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*Making a difference to
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Vol 9 | May 2021

Stronger Together

The Alliance of Public, Private & Civil
Society Sectors in Jordan

Valuing Volunteering in Building
Collective Resilience in the Philippines

Connecting Heroes: Stories that Fed Hope
During the Pandemic with DIRECTV

...AND MORE!



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*Cover Photo: Naua volunteers in Jordan
Photo Above: Sierra Leone – Volunteers distribute food to community members*

Foreword

“Individually, we are one drop. Together, we are an ocean.”

– Ryunosuke Satoro



Just google ‘what makes a great partnership’ and you will be served with more than 365 million results. There is indeed much to be said about this topic; after all, we each might approach it slightly differently depending on what it takes to create and sustain relationships devoted to our common cause.

Over the years, I have had the privilege of working on many exciting, necessary, and fruitful partnerships. Among the best of these were ones where members worked to cultivate a sense of collaboration while remaining focused on delivering impact.

However, these partnerships contained other assets as well. They kept a sense of agility as they moved through uncertainty and were curious together about how their work might change with changing conditions and circumstances. They built communities of practice focused on intentional learning. When one works with this understanding, the question becomes, ‘what have we learned?’ rather than ‘what did we get wrong?’, making it clear that failure is part of the process of innovation.

Good partnerships also recognize and pay attention to power dynamics where

members are willing to acknowledge that societal perceptions often assign greater value to certain actors - to funders and corporations, for example. Rather than buying into this false narrative, good partnerships take the approach of servant-leadership where all members are equitable contributors to the challenges they face.

Finally great partnerships recognize that problems cannot be solved alone. They require a bit of rivalry between their members where differences of thought and opinion help lead to a more durable outcome.

Throughout this publication, you will encounter many stories of partnership in the face of the COVID-19. Whether in Kenya, or Australia, these stories are evidence of the fact that in working together, we are indeed greater than the sum of our parts.

Nichole Cirillo
Executive Director, IAVE

Connecting Heroes: Stories that Fed Hope During the Pandemic

By Florencia Bernardi, CSR Specialist Communications,
AT&T – DIRECTV Latin America, Argentina

Nothing releases our greatness like the desire to help and serve. This quote from Marianne Williamson can explain in a few words **why volunteering transforms people**. The pandemic has made many companies and social organizations ask themselves this question: what is the magic recipe to help in the midst of a global crisis with so much uncertainty?

The context of Covid-19 may have stopped our in-person activities, but it will never affect our determination to help. In 2020, DIRECTV had to reinvent the way talent and passion for social responsibility was put into action. They made a regional volunteer program called Connecting Heroes that shows the stories of people who risked everything, even their health, to bring a hot meal to Latin America's most vulnerable communities in 11 countries.

Why is this volunteering different from others? This experience was proof that only by having a great idea, a small budget, the



perfect partner and a powerful message you can go far. DIRECTV partnered with *The Global FoodBanking Network* in order to donate 1.5 million meals. As a company, **they offered the best skill they had: storytelling.** They provided transparency and clarity about how each contribution reached its destination by filming it through 32 heroes from Mexico, Trinidad and Tobago, Brazil, Chile, Argentina, Costa Rica, Colombia, Peru, Puerto Rico, Uruguay, and Ecuador.

Help was not blind. It was not just about donating money. The focus was on seeing first hand how a reality was changed through each testimony. This was a powerful motivation and inspiration that was contagious to be able to see that **long-distance help of each collaborator did reach its destination.**

The fact that they couldn't go to film the stories locally didn't stop them. DIRECTV trained volunteers to tell their own experience. They prepared a set of **guidelines for training our heroes on the basics of framing and shooting.** We provided a suggested script regarding what to film and specific questions to answer while recording.

It was an urgent need to help and be present. Due to the closure of schools, many children were looking for food. On the other hand, unemployment was increasing. This meant that social organizations had to triple their outreach. **In Latin America and the Caribbean, more than 200 million people experience food insecurity.** In 2020, almost over 15 million people were added to this group due to Covid-19. Faced with such a huge



humanitarian crisis, GENERATION DIRECTV found in Global Food Banking Network the best ally.

Recently, a year after the pandemic hit the region with its tremendous consequences, DIRECTV will be broadcasting a special documentary that gathers the most outstanding stories of those heroes who faced COVID-19 to take food to those who needed it the most.

The focus of this campaign was to **give visibility to these real heroes who gave up everything to deliver a hot meal in the middle of the pandemic.** In each country, the role of local food banks was essential for families so as to have food that otherwise would have ended up as garbage. Thanks to this partnership, both organizations learned the stories of incredible people who have always worked tirelessly for those who have the least.

One of the learnings of the Social Responsibility Team was to strengthen their virtual modalities and skills base volunteer development. Their resources and skills are aligned to continue making a positive impact through partnerships that help social organizations work towards change in the world on issues such as sustainability, education, community engagement and inspiration with content. To sum up, **the company provides what NGOs need:** resources to generate **quality content and communication** to spread the word of optimism and obtain better results. ■

Leadership for Volunteering: The Role of Partnership

By Wendy Osborne OBE, Senior Consultant, IAVE



“If you want to go fast, go alone. If you want to go far, go together”

IAVE believes that leadership organizations focused on valuing, supporting, and developing volunteering provide a catalyst for more people to get involved as volunteers. They also raise awareness of volunteering and through developing knowledge and practice enhance its effectiveness and impact.

In March 2020 IAVE established a Global Network of Volunteering Leadership (GNVL); this network has currently some 75 members. In considering what constitutes a leadership organization for volunteering IAVE recognizes the importance of having active relationships/partnerships with volunteer involving organizations, government, and corporations.

