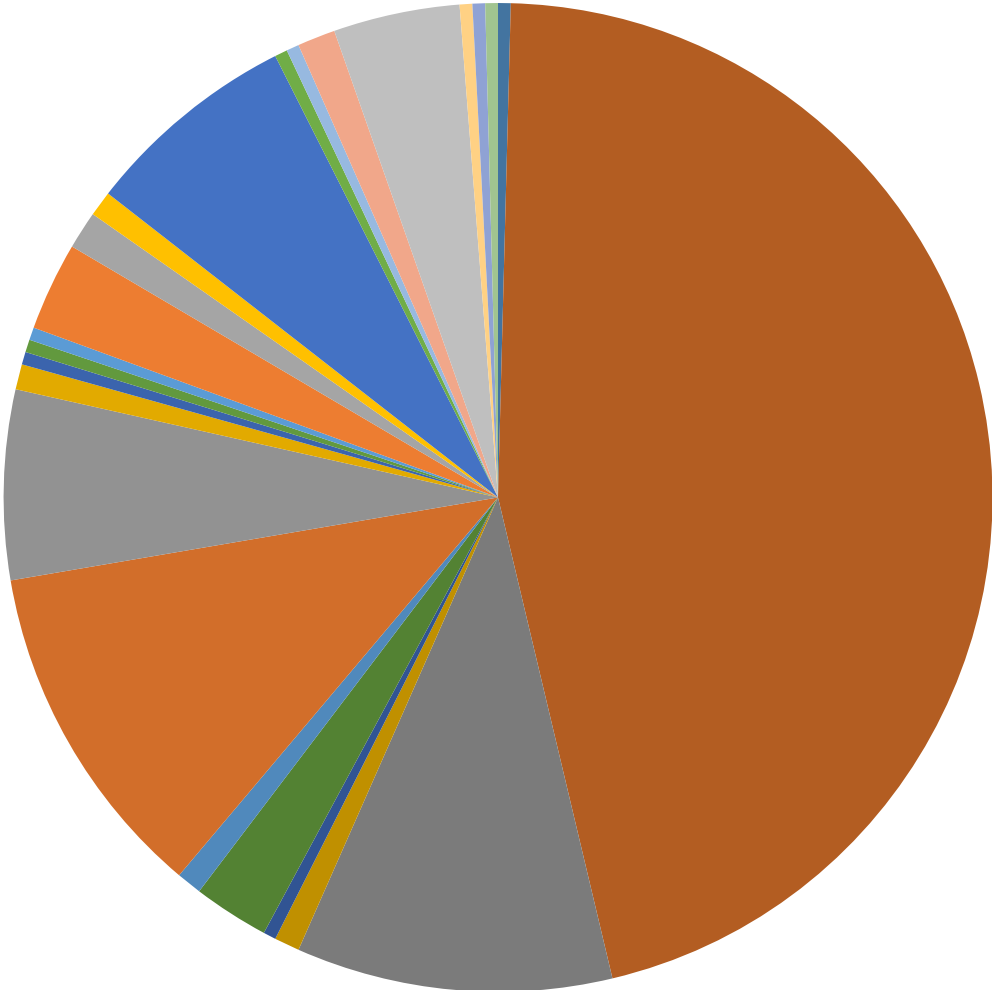
Volunteer Analysis by Demographics - Analysis by Disability



- (Not Specified)
- Long-Standing Illness
- Not Disabled
- Physical Impairment
- Unknown
- Learning Disability / Difficulty
- Mental Health Condition
- Other
- Prefer Not To Say



