



Time to Change



Time to Change Project Impact Report Two Year Overview



Voluntary Support

N O R T H S U R R E Y

PROJECT OVERVIEW



The Time to Change project has come to an end after two successful years. The Surrey-wide project, led by Voluntary Support North Surrey, launched in April 2021 and aimed to increase the number of 19-25-year-olds volunteering across the county. As of September 2023 and as this report will demonstrate, we can confidently say that this goal has been achieved through supporting voluntary organisations to build up the knowledge, skills and confidence in recruiting and managing young volunteers.

The project has worked closely with 40 core organisations and supported dozens more in the last two years. Those organisations have benefitted from:

- **One-to-one support:** Time to Change provided tailored one-to-one support, guidance reports and bespoke action plans on youth volunteering strategies to its core voluntary organisations across Surrey. This support has proven invaluable in helping organisations connect with young people, aged 19-25, recruit them to their volunteer workforce and manage them effectively.
- **Skills transfer:** Our 'Recruiting & Managing Young Volunteers (19-25)' training sessions and workshops, offered to all voluntary organisations in Surrey, have enabled organisations to significantly enhance their capacity to engage, recruit, and effectively manage young volunteers. These sessions also facilitated networking, idea exchanges and the sharing of successes and challenges between organisations throughout the county.
- **Direct engagement:** Organisations were afforded a unique opportunity to directly interact with a cohort of young individuals, aged 19-25, via our team of Young Volunteer Ambassadors.
- **'Ambassador Insight':** Our 'Ambassador Insight' newsletter, containing invaluable insights and perspectives from our Ambassadors, was sent to voluntary organisations across the county. This newsletter offered practical advice and valuable information pertaining to youth volunteering.

At the project's conception, the Council of Voluntary Services (CVSs) in Surrey faced a pressing challenge - a noticeable disparity existed between the demand for local volunteers and the pool of volunteers available. This challenge, though not uncommon, was exacerbated by the significant decline in long-term volunteers aged 50 and above as a result of the COVID-19 pandemic and has, more recently, been compounded by the cost-of-living crisis. In response, we identified the next generation as a viable medium-to-long-term solution for bridging the volunteer gap. In Surrey, we united our efforts and resources with a shared focus on equipping voluntary organisations with the necessary tools to appeal to, engage with, and recruit young volunteers, aged 19-25. By forging strong partnerships across the county, we harnessed local knowledge, expertise, and resources to promote the benefits of participating in the project and recruiting the next generation of volunteers into Surrey's volunteer workforce. Collaborative efforts ensured a consistent county-wide approach, minimised duplication, and optimised the use of county resources.

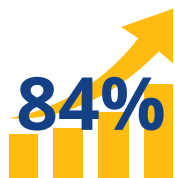
The success of the Time to Change project stands as a testament to the power of collaboration, dedication, and a shared commitment to strengthening the volunteer landscape in Surrey. The project has provided organisations with the opportunity to diversify their volunteer workforce, adapt to this landscape and usher in the next generation of volunteers in our community. The achievements of the last two years pave the way for a brighter future, one in which young people occupy a central role in shaping and enriching the volunteering sector.

ACHIEVEMENTS



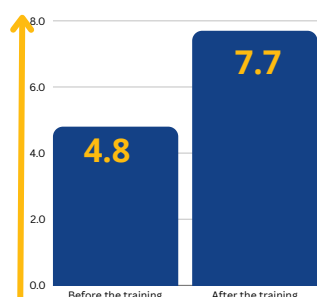
The number of young volunteers (aged 19-25) recruited by 40 core organisations working with Time to Change

Average number of young volunteers (aged 19-25) recruited by the project's core organisations



Percentage increase in the number of young people (aged 19-25) volunteering within the 40 core organisations

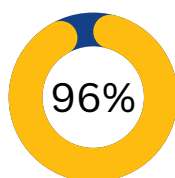
Individuals from organisations across Surrey have been upskilled by attending the 'Recruiting and Managing Young Volunteers (19-25)' training



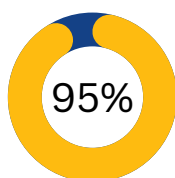
This has resulted in attendees average confidence in their ability to recruit young volunteers (aged 19-25) increasing from 4.8/10 to 7.7/10. A 60% increase in the last two years.



