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Developing an Adaptable Volunteering Strategy to Gain Organisational Stability

Annette Woolman, Director of Membership, Services & Volunteering

Overview

- Experience to date
- Our new organisational strategy
- Our revised approach and framework
- And what's next…

Coeliac who?

The oldest and largest coeliac disease charity.

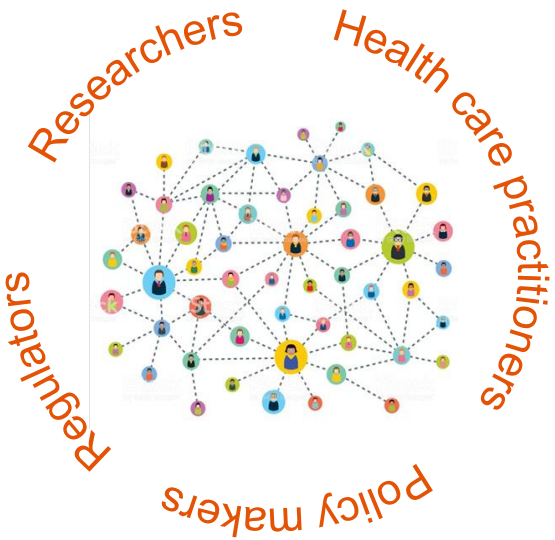
We have been working for people with coeliac disease and non-coeliac disease gluten intolerances for more than 50 years.

1968

64,000 members

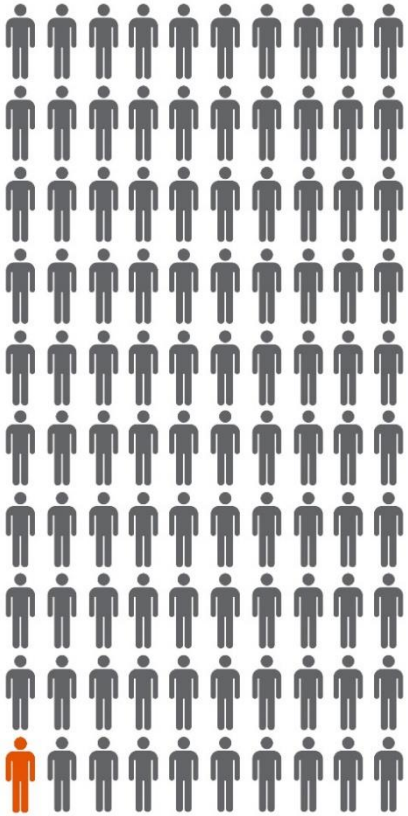
We are a founding member of the Association of European Coeliac Societies (AOECS).

Independent of government funding. Self-financing through our members and membership services, fundraising and income generated through our **food safety programmes**.



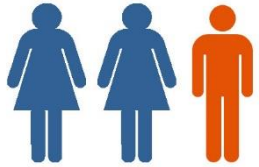
Coeliac what?

1 in 100 people have coeliac disease.



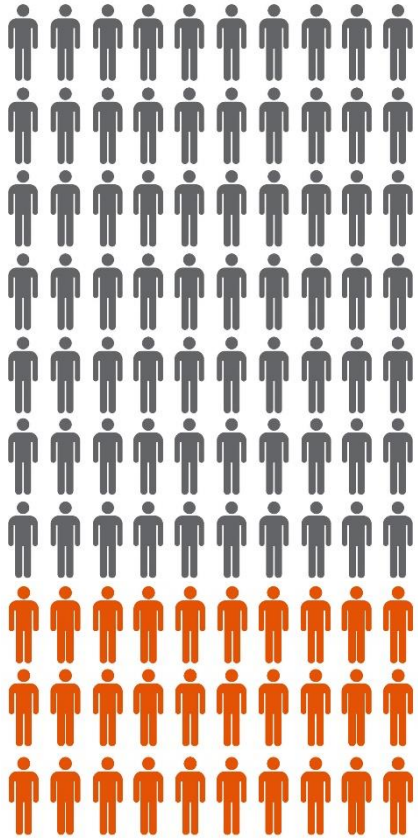
Diagnosis is by a blood test followed by a biopsy.