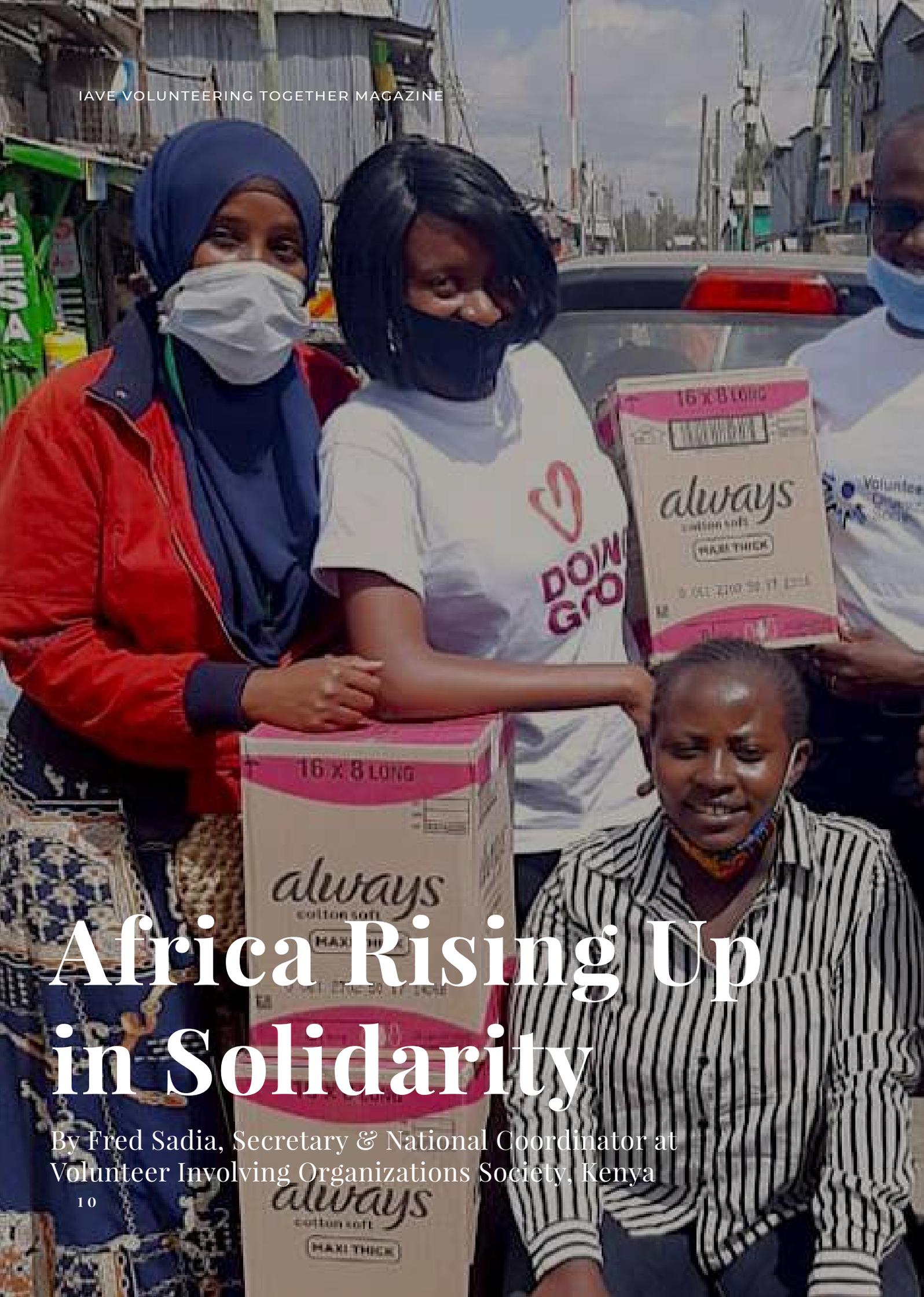
In January of this year IAVE commissioned an international team of researchers to undertake a research project ‘Leadership for Volunteering:

the COVID-19 Experience'. This pioneering research study seeks to gather knowledge about the role of national and regional leadership organizations and to find out about their experience of responding to the COVID-19 pandemic. For over the past year we have lived through a global disaster that has impacted all our lives. It has also impacted volunteering and the involvement of volunteers. Across the world volunteers have stepped forward to provide vital practical support in responding to helping others and keeping people safe. Volunteering leadership organizations have demonstrated their capacity to work in partnership with government, with other civil society organizations and with corporations to provide aid and coordinate a volunteer response. The data evidence from the IAVE research includes analysis of responses to questions posed about the coalitions that organizations have built or been involved with to enhance their role and impact during the pandemic. This will provide useful insight into the role of partnership. IAVE hopes to publish the research report by the beginning of September.

So why is partnership working so important? I recently listened to a TED talk by Dex Torricke-Barton on 'How to change the world'. It was his personal reflection on leadership and one of the questions he poses is – 'who is going to create change with you'? This simple question is one that every leadership for volunteering organization should ask itself. Volunteers work together all the time to achieve common

purpose, it may be addressing big strategic global issues of health, such as the pandemic, or poverty or climate change. It may be their local community needs a support group for suicide prevention or a village needs access to clean water or children need a safe play area. Working together with others is fundamental to the volunteering experience. It therefore seems only right to expect leadership for volunteering organizations to actively seek to build partnerships that enable them to enhance the effectiveness and impact of their mission. This in turn builds a more cohesive global approach to the involvement of volunteers in solving the world's issues.

As a retired Chief Executive of a leadership for volunteering organization I understand both the challenges and the opportunities associated with partnerships. Acknowledging and understanding expectations, building trust and mutual respect, being open and honest, maintaining commitment, and recognizing each other's strengths and weaknesses are not always easy to work through and achieve. Yet there are countless examples, not least those showcased in this edition of 'Volunteering Together' that make it all worthwhile. As the African proverb states, **"If you want to go fast, go alone. If you want to go far, go together"**. ■



Africa Rising Up in Solidarity

By Fred Sadia, Secretary & National Coordinator at
Volunteer Involving Organizations Society, Kenya

Photo: Kenya –Sanitary pads distribution to girls staying at home due to school closures during the COVID-19 Lockdown.

“We braved an unseen enemy who took away all our joy, but we shall rise up stronger!”

With unfounded theories about the new Novel Coronavirus and its correlation to cold weather, in Africa, where we generally enjoyed warm weather, the belief was that the continent would be free from this virus.

When Covid-19 was first reported in Wuhan, China in December 2019, it passed like any other ordinary story. The majority of the world's population was not concerned. Theories of whether it was a biological weapon of war or a geopolitical war between the world's economic powerhouses, made the situation seem far-fetched and irrelevant to those in Africa.

At the start of 2020, the story of the pandemic was gradually capturing the attention of the world. Cases in China were continuing to rise and the virus was beginning to ravage parts of Europe. Africa was at the crossroads and filled with anxiety.

I recall, towards the end of February 2020, I had an opportunity to participate in the **“Sixth session of the Africa Regional Forum on Sustainable Development”** in Victoria Falls, Zimbabwe. I had to travel to Zimbabwe through Kigali, Rwanda and Johannesburg, South Africa. At our airport in Nairobi, not much attention was given to the need for social distancing and the use of face masks hadn't been advised. At Kigali Airport, appropriate measures on safe distancing were observed. This precaution was missing at the Oliver Tambo Airport in South Africa. At least Covid-19 protocols were better at the Victoria Falls Airport in Zimbabwe. On the day I travelled out of Zimbabwe, I noticed a bit of more caution was taken. A group of foreigners, of Chinese origin, were held in a separate space while other travelers were allowed to pass. Deep inside, I felt that this could not be an illness that only affects Chinese nationals. All of us were unaware that this was a serious airborne disease. Travelling back home, I noticed laxity at Lilongwe Airport in Malawi, Bole Airport in Ethiopia and the airport in Nairobi.



Photo: Malawi – CISE Malawi flag-off of support.



bottles of hand sanitizers and was washing my hands often. Of course, handshakes were still common when greeting one another and hugs were still cherished. However, I tried to limit these interactions and avoided crowds. Even with these precautions, two weeks after I returned, my whole family and I suffered a strange cold. We used a lot of hot concoctions and pain-relieving medicines to treat the mysterious illness. However, I eventually had to seek further professional treatment and finally became more stable in July 2020. I wonder if this had been the coronavirus!