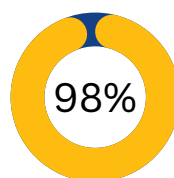
All attendees were also asked to rate the content, delivery and trainer out of five stars. The following percentages represent attendees rating a four or five star for each of the categories.



Content



Delivery

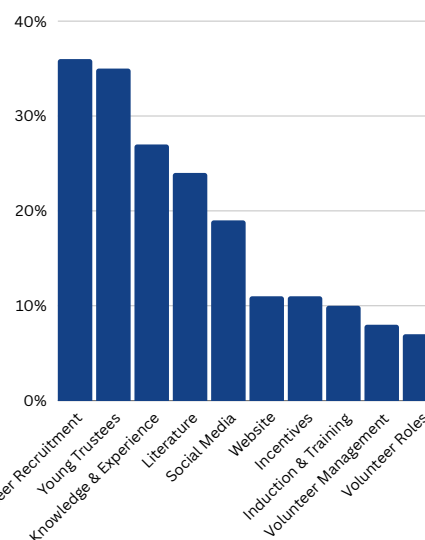


Trainer

One third of core organisations on the Time to Change project recruited a Young Trustee (under 30) in the second year



The Surrey-wide average percentage increase across ten areas using our impact assessment. Organisations scored themselves out of 10 at the start and end of their engagement. The three most improved areas were Young Trustees, Volunteer Recruitment and Knowledge & Experience.



SURREY-WIDE OVERVIEW



Over the course of the Time to Change project we have used an impact assessment to collect data from each of the 40 core organisations. Using ten key performance indicators, we were able to track their progress toward engaging with, recruiting, and managing young volunteers, aged 19-25.

In the last two years there has been an average increase across all ten key performance indicators.

Core organisations would undertake the impact assessment, via Impactasaurus, at the start and end of their engagement with the project. At the start of the process, we would collaboratively determine a score for each KPI. This data and information then served as the foundation for providing that organisation with a youth volunteering guidance document which would allow the organisation and the project to work together and formulate an action plan that addressed their specific needs and goals. Time to Change would then work with each organisation to help them achieve these goals.

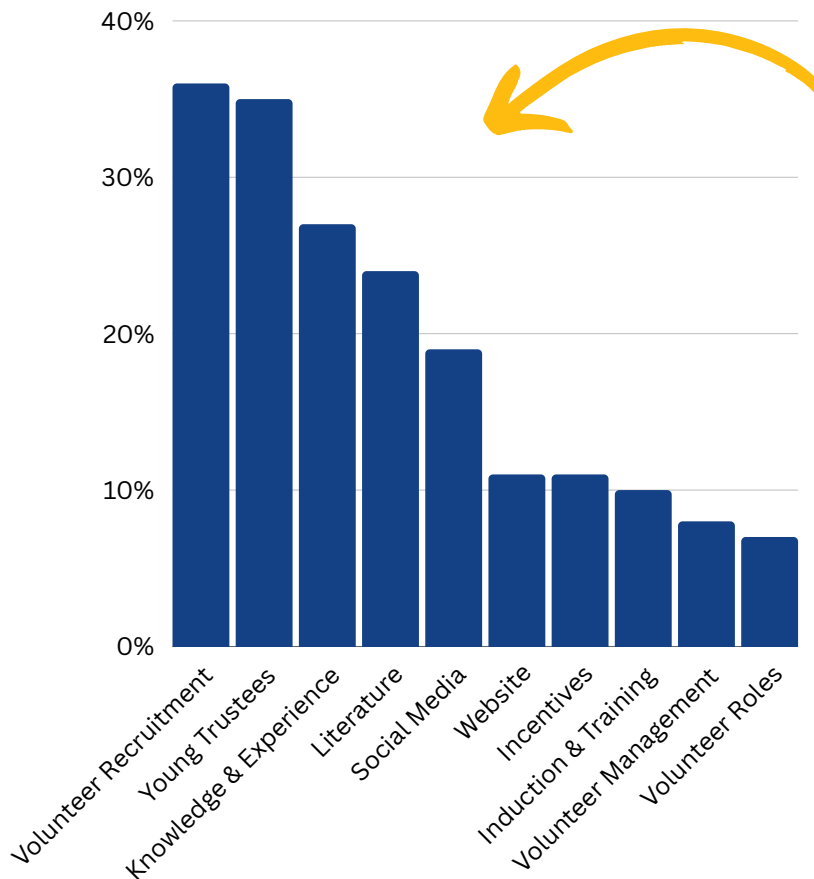
Below, the blue line indicates the average starting point at the beginning of their engagement with the project and the orange line indicates the average at the end of their engagement.

