



ANTHONY NOLAN'S VOLUNTEERING STRATEGY 2015-2018





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INTRODUCTION



Like many charities, Anthony Nolan was first set up by volunteers, as Shirley Nolan banded together with friends and supporters to create the world's first stem cell register. Over 40 years later volunteers are still at the heart of the organisation.

Our vision is ambitious – to save and improve the lives of everyone who needs a stem cell transplant. And volunteers are crucial to achieving this. If we are to succeed we must continue to engage the thousands of people who volunteer with us, and inspire many more to do so in the future.

It is essential that volunteers are not seen as just ‘nice to have’, but as an integral part of a community working together to save the lives of people with blood cancer.

This strategy sets out a clear plan to enable people to make a real difference to our lifesaving work. We want to make sure our volunteers have a great experience and that they feel welcomed, inspired, supported and valued.

At Anthony Nolan, we have achieved so much around volunteering. We have a wide range of inspiring and innovative volunteer roles and our recent survey shows our volunteers feel valued and supported.¹

Our volunteers raise money, increase awareness, inspire people to join our register, support our patients and remarkable donors, assist in our laboratories and deliver lifesaving stem cells to patients in urgent need of a transplant.

However, there is still more we can do to make volunteering a top priority for us. In the past, volunteering programmes have developed organically to meet the needs of particular teams.

As we move forward, we have a renewed commitment to thinking more strategically about volunteering across the organisation, as well as embedding and developing what has already been achieved.

¹ Volunteer survey, completed in November 2014



VOLUNTEERING IN 2014

855

ifesaving stem cell donations were delivered by 50 volunteer couriers.

£158,000

was raised by our fundraising groups, including 11 Friends Groups, 5 Tea Courts and 47 Marrow student groups.



800

volunteers gave their time to cheer on our heroic runners and cyclists at our fundraising events.

Almost

15,000

saliva samples were sorted in our labs by volunteers.

34,295

vital spit-kits were packed and sent out to new donors.



28,475

28,475 potential donors were recruited by over 900 Register & Be a Lifesaver speakers in schools, and 47 Marrow groups.



100s

Hundreds more people gave their time to spread the word about our lifesaving work – sharing patient appeals on social media, signing our petitions, contacting their MPs about our campaigns and spreading the word in their community and online.

460

460 hours of time was given by the committed patient panel.

1,020

hours is the time given by our 60 volunteer sample sorters and spit-kit packers.

2,200

hours of cheering was done by our amazing fundraising volunteers.



31,900

hours were clocked by our volunteer couriers this year travelling the world.



WHERE WE ARE NOW

Our recent volunteer survey showed that most of our volunteers feel connected to Anthony Nolan, supported in their role and know how their volunteering makes an impact.

It is fantastic that 91% of respondents to the survey rated their experience of volunteering with us as good or very good and 92% would recommend Anthony Nolan as a good place to volunteer.

However, the survey also showed there is more we can do to provide a great experience for all our volunteers, embed volunteering best practice and grow our volunteering offer.

For example, only 68% of volunteers who responded to our survey felt that their induction gave them a good understanding of Anthony Nolan. It is crucial that all our volunteers are aware of the different parts of the organisation and understand how their role contributes to our aims.

Our volunteers also feel that there is more we can do to keep them informed and involved in decision-making at Anthony Nolan, as well as consult them about changes which affect their role.

At Anthony Nolan, there is also the potential to offer new ways for people to get involved. This doesn't just mean inspiring new people to volunteer, but also includes making the most of the diverse skills of our existing supporters.

In our volunteer survey, over 33% of volunteers who responded said they had further skills they would like to share and 56% would like to support Anthony Nolan in other ways.