Risk increases to 1 in 10 for people with a first degree relative with coeliac disease.



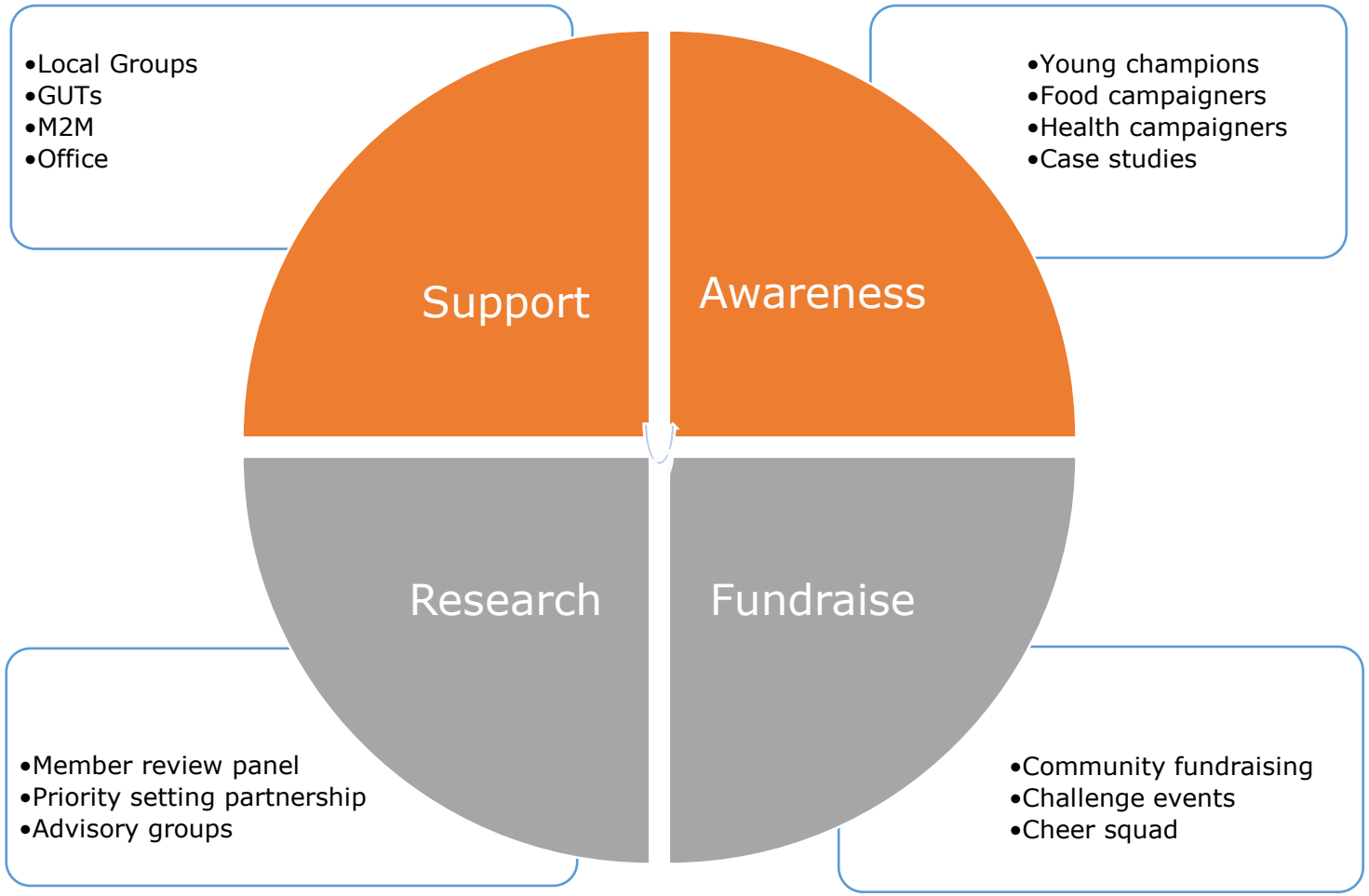
Twice as many women as men have coeliac disease.