Fear started gripping Africa. We began frequently consulting with colleagues from across the continent. One of the biggest concerns in Africa was the inadequate health care systems throughout the continent. For example, at that time it was reported that Kenya only had 578 ICU beds. The other concern was how we would manage safe social distancing, particularly in the many informal settlements that exist.

On 12th March 2020, Kenya announced our first Covid-19 case. It was reported that a Kenyan lady had travelled

home from the USA, via London. This was the devastating news we were anticipating. In April, the Kenyan government started a partial lockdown, which was eventually extended to near total lockdown from June to July. The country started gradually opening back up in August 2020. Unfortunately, the third wave of the pandemic once again caught up with Kenya and as of March 2021, five counties in Kenya are in partial lockdown, which includes the capital city of Nairobi.

Stories of Hope

International media reports painted such negative images of what how Africa will be impacted by the coronavirus, implying that the aftermath of the pandemic will leave Africa as a barren graveyard. It could have been rightly so given Africa's ongoing history of poor healthcare systems, poverty, pre-existing diseases, sprawling informal settlements and corruption. Be it as it may, with all the fears, rising numbers of confirmed cases and reported deaths across the continent of Africa, volunteers demonstrated extreme selfless acts of care. Africa had to stand on her feet. The kind of resilience exhibited by volunteers and volunteer organizations, with support from governments and the private sector, was immense. It was a time to be a proud African fighting an unseen enemy! In Kenya, the VIO Society quickly



regrouped. We identified at least 10 community-based organizations and liaised with local administrative units to kick off awareness campaigns. Community volunteers risked their health to visit unimaginable areas and reach out to the people. Our partners, Good Deeds Day, assisted in an immense way to boost our funding, which were initially meant to finance the celebration of Good Deeds Day. We used the financial support to sew reusable masks, purchase sanitary towels and distribute food rations.

More partners began to emerge. The corporate sector, religious groups and individuals provided

Photo Above: Uganda – Food distribution and COVID-19 awareness seminar.



much needed support to sustain our WASH Campaigns. We had frequent phone calls and follow ups with our volunteer leaders to ensure that we were all being safe. The demand for assistance was growing each day, but the support base was beginning to fizzle out. Regardless, we continued our efforts. In the end, we were able to directly reach approximately 5000 families and 50,000 individuals indirectly. Given the little resources we had in the midst of a worldwide pandemic, this was something to feel so good about and it was a clear indication that we are definitely stronger together!

African Upliftment, an organization in Liberia, experienced high level

of solidarity, far exceeding what it was pre-coronavirus. Most of their planned activities for 2020 were stopped due to containment measures. They restructured and were able to attract more partnerships to conduct COVID-19 awareness activities. They were able to distribute nose mask, hand washing buckets, hand sanitizer and more. They also secured a partnership with an organization in the United States and were able to conduct virtual training sessions to support educational activities for students.

In Uganda, Change African Child International, with the support from partners, responded to COVID-19 by providing food, masks and jerry cans of clean water for hand washing. These items were distributed to the most vulnerable communities that were in total lockdown and had previously relied on working every single day to feed their families, all of which had come to a painful stop. Some of their partners were Adult Learning and Empowerment Facilitators (ALEF), GDD International and Professor Henrik of Gothenburg University in Sweden's food collection network.

In Ghana, OMANIAE Organization, in partnership with several civil society organizations and schools, sensitized the youth on the benefits of social distance (in adherence to Covid-19 safety protocols) and the risks of sharing face masks and food. Underprivileged youth received

vocational skills training to make sanitizers and liquid soaps in order to sustain their livelihood.

Since the first confirmed case of SARS CoV-2 in March 2020, CISE, an organization in Malawi has been implementing an initiative called, “Building community responsiveness for COVID-19 prevention in Malawi” aimed at strengthening the education sector and community health systems in vulnerable communities. They partnered with the Commonwealth Development Office (FCDO), the Ministry of Health, the Ministry of Education and the Public Health Emergency Management Committee. CISE has greatly transformed and improved the COVID-19 response in Mchinji district by supporting frontline workers from 13 health centers. They provided PPEs and made safety enhancements for students and teachers throughout 205 primary schools by distributing sanitary equipment (goggles, gloves, overshoes, aprons, hand-washing buckets, liquid soap, sanitizers and sprayers).

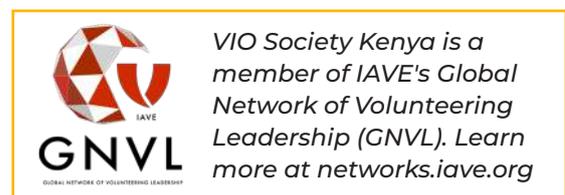
In Tanzania, Volunteer Point and Compassion Organization ran a project aimed at providing support for children with cancer. They worked with Tumaini La Maisha, an organization in Tanzania with a vision to provide all Tanzanian children with access to locally available, high quality, curative and palliative cancer treatment. This has led to high survival rates.

Understanding that children with cancer were at high risk of contracting Covid-19, these children required special attention to ensure their survival during this pandemic. Together, the two organizations worked with 95 child cancer patients. They donated face masks, digital thermometers, hand sanitizers, antiseptic disinfectants, diapers and nutritional food.

I interacted with organizations from Congo, Burundi, Togo, Sierra Leone, Nigeria, South Africa and Rwanda with more amazing stories of partnerships and the joint willingness to combat Covid-19. Some of these organizations partnered with Good Deeds Day International, local government authorities, health institutions and universities to respond to the needs of their communities during the pandemic. Our friends at V-Net Rwanda partnered with IAVE.

In the spirit of Stronger Together, the focus has now gradually shifted to post-coronavirus. What will the world look like? What were some of the lessons learned? What can be done now to prepare us for future scenarios? Answers to these questions need to be explored and implemented as soon as possible!

We braved an unseen enemy who took away all our joy, but we shall rise up stronger! ■





The Alliance of Public, Private & Civil Society Sectors

By Ahmad El-Zubi,
Founding CEO, Naua, Jordan

The COVID-19 pandemic took the world by surprise. No one expected the scale in which our daily lives would be changed, whether from health effects, remote working, distance learning, the lockdowns and the economic and social ramifications that countries are still struggling to address today. It took collective will and concerted efforts between all state, private and civil society stakeholders to reduce the impact this pandemic has wrought, starting from aid delivery, to provision of medical care, to providing psycho-social support, an everything in between. A significant role was played by intermediary organizations that worked to provide a framework for all parties to work effectively and collaboratively.

