

# Maximising the value of volunteering



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## Active People Survey 8

Sport England

5.5 million people (16+)  
volunteer regularly in sport

# Maximising the value of volunteering



London 2012 – 70,000 volunteers

London 2012 Paralympics – 30,000

Commonwealth Games Glasgow – 50,000

Tour De France 2014 – 12,000

Rugby World Cup 2015 - 6,000

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Variety of roles

- Coaches
- Event staff
- Walking guides
- Activity Staff
- Admin duties
- Gym
- etc.



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## Links with County Sports Partnerships

- School Games
- Sports Makers, community volunteers
- Sports Clubs, coaching
- Health and Well Being projects coordination
- Funding support and advice
- Regional coordination
- [Sportsvolunteering.net](http://www.sportsvolunteering.net)

# Maximising the value of volunteering School Games



# Maximising the value of volunteering



## Sports Makers -London 2012 Olympic legacy

Sport Makers are the people who directly make sport happen at the local level. Some Sport Makers will organise sport for themselves and their friends, colleagues and neighbours. Others won't be taking part themselves, but will be doing all those other things that make the sporting activity possible

Funding coming to an end.

# Maximising the value of volunteers

## Community dance leaders project





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Be part of something **GREAT** this summer  
100s of volunteers help the athletes throughout the race



**VOLUNTEER NOW**  
See below for details

**Volunteer at IRONMAN 70.3 STAFFORDSHIRE 14 June 2015**

- Donation made to groups of **10+**
- Exclusive event volunteer **t-shirt**
- Special **discount** on IRONMAN event merchandise
- Get behind the scenes of a **world class** sports event
- Experience to add to your **CV**
- Join the online IRONMAN volunteer **community**
- Be part of something **GREAT** this summer!

Over 2,000 athletes entered to complete the gruelling combination of a 1.2 mile swim followed by a 56 mile bike and a 13.1 mile run. Volunteers provide vital support over the race week with duties including everything from marshalling the Swim, Bike and Run courses, staffing feed stations and handing out medals on the finish line.

Get Your Volunteer Registration Form:  
**ONLINE** [ironman.com/staffordshire70.3](http://ironman.com/staffordshire70.3)  
**CALL** 01865 596266

**IRONMAN 70.3 STAFFORDSHIRE ENGLAND**

ANYTHING IS POSSIBLE. 

[www.apse.org.uk](http://www.apse.org.uk)

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sportsvolunteering.net

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## Volunteering Impact Assessments

- Economic impact
- Social Impact
- Return on investment

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## Volunteer Value – calculations

- Number of volunteers x average number of hours x average hourly wage
- VIVA – Volunteer investment and Value Audit
- Volunteer Impact Assessment toolkit – provide total volunteer value

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## Volunteer value

- Total number of volunteer hours given to the organisation in a year
- Full Time Equivalent of the total volunteer hours
- Full Activity profile
- Per Capita hours value and expenditure for an average volunteer
- A detailed budget breakdown

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**Join In's Mission:**  
To put more volunteers in community sport and work with public and private sector partners to recruit and retain 100,000 volunteers each year.

**Join In**  
Staffordshire and Stoke-on-Trent  
**Sports Volunteers Needed**

**Thinking about volunteering?**  
**Already volunteering?**  
**Get Involved**  
From coaching to fundraising and promoting opportunities, there's a role for you as a sports volunteer with Join In Staffordshire and Stoke-on-Trent.  
Volunteers must be aged 16+

**The only thing we need is your enthusiasm and time**

**To get involved call 01785 619694**  
[sportacrossstaffordshire.co.uk/volunteers](http://sportacrossstaffordshire.co.uk/volunteers)  
SportAcrossStaffordshireandStoT @SASSOTCSP

**SPORT**  
Active & Inclusive  
and Inclusive  
GET INVOLVED

**Join in\***  
Staffordshire

**Mandate for change**

**city of stoke on trent**

The poster features a central image of a smiling woman in a blue shirt holding a soccer ball. In the background, three other people are shown: a man with a piggy bank, a woman with a basketball, and a man with a cricket bat. The poster has a green and yellow geometric background.

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*‘Hidden Diamonds – Uncovering the true value of sport volunteers’*

*Join In’s research was undertaken in order to understand the true social value of volunteering in sport.*

# Maximising the value of volunteering



1. The economic value of the time given by the volunteer
2. The value of the personal wellbeing, mental and physical benefits to the volunteer
3. The participation capacity and benefits that every volunteer enables



# Maximising the value of volunteers



- Volunteering makes you happier
- The benefits of emotional wellbeing and community cohesion are felt long after the moment of volunteering
- One volunteer creates the capacity for 8.5 members
- Volunteering boosts communities
- Volunteers are significantly more likely to trust people

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<b>Old Economics</b>	<b>Per Volunteer</b>
Cost savings	£ 484
<b>New Economics</b>	
Increase in general wellbeing for volunteers	£ 2,537
Increase in wellbeing from improved mental health	£ 331
Reduction in NHS costs as a result of volunteering	£ 106
<b>Total Value arising direct from volunteers</b>	<b>£ 2,974</b>
<b>Participants</b>	
Increase in general wellbeing	£ 9,580
Increase in wellbeing from improved mental health	£ 2,109
Reduction in NHS costs	£ 885
<b>Total value arising from sports participation enabled by volunteering</b>	<b>£ 12,574</b>
<b>TOTAL VALUE</b>	<b>£ 16,032</b>

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‘Most valuable diamonds in the rough’  
- volunteers in sport

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Working with volunteers – good practice

Apse Training (in association with IOG)

Using Volunteers? What local authorities  
need to know

Next date: 22<sup>nd</sup> May in Gedling  
Contact APSE for more details

# Maximising the value of volunteers



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