



HM Government

Encouraging Social Action

November 2013

Encouraging Social Action

Cabinet Office
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*“The best way to find yourself is to
lose yourself in the service of others.”*

Mahatma Gandhi

Foreword



Britain is fortunate to have so many people that are active in helping others and improving their community.

The value of this social action is immense and two way. That is why we want to connect more people with their power to make a difference. This paper updates you on our work and the trends that we see.

There is a great deal to celebrate. The British public has remained generous through difficult times. Indeed, volunteering has risen after years of decline. We also see welcome signs of increased community activism in response to new opportunities.

However, we respect the fact that there is more pressure on people's time and wallets. So we need to make it easier and more compelling for people to get involved in social action. It has to fit into modern life. That is why we have placed such an emphasis on supporting innovation and the game changing power of the internet to mobilise people for good.

We want all communities to be rich in social capital. So we attach a lot of importance to programmes such as Community Organisers

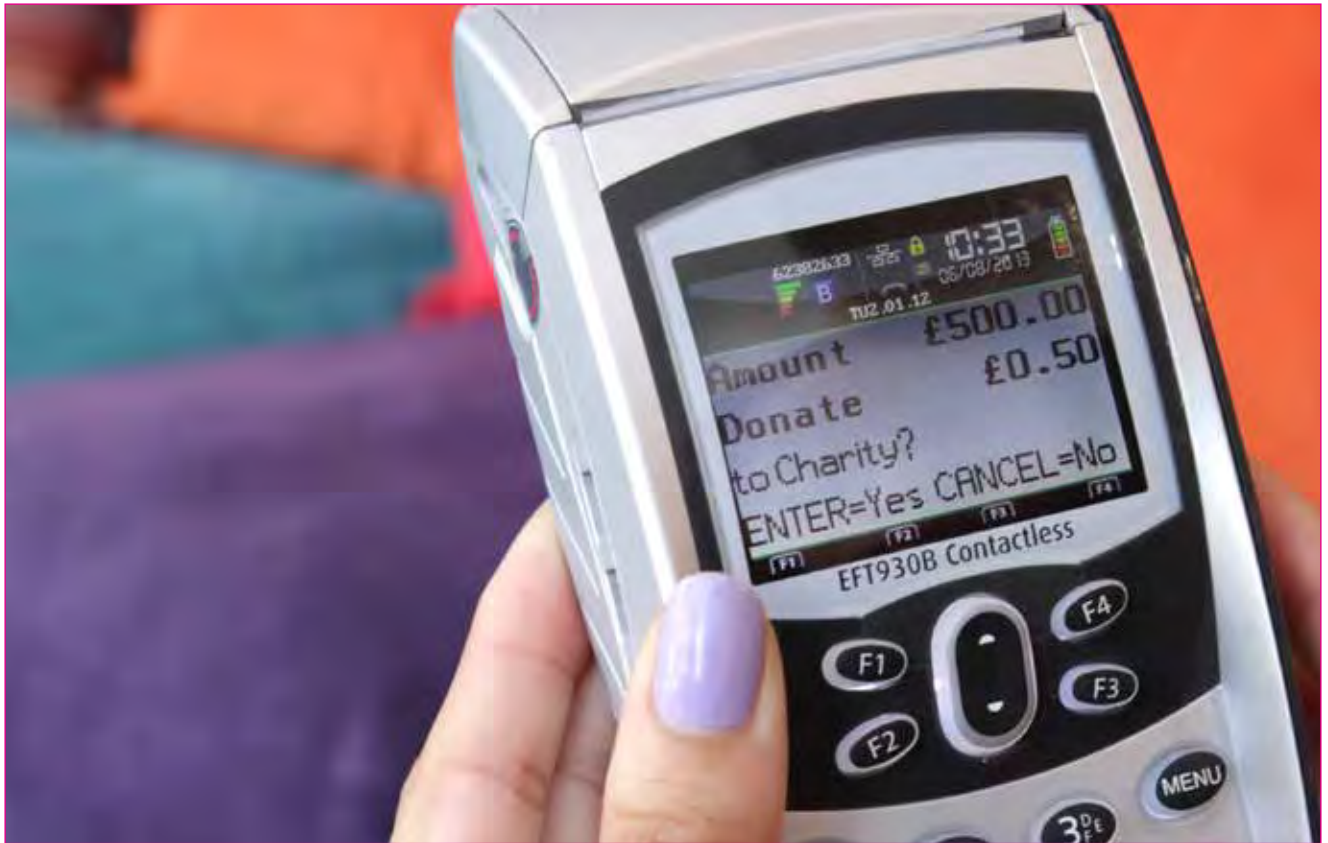
and Community First that are stimulating social action in communities where there is less of a tradition of this.

Finally, we have to look to the future and inspire our young to be active, generous citizens. So this paper contains a special section on what we are doing to encourage youth social action, through programmes like the National Citizen Service.

We remain ambitious and optimistic, not least because of who we are working with. Britain is blessed with brilliant social entrepreneurs who are developing new ways of mobilising people. The traditional voluntary sector has proven its ability to adapt and innovate. The Business community is responding to growing pressure to prove themselves good citizens. Most importantly of all, the British public continues to confirm our status as one of the most generous countries in the world.

A handwritten signature in black ink that reads "Nick Hurd". The signature is written in a cursive, flowing style.

Nick Hurd
Minister for Civil Society

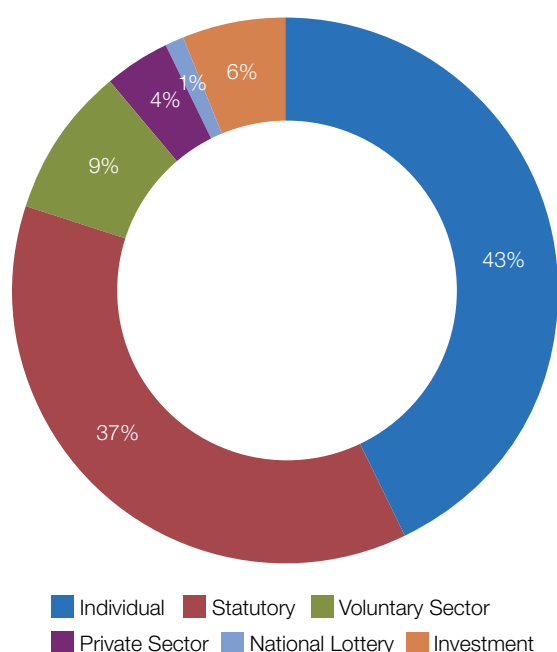


Giving of Money

Giving of Money: Recent Trends

The UK is a generous place – in 2010-11 **£16.5 billion**, including legacies¹, was donated to charitable causes by the British public. We remain a world leader in giving – the UK is the most generous of all G8 countries².

Figure 1: Sources of Income for the Voluntary Sector



Source: NCVO/TSRC, Charity Commission

This matters as the UK's charity sector relies heavily on public donations. The **£16.5 billion**, including legacies, that we give represents 2/5 – **approximately 43%** – of the sector's income (as shown in Figure 1).

This is also important, as we know that giving money is good for our wellbeing. Those who have donated in the last four weeks have significantly higher levels of life satisfaction (7.6)³ compared with those who haven't donated (7.2) and numerous studies have shown altruism to be good for wellbeing.

Reassuringly, giving has held up well during difficult times. Donations to charities have remained relatively constant and in 2012-13 there was even an increase in the proportion of people giving regularly – up from 72% in 2010-11 to 74% in 2012-13⁴ (as shown in Figure 2). The average donated was £18.50⁵.

We are encouraged to see evidence of recent growth in legacies – with 3 consecutive

¹ NCVO/TSRC, Charity Commission.

² World Giving Index, Gallup World Poll, 2012.

³ The mean life satisfaction of givers is 0.4 on a 10 point scale higher than non-givers. These differences remain significant after controlling for other factors. Source Cabinet Office analysis of Community Life Survey, August 2012-April 2013.

⁴ In 2012-13 the proportion of people giving to charity in the previous four weeks of being surveyed was 74%. Community Life Survey, August 2012-April 2013 and Citizenship Survey for earlier years.

⁵ This figure is the mean figure and excludes donations of £300 and above. Source: Community Life Survey, August 2012-April 2013.

quarters of growth reported by Legacy Foresight⁶.

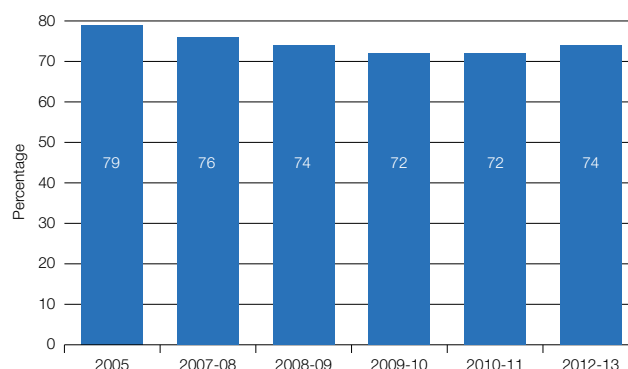
However, **we continue to believe there is potential for growth.**

Gross individual contributions – as a proportion of household expenditure – have flattened in recent years and currently stand at around 1.55%.

Giving remains very concentrated – a minority do most of the giving, both at individual and corporate levels⁷ – which means there is scope to broaden this. On average, older people give more than younger people⁸; poorer people donate a higher percentage of their personal income than richer people⁹; and some regions – such as London and the South East appear to be more generous than others⁹ (see Table 1).

There are also opportunities to broaden the amount given as only 1 in 5 adults¹⁰ donate via Gift Aid. In 2012-13, the amount donated by individuals to charities under Gift Aid was £5.17 billion¹¹. Despite the financial benefits to charities, the proportion of adults giving this way has been relatively static since 2006.

Figure 2: Whether people had given money to charity in the four weeks prior to being interviewed, 2005 to August 2012-April 2013



Source: Citizenship Survey 2005-2010/11, Community Life Survey August 2012-April 2013

Table 1: Average amount given to charity by respondents in the 4 weeks prior to interview by region

Region	Average amount given (mean) 2012-13
North East	£15.39
North West	£15.99
Yorkshire and the Humber	£16.59
East Midlands	£17.72
West Midlands	£17.37
East of England	£18.71
London	£24.29
South East	£19.08
South West	£17.78

Source: Community Life Survey

⁶ Legacy Matters – Spring 2013, Legacy Foresight.

⁷ Estimates from Cabinet Office analysis of Community Life Survey, August 2012-April 2013 show that 20% of people are responsible for 71% of the money donated.

⁸ The over 65s donate on average £20.86 in a given 4 week period compared to £12.44 for the 16-29 age band. Cabinet Office analysis of Community Life Survey, August 2012-April 2013.

⁹ It is estimated that people in the £5,000-£9,999 income band give on average 2.5% of their personal income compared to those earning £50,000-£74,999 who give 0.5%. Cabinet Office analysis of Community Life Survey, August 2012-April 2013.

⁹ Although it is important to note that this doesn't control for population differences across the regions. Community Life Survey, August 2012-April 2013.

¹⁰ Charities Aid Foundation (2012) UK Giving 2012.

¹¹ HMRC (2013).

Shifting patterns of giving

We are also seeing some trends in giving which demonstrate an upside in how people give and changes in giving behaviour. We have been keen to recognise and support this (see more in our achievements section from page 10).

There is evidence of growth in **digital giving**. It is now worth a significant amount to the charity sector each year. Two of the largest providers continue to grow – [JustGiving](#) has raised £1.5 billion for charity since its launch and [Virgin Money](#) exceeded £200 million this year since launch in 2009.

Central to this is **online sponsorship**. In 2012-13, over 1 in 10¹² people who donated to charity did so through an online sponsorship platform for some of their donations (such as JustGiving pictured). Similarly 7% of those giving to charity reported they had **donated by text message or online**.

There has also been an increase in **mobile giving** – as the success of Vodafone's JustTextGiving has demonstrated. Giving fundraisers the power to connect with the UK's 50 million mobile phone users – JustTextGiving has raised over £5 million so far through mobile donations.

Another shift may be towards **local giving**. At present a very small proportion of voluntary sector organisations, the largest 0.3%, receive a highly disproportionate 47% of total sector income. However, there is evidence that people would like to give more to smaller charities and local causes, and perhaps this would happen if it was made easier to do so¹³. We are seeing an impressive growth in local giving through

well-established networks like Community Foundations and new platforms such as Localgiving.com.

Company giving is estimated to be worth around £800 million¹⁴ to the community and charity sector although it is estimated 20% of companies give 90% of all donations¹⁵. There is evidence to suggest that companies are starting to give in different ways. For instance, video games developers [Playmob](#) have created a way for gamers to make charitable donations through in-game purchases and Waitrose's [Tackling Isolation at Christmas](#) Campaign to provide elderly, homeless and the vulnerable with Christmas lunch. In addition companies are also looking at how they create social value through other means including their core business – such as Centrica's investment fund [Ignite](#) and [Deutsche Bank's](#) £10 million social investment fund.