Naua – an Initiative of the Crown Prince Foundation, was launched in 2018 as an online platform for social impact, aiming to raise the standards of operations of civil society and the efficiency of resource allocation between donors and CSOs. Naua played a pivotal role during the crisis, launching the National Campaign for Informal Workers “Yawmiyithum Alayna” to help support with food parcels that contained enough supplies for one month the families of informal workers who faced the biggest impacts on their livelihoods due to the lockdowns instated early on during the pandemic. The campaign zeroed in on a segment that was overlooked by the typical social safety nets (social security and



unemployment) and had quickly become part of the most vulnerable segments of society, and was successful in drawing attention to their plight and raising awareness of the issue.

The campaign went “viral” and was able to raise of 2.1 million JDs (3 million USD) within two months of launching it, where funds were raised from individuals and companies. Working with the Ministry of Social Development and through it CSO partners across the Kingdom, Naua was able to identify over 85,000 vulnerable families and delivery support to them. Volunteers from various CSOs were instrumental in braving the pandemic and delivering the food parcels door to door while maintain social distancing and health protocols to ensure their protection and the protection of the benefiting families.

In addition to the immediate effect on income generation, the pandemic also disrupted traditional education. As school shifted to remote learning, many students that did not access to electronic devices or internet were being left behind. With the realization settling in that the pandemic is here for the long term, Naua launched its distance learning campaign which aim to provide disadvantaged students with tablets and internet connectivity in an effort to make sure they were still able to engage in formal education, whether at the school level or



university level. The benefiting students were identified by the Ministry of Education and Ministry of Higher Education, and CSOs participated in the delivery of devices and training students on how to use them. Naua was able to provide tablets for over 3000 students.

Equally as important in the national response to the pandemic, was Naua's national volunteering platform, Nahno.org, which Naua operates in partnership with UNICEF and the Ministry of Youth. Contrary to our expectation, Nahno experienced an increase in activity, with volunteers collaborating to create new initiatives to address the increasing needs of their communities, and many young people on the lookout for projects that they can volunteer with remotely. Over 8400 new volunteers registered during the lockdown period, conducting over 540 activities and clocking in over 90,000 volunteering hours. Whether it was support in delivering medication, to transporting patients, to providing psycho-social support to at-risk women, to even offering free graphic design services, the volunteering ecosystem came together to support the national response to the crisis. Today, the total number of volunteers registered through the Nahno platform has reached 60,000, and the platform has offered of 1.5 million volunteering hours.

The national efforts continued post lockdown period and various national level campaigns



ناهنو
 #سفراء التطوع
 nahno.org

were launched and implemented by volunteers in partnership with public, private and civil society actors, including the most recent push to support vaccination efforts in collaboration with the Ministry of Health and Ministry of Youth. More importantly, the public sector recognized the need for strengthening the volunteering ecosystem and is working closely with key stakeholders to establish a national steering committee to set out a national strategy to support volunteerism among youth especially. Naua is proud to be working alongside these stakeholders in mapping out the future of the ecosystem and ensuring that volunteers have a seat at the table and are able to contribute to building a brighter future for their country. ■



Naua is a member of IAVE's Global Network of Volunteering Leadership (GNVL). Learn more at networks.iave.org

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The Power of Cross-cultural Partnerships and Meaningful Long-term Solidarity Across Stakeholders

By Monika Krol, Research Project
Consultant, IAVE



Jawun, in Kuku Yalanji language 'is a big word' meaning 'friend' or 'family'. Jawun's logo represents Indigenous markings for a meeting place or campfire. A Burnie bean derived from a pod in the Australian rainforest and hand-painted with the logo is gifted to Jawun secondees upon completion and serves as a reminder of their commitment to stay connected and continue their life journey to serve as an advocate for change. Jawun, a non-profit organization, supports on the ground innovative programs of change in Indigenous communities. Since 2001, it has drawn on the capabilities of corporate and philanthropic Australia and more recently, the Australian Government to create mutually beneficial change.

Their egalitarian approach leads to sustainable, material, and measurable improvement in the lives of Indigenous people. Partnership between stakeholders (including Indigenous communities) is built on clearly defined expectations and goals, mutual trust, and long-term commitment. The key to the program's success is built on the fundamental belief 'to never see this as a service. It's a partnership we [all] have - we all have expectations, we all have obligations. And in the indigenous space, that is the key to it.' Jawun does not believe in a passive welfare economy. 'We believe in programs that promote self-reliance, entrepreneurial activity and business planning among Indigenous people.'

Though potential partners are eager and enthusiastic to have a direct line to indigenous partners, for a successful partnership to be formed, the most often undervalued middle (wo)man is of paramount importance. They hold the



knowledge in building a bridge across all stakeholders with a strong and lasting foundation. As like with any relationship, each sector approaches the partnership cautiously. With this in mind, Jawun gives shape in bridging solidarity across stakeholders with different ethnic and cultural backgrounds, agendas, beliefs, values, and expectations. In 2020, Jawun celebrated their 20th milestone year with Cape York, the organization's oldest region, and producing a retrospective in the next couple of months.

Jawun partners with companies nationally and internationally, including Woodside and National Australian Bank (NAB), to name a few. Both included in IAVE's current global research on corporate volunteering. Partnerships are the cornerstone to achieve (in) tangible success. They are the force in the 'trajectory of change in every region. Individual organizations are amazing, but they're only good when they work with others to bring that change'. But these partnerships are not forged to serve as a gap filler, where there's vacancy of a staff member. They are 'an accelerator to fast track a program'.

Companies participating in Jawun volunteer secondments offer their most valued resource – their people. 'Skilled' corporate employees or government professionals learn about the country, the region, and its culture through an immersive, lived experience. Secondees help make a constructive contribution

to Indigenous organizations across all dimensions including health, employment, and education. Boston Consulting Group (BCG), for example, use their consulting skills to support the start-up of Indigenous businesses in remote Cape York. Furthermore, NAB brings IT, strategy, finance, and marketing skills to Aboriginal organizations across the Kimberley.

Volunteers have a meaningful and often transformative experience that challenges them to explore beyond their perceived limitations and working across interdisciplinary



Timing is everything

The Northern Territory of Australia region is based around the Yolngu culture, a heartland of Aboriginal culture and land rights. They are among the oldest living cultures on earth, stretching back more than 40,000 years. After a lengthy mining dispute with Rio Tinto, Aboriginal groups in Arnhem Land were finally able to take advantage of resources offered by Jawun and their corporate partners. Unlike most of Australia, which can have up to 20–30 different language groups in a particular region, these population groups have very little Western influence culturally speaking. Arnhem Land is rich and strong in their practiced culture and being monolingual, eases language barriers and conflict. Soon after the mining dispute ended, ‘the trajectory went off like a rocket.’ The community was ready and able. With the help of secondments, they built their own mine and training camp.

teams, have a chance to grow and (re)shape who they are as a person and professionally. Upon completion, employees return with informed insights about the challenges facing Indigenous organizations and are able to leverage their newly developed skills into their professional work. For BCG, ‘doing a Jawun secondment has become a ‘badge of honour’ for their personnel and their secondment experiences has been viewed positively from within the organization when considering career progression.’