'It's amazing to think that someone who signed up because of my presentation could also be a match and save a life',
Maggie, R&Be volunteer

OUR VISION FOR VOLUNTEERING:

- Our volunteers feel inspired, valued, supported and connected to Anthony Nolan
- Our volunteers are at the heart of every area of our work and a vital part of our lifesaving community
- Anthony Nolan is seen as a great place to volunteer and our opportunities inspire a diverse range of people to give their time, expertise and energy

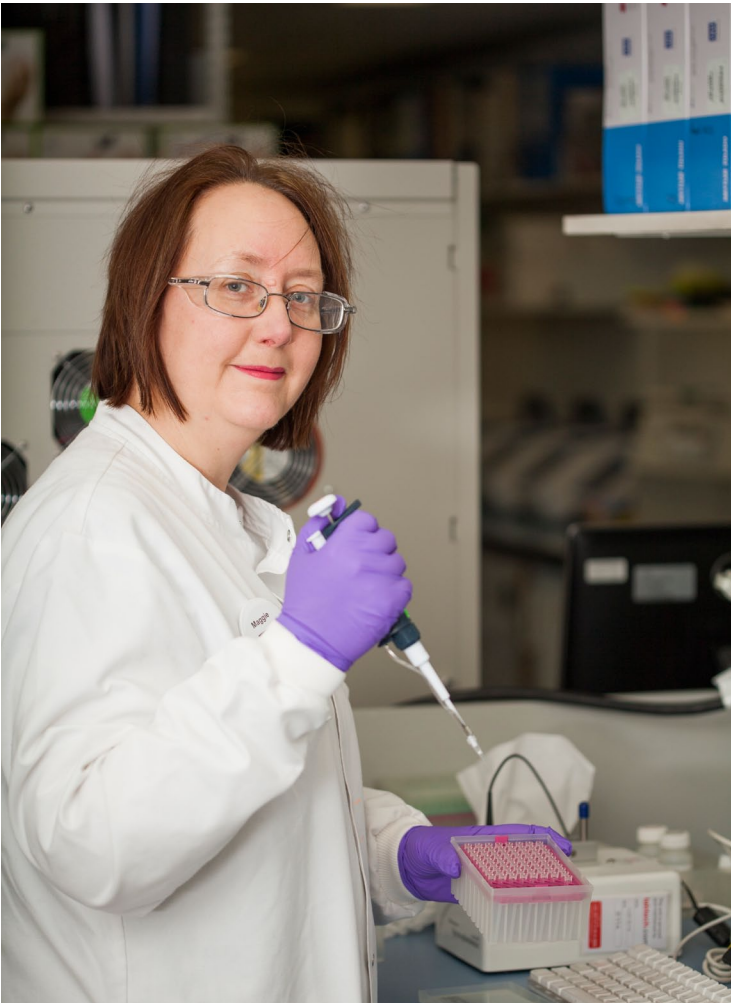
Our plans and priorities

Developing our plans and priorities around volunteering has been a collective effort. Staff and volunteers across Anthony Nolan have been involved or consulted in a variety of different ways.

This is all so we can inspire thousands of people to give their time, energy and passion to help save the lives of people with blood cancer and blood disorders.

Our plans focus on three key areas

1. Strengthening our infrastructure
2. Enhancing the volunteer experience
3. Broadening our volunteering opportunities



1. STRENGTHENING OUR INFRASTRUCTURE



Until now, volunteering at Anthony Nolan has grown organically to meet the needs of particular teams and directorates. This has lead to a great range of volunteering roles, as well as ensured that our volunteers feel supported and valued. However, it has also created some challenges.

For example, data on our volunteers is inconsistent, fragmented and spread across a variety of databases. There is a lack of policies, procedures and guidance around volunteering, and our existing communication processes are focused on particular roles rather than volunteering as a whole.

Focusing on improving our data will allow us to be more strategic in our approach, and improve the way we communicate with our volunteers. We will be able to gather a real picture of our volunteers, and analyse their experience in order to understand and demonstrate the impact of our programmes.

Having the right policies, procedures and guidance in place will enable us to more effectively identify and manage risks to volunteers. It will also help staff to feel supported and empowered in their role as volunteer managers.

By improving our infrastructure and establishing an integrated and consistent approach for everyone volunteering with Anthony Nolan, we will ensure we're equipped to involve volunteers, both now and in the future. This will allow us to grow volunteering on a stable footing and encourage it to flourish.

We will...

- Develop a consistent approach to storing and managing volunteer data
- Review the way we currently communicate with volunteers to ensure it meets their needs
- Establish a system to measure the volunteer experience and demonstrate the difference volunteering makes
- Review and revise policies, procedures and guidance affecting volunteers

2. ENHANCING THE VOLUNTEER EXPERIENCE

We want all our volunteers to have an enjoyable and meaningful experience with us – from their initial enquiry, right through to the point they move on from Anthony Nolan.