¹² Community Life Survey, August 2012-April 2013.

¹³ Research by IPSOS MORI on behalf of Zurich Insurance (2011).

¹⁴ The Company Giving Almanac 2013 estimates total support to the UK community and charitable sector by all companies in the UK to be between £700 and £800 million. NCVO/TSRC, Charity Commission estimates voluntary support at £842 million in 2010/11.

¹⁵ Company Giving in the UK, DSC Almanac 2013

Giving of Money: Our Achievements

We set out to make it **easier and more compelling for people to give what they can afford**. We also recognise that people increasingly want to **give in different ways** that fit with their daily lives. So our focus has been on:

- New incentives
- Supporting innovation
- Recognition of outstanding generosity and best practice

New incentives

As **legacy giving** is so important for the voluntary sector – worth 4.5% of its total annual income¹ – we introduced an inheritance tax reduction. This tax reduction will grow over the next few years and by 2016-17 we will spend over £100 million on this measure each year².

Estates leaving 10% or more to charity will receive a 10% cut in the inheritance tax they owe. We are pleased that the [Legacy10](#) campaign are bringing together businesses and charity partners to drive this forward and are encouraging people to make the most of this tax change and to make the simplest gift of all.

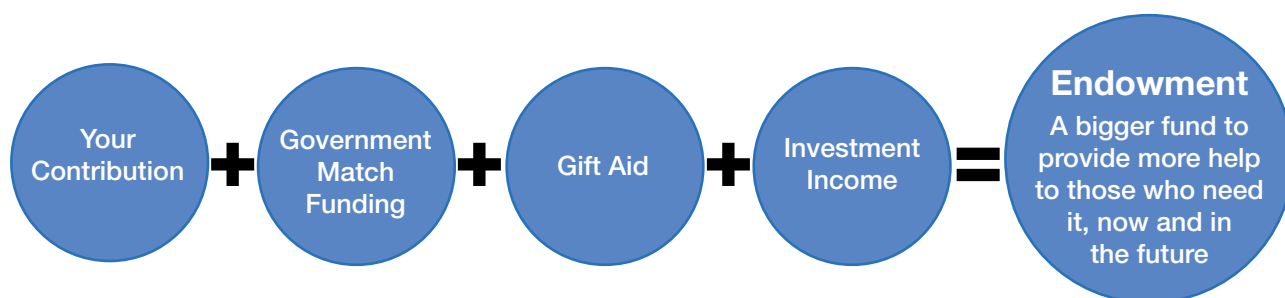
To help Gift Aid work better for charities, the new **Gift Aid Small Donations Scheme** will **unlock an additional £100 million per year** for the sector by 2015-16³. Charities will now be able to claim Gift Aid style payments on up to £5,000 of donations raised through small collections where they haven't collected Gift Aid declarations – such as donation boxes and street collections.

We have encouraged the most difficult but arguably the most valuable kind of giving through the [Community First Endowment Match Challenge](#). The money donated into the endowment does not pay out immediately, but is invested so that it grows over time to provide a source of **long term funding for local causes**. For every £2 donated into the endowment, we contribute £1 in match – there is a total of **£50 million available for match funding until 2015**.

¹ NCVO/TSRC, Charity Commission.

² HMT (2012), Budget, Fiscal impacts of Budget policy decisions, p52.

³ HMT (2013), Budget, Fiscal implications of Budget policy decisions, p52.



Funds raised so far through the endowment have already benefitted a range of community projects. Philanthropists have donated in the confidence that not only will their endowment **benefit local projects** – such as those below – their money also will **continue to provide community benefits for years to come**:



Rampworx

The Community Foundation for Merseyside awarded funds from the endowment to Rampworx, one of the largest indoor extreme sports facility in the UK.

Rampworx provides safe and secure facilities for over 1,300 disadvantaged young people per week to access a range of extreme sports, including inline skating, BMX, skateboarding and scootering. They used £1,250 of funding to run an extreme summer sports coaching programme for 300 local young people. The programme ran for 12 weeks on Friday evenings during the holidays to challenge high levels of antisocial behaviour that occurs throughout summer months in the local area.



Great Yarmouth and Gorleston Young Carers Project

Norfolk Community Foundation has supported Great Yarmouth and Gorleston Young Carers Project with funds from the endowment.

Over 60 young carers attend the fortnightly sessions, which are both a break from their caring role and an opportunity to develop skills through team working games, CV writing sessions and educational support.



Supporting innovation



Innovation in Giving

In 2011 we launched the **£10 million Innovation in Giving Fund** to **support, develop and grow innovations** that encourage people to donate money in a way that works for them – often using new forms of technology, people's networks and hooking giving into people's everyday lives. To date the Fund has supported some of the most **exciting giving innovators** (a full list is in Annexes 1-3).

Managed for us by [Nesta](#), the Fund helped the innovators **bring ideas to life, grow their impact and reach many more people**. It also encouraged **established charities and public services** to embrace these new ways of giving. The Fund also looked at giving in its broadest sense and how innovations can encourage people to give their time, skills and resources, as well as money, to the causes they care about (see more about the Fund on page 15).

We also ran a series of randomised controlled trials to find out what makes people give (in partnership with [Charities Aid Foundation](#) and the [University of Bristol](#)). Our report [Applying Behavioural Insights to Charitable Giving](#) shared innovative ways for charities to increase donations – particularly through Payroll Giving and legacy donations.

To mark [Remember a Charity Week](#) in September 2013, the [Minister for Civil Society](#) wrote to **all solicitors in England, Scotland and Wales** so that more people are asked about leaving money to charity when writing their wills.

We continued to support innovators that are developing new platforms that help make giving easier and more compelling. In 2012, we ran **three match funds** worth a total of **£1.3 million** to encourage people across the UK to give. These funds generated an additional **£6.75 million for charities and local good causes**:

£4.96 million was raised for [Age UK](#), [Anthony Nolan](#), [Carers UK](#), [Marie Curie Cancer Care](#), [Together for Short Lives](#), [Whizz-Kidz](#) by a new platform – ITV's Text Santa. **£1.3 million** was raised through [Localgiving.com](#) for **1,112 local organisations** across England – providing a way for people to give securely to help people in their neighbourhoods. **£0.5 million** was raised for **98 projects supporting homeless people** through [StreetSmart](#) – which tested the model of asking people for a £1 donation through their restaurant or hotel bills.



Grow4Good South West – match funded by us through [Localgiving.com](#)

Spotlight: Localgiving.com

Tapping into both digital giving and local giving trends, [Localgiving.com](https://www.localgiving.com) is a great example of modern giving.

Founded in 2008, with the objective of enabling local charities, voluntary groups and social enterprises to raise funds and build stronger communities, Localgiving.com has already made an impact. Over 4,000 groups regularly use the website to raise funds and appeal for volunteers from amongst their local supporters.

Unlike any other fundraising platforms, Localgiving.com validates unregistered groups and enables them to benefit from online fundraising, Gift Aid, match funds and a range of digital tools and support. Localgiving.com developed a capacity-building model to help local charities become more sustainable by providing them with training and support in online fundraising and digital marketing.



The Cabinet Office has supported Localgiving.com through five match funds – worth £1.2 million. These funds have increased donations to the local charities by at least double, raising a total of £2.7 million for the often invisible groups working to make good things happen in local communities. Our support has also helped Localgiving.com consolidate its position as the leading fundraising route for local charities and voluntary groups.

For the local groups and charities, the match funds are invaluable because they provide unrestricted funding to groups who desperately need it. One such group is Dingley Family and Specialist Early Years Centres:

Dingley Family and Specialist Early Years Centres

Dingley Family and Specialist Early Years Centres give 91 children with development needs personal support and one-to-one attention. Helping families in Reading, Wokingham and West Berkshire, Dingley provide a place to make friends, share experiences and get much needed respite.

“Raising money in this way gives local people a way to support us easily and securely. It meant local people could give and help us to keep the electricity for the bubble tube on!”

Liz McDaniel, Dingley Family and Specialist Early Years Centres



Countess of Wessex visits Dingley



Several of 2012 winners including BT

Recognition of outstanding generosity and best practice

We have continued to encourage giving by **recognising philanthropists** for their donations through the [Honours](#) system. We formalised this in 2012 by establishing The Philanthropy Committee. **Over 50 philanthropists received honours in 2013** – including Knighthoods, Damehoods and British Empire Medals. We have also carried on rewarding outstanding generosity and innovative practice through the **Big Society Awards**.

We continue to **recognise employers** who are leading the way in **Payroll Giving** by supporting the [Payroll Giving Awards](#) that are run by the [Institute of Fundraising](#).

Spotlight: Innovation in Giving Fund

Working across sectors – including with small businesses, social enterprise and charities – Innovation in Giving **supported, developed and grew innovations** that find new ways for people to give. Focusing on solutions which fit with modern lives, the Fund has brought to light 74 innovative ways to encourage people to give more and how giving can become part of daily life. Examples of some of the innovations are listed below. Each bid was subject to a rigorous independent panel and follow on funding was provided to the innovations which had achieved most traction.

A full list of the projects is in Annexes 1–3:

Marie Curie Cancer Care is creating an online gaming platform to engage new donors – this has been devised through collaboration with commercial games experts.

Solar Schools is raising money through crowdfunding to install solar panels in schools. The project helps reduce energy bills by providing small amounts of investment the people who care about the schools – the parents and local communities.

Pennies gives customers a way of donating a few pence to charity when paying by card or online. This simple idea has already raised **£1.56 million** for charity from **6.6 million donations** through retailers up and down the country. The average donation is **24p** per transaction – so it is simple and affordable.

Timto provides a way for people to give donations as they give presents to each other gifts. The innovative model helps people raise money as they celebrate each other's happy occasions.

One of the exciting and unique things about Innovation in Giving is that it looked at giving in the broadest sense – and included looking at how people give their time, share skills, assets and resources. Some examples of this include:

GoodGym encourages runners to undertake 'good' acts whilst out running – such as visiting an isolated older person.

Run with the help of professional volunteers, **Apps for Good** teaches young people how to build mobile and Facebook apps that solve real problems.

Streetbank connects neighbours through an online platform that shares skills and useful objects to borrow, lend or give. The platform aims to create communities around sharing.

The Amazings is a platform for older people to share their skills through online and face to face classes.

The Fund also supported volunteer centres – more detail about this can be found within the Giving of Time section on page 23.

Giving of Money: Our Commitments

For the rest of this Parliament, our focus will be on:

- Targeting match funding to inspire giving
- Making Payroll Giving and Gift Aid work better

Targeted match funding to inspire giving

We will continue to encourage sustainable giving through the [Community First Endowment Match Challenge](#), incentivising people to contribute to an endowment which will have a **lasting impact** on communities across England. We are committed to matching every £2 donated with £1 of government money – with the aim of creating a **£100 million legacy for local communities**.

Partnering with [LocalGiving.com](#) and [The Big Give](#) we will run 2 more targeted match funds – **worth £750,000** to encourage **long-term donations** by Direct Debit and giving to **local communities** across the UK in 2013-14. Our funds will attract an extra **£2.25 million** for charities and attract new givers.

Making Payroll Giving and Gift Aid work better

In [response](#) to the 2013 [Payroll Giving consultation](#), we will implement a package of measures to make improvements in the system. These include a **new online home** for Payroll Giving, **reducing the maximum time allowed for donations to get to charities**, and increased promotion. We will also develop a Service Level Agreement between Payroll Giving Agencies and Charities.

In 2013 we [consulted](#) on how **Gift Aid works with digital donations** and we will consider how we can **make Gift Aid work best with online text and other digital donations**.



Giving of Time

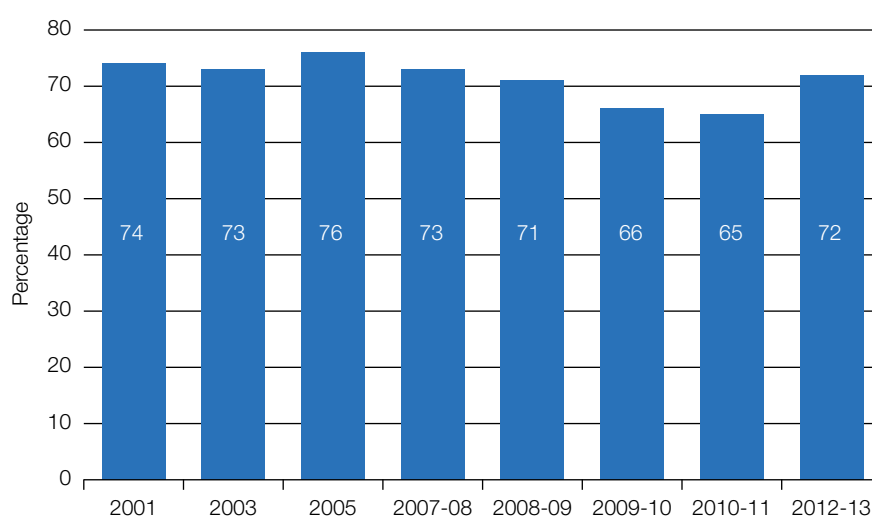
Giving of Time: Recent Trends

Britain has a long tradition of volunteering. Millions of people find time to help others. In doing so, they develop themselves and make a difference to society.