Historically, Indigenous communities’ trust in government has been, to say the least, challenging. However, mindful to keep a balance between corporate and the Australian Commonwealth, a system of government historically connected to the British Empire, Jawun slowly and effectively is changing antiquated mindsets and helping to create, albeit cautiously, an autonomous and mutually beneficial relationship between the two groups. Most Indigenous organizations need to tap into government funding or

‘When you bring the two, corporate and government together, you get a very powerful team of people that can work on a challenge in a region.’

access policy at some point, therefore government secondees bring a different language and ways in which government works to the project.

‘When you bring the two, corporate and government together, you get a very powerful team of people that can work on a challenge in a region.’

As a collective, each independent sector; Indigenous community, corporate, government and Jawun, contribute their unique skills and knowledge that, as a whole, intertwine to build meaningful, long-term relationships and an intersectional coalition of solidarity with Indigenous communities in Australia. With each group together at the table, learnings and insights are multiplied and impact genuine human-centered change. An Indigenous leader explains, ‘Indigenous led is NOT

Indigenous alone. We cannot do this on our own. We need the partnerships with the whole country.’

In closing, I leave you with the sage words of advice from Jawun’s Executive Director, Rose Manzini, may you carry them with you as you find your place in the ripple of change. ‘Not all leadership has to agree, that’s absolutely not human nature. You don’t need agreeable, but what you do need is to agree to work together to make a change.’ Thank you Rose and Jawun. ■

Launching at a Critical Time: Australia's Volunteering Resource Hub

By Mark Pearce, Chief Executive Officer, Volunteering Australia



The new Volunteering Resource Hub from Volunteering Australia is designed to support anyone who helps manage, lead or coordinate volunteers. It brings together useful, evidence-based and current best practice resources to support effective volunteer management across Australia and beyond.

This Resource Hub is coming at a critical time, as the volunteering sector is still struggling with the impact of COVID-19.

In Australia, the devastating 2019-20 summer bushfires and the ongoing COVID-19 pandemic have demonstrated the critical role of volunteers to our nation's resilience and wellbeing.

Volunteer firefighters and other emergency service volunteers were on the frontline of the bushfire response, and many other volunteers continue to support bushfire-affected communities recover and rebuild.

As in many other countries around the globe, neighbours and community volunteers have looked out for each other during COVID-19 and organised to help those in need. Volunteers and volunteer involving organizations have adapted and ensured essential services, such as food relief and community welfare, have been maintained.

Yet we also know that volunteering was hit hard by COVID-19. During the height of the pandemic in Australia, our research showed that

two out of three volunteers stopped volunteering because of COVID-19 restrictions, equating to an estimated loss of 12.2 million hours per week.

Recent Volunteering Australia data shows volunteering is not 'snapping back' even as COVID-19 restrictions lift. Nearly three quarters (72 per cent) of respondents to a national survey said their volunteer programs were not fully operational. Overall, 42 per cent of the nearly 600 respondents said they were not confident they will achieve pre-COVID levels of volunteering activity in the next six months. Over half (56 per cent) said their organizations needed more volunteers, with four out of ten (41 per cent) finding it difficult to re-engage or recruit volunteers.

Many of the problems that are surfacing are the same long-standing issues, but amplified – weak resourcing of volunteer management, poor recognition of volunteers, and an overall lack of strategic development and investment.



Alongside these challenges, opportunities also exist. This includes the need to bring in new cohorts of volunteers, to redesign volunteer programs to be more effective and inclusive, and to tap into the surge of community spirit that has been evident throughout the COVID-19 crisis.

To support the reinvigoration of volunteering, Volunteering Australia has launched a new online Volunteering Resource Hub.

The Resource Hub includes over 350 relevant, useful and accessible resources including policies, procedures, tools, videos, templates, guides, research and factsheets. These resources will help volunteer managers, experienced or new, embrace the Australian National Standards of Volunteer Involvement in their everyday practice.

A working group of representatives from across the volunteering

sector in Australia helped guide the Resource Hub's design, with volunteer management professionals reviewing, checking and testing its design, functionality and usability. This Resource Hub has been designed for the sector by the sector.

The resources cover topics such as volunteer support, development and recognition. Resources on topics relevant to the current volunteering environment are also included, such as material on re-engaging volunteers during COVID-19, the inclusion of volunteers in the COVID-19 vaccination roll-out, managing the mental health and wellbeing of volunteers, and recruiting younger volunteers.

Volunteers have shown tremendous adaptability and resilience in the last year. But further action and investment are needed to reinvigorate volunteering. Volunteer involving organizations, volunteering peak bodies and governments all have a role to play. Designed by the sector and funded by the Australian Government, the Volunteering Resource Hub is an important step towards safer, more effective and sustainable volunteering in the future. ■

