

# **24 Hours to Make a Difference**

## **Evaluation Report**

**Northern Care Alliance**

**June 2025**

# Service Overview

- As part of the Northern Care Alliance's Social Value Strategy, and to support wellbeing and opportunities for personal development of their colleagues, the Volunteering Team created an opportunity in which staff were pro-actively supported to engage with their in-house volunteering programmes.
- The '24 Hours to Make a Difference' programme was created, in which staff members could commit up to a maximum of 24 hours over a 12 month period to take on one of the Trust's volunteering roles.
- The programme enabled all staff to give something back, whilst simultaneously increasing the volunteering pool across the Northern Care Alliance (NCA).
- In January 2023, Helpforce Insight and Impact team partnered with NCA to evaluate the '24 Hours to Make a Difference' programme. The findings within this report detail the findings from that evaluation.
- Overarchingly, it appears the programme has been successful in achieving anticipated outcomes, providing a new, positive opportunity for staff members to gain skills, build their sense of pride, and boost morale and motivation within the workplace.



# Evaluation Approach: Methodology

## Helpforce’s approach to evaluating...

Using its established [Insight & Impact](#) evaluation service, Helpforce follows a consistent methodology to determine the impact of volunteering opportunities on health and wellbeing outcomes. Target outcomes are identified across a range of beneficiaries representing the people and organisations involved, and then we collect the necessary data to prove and evidence the outcomes.

The '24 Hours to Make a Difference' programme aimed to achieve the following outcomes...

**Staff**  
Development of new skills and exposure to new experiences.  
Improved staff morale and motivation.  
Volunteering provides a sense of pride and fulfilment.  
Staff have a positive volunteering experience.

**Organisation**  
Staff feel valued by their organisation

  
**30**  
staff responses

10 from Salford  
9 from Oldham  
8 from Bury  
3 from Rochdale

The evaluation involved a **staff survey**, asking questions in relation to the colleagues experience of participating in the programme and what difference it had made to them, aligned with the anticipated outcomes. Responses to this survey were collected between March 2024 and April 2025.

Responses were received from Allied Health Professionals (8), Registered Nurses and Midwives (7), the Wider Healthcare Team (6), general management (4), Healthcare Assistants (3), the Volunteer Team (2).


Throughout the report, data findings are linked back to the beneficiary using icons at the top right-hand side of the screen. Evidence strength is also rated used icons. These icons are as follows...

Findings / outcomes related to...

  
Staff

  
Organisation

Insights vs Impact

  
Insight

  
Impact

Evidence strength ...

  
Compelling evidence

  
Promising evidence

  
Limited evidence

# Impact: Staff



Within the survey, participants were first asked what impact participating in the '24 Hours to Make a Difference' programme had had for them and their working lives.

## When reflecting upon their participation in the '24 Hours to Make a Difference' programme...



**28 of 30** respondents agreed or strongly agreed it had allowed them to **develop new skills**.



**28 of 30** respondents agreed or strongly agreed it had allowed them to **try new experiences**.



**28 of 30** respondents agreed or strongly agreed it had provided them with a sense of **pride/fulfilment**.



**27 of 30** respondents agreed or strongly agreed it had allowed **improved their motivation** at work.



**26 of 30** respondents agreed or strongly agreed it had allowed **improved their morale** at work.

High levels of agreement were seen across all statements. Indeed, 28 of the 30 staff respondents agreed that the experience had supported them to develop new skills, try new things, and provided them with a sense of fulfilment.

Additionally, there were positive indications that the service had helped to improve motivation and morale at work, with 27 of 30 and 26 of 30 staff members agreeing with these statements respectively.

# Impact: Staff



The survey secondly asked participating staff members if they feel valued by their organisation, as well as their overall satisfaction with the '24 Hours to Make a Difference' experience.



20 of the 30 staff survey respondents agreed that they felt valued by their organisation, with 7 individuals reporting they were neutral. Two individuals did report that they strongly disagreed with the statement but did not provide any additional context as to why they felt this way. They did, however, report they were satisfied with their experience of participating in the programme. Further, many factors can contribute to feelings of being valued in the workplace, so whilst the programme appears to have positively influenced these feelings for some, it may not have been the case for all.

Nonetheless, high levels of satisfaction were seen amongst staff satisfaction, indeed no participants suggested they were unhappy with their experience of the programme.

**Overall, it appears the programme has been successful in achieving anticipated outcomes, providing a new, positive opportunity for staff members to gain skills, build their sense of pride, and boost morale and motivation within the workplace.**

**27 of 30** staff members reported the programme either **met or exceeded expectations**

**17 of 30** said it had **exceeded expectations**

**29 of 30** staff reported they were **satisfied or very satisfied** with their experience

**20 of 30** reported they were **very satisfied**

**29 of 30** staff reported they were **likely or very likely to recommend** the programme to colleagues

**26 of 30** reported they were **very likely**



# Appendix: About the Helpforce Insight and Impact Service

## What is it?

- The I&I Service is an online tool to help you easily and effectively evaluate your voluntary project or initiative.
- It guides you on a simple 4-step process, from designing outcomes for your beneficiaries through to what data we will need to collect - how, when, and from whom.
- Resulting in an evaluation report that our team produces for you, showing evidence of impact made against the outcomes and insights around how the project is working.



## A guide to some key terms we use



**Insights** provide an understanding of a situation or problem. They help us to share valuable information around what is working well, and what is not working so well, so that we can advise on potential service improvements and developments.



**Impact** relates to evidence of lasting and sustainable changes. Impact data helps us to understand the value and difference being made as a result of the project.

**Evidence** is reviewed against the following criteria to determine if it is **compelling**, **promising**, or **limited**:



- Is the sample size / response rate reliable and robust?
- Is the data direct or a proxy measure?
- Is there a causal link between the evidence and the outcome?
- Is there a control group or comparative data set?
- How was the evidence gathered – directly from participants, or via a third party?
- Was the survey question well designed, or has there been signs of misunderstanding by participants?

# help*force*

## Thank you

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