This serves as a testament to the significant and tangible impact of Time to Change and attests to the project's effectiveness in helping organisations across Surrey successfully appeal to, recruit and integrate young volunteers, aged 19-25. There is no doubt the Time to Change project has contributed toward empowering the next generation of volunteers and strengthening the voluntary sector within our community.

Organisations improvement using the impact monitoring tool from the start of their engagement with the project to the end of their engagement



SURREY-WIDE OVERVIEW



This next graph shows the Surrey-wide average percentage increase for each KPI across all core organisations in the last two years. The areas that saw the greatest improvement over two years of Time to Change were:

- Volunteer Recruitment
- Young Trustees
- Knowledge & Experience

The Time to Change project has made exciting progress in supporting Surrey's voluntary organisations with their board diversity and young volunteer recruitment, underpinned by providing the relative knowledge, experience, and expertise to achieve this.

Volunteer Recruitment - Over the course of the last two years, Time to Change has supported voluntary organisations in engaging with, recruiting, and managing 100 young volunteers, aged 19-25. The project has offered one-to-one support, impact assessments to monitor progress, bespoke action plans and free training sessions which have made an impact on not just the project's core organisations but voluntary organisations more widely across Surrey. These organisations have been equipped with the knowledge, skills, and confidence to bring the next generations into the fold and have an increased understanding of what young people look for in volunteering opportunities and how to make these more appealing.

Young Trustees - Voluntary organisations across Surrey have not only gained a deeper comprehension of the significance of board diversity and its advantages, but they have also become increasingly cognisant of the crucial role played by the next generation on their boards. These organisations are now actively engaging in discussions about young trustees (under 30) at board level, and more significantly, they are proactively recruiting them. Time to Change has played a pivotal role here and, over the last two years, the project's role has slowly transitioned from the mere promotion of board diversity awareness and the importance of young trustees to facilitating their active recruitment.

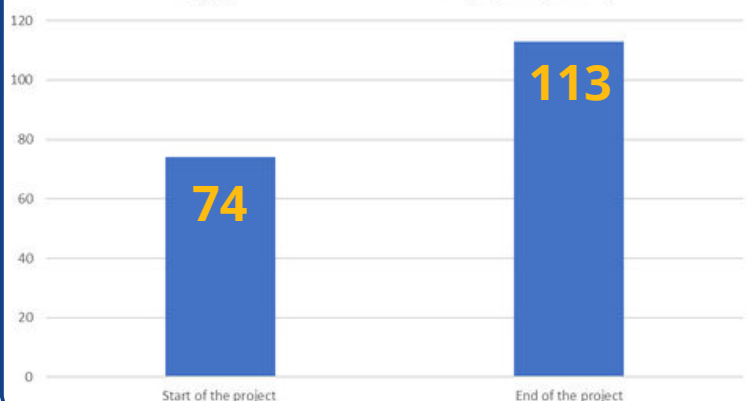
Knowledge & Experience - Underpinning all of the above is the increased knowledge and experience that the Time to Change project has provided these organisations. With access to a project manager and a dynamic young ambassador team, complemented by the project's free training and monthly newsletters, organisations have been empowered to recruit both young trustees and young volunteers. They have acquired a wealth of insights into the preferences of young volunteers and the techniques for effectively engaging with them, both in-person and digitally. The knowledge, skills, and confidence instilled by the project have laid a solid foundation, enabling these organisations to continually inspire younger generations to volunteer and contribute to their communities.

VOLUNTEER DATA OVERVIEW - ORGANISATIONS



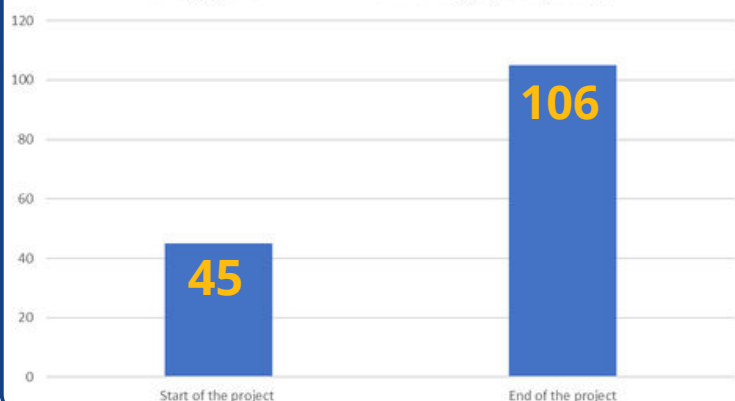
The Time to Change project has made a significant impact on the number of young volunteers, aged 19-25, recruited by its core organisations. The below graphs show a significant increase in the number of young volunteers recruited by all core organisations in the last two years with 100 young people recruited representing an 84% increase.