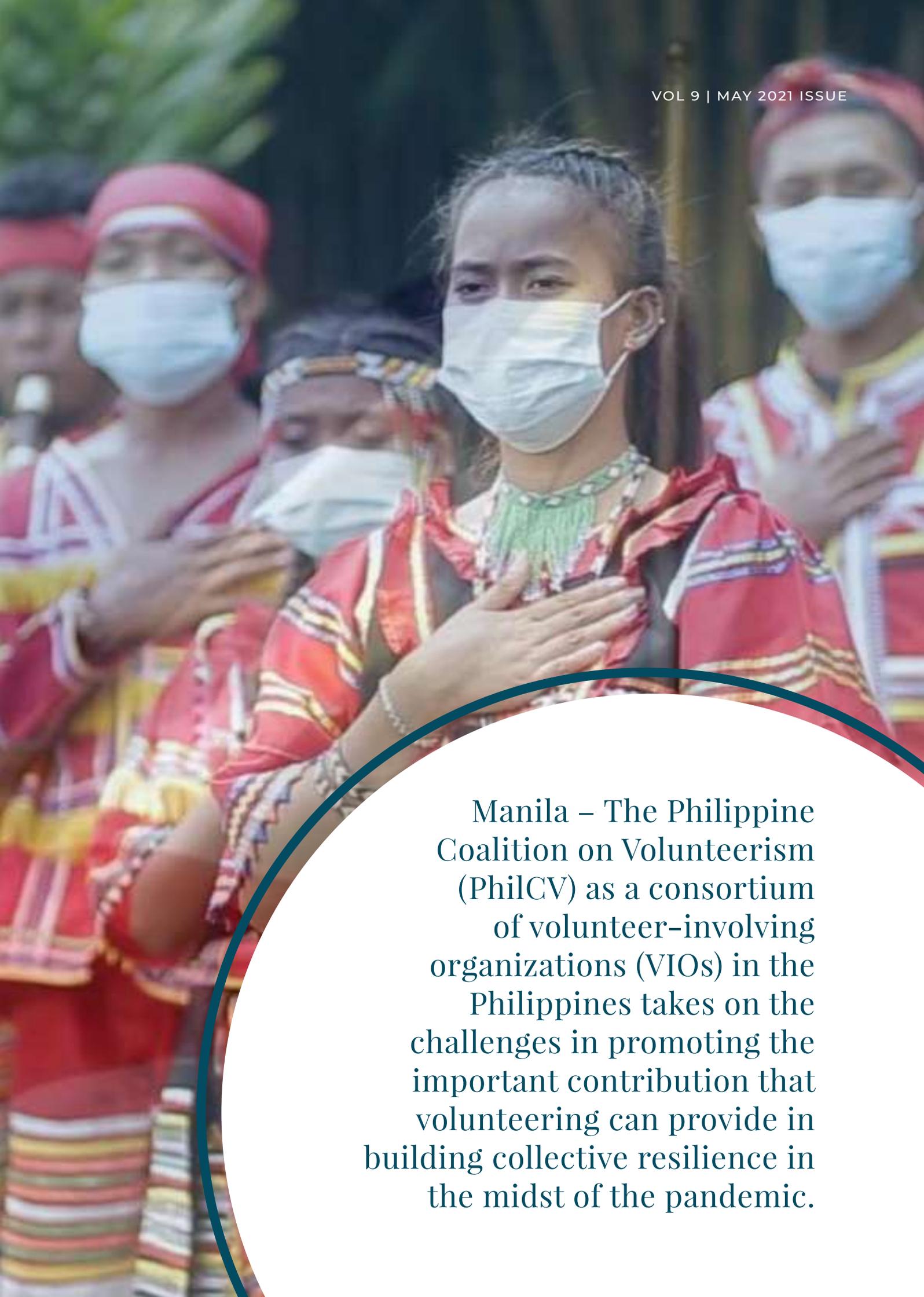


Volunteering Australia is a member of IAVE's Global Network of Volunteering Leadership (GNVL). Learn more at networks.iave.org

Valuing Volunteering in Building Collective Resilience

By Philippine Coalition on Volunteerism (PhilCV)
Inc., The Philippines

Despite the unprecedented challenges that the pandemic has wrought upon our country, COVID-19 provided an opportunity for the PhilCV community to learn and get inspiration from member and non-member organizations' response to the pandemic through webinars and community interventions. PhilCV - through its member organizations' support and participation - implemented an Information, Education, Communication (IEC) project aimed at promoting COVID-19 awareness, facilitating mitigation strategies and ramping up the involvement of citizens in strengthening community resilience to the pandemic. Staff volunteers from Philam Foundation, San Miguel Foundation, and VSO collaborated to produce the IEC



Manila – The Philippine Coalition on Volunteerism (PhilCV) as a consortium of volunteer-involving organizations (VIOs) in the Philippines takes on the challenges in promoting the important contribution that volunteering can provide in building collective resilience in the midst of the pandemic.

materials and remotely assisted project implementation. Project implementing organizations – the Jesuit Volunteers Philippine Foundation (Luzon), the Uygongco Foundation (Visayas) and the Josefa Segovia Foundation (Mindanao) capitalized on their local partners – the churches, the schools, the government and the local businesses for this campaign. Aside from the usual face-to-face IEC, a pool of volunteers maximized the online platforms to share COVID-19 video in local dialect and allotted Q&A for further clarifications or feedback. Reports for this pilot project indicate encouraging results from rural communities in Mindoro (Luzon), Panay-Iloilo (Visayas), including indigenous peoples in Davao (Mindanao).

Amid the easing up of community quarantine and constant threat of a surge in COVID-19 cases, PhilCV sees the continued importance of informing, educating and communicating effectively to vulnerable and marginalized communities on minimum health standards and precautions to keep everyone healthy and safe. The recently-concluded IEC pilot project could be replicated, adapting some best practices that have been tested by our members (sample IEC campaign: bit.ly/UFI-PhilCV-covid19-IEC)

PhilCV upholds volunteer sector's contribution towards building

community resilience to pandemic and to further escalate its advocacy on volunteering for development, PhilCV took on the work entails for the rollout of the Global Standard for Volunteering for Development (GSVD is a project led by the International Forum for Volunteering for Development). The rollout entailed to adopt and simplify the GSVD within the Philippine context – to look at ways by which the standard can be reviewed, localized and simplified to reflect the Philippine realities especially during this pandemic; to align practices of the volunteer-involving organizations





Photo Above:
 COVID-19 IEC
 campaign organized
 by Josefa Segovia
 Foundation (a PhilCV
 member, project
 implementing partner)
 with Matigsalog Tribe
 in Davao.

(VIOs) with the Standard for Volunteering.

In collaboration with VSO Philippines, the Philippine National Service Coordinating Agency (PNVSCA) and some of PhilCV member organizations, PhilCV was able to consult various VIOs, LGUs and corporate foundations to take part in the process of crafting the localized Standard – their inputs and experience in evaluating their own organizations in managing volunteer-related initiatives using the standards would lead to very important inputs that would hopefully lead to the 3rd and final draft of the Standard this second quarter. PhilCV also took the opportunity to write a position letter to the Department of Health Secretary to raise its concern on mobilizing volunteers as frontline health responders.

The Philippine Coalition on Volunteerism (PhilCV) is consortium of SEC-registered volunteer-involving organizations in the Philippines which was established to promote the valuable role of volunteers and their impact on society -- to unify and synergize volunteer organizations to advocate and influence policy on volunteering for national development [Email: secretariat.philcv@gmail.com] ■



PhilCV is a member of IAVE's Global Network of Volunteering Leadership (GNVL). Learn more at networks.iave.org

The GNVL Mentoring Program: Building Stronger Leaders for Volunteering

By Raaida Manna, Manager,
Global Advocacy and Partnerships, IAVE



In the first quarter of 2020, IAVE established its Global Network of Volunteering Leadership (GNVL), a program to enable organizations focused on providing leadership for volunteering to access capacity building and to connect, share information and learn from one another.

Considering the importance of skills-development as a key-aspect of capacity building and social capital

Leadership Mentoring Program to support leaders of volunteering to develop more effectively. The initiative is intended to be a resource for members of GNVL to build confidence and support individuals in their work and professional development. We also recognize the benefits of a mutual mentoring process, where mentors also gain new skills and knowledge, building strong relationships with colleagues of the volunteering field globally.

Why Mentoring?

Mentoring is widely recognized as a helpful non-directive model of providing support and encouragement, boosting those being mentored (the mentee) to manage their own learning to develop their skills and performance. It is a motivating process as it enables the mentee to establish their own goals.