Our volunteer survey shows that most of our volunteers feel supported, valued and connected to Anthony Nolan. However, the survey also demonstrated that there is still more we can do to offer a consistently great experience across all volunteer roles.

For example, when we asked our volunteers about their learning and development, only 68% felt that their induction gave them a good understanding of Anthony Nolan and only 69% were satisfied with the training they received.

A fantastic 84% of respondents felt valued by Anthony Nolan, and when we asked our volunteers how they would like to be recognised, they gave us some great feedback. From more publicity to annual events, there are many exciting things we can do to thank our volunteers. It's also clear from the survey that we need to do more to involve volunteers in shaping what we do.

By focusing on the volunteer experience, we ensure our volunteers remain connected to the organisation, and that Anthony Nolan continues to be a fantastic place to volunteer.



We will...

- Develop and roll out an induction to Anthony Nolan for all volunteers
- Carry out a national review of all our volunteer learning and development opportunities
- Offer opportunities for volunteers to be informed and involved in decision making
- Establish new and innovative ways of recognising our volunteers
- Carry out a volunteer survey every three years and respond to the feedback

3. BROADENING OUR VOLUNTEER OPPORTUNITIES

In recent years, there have been important changes to the volunteering landscape. There has been a shift towards volunteers wanting more independence in their volunteering, as new technology has enabled people to participate in online opportunities and people increasingly expect immediacy, choice and flexibility in the way that they participate.

We need to ensure we continue to change and adapt our volunteer offer so it fits around people's hectic lives and existing commitments. We recognise that a number of our roles involve a heavy commitment and we need to focus on new ways for people to support us, which are accessible, innovative and flexible.

This doesn't just mean inspiring new people to volunteer with us, but also ensuring our current supporters are able to supplement and develop their existing involvement, as well as make full use of their skills. When we asked volunteers in our survey what one thing they would change, many responded that they wanted more opportunities to get involved.

If we are to grow our volunteer offer, we need to ensure we have the systems in place to promote our opportunities and attract and retain the right people to the right roles. Historically our recruitment processes have been inconsistent - we haven't always offered people who want to get involved the best experience and it's not been clear to people what opportunities we have available. We are working hard to change this.

It's also important that our roles are accessible to a diverse range of volunteers from a variety of ages, circumstances and backgrounds. This will ensure that our volunteer team reflects the communities we work in and we can access a wide range of skills, experience and expertise.

By focusing on developing our opportunities, we will ensure that our roles continue to inspire thousands of people to support us and achieve our wider organisational aim of saving and improving the lives of everyone who needs a stem cell transplant.

We will...

- Develop flexible, accessible and innovative roles that inspire people to get involved
- Update the volunteering section of our website and advertise our current vacancies
- Streamline and simplify the recruitment process for volunteers, so it's easy for people to get involved
- Encourage people from all backgrounds to volunteer with us and ensure our volunteer opportunities are as accessible as possible

OUR IMMEDIATE PRIORITIES

- Develop and roll out an induction programme for all new volunteers at Anthony Nolan
- Scope our current policies, procedures and guidance to identify gaps
- Revamp our volunteering pages on the website and advertise volunteer vacancies
- Implement and embed a consistent process for dealing with volunteer enquiries and recruiting volunteers
- Review Anthony Nolan’s learning and development opportunities for volunteers
- Review the way we currently communicate with volunteers to ensure it meets their needs

We are proud of how far we have come in building volunteer involvement with Anthony Nolan. However, we know that there is more that we can still do, and that’s why we plan to enhance volunteering through increasing volunteers contribution and improving the ways in which we communicate and engage with volunteers. We are committed to ensuring that the experience of supporting Anthony Nolan, no matter what the role, is enjoyable and inspirational.

‘Anthony Nolan rewrites people’s stories everyday. I wanted to be a part of that’,
Jess, Marrow volunteer




Anthony Nolan has been saving the lives of people with blood cancer or blood disorders for over 40 years.

We know that we couldn't do this without the incredible support of thousands of volunteers who are involved in every aspect of our work.

This booklet explains how our new Volunteer Strategy will help us to improve the volunteering experience at Anthony Nolan, as well as maximise the potential of existing volunteers' skills, and inspire many more people to get involved in the future.

With this strategy in place, we know we can make the greatest difference and realise our vision: to save and improve the lives of all those who need a stem cell transplant.

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