

ROWCROFT HOSPICE
VOLUNTEERING STRATEGY 2022

Volunteering



From the time we first opened our doors in 1982, to the celebration of our 40th birthday in 2022, our volunteers have been at the heart of Rowcroft Hospice.



This Strategy highlights the importance of Rowcroft Volunteers on our patients, families and customers, and seeks to ensure our volunteering is fit for our future.

The strategy has been developed through in-depth interviews with over 40 Rowcroft employees and volunteers, volunteer surveys and reference to NCVO data.

Put simply, Rowcroft could not do what it does without the immense support and contribution of our volunteers - the care they provide, the money they raise, and the attention to detail they add that allows us to give that little extra to make every day the best day possible for our patients and families.

In return our volunteers have told us of the joy and fulfilment they get from volunteering with us, knowing the difference they make, and being part of an amazing organisation.

On behalf of everyone who is and has ever been involved in Rowcroft, thank you to every one of our volunteers!

Mark

Mark Hawkins
Chief Executive Officer, Rowcroft Hospice

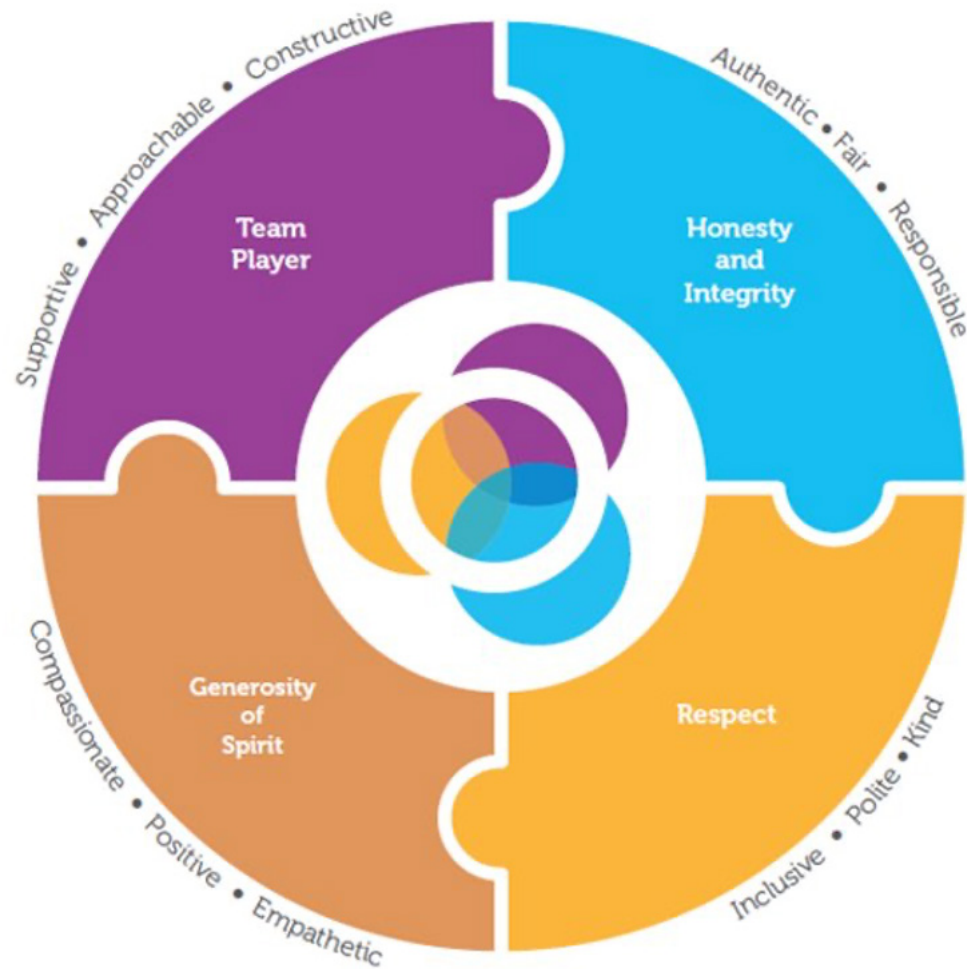
Rowcroft's Purpose and Strategy

"To make every day the best it can be for patients, and their families, living with life limiting illnesses in South Devon"