In 2012-13 an estimated **19.1 million people volunteered formally** – through a group, club or organisation – totalling approximately **1.9 billion hours**¹. **72% of the population volunteered at least once** in the last year – either formally (giving unpaid help through groups, clubs or organisations) or informally (giving unpaid help as an individual to people who are not relatives) – as shown in Figure 3.

This matters, as volunteering provides large economic and social benefits. It is estimated that the **economic value of formal volunteering in the UK to be in the region of 1.3%-1.6% of GDP** – around **£23 billion**³. Adding informal volunteering into this could increase the valuation significantly.

Figure 3: Whether people had participated in any volunteering, 2001 to August 2012-April 2013²



Source: Citizenship Survey 2001-2010/11, Community Life Survey August 2012-April 2013

¹ Community Life Survey, August 2012-April 2013.

² Community Life Survey, August 2012-April 2013.

³ Source: Various – NCVO Civil Society Almanac, Cabinet Office Analysis of Community Life Survey (2013). and ONS estimates of the economic value of volunteering in the Household Satellite Account (2002).



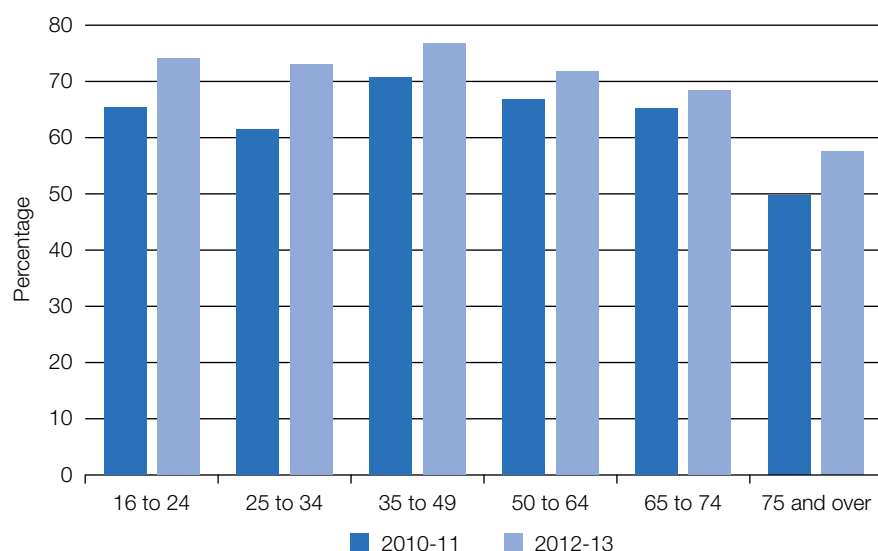
Volunteering is also significantly important in terms of the wellbeing of the volunteers themselves – **those who volunteer have significantly higher levels of life satisfaction⁴ than those who don't.**

Patterns of Behaviour

As with the giving of money, trends show it is a concentrated few who do the most. Estimates show that **20% percent of volunteers do 73% of all formal volunteering⁵**. Older people volunteer more than young people when you take other factors into account⁶. Also, until recently, volunteering had been in decline for 4 years.

The good news is that **volunteering rates have increased since 2011** and there is evidence of a **specific growth in volunteering among young people** – an increase from 65% in 2010-11 to 74% in 2012-13 amongst 16-24 year olds⁷. As detailed in Figure 4.

Figure 4: Whether people had participated in any volunteering by age, 2010-2011 to August 2012-April 2013²



Source: Citizenship Survey 2010/11, Community Life Survey August 2012-April 2013

⁴ Source: Cabinet Office analysis of Community Life Survey, August 2012-April 2013.

⁵ Cabinet Office Analysis of Community Life Survey, August 2012-April 2013.

⁶ Citizenship Survey 2008/09 Volunteering and Charitable Giving Topic Report.

⁷ Community Life Survey, August 2012 to April 2013.

The proportion of people volunteering at least once a year has increased from 65% in 2010-11 to 72% in 2012-13⁸.

There are a number of factors at work, apart from the instinct to help others in difficult times. Young people increasingly recognise participation in volunteering as an opportunity to stand out and develop valuable skills⁹. The inspirational impact of the volunteers from the Olympic and Paralympic Games undoubtedly helped to change their perception of volunteering.

More and more employers are increasingly recognising the value of volunteering in developing their workforce – placing a high value on it for their staff's professional development - 70% of employee volunteers reported developing their time management, communication, influencing, decision-making and leadership skills¹⁰.

People increasingly want more **flexible opportunities** to volunteer that fit in with their lives, and they are looking to digital platforms to find the right connections – as the growth of online volunteering platforms such as [Do-it](#) and [ivo](#) shows.

⁸ Community Life Survey, August 2012-April 2013.

⁹ 92% of respondents thought that NCS had given them a chance to develop skills that would be useful in the future (Source: NatCen Social Research NCS 2012 Programme Evaluation, July 2013). 89% of respondents agreed that NCS had enabled them to develop skills that have been useful in study, work or training. (Source: Sustained impact: One year, NatCen Social Research NCS 2011 Longitudinal Programme Evaluation, July 2013).

¹⁰ Participants from BITC's Give & Gain Day <http://www.bitc.org.uk/programmes/give-gain-day>.

Giving of Time: Our Achievements

Building on these trends, we have continued to encourage volunteering. This has included:

- Investing to grow volunteering opportunities
- Inspired by 2012 – Securing the volunteering legacy of the Olympic and Paralympic Games
- Supporting volunteering infrastructure
- Making volunteering easier
- Recognising outstanding volunteers

Investing to grow volunteering opportunities

By investing **£24 million** in **40 organisations** we created new opportunities for over **500,000 new volunteers** through the [Social Action Fund](#). The new volunteers have been recruited to support charities and community organisations. More about the success of the Social Action Fund can be found on page 26.

A further **£3million** was recently awarded to extend some of these projects – particularly those which **supported and encouraged young people, improved health and well-being, helped build social capital and community safety, and supported older people's wellbeing**. A list of all projects funded is in Annex A.

We are supporting ITV's [Take a Moment Campaign](#) to encourage people **to get**



Rainbow Food Co-op with Time Credits – a Spice project that was funded through the Social Action Fund

involved in their local communities and give back a small moment of kindness – this could be helping an elderly neighbour with their shopping or running an event at a local community centre. We have pledged £5 to the Text Santa charities for of the first **50,000 meaningful moments pledged**.

Inspired by 2012 – Securing the volunteering legacy of the Olympic and Paralympic Games

The Government has supported a number of initiatives including [Join In](#), [Street Games](#) and [Community Games](#) to build on the volunteering legacy of the Games – all of these were Inspired by 2012.



Embedding volunteering has also been a focus of the [Big Lottery Fund](#) and the new Spirit of 2012 Trust. More about our legacy projects can be found on page 27.

Supporting volunteering infrastructure

More than 35 volunteer centres were partners in delivering the £30 million [Transforming Local Infrastructure projects](#). The 74 projects included supporting mergers, using technology to deliver services and adapting to the changing needs of the voluntary sector.

In addition, the [Volunteer Centre Fund](#) helped them to increase their impact and financial

sustainability through innovation. In partnership with [Nesta](#) and [NCVO](#) we gave intensive support and £400,000 to **8 Volunteer Centres to test new ideas**; as well as holding learning **events for 90 organisations** across the country.

We have continued to support [Do-it](#), the UK's **main volunteering platform** -visited by an average of 200,000 people a month – so people can easily find volunteering opportunities to suit them. As a key part of the volunteering landscape, we and YouthNet, the charity responsible for Do-it, shared the view that the service should continue to go from **strength to strength**.

When YouthNet decided to pass Do-it onto a new owner, so they could focus fully on the needs of young people, the Government supported a competitive process to find it a new home. The new owners, the Red Trust -the charity behind [ivo.org](#) – have exciting plans to continue to develop Do-it as an interactive and inspiring **resource for potential volunteers**. The [Red Trust](#) leads a strong partnership of five organisations with the right experience to take Do-it forward. They will be consulting widely about how the site can build upon the increased levels of volunteering, capitalising on technological advances and changes in the way people give their time.



Games makers from the Olympic and Paralympic Games, London 2012

"ivo and our partners are really looking forward to this unique opportunity to build on YouthNet's incredible legacy with Do-it. We have exciting plans for Do-it's future and we have put together a great team that will enable Do-it to continue to power volunteering and civil society for many years to come. For me this is a chance to combine things I am passionate about -volunteering, technology and Volunteer Centres -and I can't wait to get started!"

Jamie Ward-Smith, CEO, ivo.org



Making volunteering easier

We have **scaled back** the criminal records and barring regimes for volunteers by introducing the [Disclosure and Barring Service](#) which is much simpler. This will **reduce by up to 46%** the number of people who need checks – from 9.3 million to 5 million. The Service provides criminal records checks and barring services, which includes making checks more portable between volunteer placements or jobs. The checks remain **free of charge for volunteers** – many of whom don't even need checks if they are properly supervised.

Continuing to recognise outstanding volunteers

Through the [Honours](#) system we are continuing to recognise **individuals who have done outstanding work in their local communities**, such as:

Neelam Aggarwal-Singh from Northampton

In the 2013 New Year Honours list, Mrs Aggarwal-Singh received an MBE for services to Community Cohesion, Health and Welfare for her work with the Indian Hindu Welfare Organisation.

Mrs Aggarwal-Singh is a well known and highly respected member of Northampton's community, widely recognised for her work in supporting the town's diverse communities to understand each other, integrate and celebrate together.

She became involved in voluntary work initially through the Northampton Volunteering Centre and has, amongst other achievements – helped to set up a kitchen for disabled people, with the profits going to help disabled project and assisted in the creation a successful multi-cultural library. She was also a co-founder of the Indian Hindu Welfare Organisation, which was established in 1996.





We will continue to recognise the achievements of **outstanding voluntary groups** through the **Queen's Award for Voluntary Service**. This includes:

The Tavistock and District Outdoor Education Forum (TDOEF)

Giving mainly younger people, from a variety of backgrounds and with a wide range of abilities, the opportunity to try different outdoor pursuits including caving, canoeing, abseiling and moor walking. Aided by volunteers, TDOEF group has a wholly inclusive approach. Young people also have the opportunity to further develop their skills by training as instructors.



Laganscape

The Laganscape Volunteer Group has been essential in protecting and preserving Lagan Valley Regional Park in County Down, Northern Ireland. Volunteers take responsibility for conservation management of plants and species, ensuring they can be enjoyed by the whole community and preserved for future generations. As a result of the groups work, over 1 million people have been able to enjoy and learn more about the park.



Spotlight: Growing volunteering – Social Action Fund

The [Social Action Fund](#) supported projects that helped bring local communities together; used the 2012 Olympic and Paralympic Games to create a legacy of social action and/or enabled people of different ages to volunteer. Examples of projects we supported include:



Time Credits, Spice



Honor Oak Community Centre with their Time Credits

We supported Spice as it is a great example of how to scale projects which encourage volunteers through incentives. Working on the premise that *everybody* can make a difference in their community, Spice helps build strong neighbourhoods through Time Credits. As people support others in their community, they earn a Time

"[Time credits have] opened up new opportunities to me... It's opened up social avenues – I've now got a group of 'nodding acquaintances' at the gym, which helps you to anchor yourself, to anchor your place in society, and your sense of identity."

Community member

Credit which can be spent many activities including going to the theatre, swimming or accessing training.

Spice is currently running 24 programmes across the UK – including in schools, local councils, community groups, housing associations, homeless shelters, day centres and carers groups. 13,000 volunteers have already been involved.

Tearfund



Pier Avenue Baptist Church, Clacton-on-Sea

We supported Tearfund as it was about scaling up a new concept, community franchises through an existing network of people – in this case, local churches.

In partnership with the Cinnamon Network, Tearfund have widened the availability of Community Franchising to enable the rapid engagement of churches across England in meeting the needs of local communities.

"I was very impressed with the Enfold project when I visited. The project offers a wide range of services to those in need in Clacton in a safe & friendly environment."