Number of young volunteers (aged 19-25) at the start and end of engagement with Time to Change (2021/2022)



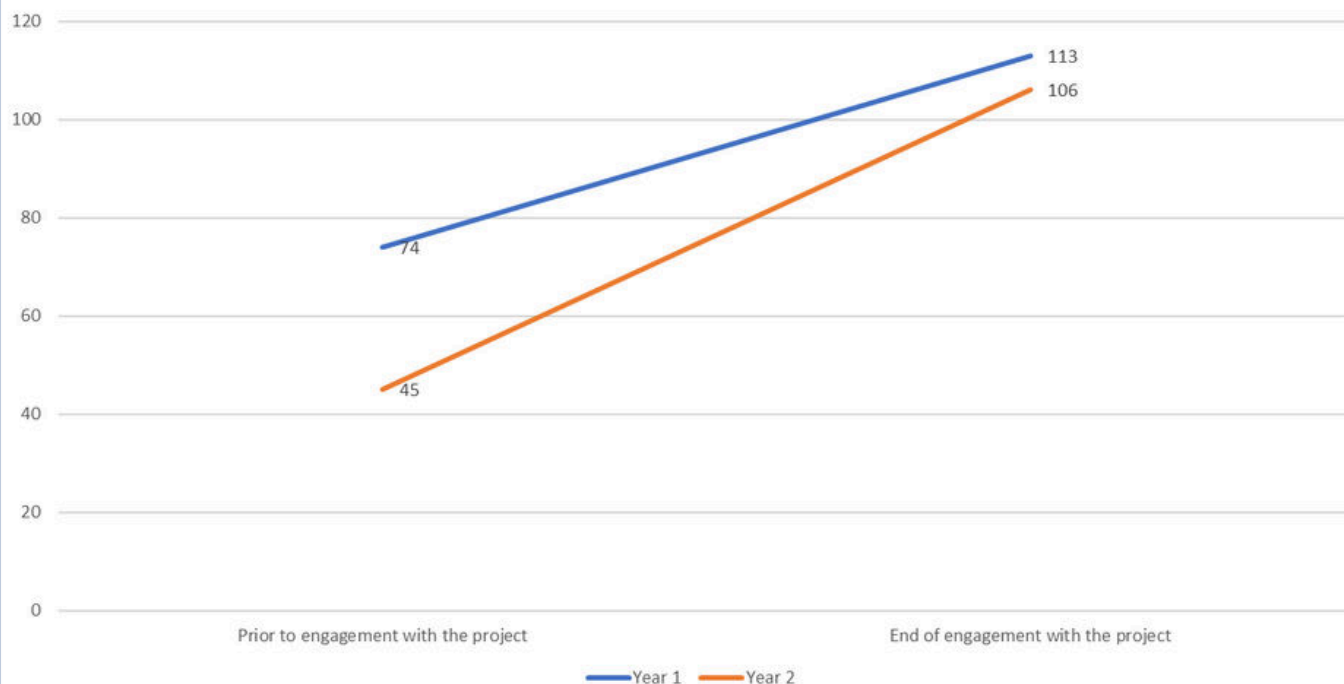
Number of young volunteers at the start and end of organisation engagement in Year 1

Number of young volunteers (aged 19-25) at the start and end of engagement with Time to Change (2022/2023)



Number of young volunteers at the start and end of organisation engagement in Year 2

Total Number of young volunteers within organisations prior to engagement with the project and at the end of the project in both Year 1 and Year 2



There is a strong correlation between the Time to Change project working closely with core organisations and an increase in the recruitment of young volunteers, aged 19-25. Through consistent and tailored support, resources, and training, these organisations have significantly enhanced their capacity to engage with and recruit new young volunteers. From the outset, the aim for the Time to Change project was clear: to increase the number of young people volunteering throughout Surrey. By achieving this, the project has helped organisations adapt to the volunteering landscape and diversify their volunteer workforce to the benefit of both organisation and volunteer.