- Deliver outstanding personalised specialist palliative care, when and where it is needed, 24/7, regardless of diagnosis or circumstance
- Be the community specialist palliative care provider of choice for patients across South Devon
- Extend the reach of our palliative care to one in two adults living with life-limiting illnesses across South Devon by 2023, and two in three by 2030
- Empower and educate the community by becoming a 'community beacon' in end of life care
- To build a sustainable future with new, diversified funding streams that will represent at least 10% of Rowcroft's funding by 2023, and to achieve reserves that equate to 50% of the hospice's annual running costs



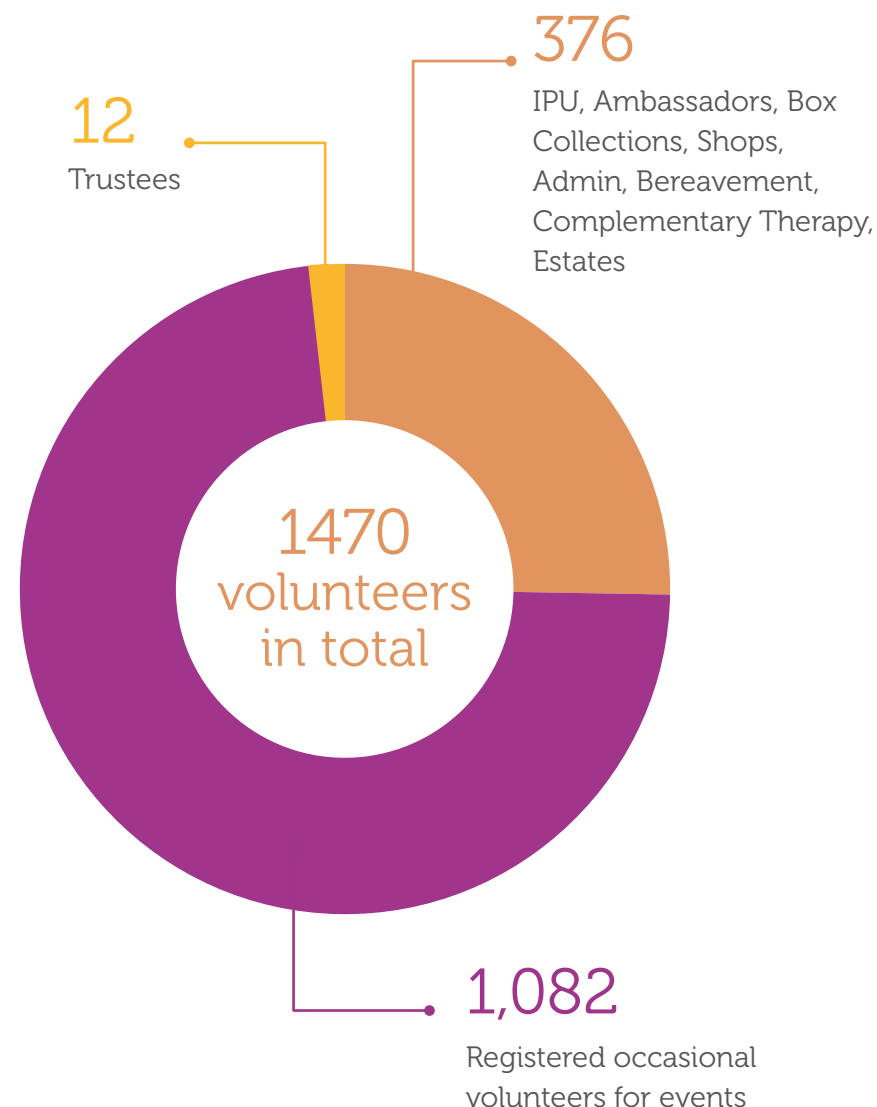
Our values



The purpose of volunteering at Rowcroft:

To provide essential additional workforce, energy and insight, enabling us to extend and enhance the services we deliver to patients, families and customers and extend our connection to our local community.