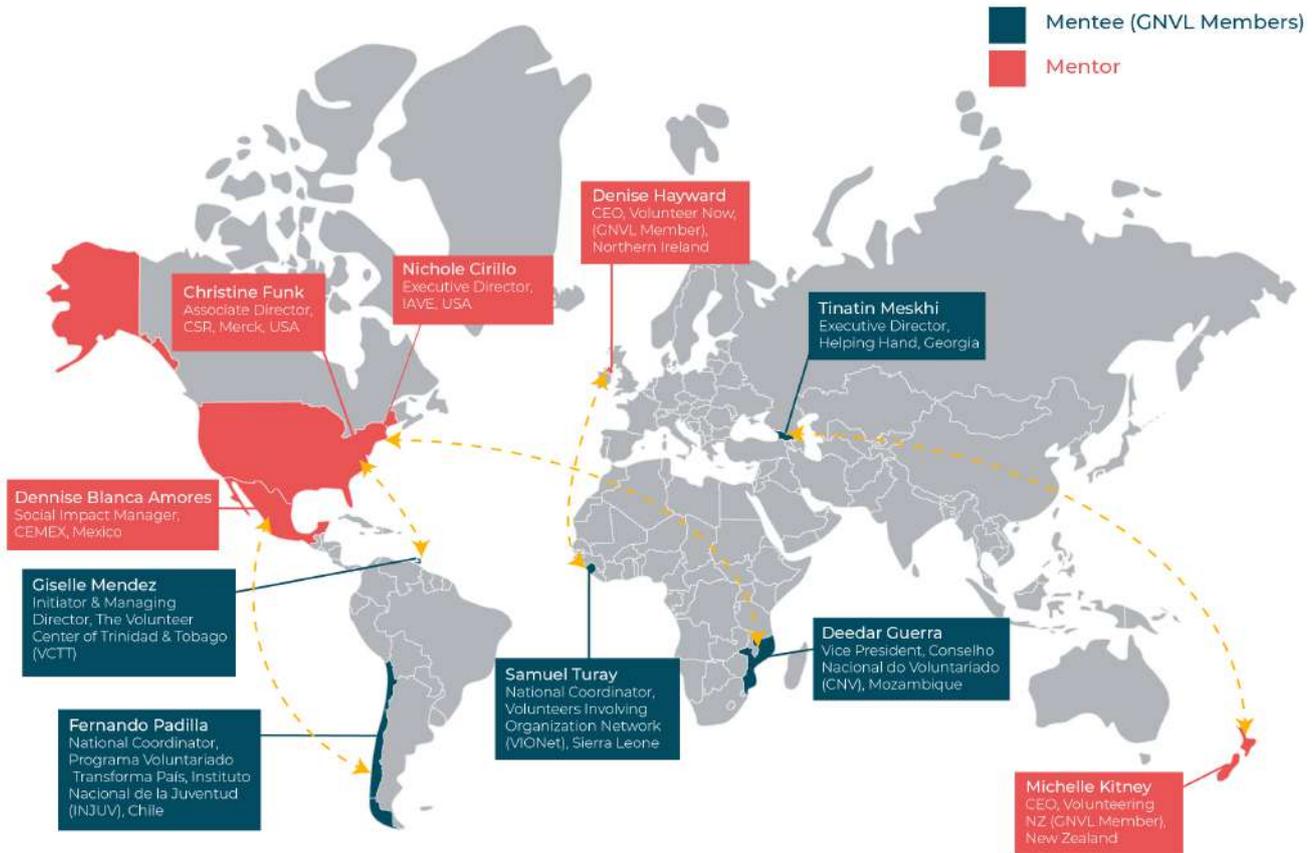
Because of its flexibility, this is a practical tool for GNVL: It can happen in many ways and under lots of different circumstances, including being effectively delivered through online engagement, offering a global reach.

Mentoring supports the individual; it relates to their everyday work, and it can also complement other methods of learning. It has the capacity to develop and meet the needs of both the mentee and the mentor.

Who is participating?

The pilot version of the program had its kickoff on February 2021. 5 mentees and 5 mentors have been paired for a learning journey that will last 6 months.





What are the Benefits?

For Mentees

- An opportunity to think about things differently, to discuss ideas and approaches before action is taken
- Access to a source of knowledge and experience
- An opportunity to develop skills by engaging with and learning from others
- Support in thinking through how best to achieve goals
- Increased self-confidence and motivation

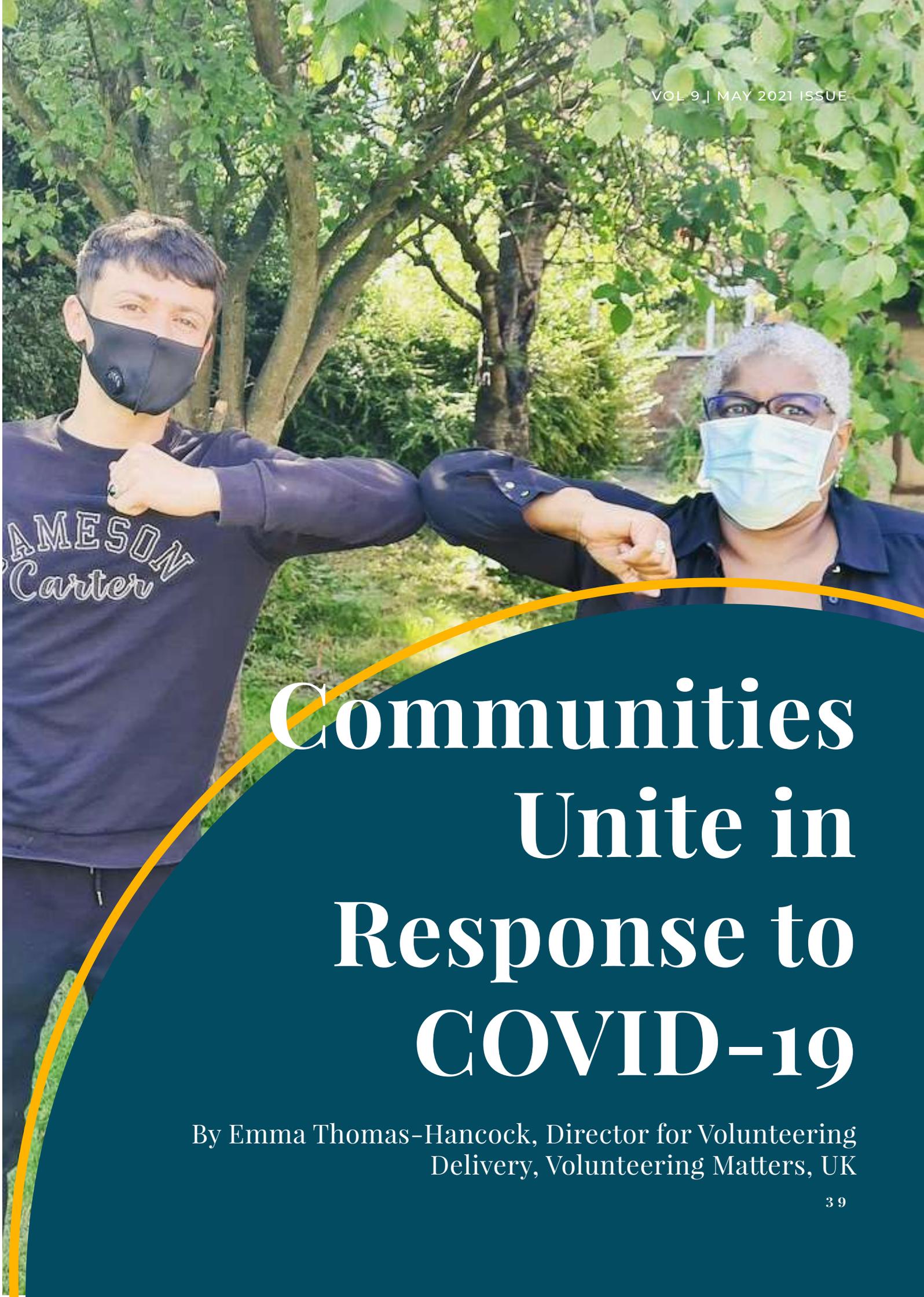
For Mentors

- Learning and self-development from being involved in the process

- Challenge and stimulation
- Satisfaction at seeing others develop
- Sharing knowledge and insights, enabling the advancement of the volunteering field at various levels, including different sectors and leaders with unique perspectives