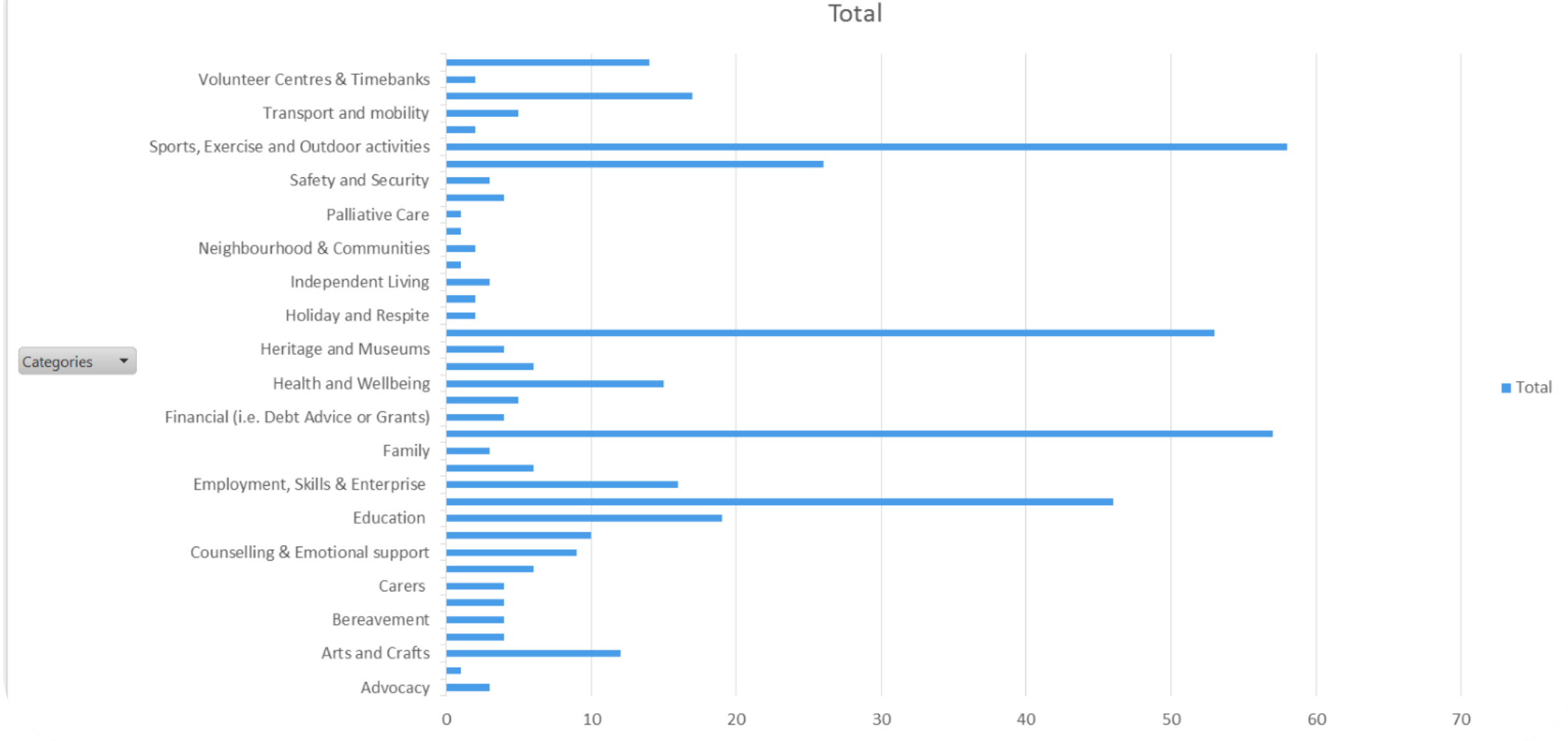
Volunteer Analysis by Demographics - Analysis by PostalArea



- | | | | | | | | |
|--------|-------|-------|--------|--------|--------|--------|--------|
| ■ BR4 | ■ CR0 | ■ CR2 | ■ CR3 | ■ CR4 | ■ CR5 | ■ CR6 | ■ Cr7 |
| ■ CR8 | ■ cr9 | ■ E1 | ■ KT19 | ■ SE1 | ■ SE19 | ■ SE20 | ■ SE21 |
| ■ Se25 | ■ SE6 | ■ SM1 | ■ SM6 | ■ SW16 | ■ SW17 | ■ SW2 | ■ Sw4 |



There approximately 400 activities listed



Activities include , Knit and Natter, IT session, Death Café, reading groups, eye condition group, eat with us (free meal), wheelchair basketball, stroke meet up group etc

Connect Well Croydon

We had audit of the 1300 orgs registered on directory we realised we knew what the organisation were set up for but not much about there activities, we asked how we can help, most wanted a way to promote their activities as well a their volunteering roles. They also needed a way of referring their customers to other activities that supported their health and wellbeing. Again we were asked to do another mapping exercise, we looked at the past mapping done by us and other orgs and wonder if it would be better to take a different approach, which linked very well with the social prescribing agenda

Looking at the spread of activities we would then ask our information seeker volunteers to search out specific activates or postal areas



VCConnect platform is being used in 19 boroughs some with small projects some like us a volunteer centre, some information (in their own words):

- 11,500 organisations London wide registered on the platform
- 57% of these organisations, are active volunteering-involving organisations
- 6,500 organisations currently using Volunteer Connect to recruit volunteers
- 25,000 approved volunteers London wide
- 4,200 live opportunities currently being advertised across London





Any questions?