Volunteer numbers



What our volunteers say:

“

Why do you
volunteer for
Rowcroft?

”



It's a privilege to be there for people
AMAZING TEAM To try to give back what
Challenging they have given to me
Best training I have ever received

I love helping people at a **TO MAKE A**
time when they need help **CONTRIBUTION**

Be part of things *Love and warmth*
Meet amazing people **REWARDING**

I know the difference a hospice makes
I wanted to give something back
Best organisation I've worked for

ROUTINE Use my skills, with flexibility

Looking for an **YOU**
opportunity to help **LAUGH**
when at a loose end **A LOT**

What our volunteers say:

“

What do you enjoy?

”

“

How do you know you are making a difference?

”

Meeting people **FRIENDS**

Spreading the word about Rowcroft

Proud to be part of this amazing organisation

Supporting Rowcroft's employees to do their jobs *Being part of a team*

Social interaction **ALL OF IT** *Camaraderie*

My husband would be chuffed that I am giving something back

JOB SATISFACTION

Seeing someone making progress

Supervision **THANK YOU**

Feedback from patients

I'm asked to come back



What our volunteers say:



Where would you like to see improvement?



Dispel the myth of what it's like to be involved at Rowcroft

Connect volunteers with one another

COMMUNICATION

Establish a strong volunteer identity

Provide the right tools for the job

Make better use of volunteer feedback

ENGAGE VOLUNTEERS MORE

Provide clarity and guidance for employees on how to manage volunteers

Invite feedback from volunteers

INCREASE SAFEGUARDING AWARENESS

Provide more information about the organisation and who's who



Volunteer Strategy Aims

KEY WORDS

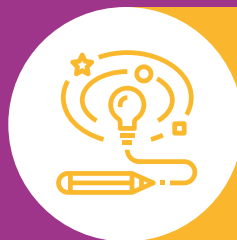
PROFESSIONAL

CLEAR AND CONSISTENT

FIT FOR THE FUTURE

VOLUNTEERING COMMUNITY

PARTICIPATION



IMPACT

Reimagine volunteering at Rowcroft – capture all that is good and build new volunteering activity with greater reach, opportunity and impact.



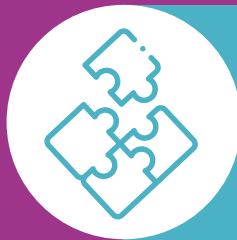
EXPERIENCE

Provide a consistently high quality and enriching volunteering experience, with opportunities to learn, develop and participate, harnessing the passion and engagement of our volunteers.



SUPPORT

Provide professional, consistent, and robust internal volunteering support, as an enabler and critical friend to Rowcroft colleagues.



INTEGRATION

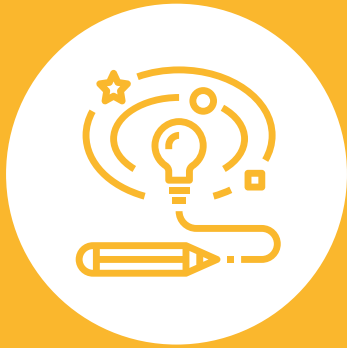
Build internal capability and shared responsibility for volunteer management and success so that volunteers become a truly integral part of every area of the hospice.



DATA DRIVEN

Use data and strong risk management to inform and improve our volunteering.

1 IMPACT



Reimagine Volunteering at Rowcroft – capture all that is good and build new volunteering activity with greater reach, opportunity and impact.