Essex County Councillor Ann Naylor,
Cabinet Member for Public Health

The Social Action Fund helped to set up 200 new Community Franchisee projects – with over 12,000 volunteers recruited and reaching over 85,000 beneficiaries.

One of the new community franchise projects to be set up was through Pier Avenue Baptist Church in Clacton-on-Sea – a Community Money Advice project to support people with debt issues.

Spotlight: Volunteering legacy of the Games



[Inspired by 2012](#) gives recognition to projects and organisations that are keeping the spirit of 2012 alive. All of these projects have been inspired by the Olympic and Paralympic Games.

In 2013 [Join In](#) sought to support over **10,000** local sports and community events across the UK. We partnered Join In, BT, Lloyds TSB, the Big Lottery Fund and Team London in the **biggest single celebration of volunteering** that the UK has ever seen. Held to celebrate the first anniversary of the Olympic and Paralympic Games, [Go Local](#) helped volunteers spread the word about volunteering with their friends, families, colleagues and communities.

Join in*



"I'd done a bit of volunteering work before but being a Games Maker has definitely made me think about doing other stuff. I'd like to pick up something local and something I can help with. I was talking about volunteering to my friends and family for months and months before and after the Games."

Dan, Games Maker, Romford, Essex

Since January 2012, **3,551** local communities have staged their own Community Games – celebrating what's good about their area and stimulating local involvement in community activities. We supported [Community Games](#) with **£2.9 million** funding. Over **80,000** people have volunteered at their local Community Games – almost a quarter of whom had never volunteered before!



Lord Coe with Community Games

community games



We also supported [Street Games](#) – a network of projects offering sports and volunteering opportunities run by 5,100 volunteers in disadvantaged communities, and [Energy Club](#) which runs physical activity across 900 primary schools across England by 9,000 trained volunteers.

Giving of Time: Our Commitments

The next stage of our support for volunteering is the **Centre for Social Action** which is a partnership with [Nesta](#).

The Centre's ambition is to show **how social action has a critical role in tackling some key public service challenges**, like improving hospital patient satisfaction, reducing re-offending rates, or reducing pressure on A&E departments.

We will be investing **up to £40 million** in order to **support programmes to demonstrate their impact, and to grow** (£36 million invested by us and £4 million by Nesta). This will help them to **continue to improve the way we deliver public services and ultimately people's lives**. In doing so we are creating **more opportunities for people to make a big difference with their time**. The investment includes a **£10 million Innovation Fund** focussing on supporting the scaling of successful ideas.

The Centre is concentrating on six key themes:

- **Prosperity:** reducing the cost of living and generating growth.
- **Young Potential:** supporting and encouraging young people.
- **Health:** improving health and well-being.
- **Safer and Stronger Communities:** Helping to build social capital and community safety.

- **Ageing Well:** helping people over 50 to have a purpose and a sense of well-being, be connected to others and manage their health.
- **Spirit of 2012:** using new approaches to mobilise high impact volunteers that are 'inspired by 2012'.

The Centre will be making a series of call outs to work with us – some have already been announced and some are currently being developed – these include:

- Cities of Service
- Community Energy
- Innovation Fund
- Innovation Fund (Ageing)
- Innovation Fund (Impact Volunteering)
- Innovation Fund (Young Potential)
- King's College Hospital
- Rehabilitation Social Action
- Vulnerable Young People

One of the first call outs to be supported by the Centre for Social Action was an innovative volunteering project at King's College Hospital:

Impact Volunteering for Hospitals Fund



Staff at King's College Hospital developed a ground-breaking programme which **vastly improved patients' experience of a stay in hospital**. They used volunteers to support patients to do simple things which go far beyond the normal remit of hospital volunteers, like accompanying patients to buy a newspaper, feeding patients who need extra help, or waiting with them before surgery: things which stretched hospital staff can't manage during their busy days.

King's College Hospital appealed to the community for willing volunteers and thousands responded.

King's College Hospital have shown that this ambitious programme has led to a **significant rise in patient satisfaction** and **has the potential to keep people out of hospital through reducing re-admission rates**.

"My feeding role on the ward takes the pressure off the nurses and allows them to do something else – while I am helping the patient. Patients interact with me well because I'm not in uniform, it's as if I am a family member coming to help."

Keisha Martin, Volunteer

The role of the Centre for Social Action is to identify groundbreaking programmes like this and then:

- **support them to grow and do more** – at King's College Hospital we are funding a roll out of the volunteering programme across more King's College Hospital wards, targeting up to 1,350 volunteers.
- **learn about success** – at King's College Hospital we are evaluating the programme so we can understand why it has been positive for patients.
- **copy successful programmes** – at King's College Hospital we are creating a blue-print of the programme to make it easy for other hospitals to do the same.

The **Impact Volunteering for Hospitals Fund**, which will be announced in late 2013, will help us to learn from other well-established hospital volunteering services.



Kings College Hospital Volunteers



In contrast with the King's College Hospital Model, Care Bank grew from the Centre for Social Action thinking about a particular **public service delivery challenge** – the increasing pressure on limited social care resources – and how social action can help tackle it:

Care Bank

The team were inspired by a volunteering model operating in Japan – Fureai Kippu – which was much more popular with the elderly and vulnerable people being supported than a 'paid for' service.

The model is based on **rewarding volunteers to support more frail and vulnerable members of their community**. The volunteers earn 'care credits' for every hour given: these are 'banked' for later use or transferred to support relatives/friends living elsewhere.

Having learnt about this model, the Centre team brought together interested departments like the Department of Health, Department for Communities and Local Government, and the Department of Work and Pensions to consider whether it could work in the UK. To test the approach, the Department for Health put up £80,000; the Royal Borough of Windsor and Maidenhead (RBWM) agreed to be a test site; and the Royal Voluntary Service won the bid to deliver the pilot: Care Bank.

Care Bank offers volunteers **one 'time credit' for every hour they spend supporting a neighbour** with tasks such as shopping, household maintenance etc.

These time credits can be spent locally to access a range of services or traded for some help. In this pilot phase, 57 volunteers offered their time, 164 older people received support and in total over 1,900 hours of support were given.

Going forward, the Centre for Social Action is working closely with RVS, Nesta and the other Government departments to understand whether Care Bank is a viable approach to addressing some of the challenges with social care provision.

The next step is to further scale and test this model with a larger group of volunteers and across a wider area. The long term vision is that the time credits can be 'banked' for later care provision and/or transferred to support relatives/friends living elsewhere.

The final step for the Centre for Social Action will be to **embed this method within the wider central and local Government** approaches to social care.



Community Action

Community Action: Recent Trends

Local people are playing a more active part in shaping their neighbourhoods and working together for the good of others.

Just under a quarter of people in England – **23%**¹ – were involved in social action (i.e. getting together with others to support a community project in the local area) in 2012-13.

This is supported by a belief that people are working together in communities – **6 out of 10** of those asked agreed that people in their neighbourhood **pull together to improve it**².

Growing sense of belonging

There has been a significant increase in people feeling that they belong to their neighbourhood since 2009-10 – 78% of people said they felt they belonged strongly to their neighbourhood in 2012-13³ (see Figure 5).

Social action and getting together with others is becoming more prominent in communities, with 68% of people aware of social action happening in their local area⁴.

An example of this is the [Big Lunch](#) which encourages as many people as possible



Community Hub launch at Marsh Lane Pentecostal Church

across the UK to have lunch with their neighbours once a year. **3.65 million people attended the Big Lunch** in 2013 – **79%** said they felt a **stronger sense of community afterwards**⁵.



¹ Defined as getting together with others to support a community project in the local area e.g. trying to set up a new service or amenity to help local residents, or organising a community event e.g. a street party. Source: Community Life Survey, January-April 2013.

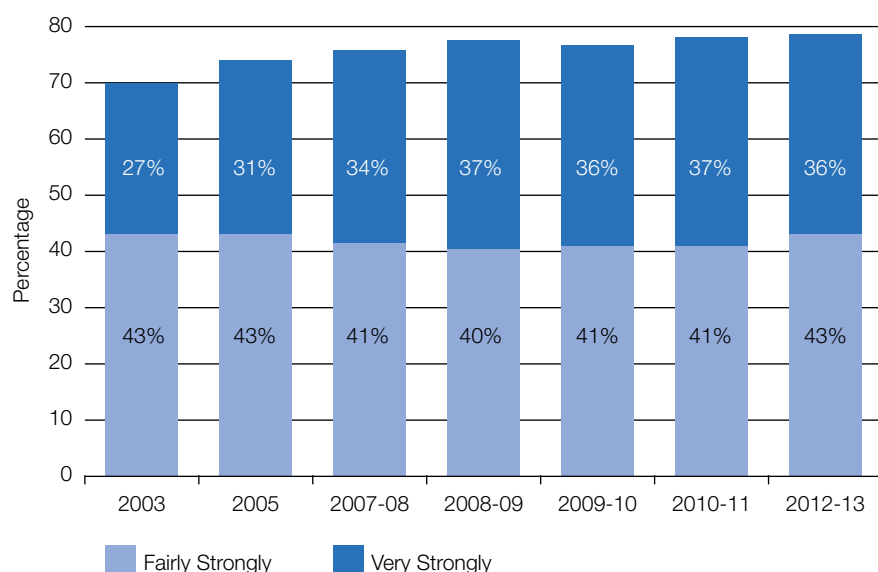
² Community Life Survey, August 2012-April 2013.

³ Community Life Survey, August 2012-April 2013.

⁴ Community Life Survey, August 2012-April 2013.

⁵ A Taste of the Big Lunch in 2013, The Big Lunch. <http://www.thebiglunchers.com/index.php/2013/09/a-taste-of-the-big-lunch-in-2013/>.

Figure 5: Proportion of people who feel they belong strongly to their neighbourhood, 2003 to August 2012-April 2013



Source: Citizenship Survey 2003-2010/11, Community Life Survey August 2012-April 2013

Community Entrepreneurship

Communities are also becoming more **enterprising**. **Community-owned shops** are gaining popularity and have **risen by over 1,200% in the last decade** – there were only 23 in 2003 and by 2013 there were 303⁶.

There are also **14 co-operative pubs** supported by their communities across the UK⁷. Libraries are also being taken over by their communities – **5% of all public libraries are now run by the people who use them**⁸.

Desire to influence

There has also been an emerging trend of people taking up the new legal powers and opportunities we provided through the [Localism Act 2011](#) – more detail on this is on page 36.

⁶ Plunkett Foundation, 2013.

⁷ Plunkett Foundation, 2012.

⁸ CIPFA.

Community Action: Our Achievements

Our priority has been to **build community action** in areas where communities don't have a tradition of working together to improve things.

We have helped communities to **come together to take decisions, run services** and to **improve their lives**. We are encouraging local people to play a more active part in shaping their neighbourhoods through:

- Supporting communities to take action
- Empowering community decision making
- Helping communities shape the future
- Recognising outstanding community action

Supporting communities to take action

Through our [Community Organisers](#) programme, we have supported communities to come together – often for the first time – and to take action on the issues that matter to them. So far, nearly **2,000 Organisers** have been trained to listen to residents and encourage them to take a more active part in their community.

The work of Community Organisers is **independent of Government, local authorities and charities**, with **local people at the heart of the programme** – making decisions on what they want to do.

Working in communities across the whole of England, Organisers have **mobilised over 100 communities** – from Deal in Kent to Cockermouth in West Cumbria. For examples,

of some of the things Organisers have helped communities achieve, see the Spotlight on Community Organisers on page 39. **55%** of the Senior Community Organisers who completed their training so far have **secured funding** to continue their work listening to communities.



Southwater Neighbour Network

Empowering community decision making

To support communities to act on issues affecting them, we have continued to devolve decision making to a local level. Nearly **600 Community First** panels are deciding how to allocate over **£30 million** in small grants to projects to improve their neighbourhoods.

Set up in England's most deprived wards and made up of volunteers from the local area, the panels are distributing funds according to **local priorities**. The funds from the Government are matched with **volunteer time, cash, services or free products** from the local area.

To date, the Community First panels have distributed over **£14 million** to **9,000 community projects** across England. This has been matched with nearly **£50 million**. This includes just under **£8.4 million** in cash and **2.5 million volunteering hours**.

Communities have chosen to fund a whole range of things including:

- **653** Community events, festivals and fun days
- **566** Activities to support parents and children, family play sessions and improving play areas
- **547** Youth projects, clubs and activities for young people



Tree Planting at Essex Avenue Community Association



Helping communities shape the future

To help **grow accessible and sustainable funding for communities and social entrepreneurs** we set up [Big Society Capital](#) (BSC) – a wholesale social investment bank. Launched as an independent body in April 2012, BSC committed **£56 million of investment** in 2012. To date, over **23 frontline organisations have received BSC investment commitments**. In 2013 BSC aimed to commit **£75-100 million in up to 20 new investments** – providing accessible finance to voluntary sector organisations.