Average time for a diagnosis 13 years



Only 30% of people with coeliac disease are currently diagnosed.

Our volunteer position- 2018



1,200
volunteers

Trends and issues

- 10 local groups closed
- Governance, ICT, GDPR, health issues, family commitments
- Cultural barriers
- Increase in social media groups
- Organisational restructure
- Change in focus to campaigns
- 400 active volunteers

Adapting our offer

WHY

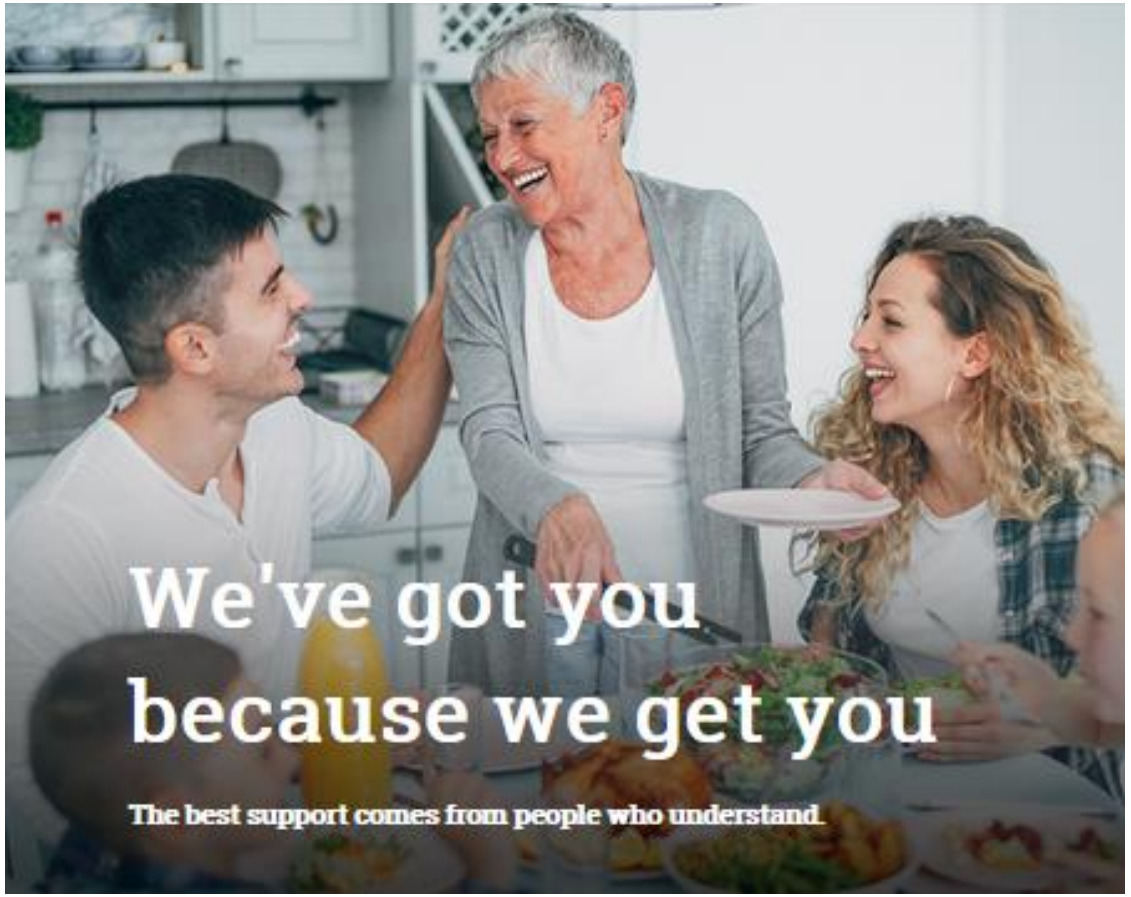
WHAT

HOW

A new strategy 2020-25

- Increase our reach
- Improve “customer” experience
- Grow partnerships
- Commission impactful research
- Be a world leader

