

Diverse and Inclusive Volunteering

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Session outline

- Introductions
- Why it's important
- What it means to be inclusive
- Recruiting for diversity
- Actions



Diversity in Volunteering

- In [NCVO's report Time Well Spent](#) (January 2019) on the volunteer experience, diversity is highlighted as an issue that remains inadequately addressed by organisations.

Trustees

- According to the Charity Commission only 8% of trustees are non-white compared with 14% of the UK population (source: 2011 census), seven out of ten trustees are men and the median age is 61 years

Kingston demography

- Just over two thirds (69%) of Kingston residents are white. Almost one-third (31%) are from black, Asian and minority ethnic (BAME) communities, comprising Asian ethnicity 20%, mixed ethnicity 5%, black ethnicity 3.1%, Arab 2.1% and other ethnic groups 1.4% (2017)
- The Korean population proportion in New Malden is estimated to be the largest in Europe
- 21.7% are children/young people (0 to 17 years old), 65% are people of working age (18 to 64 years old) and 13.3% are aged 65 or over.
- In the UK 16% of working age adults live with a limiting long term illness, impairment or disability
- **Does your volunteer pool reflect the diversity of the borough?**

Equality Act 2010

- In the United Kingdom, a number of laws are in place to ensure individuals enjoy the same rights regardless of race, religion, gender, sexual orientation, disability, pregnancy and age. These are known as ‘**protected characteristics**’.
- Does your organisation have a equality and diversity policy which includes volunteers?

Diversity vs Inclusion

- Diversity is being invited to the party.
Inclusion is being asked to dance.” (*Verna Myers*)

Why should you strive to have a more diverse and inclusive volunteer programme?



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Benefits to you as an organisation

- » New ideas and a fresh approach
- » Being representative of the wider community
- » Tapping into a wider range of skills, experiences and perspectives
- » 'Experts by experience'
- » Helps to positively change attitudes, behaviours and cultures within your organisation
- » It's a reflection of an organisation that strives to be inclusive of everyone



“Volunteering increases your confidence and makes you feel less isolated. It can also increase feelings of self worth”

- Moe, Healthwatch Volunteer



Barriers you may face?

- What are some of the barriers to you as an organisation stopping you from achieving diversity?
- What barriers there may be for volunteers?

Tips for those in leadership positions

- » Face up to your personal prejudices and biases, however uncomfortable this may feel
- » Model inclusive behaviours
- » Actively challenge discrimination and injustice
- » Recruit to potential, not to perfection
- » If you are in a leadership role increase how often you talk about diversity, and encourage others to talk about it too.

Tips for diversity on boards

- » Set limits for trustee teams
- » Use alternative methods of recruitment such as [Trustees Unlimited](#), [TPP Not for Profit](#) or [Reach Volunteering](#).
- » Look for people with life experience related to your charitable cause
- » Organise board meetings that are accessible and convenient for all
- » Monitor diversity

Ways to ensure inclusivity

- » Use interpreters
- » Accessible premises and website
- » Provide staff with training
- » Think about adapting roles to suit individual volunteers needs
- » Reimburse expenses and help with travel arrangements
- » Get regular feedback
- » Let the volunteer know you can offer and make adjustments, so they don't have to ask

How could your organisation be more inclusive

Think about:

- Role description
- Advertisements
- Application process
- Induction
- Training
- Volunteer Handbook
- Volunteer and staff policies
- Reward and recognition
- Internal and external communication

Recruiting for diversity

- » Use images that present a positive image of volunteering and reflect the ethos of your organisation
- » Ensure that the pictures 'speak to' the section or sections of the population you want to recruit from
- » Translate your poster or flyer into other languages
- » Try naming roles without using the word 'volunteer'

Accessible promotional materials

- » Avoid jargon, acronyms or excessively complicated words
- » Consider producing your information on tape, video or in Braille
- » Offer translated versions of promotional materials
- » Try the **Hemmingway App**

RNIB guidelines on legibility

- Avoid italic
- Use black text on a white or yellow background
- Avoid glossy paper

- For more on accessibility visit www.rnib.org.uk/seeitright/welcome.htm#3

Targeted recruitment

- » Work out your 'hook' for the audience you're trying to reach
- » Have good working relationships good referral arrangements.
- » Think about where to display your materials for the target audience
- » Always ask permission before putting up any posters
- » Talking to your local radio and see if they'll run a recruitment promotion
- » Giving talks to local community groups

VOLUNTEER YOUR *talent*

Volunteer now



Example of welcome and encouraging recruitment:

<https://volunteering.royalvoluntaryservice.org.uk/who-can-volunteer>

How would you aim to recruit from the following group?

- » Young people
- » Korean speakers
- » Blind or partially sighted people
- » Refugees

What actions your organisation can take now?

Write three things in the chat box that you will take away from this session?

Thank You