In June, the Prime Minister announced that Big Society Capital and Big Lottery Fund have committed to provide **£250 million** over the next decade to **support communities to take over and run local assets** – such as community centres, pubs and halls.

We have given communities new legal powers and new opportunities through the [Localism Act 2011](#). This has given people **new rights** and is helping them to preserve what they like – and change what they don't – about where they live.

As a result, more communities than ever are coming together to make decisions and solve problems in their own way – shaping the places they live through [Neighbourhood Planning](#); taking control of a local service through the [Community Right to Challenge](#), and caring for the places they love through [Right to Bid](#). More information on these is available in the guide [You've got the Power](#).

In 2013, nearly **800 communities across England** are already engaged to some



Poster in Thame

degree in **Neighbourhood Planning**. The first three trail-blazing areas who have had their plans passed through a local referendum are Upper Eden in Cumbria, Exeter St James and Thame in South Oxfordshire.

Communities are also starting to embrace new powers to apply to run a local authority service. The **Community Right to Challenge** ensures that groups with good ideas about how they could run services better have to be listened to and may get to run the service themselves if their plans stack up. So far, **over 180 groups** have received support.

Using Right to Bid, over **500 assets** have been registered as having **community value** including pubs, shops, sport and recreational facilities, community centres, piers, harbours – even a castle and a lake have been listed! One of the first assets to invoke the Right to Bid was the Ivy House pub in South London that was saved from developers and is now London's first co-operative pub.



Ivy House, South London

The **Community Shares Unit** supported by The Department for Communities and Local Government, and run by Co-operatives UK and Locality, is **growing community investment**. Encouraging communities to invest in themselves **by harnessing the collective investment power of whole communities**, helping to overcome the barriers many communities face when raising finance. In



Greater Manchester Tree Station

2012, communities in England invested up to **£9 million in local enterprises** – great examples include the Bell Inn in Bath and the Greater Manchester Tree Station.

Our Place!

puts communities at the heart of decision making and brings together the right people – councillors,



One Norbiton Annual Conference, 2012

public servants, businesses, voluntary organisations, and the community themselves – to revolutionise how a neighbourhood works. **12 neighbourhoods** are piloting the Our Place! approach with each **focussing on local priorities**, whether that is **health and wellbeing, economic growth and skills, decentralising services, children and families, crime, culture, jobs or young people**.

The Our Place! pioneer communities are **building on existing community engagement** – for example in Norbiton residents are expanding a successful Neighbourhood Watch network of around 300 households to become a **community wide network of support**. As part of this, the community is also looking out for the welfare of elderly residents by collecting prescriptions and doing their shopping in bad weather.

Recognising outstanding community action

Through the **Big Society Awards**, we recognise businesses, community groups and individuals who go the extra mile.

Since its creation in 2010, **over 100 Big Society Awards** winners have been recognised for their **innovative and dedicated work to improve lives and strengthen communities**. Two of the winners include:

BIG SOCIETY AWARDS

2013

My Life My Choice

Started by three people with learning disabilities who wanted to improve the quality of life for others with similar conditions, My Life My Choice provides a range of volunteering, training, employment and social opportunities.

This holistic approach includes a range of projects run by people with learning disabilities such as a nightclub, a radio show, advice groups, and a transport buddy scheme to help people travel independently. They also provide specialist advice to local decision makers including MPs, councillors, and health officials, on the experience of people with learning difficulties via 30 specially trained volunteer champions.



The Lupton Trust

Lupton House is now a thriving hub of the community since it was totally restored by a group of local unemployed people and volunteers.

The Grade II listed building is now used by local groups including singing, dancing and self-help groups. During the renovations, volunteers learned new skills and completed over 18,500 hours of work.



Spotlight: Community Organisers

Southwater Community Organisers – Five Community Organisers work in Southwater, a large village in West Sussex. They have listened to local residents and helped them to take action to improve their community in a variety of ways.



Bridget's Community Coffee Morning

Set up to provide residents from flats with a space to meet and discuss their ideas. It has grown to a Fundraising Initiative for the youth project.

Southwater Model Boat Club
Largest in the country but in need of new members the 'old guys' decided to set up a Schools Engagement Scheme, teaching model building to primary school kids.



The Brownies Community Badge
Brownies have certain concerns that they identified through their training with the COs. Firstly they want to Reduce Littering and Encourage Recycling. Next they want to fundraise and organise a Community Event "... just to make people smile".

Youth Engagement
With 50% of the local population under 18 including the youth in our work is essential.



Neighbourhood Support
In a Commuter Village it is difficult to get to know your neighbours. We have set up projects to address this.

A 'New Style' **Neighbourhood Watch Area** to give neighbours the chance to meet and get to know each other. This has led to discussions on Community Gardening on a space of waste land.

SOUTHWATER COMMUNITY ORGANISERS

Southwater Neighbour Network
A local voluntary service aiming to offer shopping, social visits, non-routine household and garden tasks and transport to local appointments for people living in the parish of Southwater.

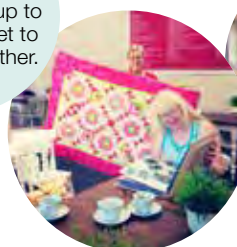


8-16 yrs Angling
Fishing Coaching in the Park to foster understanding and respect for nature and encourage responsible use of the park in the evenings.

School Councils
The school Councils have undergone listening training, become volunteer community organisers and set out to create a Children's Voice locally to Have Their Say.



'Hidden Talents'
is a craft group we have set up to help locals get to know each other.



Spotlight: Community First

Hateley Heath Community First Panel – Hateley Heath in West Bromwich is one of the 500+ wards benefitting from Community First grants. They have funded a high number of projects in the last two years.



Community Action: Our Commitments

We will increase community action by building on the success of our two flagship community action programmes – [Community Organisers](#) **and** [Community First](#) – to achieve even greater mobilisation amongst grassroots communities.



Southwater Community Organisers



The community in Balsall Heath is engaged in improving their local environment through Our Place! Photograph by Peter Cole.

By the end of this Parliament, we will train **5,000** Community Organisers – made up of **500 Senior Community Organisers** and **4,500 Volunteer Community Organisers**. This will help us to build a lasting legacy of community organising in England.

We will distribute over **£17 million** through Community First panels to local projects which create visible, tangible outcomes.

We will continue to support local people to **be active in the places they love** and **run the services and businesses that matter most** to them and their community. We will support communities to learn from each other and we will promote the achievements of groups who have successfully used their new rights.

We will also build on the success of the Our Place! pioneer areas and **support a further 100 areas to develop an Our Place! approach**. We will offer **£4.3 million** which

will **provide grants and advice for each individual area**. Areas will also become part of a network of neighbourhoods using the Our Place! approach and provided with opportunities to share learning and benefit from ‘peer to peer’ support.

Following our consultation in 2013, we will be supporting the [National Association of Local Councils \(NALC\)](#) and County Associations of Local Councils to **help campaigns for new town and parish councils** and **provide resources to help set up and run them**. Around 80,000 people volunteer as parish or town councillors and we are also going to **make it easier by simplifying the process of starting a new council; reducing the time** local authorities take to decide on parish council applications; and making it **easier for community groups that have created a neighbourhood plan to kick-start the process**.



Encouraging Young People
to get involved in
Social Action

Encouraging Young People to get involved in Social Action: Recent Trends

Today's young people are increasingly connected to the world, particularly through social media and the internet.

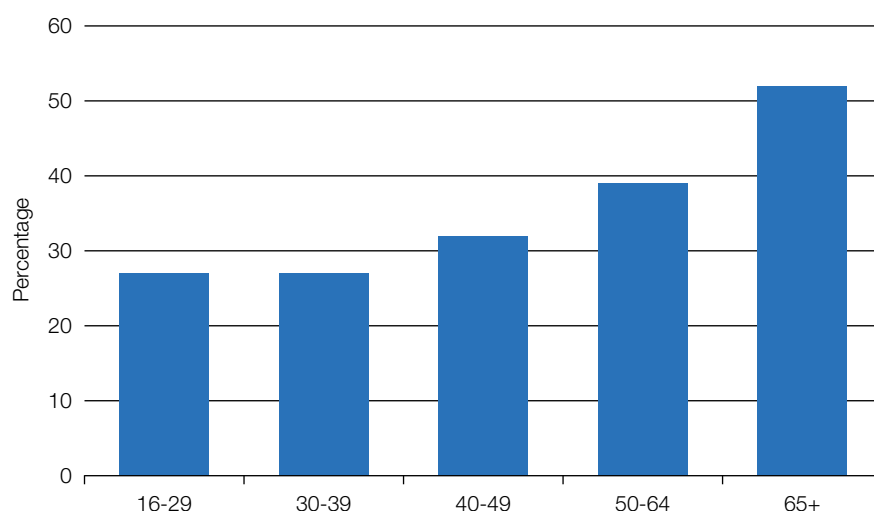
However, although they are connected virtually – **young people do not always feel connected to where they live** and they have a **lower sense of belonging to their immediate neighbourhood** than older people. Nearly twice the proportion of over 65s express a very strong sense of belonging to their community compared to 16-29 year olds¹ (see Figure 6).

At the same time as not feeling as connected to their surroundings, young people are also

experiencing challenging times – with a difficult economic climate, a tight labour market as well as poorer health, education and employment outcomes amongst the most disadvantaged all having an impact.

We know that this makes **young people concerned for their future** – 4 out of 5 young people are worried about their employment prospects when they leave education². Anxiety levels are high – 10% of young people asked admitted they struggle to cope³.

Figure 6: Percentage expressing very strong sense of belonging to local neighbourhood by age band



Source: Citizenship Survey 2008/09-2010/11, Community Life Survey August 2012-April 2013

¹ Cabinet Office Analysis of Community Life Survey, August 2012-April 2013.

² Based on responses by 13-17 year olds. Source: JWT Intelligence, 2012Gen Z: Digital in their DNA. http://www.jwtintelligence.com/wp-content/uploads/2012/04/F_INTERNAL_Gen_Z_0418122.pdf.

³ Princes Trust Youth Index 2013 <http://www.princes-trust.org.uk/pdf/youth-index-2013.pdf>.

In spite of this, young people continue to be creative, resilient and determined to give back to their neighbourhood, make a difference on issues they care about, take the initiative and cope with new challenges. 29%⁴ of all young people aged between 10 and 20 currently get involved in social action.

We believe there are signs that young people increasingly want to be seen as the solution rather the problem⁵ and they are getting involved through volunteering and campaigning for change. 2012-13 saw the highest levels of informal and formal volunteering in England amongst 16 to 25 years olds since 2008-9 (as shown in Figure 7).

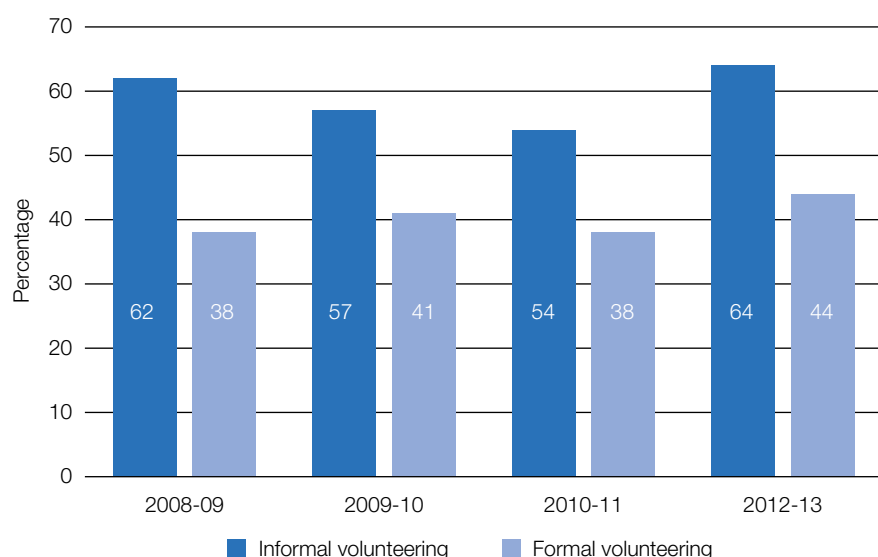
Examples of this include campaigns such as [Make Your Mark](#) which saw over 478,000 young people aged 11-18 voting on the top issues which matter to them in 2013; [Fixers](#) where young people who have had difficult times use that experience to campaign on

issues such as homeless, domestic abuse, or drink and drug misuse; and vInspired's [Do Something](#) – which regularly mobilises thousands of young people online to raise awareness of social problems. All of these campaigns and other similar initiatives, show how keen young people are to make the country a better place.