Membership value proposition



New framework

Reach

Defined opportunities tailored by interest

Straightforward sign up/register interest process

Ability to self serve

Relational

Clear volunteer journey with established touch points

Facilitate networking and communication with the entire volunteer community

Reward

Measuring and communicating impact

Increase in volunteer retention

NPS above (25)

Renewal of IiV 2021

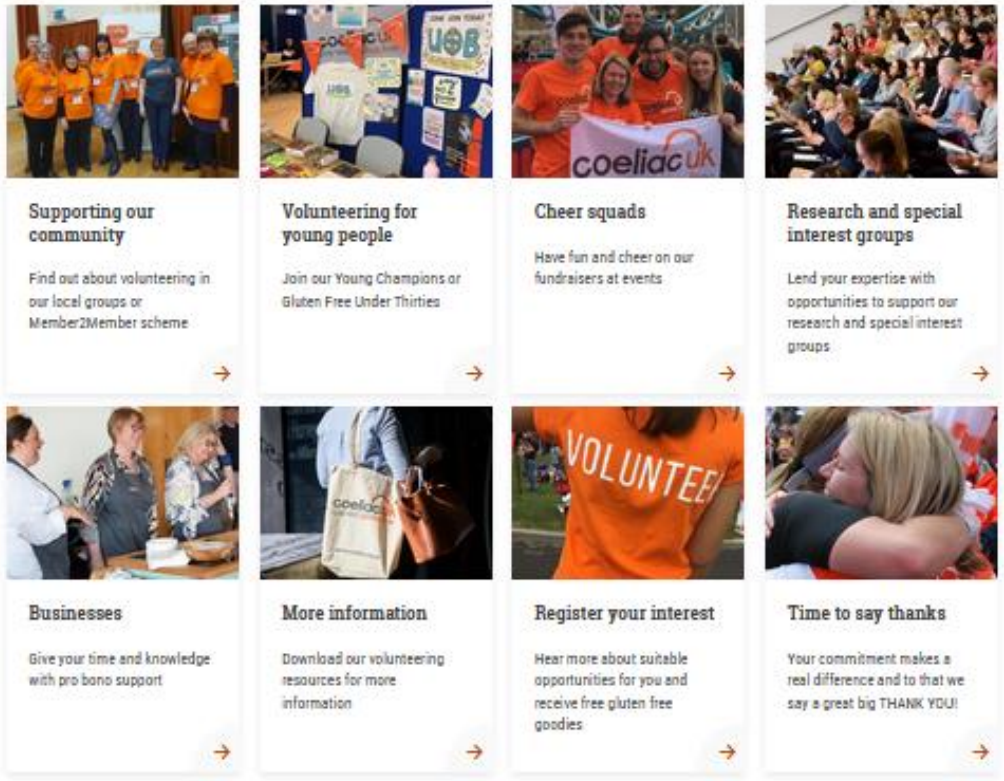
Delivery - internal

Volunteer team	•Local Groups •GUTs •M2M •Office •Young Champions
Fundraising team	•Challenge events •Cheer squads •Community fundraising, eg.Tea party packs
Evidence & Policy team	•Member review panel •Priority setting partnership •HAC & HAN
MarComms team	• Case studies • Influencers • Digital Ambassadors

Delivery - external

"The way volunteering is set up within Coeliac UK is amazing. It allows people to engage at a local level whilst also opening volunteering opportunities to everyone throughout the UK. It encourages sharing of experience and information and I'd tell anyone wanting to volunteer at Coeliac UK to go for it!"

George Gillespie, Volunteer Now Northern Ireland



#ShineALightOnCoeliac

Real stories, real people, real help

"I was delighted to join Coeliac UK's Food Standards Committee as a volunteer. The group are from a range of disciplines and expertise that ensure that Coeliac UK bases decisions on scientific rigour, industry best practice as well as pragmatism. I have seen a real commitment from Coeliac UK to be a progressive organisation that welcomes views from outside and ensures they keep their members at the heart of what they are trying to achieve."

Barbara, Food Standards Committee Member

And it doesn't stop there

'LOCAL' GROUP OFFER

PATIENT ADVOCACY

IMPACT

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