Summary of activities

- Continue to recruit and retain excellent volunteers
- Identify exemplar departments and share learnings and experiences
- Establish practical ways to enable fluidity in skills sharing
- Build an outreach programme and new volunteer initiatives to reach new groups and audiences
- Promote the new volunteering plans to re-engage all departments and build connection to the new strategy
- Make sure volunteering opportunities are appealing and accessible to the wider community with opportunities for everyone

Outcomes

- 1 New roles created and successfully recruited to across all areas, particularly health and social care
- 2 Clear mapping of volunteer profiles and measurement of increased volunteer diversity
- 3 Evidence of volunteer retention

2 EXPERIENCE



Provide a consistently high quality and enriching volunteering experience, with opportunities to learn, develop and participate, harnessing the passion and engagement of our volunteers.

Summary of activities

- 2 way communications review capturing purpose, methods and responsibilities to ensure volunteers feel informed, engaged, and valued and can see their impact (stories and feedback from our patients and families)
- Build a central volunteering participation, connection and events programme – both professional and community focussed
- Conduct a full induction and L&D review and build a new programme of induction and development for volunteers
- Ensure access to supervision where appropriate
- Develop a whole team approach to volunteering
- Map the volunteer journey and seek opportunities to enhance the experience at every touchpoint

Outcomes

- 1 Communications plan
- 2 Events and participation programme for volunteers
- 3 Induction and L&D programme with good feedback
- 4 Supervision in place
- 5 Appropriate recognition processes in place
- 6 Annual volunteer survey

3 SUPPORT



Provide professional, consistent, and robust volunteering support as an enabler and critical friend to Rowcroft colleagues.

Summary of activities

- Review all internal processes within the volunteer lifecycle to ensure business focussed and culturally appropriate recruitment, induction, training, management and exit
- Establish a revised volunteering operating model ensuring clear and simple processes and responsibilities sit in the best place

Outcomes

- 1 Process review complete and recommendations implemented with clear responsibilities
- 2 Good service feedback from departments

4 INTEGRATION



Build internal capability and shared responsibility for volunteer management and success so that volunteers become a truly integral part of every area of the hospice.

Summary of activities

- Employee training programme to build competence and awareness in managing and engaging volunteers
- Identify departmental and central resource for volunteering activities and clearly articulate where responsibility sits
- Embed volunteering into existing forums and build new forums where appropriate

Outcomes

- 1 Training Programme established with good feedback
- 2 Clear guidance on volunteer management and engagement
- 3 Clear responsibilities for devolved management of volunteers

5 DATA DRIVEN



Use data and risk management to inform and improve our volunteering

Summary of activities

- Carry out risk analysis and build volunteering risk register
- Review volunteering data and reporting

Outcomes

- 1 Risk register in place
- 2 Reporting structure in place

Volunteer impact



Each year our volunteers serve **17,472** cups of tea to patients on our Inpatient Unit, and around **56** tipples from our drinks trolley every month.

Our volunteers provide **576** complementary therapy sessions each year.



Our reception volunteers welcome around **600** visitors and answer over **500** calls every month.

Our bereavement and listening volunteers support around **275** people every year.

Volunteers enable us to raise around **£20,000** from collection tins each year, this is equivalent to 16 families benefitting from our Hospice at Home care and also means that customers in hundreds of shops, restaurants, cafés, garages etc see the Rowcroft brand and are aware of us and what we do.

Volunteer impact

Our volunteers help us to sell over **25** tonnes of women's clothing each year, and **1,300** CDs every month.

Our gardening volunteers help us to maintain **120** acres of lawn each year, and trim about **4.5km** of hedges a year.



During the first lockdown, volunteers called hundreds of our supporters to thank them for their donations. For some supporters, these volunteers were the only person they spoke to all day.

Volunteers have handed out **1056** Male Trail pasties – that's enough calories to sustain a person for 7 months, prepared **6,000** packs of magical reindeer food, equivalent to the weight of an adult reindeer, and since 2011 have handed out **14,126** Sleep Walk medals, using approximately 7.5 miles of ribbon.





References

NCVO *Time Well Spent* 2019
Volunteer-experience_Summary.pdf ([ncvo.org.uk](https://www.ncvo.org.uk))



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