We are pleased to see these and other campaigns, as **young people getting involved is beneficial to their communities**, as well as being **beneficial to their personal wellbeing and prospects too – creating a double benefit**.⁶

76% of employers say getting involved in extra-curricular activities **boosts teens' job chances, and 7 out of 10 employers also say** they prefer candidates who can work well in teams and **mix with people from different backgrounds**.⁷

Figure 7: Percentage of 16-25 year olds volunteering at least once in last year, 2008-09 to 2012-13



Source: Community Life Survey

⁴ The State of Service Nation: Youth Social Action in the UK, Demos, 2013.

⁵ In the Service of Others report [www.gov.uk/government/uploads/system/uploads/attachment_data/file/211937/In the Service of Others – A vision for youth social action by 2020.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/211937/In_the_Service_of_Others_-_A_vision_for_youth_social_action_by_2020.pdf).

⁶ The Young Foundation, 2013, Scoping a Quality Framework for Youth Social Action <http://youngfoundation.org/publications/scoping-a-quality-framework-for-youth-social-action/>.

⁷ NCS Trust survey data. Carried out by Hill&Knowlton/72Point. Released 27 February 2013.

Encouraging Young People to get involved in Social Action: Our Achievements

Because we know it is beneficial to young people, and their communities, for them to get involved in social action, since May 2010 we have invested £73.95 million⁶ in initiatives supporting young people. We have focussed on **unlocking young people's power to make a difference by:**

- Offering **once-in-a-lifetime opportunities**
- **Increasing opportunities for young people** to get involved
- **Making volunteering more accessible**
- Supporting young people **to give and to encourage others to give**

Offering once-in-a-lifetime opportunities

[National Citizen Service \(NCS\)](#) is a life changing opportunity **open to all 16 and 17 year olds in England**. So far 70,000 young people have taken part.

Through NCS, young people have been developing skills for work and life, conquering new challenges, meeting new friends and improving their communities. Taking place outside of term time, it is a unique full-time programme that runs over a number of weeks and followed by 30 hours of social action by the young people.

The programme aims to create a **more engaged, cohesive and responsible society** by **enabling young people from different backgrounds to work together** to undertake



National Citizen Service participants learning life saving skills

social action in their local community, and **support the transition to adulthood**. More information on the success of NCS so far is on page 48.

⁶ Includes funding for Citizenship Foundation, National Citizen Service, vInspired, Vulnerable and Disengaged Young People's Fund, Youth Social Action Fund and Youth Social Action Journey Fund.

Increasing opportunities for young people to get involved

In 2012 the Prime Minister announced an [independent review of youth social action](#), conducted by Dame Julia Cleverdon and Amanda Jordan OBE. The purpose was to increase the **quality, quantity and frequency of young people's social action opportunities**. Following detailed consultation, their recommendations showed that:

- A **wide range of social action for young people takes place** – lots of it within the voluntary sector.
- Social action for young people is **not widespread amongst schools and businesses**.
- There is a **lack of understanding about social action and its' value** to employers and schools.
- Young people **do not have anywhere to record their social action progress**.

In response to this review, we supported the setting up of an **independent organisation** – [Step Up To Serve](#) – in 2013. The Campaign is being led by [HRH The Prince of Wales](#) and aims to have 50% of young people participating in social action by 2020. **All three party leaders have expressed their support for the Campaign.**

The Cabinet Office has also commissioned a **Quality and Outcomes framework for young people's social action**. Developed by the IVR and the Young Foundation in conjunction with organisations across the business, voluntary and education sectors. It includes:

- An agreed definition of social action ('Practical action in the service of others')
- Six principles which define high quality social action
- An articulation of the outcomes for both the individual and society which derive from social action: The Double Benefit.

This framework will be tested as part of the Youth Social Action Fund trials with the aim of making this a robust model that all organisations delivering youth social action can use in future. This will support the development of a common language about the impact of social action that demonstrates its benefits to educational institutions and employers.

Making volunteering more accessible

We have continued to make volunteering more **relevant, fun and accessible to young people** to encourage even more of them to get involved. Through the [Social Action Fund](#) we are providing follow on funding to a number of projects specifically working with young people – including BeatBullying, IntoUniversity, Street Games and Uprising (see Annex 5). These projects are expected to **create a further 15,000 volunteering opportunities** for young people – more information can be found on page 50.

We have also continued to support the **largest national youth volunteering charity, vInspired** who give young people opportunities to do good things through volunteering and social action. vInspired is connecting more young people to social action opportunities and recognition through a range of online and off-line programmes.



vInspired volunteer

Supporting young people to give and to encourage others to give

We have continued to fund the [Citizenship Foundation](#) to run two school-based programmes that encourage young people to get involved with their communities and charities – [Go-Givers](#) in primary schools and [Giving Nation](#) in secondary and alternative education settings. Over 1.2 million young people have been involved so far.

By working with schools to deliver social action during class time **every young person learns how to get involved.** The young people are set challenges which have raised over £1.4 million over the last 6 years. The challenges instigated by the young people have included raising awareness of ageing, raising money for a local hospice and addressing anti-social behaviour.

Through the **Youth and Philanthropy Initiative (YPI)** we supported **15,000 young volunteers** who worked in teams to research and support grassroots charities in their community. The initiative **raised social conscience and awareness of local good causes** it encouraged the young people to visit local charities, chose one to represent and pitch for that charity to receive a small grant.

We have continued to support **Young Philanthropy**, which introduces young professionals to giving and will develop the **next generation of philanthropists.** Through the Innovation in Giving Fund, **we supported the growth of Young Philanthropy Syndicates** and by the end of 2013 they are on track to have 40 Syndicates – including at the Cabinet Office – making a difference. Maximising the skills and networks of young professionals, there is also a strong inter-generational element to the project with more experienced colleagues supporting the graduates and young professionals to further develop their impact.



Young Philanthropy Syndicate made-up of young professionals from across the Civil Service, supporting Eaves, led by Ambica Jobanputra



Kensington Primary School, Newham campaigning for improvements to Plashet Park – a Citizenship Foundation programme

Spotlight: National Citizen Service



NCS activity residential – participants take on new challenges and work together as a team.

[National Citizen Service \(NCS\)](#) is a unique full-time programme that runs over a number of weeks outside term time in spring, summer and autumn, followed by 30 hours social action. Participants are able to build skills for work and life, take on new challenges and meet new people.

Since its launch in 2011 NCS has grown rapidly. We are very proud that it **tripled in size** between 2011 and 2012 and we expect it to continue to grow rapidly this year, increasing by 50%. To date more than **60,000 young people have taken part**.

£56 million was invested in NCS in 2011 and 2012. We have committed funding until 2016 to ensure that NCS continues to grow rapidly and supports even more young people.

“NCS is a realisation of what young people really can achieve. It has enabled me to take my social action project, and turn it into a reality, making me feel like I can really make a difference.”

Sienna, aged 16, NCS participant

As well as the positive impact NCS has on communities – **over 460,000 hours of social action** were completed by NCS participants in 2012 alone – it also has a great impact on the young people themselves. This was shown by an [independent evaluation](#) of NCS published in 2013 which found that:

- 92% of the NCS participants said it gave them the chance to **develop skills that would be useful** in the future

- 73% felt more confident about **getting a job** in the future having taken part in NCS
- 95% said NCS gave them a chance to **know people they wouldn't normally mix with**
- 71% felt **more likely to help out** in future.

NCS has a longer-term impact for those who take part – a one year on study of 2011 participants found that young people who had taken part in NCS reported lower levels of anxiety than their peers¹.

Independence – the key to sustainability

NCS is now run by the NCS Trust an organisation that is independent of Government and tasked with building the relationships and the partnerships that will help to create a sustainable future for NCS.

"I'm confident that every single graduate of the programme stands head and shoulders above many of their contemporaries because of their NCS experience. npower values the skills learnt during NCS and looks for that when recruiting new staff. The NCS acts as a springboard for any young person's career."

Clare McDougall, Head of Community and Education at RWE npower

A once-in-lifetime opportunity



George, NCS participant

February 2013 was just the start of George's relationship with NCS. Having made new friends and raised £300 for the Kings Arms Project supporting homeless people in Bedford, he's since gone on to achieve amazing things. George gave an inspiring speech at his graduation ceremony before visiting Westminster to speak to MPs about his NCS experience. Since then, he spent the summer

volunteering as an NCS Team Assistant – leading a Bedfordshire NCS team through the programme. George also spoke at his team's graduation in front of 500 participants and parents; something he thought he'd never be able to achieve in his pre-NCS days.

"NCS taught me many things – to be myself, to give everyone a chance. I went on NCS to work out what I wanted to do in life, and whilst I didn't find that out, I did realise it's not really about what you want to do, it's about who you want to be. I'm sure that whatever I do I will look back on NCS with fond memories and know that my life wouldn't be the way it is without it!"

George, aged 17, NCS participant

¹ NatCen Social Research NCS 2011 Longitudinal Programme Evaluation, July 2013.

Spotlight: Social Action Fund: Young people focus

[UpRising](#) is a leadership programme dedicated to supporting and developing young adults aged 19–25 from **diverse backgrounds**. It works in some of England's most challenged communities – including those affected by the 2011 riots – by creating a group of **emerging leaders skilled in mobilising volunteers and community action**.

With **£851,547** of funding from the Cabinet Office UpRising are offering a distinctive combination of mentoring, training and community action in London, Bedford and Birmingham, aiming to expand in other areas.

“UpRising participants have shown us once again how social action can both tackle persistent local issues and develop leadership skills amongst those taking part.”

Nick Hurd, Minister for Civil Society



UpRising leadership graduates celebrate their achievements at the Foreign and Commonwealth Office

[IntoUniversity](#) brings **university education within the reach of students from the poorest homes** – thereby opening up a world of new life-possibilities, including professional careers.

In 2012-13 the charity supported over 15,500 children and young people. **77% of IntoUniversity school leavers gained a university place** – in comparison with the national average of just 18% amongst young people from similar backgrounds. The charity runs 15 centres in London, Nottingham and Bristol and has plans for more.



IntoUniversity mentoring

Sowing the seeds of ambition with children as young as 7, and supporting students right up to starting university – IntoUniversity offers young people somewhere to study after school and get help from undergraduate mentors. **The programmes are assisted by 800 trained volunteers** and the **Cabinet Office is supporting IntoUniversity to expand its pool of 18-25 year old volunteers**.

Encouraging Young People to get involved in Social Action: Our Commitments

Going forward we will:

- Make the National Citizen Service available to more young people
- Support the independent Step Up To Serve

Offer once-in-a-lifetime opportunities

The Government is determined that National Citizen Service should continue to be **available to young people in future years** and that NCS should become a rite of passage for all 16 and 17 year olds.

Transferring the programme to the NCS Trust will **enable NCS to grow**, and **build on the excellent progress to date** by increasing demand for the NCS programme, **delivering value for money for the taxpayer** and ensuring delivery of **high quality NCS experiences**.

Increase opportunities for young people to get involved

We will continue to support [Step Up To Serve](#) Campaign by running two funds to support young people getting more active in their communities – the **Youth Social Action Fund** and the **Youth Social Action Journey Fund**.



National Citizen Service

The [Youth Social Action Fund](#) – worth **£5 million** and run in partnership with the [Education Endowment Foundation](#) – is **trailing new ways to grow young people's social action** through intensive support in a specific geographical location – initial projects are in Birmingham, Middlesbrough, Lancashire and Kent.

As well as offering new opportunities for young people to get involved, it is about supporting projects to build robust evidence about the **positive links between youth social action and outcomes for young people**. The evaluation will use Randomised Controlled Trials and deliver the highest standards of evidence.

To further support [Step Up To Serve](#), in October 2013, we announced the [Youth Social Action Journey Fund](#) to increase the number of quality social action opportunities for young people between the ages of 10-20, embed NCS into their social action journey and improve the handover from one social action opportunity to the next.

Following consultation, the two focuses are to increase the number of **young people aged 10-17 engaged in high quality social action** and to **support them to take part in NCS**, and to increase the number of **opportunities for NCS graduates aged 16-20 to engage in high quality social action** opportunities.

These Funds will be underpinned by a new **Youth Social Action Passport** – a universal way for young people to record in one place all their social action activity – and an **awards scheme** to give them the recognition they deserve. The development of the Passport will be done in collaboration with the voluntary, business and education sectors to ensure that this tool creates a common language that will highlight the impact of social action to future employers and education institutions.



Launch of Step Up To Serve, November 2013

Annexes

Annex 1:

Innovation in Giving Fund (Open Calls)

Through two open calls we have conducted a nationwide search for the best and most radical ideas for new ways to support and encourage giving, reviewing almost 1,000 ideas, interviewing well over 100 teams of innovators and ultimately awarding grants and non-financial support to 56 innovations.

Project	Innovation in Giving Fund grant	Description
Believe.in	£50,000	Believe.in allows individuals to create a comprehensive overview of their charitable identity, build their own support network and rally friends and family around the causes & charities that are important to them. They also process donations for free for charities and provide useful analytics.
BlueDot	£50,000	Blue Dot is a global online social reward and reputation currency launched in 2011. The project records and rewards individuals and businesses which donate money or volunteer their time to charities and voluntary organisations by providing them with pop culture rewards and enhanced social reputations. The aim of the project is to harness popular culture and recent advances in technology to engage millions of consumers in giving more of their time and money to good causes.
Ceeders	£50,000	Ceeders is a platform that enables individuals to set up accounts and build their own personal 'C' profiles by supporting charities with fundraising and volunteering activities. The platform enables users to engage with each other and encourages employers to match commitments made to charities by their employees.

Project	Innovation in Giving Fund grant	Description
Casserole	£45,000	Casserole is working to reduce social isolation and improve meals on wheels services by coupling the willingness of regular people to cook an extra portion of dinner to share with the needs of local community members who struggle to cook for themselves.
Chip In	£30,000	Chip In is a range of uniquely designed, contactless payment card readers, which make charitable giving fast, fun, and harmonious with urban lifestyles.
Cool2Care	£100,000	Cool2Care is creating a family reciprocity scheme for families of children with disabilities to exchange hours of care and support with each other.
Digital Me	£51,700	The Makewaves platform (www.makewav.es) is a safe, social networking site for schools and young people, operated by Radiowaves School Limited. The application enables schools to advertise opportunities for volunteering and skills they are seeking, and parents/carers to post their skills and availability to share experiences and volunteer with children, either in school or online through simple social media functionality. The application will alert parents to relevant volunteering opportunities.
Do-it Connect	£48,500	Do-it Connect seeks to dramatically increase the number of people volunteering through introducing new ways for organisations to recruit volunteers.
Ecomodo	£50,000	Ecomodo.com enables anyone to lend out things that they are not using (e.g. drills, garden furniture, ipads etc.) skills they would like to share and spaces to others for free, or a small fee for charity.
Federation of City Farms and Community Gardens	£50,000	Federation of City Farms and Community Gardens project Growing Together aims to support the development of sustainable community growing projects by creating guidance around innovative funding mechanisms and ways to enable people to give time and resources.
Garage Sale Trail	£50,000	Garage Sale Trail enables garage sales and the exchange of goods and money on a hyper local level but with national scale. The garage sales enable participants to make pocket money or fundraise, de-clutter, meet their neighbours and have fun.
Give What You're Good At	£50,000	Give What You're Good At matches professional volunteers who want to give something back with charities that need their particular skillset.

Project	Innovation in Giving Fund grant	Description
Good People	£50,000	GoodPeople is a web-based talent platform – built on top of social technologies such as Twitter, LinkedIn and Facebook – helping organisations attract people who want to use their skills to support the causes they care about.
Horsemouth	£50,000	Horsemouth is an innovative, trusted, safe, lively and growing online venue for informal one-to-one mentoring. The platform is open and free to the general public and it is designed to safely and easily facilitate informal one-to-one mentoring people aged 16 years and over.
JustGiving	£50,000	JustGiving has developed a crowdfunding platform, where users can easily create a project page, then use the power of the crowd to raise funds for local community based projects.
Locality Brokers	£50,000	Locality Brokers matches private sector property professionals with communities championing a planning, land or building project in England for mutual benefit.
Ministry of Stories	£45,000	Ministry of Stories is a creative writing and mentoring centre for young people in East London, hidden behind (and part funded by) a children's 'monster supplies' shop. Ministry of Stories uses storytelling to inspire young people aged 8-18 in the belief that writing unleashes their imagination, builds confidence, self-respect and communication skills.
Payroll Local	£83,250	Through Payroll Local Employees of Lambeth council will be able to take a small proportion of their wages in Brixton Pounds which they can then spend locally with small businesses or donate to local charities and social enterprises.
People Who Share	£50,000	PWS are building an aggregator (analogous to comparethemarket.com) that attempts to make it easy for anyone to share, rent, buy, sell and swap things in the 'sharing economy'.
PhotoFoundation	£50,000	Photofoundation is a social enterprise which enables people to give to charities by donating their best photos to an image bank.
Positive Bid	£50,000	PositiveBid allows charities to run silent, mobile auctions in the background at fundraising events. Attendees use their smartphone or tablet to browse through the lots being auctioned, bid on them and then pay for the lots they have won.

Project	Innovation in Giving Fund grant	Description
Project Dirt	£110,000	Project Dirt is an online platform to connect and share environmental contacts and activities.
Reach	£50,000	Reach Volunteering has an impressive track record of matching skilled volunteers with the charities that need their expertise. Now it wants to take this process online through iReach.
Recommendation Engine	£50,000	The recommendation engine allows JustGiving to test, analyse, learn and share insights into the best ways of growing online charitable giving more quickly and thus increase donations to charities through the platform.
SE Assist	£65,000	SE Assist aims to link large businesses and their employees with local social enterprises through a community investment model. SE Assist is a collaboration between the Charities Aid Foundation and Legal and General. They will test a model that will see local Social Enterprise Funds being set up and managed by multi-stakeholder Investment Committees.
Slivers-of-Time	£150,000	<p>Slivers-of-Time is a social business which has developed a web based platform that makes it really easy for people to volunteer their spare time to employers, voluntary organisations or their local community.</p> <p>The platform is similar in principle to self-managed online shopping, banking and social websites. The difference is the time-banking system behind it. It enables, and encourages people to provide services to each other, for example, spending a couple of spare hours volunteering at the local library.</p>
Somewhereto_	£50,000	Somewhereto_ helps young people find the space they need to do the things they love.
Spice	£250,000	Spice works in partnership with community development organisations, schools, housing associations, prison, homeless hostels and local authorities across England and Wales to design implement and evaluate time credit systems.
The Do Nation	£48,750	The Do Nation replaces cash sponsorship with action, enabling people to actively engage their friends in doing social and environmental good.
The Giving Lab	£50,000	The Giving Lab helps charities, developers and companies innovate, be more effective and make a bigger difference. They help charities understand audiences and their needs, design and deliver new services and fundraising products and measure and increase their effectiveness.

Project	Innovation in Giving Fund grant	Description
Timebanking UK	£150,000	Timebanking UK are developing an open-source, free-to-use platform (Community Weaver) to significantly reduce the barriers to entry for setting up, joining or managing local timebanks.
Timto	£150,000	Timto is an engaging group gifting service that encourages people to make charitable donations an integral part of any celebration.
WeWillGather	£100,000	WeWillgather uses social networks to galvanise mass civic participation and action; a flashmob approach to taking practical action to improve your neighbourhood from the organisers of #riotcleanup. During the riots experienced in some cities across the UK in 2011, a group of people used social media and the Twitter hashtag #riotcleanup to organise people, resources and events to help clean up their affected neighbourhoods.

The Innovation in Giving Fund has awarded further funding to some of the most promising ideas within the Fund:

Project	Innovation in Giving Fund grants	Description
The Amazings	£50,000 £148,000 (follow on funding)	The Amazings is a platform for older people to share their skills and earn an income through online classes and face to face classes.
Apps For Good	£50,000 £154,800 (follow on funding)	Apps for Good is an acclaimed technology education programme that teaches young people how to build mobile and Facebook apps to solve real problems with the help of professional volunteers.
Buzzbnk	£50,000 £150,000 (follow on funding)	Buzzbnk is a crowdfunding platform focused on connecting social ventures with a community of backers who want to pledge funds or non-financial support to develop their projects.
Care4Care	£47,000 £250,000 (follow on funding)	Care4Care is a timebank to encourage neighbours to volunteer care to one another.

Project	Innovation in Giving Fund grants	Description
Crowdfunder	£148,000 £149,600 (follow on funding)	Crowdfunder (formerly Peoplefund) enables people to pledge funds to support great ideas to become projects. The project runs a range of small campaigns to connect project themes with potential backers.
DotDotDot	£50,000 £119,000 (follow on funding)	Dot Dot Dot gives people who do great voluntary work cheap homes by placing them in properties which would otherwise be empty, on a temporary basis.
ECHO	£145,000 £150,000 (follow on funding)	ECHO (formerly Hackney Shares) is a business to business time bank. It facilitates the exchange of time and resources between a wide range of organisations via an online platform.
Givey	£50,000 £150,000 (follow on funding)	Givey uses social technologies such as text and Twitter to encourage people to support the causes they care about, track the impact they're having and connect with other people who also want to make a difference.
Good For Nothing	£100,000 £75,000 (follow on funding)	Good for Nothing supports a community of people who give their time, skills and energy for free to make a positive impact on charities, social enterprises and other good causes.
The Good Gym	£91,400 £164,245 (follow on funding)	The Good Gym is a membership organisation that gets runners to run for social good (e.g. doing a mission each time like clearing rubbish or moving logs, or visiting an isolated older person or coach).
Greeniversity	£135,170 £70,000 (follow on funding)	Greeniversity is a skills share initiative that gives people the opportunity to volunteer to teach or learn 'green skills', to use in their local community.
Guess2Give	£50,000 £125,000 (follow on funding)	Guess2Give is a new online sweepstake that people can set up to fundraise for any event or occasion. For example, if you were running the London Marathon, you'd ask friends to guess how long it would take.
Impossible	£50,000 £150,000 (follow on funding)	Impossible is a social network that enables local communities to make the Impossible possible. Connecting, supporting and enabling people to help each other make simple or big wishes come true, whilst working together to collectively tackle what some might say are impossible worldwide social issues.

Project	Innovation in Giving Fund grants	Description
Inspiring The Future	£50,000 £150,000 (follow on funding)	Inspiring the Future is a free service that matches state schools with people from all sectors and professions who want to volunteer their time to talk about their education or careers.
National Funding Scheme	£50,000 £150,000 (follow on funding)	The National Funding Scheme (NFS) is a mobile giving platform, freely available to all arts and cultural organisations.
Pennies Foundation	£50,000 £150,000 (follow on funding)	Pennies makes giving to charity easy and affordable for all – customers can simply press ‘YES’ to donate on the Chip and PIN machine in-store, or click the ‘Donate’ button online.
Re:act	£50,000 £125,000 (follow on funding)	Re:act connects people with the most relevant opportunities for giving based on their digital browsing habits.
Solar Schools	£50,000 £165,000 (follow on funding)	Solar Schools works with schools to raise funds from the crowd in order to install solar panels. The project helps reduce bills for schools whilst raising awareness of renewable energy and sustainability.
Streetbank	£45,000 £200,000 (follow on funding)	Streetbank connects neighbours through an online platform which helps people connect through sharing skills and useful objects to borrow, lend or give. The platform aims to create communities around sharing.
Trading for Good	£150,000 £120,000 (follow on funding)	Trading for Good is a free service to support SME’s to adopt more social and environmental practices that can work in the service of their business.
Tyze Networks	£75,000 £181,000 (follow on funding)	Tyze Personal Networks is an online tool that enables users to create a private community centred on one person with care needs. The primary beneficiaries of Tyze are people undergoing treatment for critical illness, older people, and people with disabilities, as well as the network of carers and caregiving agencies that provide support for them.

Project	Innovation in Giving Fund grants	Description
Women Like Us/ Timewise Foundation	£49,499 £147,462 (follow on funding)	Women Like Us (WLU) Careers Online is a new digital network that connects thousands of women with children who need careers advice to build family friendly careers, with professional women who have expertise to give to help them to do this, structured around the time they have available.
Young Philanthropy	£50,000 £175,000 (follow on funding)	Young Philanthropy is educating and empowering a new generation of philanthropists who are disengaged with available methods of charitable giving. The YP Syndicate maximises the giving, impact and experience of philanthropy for young professionals.

Annex 2:

Innovation in Giving Fund (Open Innovation)

The Open Innovation Programme helps charities take innovative approaches in giving to scale. The programme focuses on opportunities for charities to collaborate with existing innovators within and outside of the sector to grow externally sourced ideas within their own organisations.

Project	Innovation in Giving Fund grant	Description
Age UK	£120,000	Creating skills exchange or personal service provision between post 50 volunteers and elderly people.
The Children's Society	£120,000	Testing localised approaches to giving including transparency and accountability mechanisms to show funds used in local area (Newcastle).
FoodCycle	£119,074.72	Trialling social franchise model to spread food use.
Keep Britain Tidy	£118,800	Connecting volunteers across the UK using online network and encouraging activity through rewards system.
National Trust	£120,000	Connecting with corporates to create a family volunteering opportunity.
Marie Curie Cancer Care	£120,000	Creating a platform focused specifically on 'gaming for good'.
Mencap	£120,000	Creating an online platform for fundraising in schools.
Scope and WWF	£65,090 156,910	Scope and WWF are working together to tackle two key giving challenges. First, they want to improve the recruitment and retention of individual supporters. Like many charities, both have a large number of 'lapsed' direct debit supporters, who they want to re-engage with. However, they also want to address the reasons behind the stagnation in charitable donations through the psychology of giving – and crucially, what motivates people to give on a regular and sustained basis.
United Response	£90,148	Generating local fundraising and gifting groups through a 'birthday party' campaign.

Annex 3:

Innovation in Giving Fund (Volunteer Centres)

Through this programme we are working with eight Volunteer Centres to grow and develop innovations to what they do and how they do it. The core aim of the programme is to help Volunteer Centres increase their impact and become more sustainable. The ultimate aim is to increase the number of people giving time to causes they care about in their local area.

Project	Innovation in Giving Fund grant	Description
2D	£50,000	Pilot project supporting people with long term health conditions into a variety of volunteer roles such as Expert Patients and Health Trainers. They will be recruiting GP patients and measuring the effect this has in contributing positively to their well-being.
Blackburn volunteer centre	£50,000	The Community Hive is a reverse model of business giving, in which skilled volunteers will be able to find opportunities to support young local businesses. Businesses will return the giving pledge with a supported placement for an unemployed volunteer, offer training, a donation, or loan of equipment.
Blackpool volunteer centre	£50,000	An online self-service platform, “Do-a-Bit” that will enable working-age people to complete bite-sized volunteering opportunities and keep a ‘Volunteer Passport’ to record achievements, learning and to make it easier to move between volunteering roles. They aim to increase the number of volunteer placements that they broker from 1,000 to 1,400 per year.
Gateshead volunteer centre	£50,000	Working with the Gateshead Council the project will run community libraries with local volunteers. The library volunteers will be trained to recruit and manage new volunteers, with satellite Volunteer Centres created to sustain the positive impact of the libraries.

Project	Innovation in Giving Fund grant	Description
Kirklees volunteer centre	£50,000	A group texting project to advertise volunteering opportunities to registered users, of which there are already 1,200. Volunteers will receive targeted texts with opportunities that match their expressed interests from their personal profile.
Leeds volunteer centre	£50,000	Working with HM Prison Leeds the project will create and support an internal volunteer centre within the prison, run by prisoners. The idea is to help increase prisoners' employability skills, self-esteem and self-confidence, and at the same time reduce the chance of reoffending. Leeds Volunteer Centre will also support local organisations to develop relevant opportunities, reducing concerns about employing ex-prisoners and matching volunteers with business community mentors.
Lincolnshire volunteer centre	£50,000	Working in partnership with Lincolnshire's Police and Crime Commissioner the project will design a new volunteer role for supporting the police. The idea will enable volunteers to have a greater impact on community safety.
Staffordshire volunteer centre	£50,000	The project will develop a card that allows volunteers to access volunteer opportunities easily and instantly. Potential volunteers will register for the card online, pay a sliding scale fee and record and build up a personal giving profile.

Annex 4:

Social Action Fund – Adults

The Social Action Fund (SAF) was a grant fund designed to help expand, at speed, proven models of social action – mostly volunteering – in England. These covered young people and adult volunteers. Priority was given to projects that:

- helped bring people together in their local communities;
- utilised the London 2012 games to create a legacy of social action; and
- enabled people at different life stages to volunteer, such as retired or young people.

Organisation	Social Action Fund grant	Description
Avon and Bristol Law Centre	£114,108	The proposal was to scale-up a sustainable legal advice service for the Voluntary and Community Sector (VCS) in the Southwest region. The project developed access to free legal advice from trained volunteers. The aim was to support and strengthen the capability of VCS organisations.
Community Service Volunteers (CSV)	£705,603 £499,850 (follow on funding)	CSV enabled development of the Professionals network; the Professionals are newly retired professionals who use their time and skills to support VCS organisations/local communities for social good. The network is based in over 40 locations across England.
County Sports Partnership Network (CSPN)	£2,996,172	Community Games involved 2 million people, 58,000 volunteers and 2,750 community events. The events were run by communities themselves, with the aim of encouraging community participation in cultural and physical activities.
Hastings Trust	£269,199	The project enabled communities to develop their own ideas to solve issues of concern (e.g. unemployment clubs, improving community spaces). The project supported skilled community capacity builders, within established local organisations, to recruit, support and train ‘volunteer enablers’.

Organisation	Social Action Fund grant	Description
Impetus Trust	£311,030	City professionals work with community groups and charities across the UK on problems as diverse as reducing reoffending and improving the life chances of young people. Funding supported a range of activities from mentoring, business planning and fundraising through to competitor analysis and governance.
Mind (National Association for Mental Health)	£452,815	Mind empowers people to volunteer their time and experience to deliver online and face-to-face peer support for people with mental health problems. Funding enabled the scale-up of this programme and recruitment of new volunteers.
Participle	£800,000	Circles is a local membership organisation open to anyone over the age of 50; aims to tackle loneliness/isolation through the fostering of local supportive social networks. Local Helpers support members in a number of ways, including social, practical, learning and wellbeing. It is currently live in four locations across London.
Pilotlight	£174,000	Pilotlight helps charities grow through harnessing the skills of business leaders to help ambitious charities and social enterprises thrive. Funding helped the recruitment and training of senior business professionals.
Primetimers	£134,999	Primetimers enables newly retired professionals to volunteer to help charities and social enterprises. Funding enabled this programme to expand to new areas.
The Conservation Volunteers (TCV)	£370,806	TCV aimed to develop a new concept in High Street Charity Shops creating opportunities for social action via series of Green Community Hubs.
The Cathedral Archer Project (CAP)	£105,000	CAP 'First Steps' programme enabled homeless people to volunteer with other homeless people to help them to address the issues they face.
The Prince's Initiative for Mature Enterprise (PRIME)	£904,677	This project harnessed local expertise to create a volunteer-led support network to help older people facing unemployment/redundancy to set up businesses, including social enterprises, which can address gaps in local services.

Organisation	Social Action Fund grant	Description
Spice Innovations	£547,634	Spice works with organisations – public/private services – to develop effective time credits systems; for each hour someone gives to their community they earn a Time Credit which can be spent on a range of activities, such as going to the theatre, swimming or accessing training. Funding supported expansion of the programme in England.
Sustain	£416,396	The Big Dig programme expanded to six new cities under the Social Action Fund – this aimed to create new community food growing spaces.
Sandwell Council for Voluntary Organisations (SCVO)	£145,273	SCVO recruited and trained volunteers who were then matched to local small or medium-sized Civil Society Organisations to provide support.
Tearfund	£1,203,853 £500,000 (follow on funding)	Tearfund create volunteer opportunities in community initiatives through the engagement of churches across England in community development. Funding supported the development of their Community Franchising model (e.g. programmes which address issues such as: unemployment; debt; addiction; food banks, and homelessness).
UK Community Foundations	£950,000	UK Community Foundations proposal was to utilise £530K from local philanthropists as an incentive to mobilise local people to fundraise and give time and money to organisations providing support in their community. The aim was to equip local community organisations to fundraise, grow their work, and build their volunteer and donor base.

Annex 5

Social Action Fund – Young people

Organisation	Social Action Fund grant	Description
Anne Frank Trust UK	£241,428	This programme draws on the life and diary of Anne Frank to challenge prejudice and promote responsibility and respect for others. Funding enabled them to offer this programme in more areas.
Beatbullying Ltd	£1,328,544 £500,000 (follow on funding)	BeatBullying (BB) has a number of online platforms primarily aimed at children aged 11-17 who are being bullied both on-line and off-line. Funding has enabled BB to scale up and launch 'MindFull' which aims to improve the mental health of 11-17 year olds; with follow-on funding BB will expand MindFull to include support for 18-25 year olds.
Catch 22	£897,940	Community Space Challenge (CSC) is led by Catch22, operating across England and aims to involve young people aged 8-17 at risk of offending in volunteering to improve local public spaces. The aim of CSC was to reduce youth offending.
Citizenship Foundation (Giving Nation)	£300,000	The Giving Nation Challenge is an active learning programme that enabled secondary school students to deliver projects for causes they care about.
Citizenship Foundation (Go-Givers)	£200,000	Go-Givers is England's largest primary school programme designed to induct children into lifelong giving to charity and community.
City Year London	£300,594	City Year recruits 18-to-25-year-olds for 11 months of full-time volunteering as peer role models, mentors and tutors in schools in deprived areas. The volunteers boost the attendance, behaviour and curriculum performance of struggling pupils and in return receive leadership development training to help them into further education/employment after City Year.

Organisation	Social Action Fund grant	Description
Envision	£381,489	Envision expanded their Young Leaders programme, establishing new extra-curricular clubs in schools across Leeds, Bristol and Birmingham. Envision staff, adult volunteers and peer mentors supported young people to create their own social action projects.
Future First	£249,411	Private schools benefit from alumni communities. Future First championed the use alumni networks in the state sector by creating social action opportunities for adults in their old schools; this included giving inspirational careers talks and acting as a volunteer mentor. Funding supported the development an alumni programme.
IntoUniversity	£150,000 £300,000 (follow on funding)	IntoUniversity creates social action opportunities for volunteers, aged 18-24, in tertiary education, to share their life experiences, skills and knowledge with young people from challenging inner city neighbourhoods. They provide academic support and mentoring to young people. Funding enabled expansion in new areas.
National Children's Bureau and Play England	£2,995,785	Play England, hosted by National Children's Bureau, are dedicated to the promotion of outdoor play to combat a 'cotton wool' culture and improve children's life chances. Funding supported their 'Get Involved in Play' programme which encouraged adults (parents, professionals, young and retired people) to volunteer to support children's play.
The Challenge Network Consortium	£963,733	Provided ongoing support and volunteer opportunities for NCS graduates in London, the North West and West Midlands, allowing them to continue to mix with people from different backgrounds, ages and incomes through ongoing social action.
The Fairtrade Foundation	£123,910	The project sought to increase voluntary engagement in 90 schools in four regions of England. Graduate 'mentors' were recruited and trained to complete 10 months mentoring with a designated school and guided through workshops to stimulate social action through campaign-based work.
The Institute for Philanthropy	£303,594	Youth and Philanthropy Initiative (YPI) support young volunteers to work in teams to research and support grassroots charities in their community. The initiative raises social conscience and awareness of local causes; young people are encouraged to visit local charities, select one to represent and pitch for that charity to receive a small grant.

Organisation	Social Action Fund grant	Description
The National Youth Agency	£922,074	Building on the O2 'Think Big', the National Youth Agency supported over 7,000 NCS graduates and other young people to lead their own social action projects. With cash awards, training and support the young people created further volunteering opportunities for their peers/ O2 staff.
The Reading Agency	£126,998 £285,000 (follow on funding)	Reading Activists is a national programme which offers creative reading and writing opportunities to 30,000 disadvantaged young people aged 11-19, who would not habitually use the library. Funding helped scale up the Reading Activists volunteering element of the Summer Reading Challenge.
Royal Mencap Society	£603,906	Mencap works with young people (13-25) with learning disabilities to become Young Ambassadors through specialist and intensive volunteer training programmes. Ambassadors developed and implemented Community Impact Projects (CIPs) to improve their local communities e.g. improving community spaces.
Sport Leaders UK and Big Society Network	£900,000 £199,900	SLUK trained and mobilised 6,000 adult volunteers nationally, to deliver 'Energy Clubs' in 970 primary schools. This project aimed to promote and raise awareness nationally and locally on the benefits of physical activity and healthy lifestyles.
Street Games UK	£754,411 £500,000 (follow on funding)	Street Games UK supports a network of projects which give sports and volunteering opportunities to young people aged 14-25 in disadvantaged communities across the UK. Funding enabled Street Games to scale-up their existing national volunteering project, bringing it to 100 new deprived communities across England and helping over 5,000 young people to gain new leadership skills.
TeachFirst	£201,414	Teach First recruits passionate individuals to teach in schools in low-income communities. Funding supported Teach First to scale up the Coaching Plus Programme which matches volunteer coaches from the business world with teachers.
UK Youth	£110,018	UK Youth delivered Gen2Gen, an intergenerational internet access programme, which provided active volunteering opportunities for disadvantaged young people and vulnerable older residents, two groups less likely to volunteer, to breakdown prejudice and provide mutually beneficial mentoring support to each other.

Organisation	Social Action Fund grant	Description
vInspired	£412,612	vInspired scaled-up and built on their existing vCashpoint programme. They launched an England-wide youth fund, enabling 14-25 year olds to access grants of up to £500 to run social action projects with their peers.
Young Potential Ltd	£ 186,551	Young Potential expanded their leadership programme which supports graduates to undertake social action opportunities which benefit disadvantaged young people and help develop their confidence, skills and employability.
UpRising	£551,547 £300,000 (follow on funding)	UpRising is a leadership programme dedicated to supporting and developing young adults aged 19–25 from diverse backgrounds. UpRising offer a distinctive combination of mentoring, training and community action in Bedford, Birmingham, London and Manchester.