For Volunteering Leadership Organizations

- Access to new skills and expertise
- Support with organizational challenges
- Opportunity to learn from others in the GNVL community and from within IAVE, such as members of the Global Corporate Volunteer Council (GCVC) ■



Communities Unite in Response to COVID-19

By Emma Thomas-Hancock, Director for Volunteering
Delivery, Volunteering Matters, UK

At Volunteering Matters, we bring people together to overcome some of society's most complex issues through the power of volunteering.

When Covid-19 struck in March 2020, it was clear that there needed to be a community wide response right across the UK. A year on since the outbreak have been some of the hardest that people have ever faced, from the initial lockdown to the uneasy coexistence with the virus, from the fear of losing loved ones to the reality of losing jobs and the opportunity to study. Despite this, throughout the UK, volunteering and social action enabled a wave of people-powered support for those most in need; people selflessly giving their time to assist the most vulnerable in our communities, helping them to navigate these unprecedented challenges safely.

As an organization, **'Protect, collaborate and innovate'** was at the heart of our approach to the pandemic. **Protect** the communities we support, **collaborate** with our volunteers and partners to maximise safety, **innovate** solutions. To make sure people connected safely, we delivered training and resources online and made them available across the charity and voluntary sector.

Examples of our UK wide response

Lifelines is a volunteer-led project supporting people aged 50 and over in Brighton and Hove. Led by volunteers, Lifelines runs group activities and one-to-one support schemes to help older people stay more active and better engaged with their communities. Through these volunteer-led projects, volunteers aged 50 plus are less lonely and isolated, and physically more active.



At the onset of Covid-19, Lifelines volunteers wanted to continue to benefit their community whilst ensuring that they continued to be connected and supported themselves. Volunteers were invaluable in delivering prescriptions and shopping, and the project team also established a way for everyone in the project to stay connected through activities such as quizzes, seated pilates, singing groups, creative writing and much more. Activities took place by post and phone and crucially Lifelines has enabled older people to get online. This has given them a skill they can use in the future help older people navigate the digital society we live in. They will have the knowledge to get safely online and stay connected in the future.

During Covid-19, Lifelines expanded across Brighton and Hove, including 3 senior housing schemes.

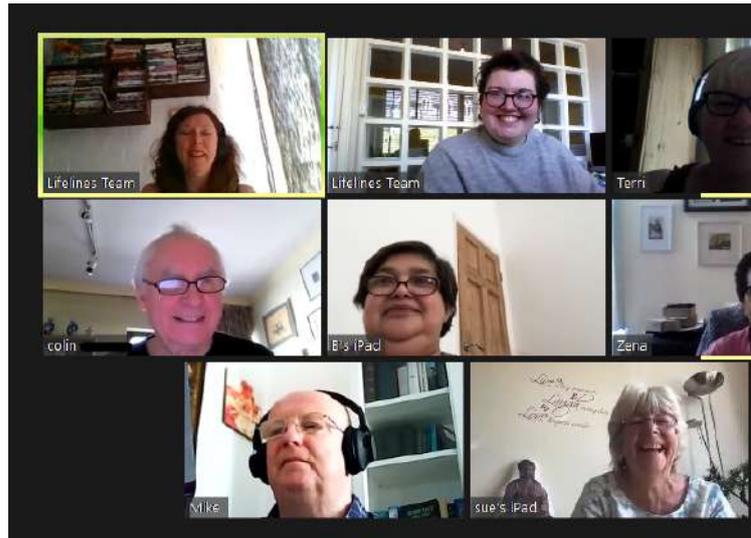
83% of participants said they felt less lonely thanks to lifelines activities and 76% of participants said they felt activities put on by LifeLines had improved their wellbeing during lockdown.

“It has helped me cope, both practically and emotionally with the challenging situation we are in at the present time”

“From the wide variety of topics, I found activities to accommodate needs for body, mind and soul!”

As an existing partner with **Newport City Council**, our team in Wales supported Newport Social Services to make sure local community needs could be met. Volunteers were able to step in to support people in Newport with their practical needs such as shopping, collecting prescriptions and dog walking. This also included telephone befriending for those who needed someone to talk to often signposting to other support where needed.

We were able to repurpose our nationally managed and locally delivered volunteering opportunities for employees to support Wales' Covid-19 response. **14 volunteers from four companies** were trained to provide telephone befriending to isolated people in Wales. A local company also provided befriending support and Calon Energy donated

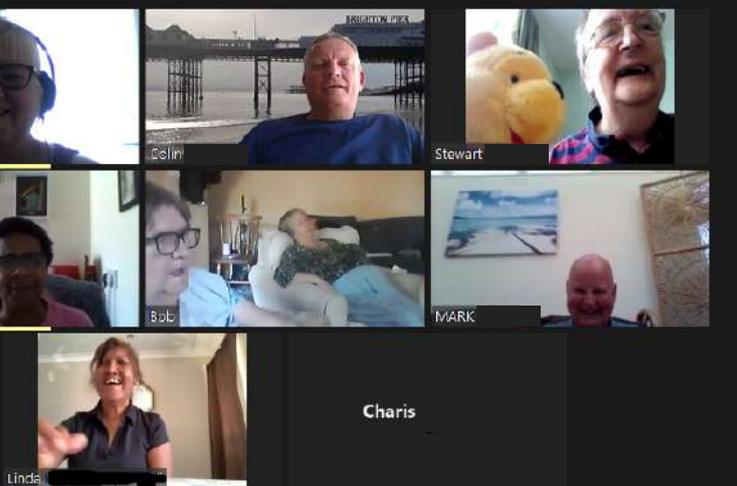


“It has helped me cope, both practically and emotionally with the challenging situation we are in at the present time.”

several laptops. Using business links, two local rotary club volunteers were brought in to help manage other volunteers.

Our young people in Gwent repurposed their activities, young people developed accessible resources to help fellow young people to stay safe online, promote positive wellbeing, staying socially connected during lockdown. Our volunteers, **“Online Wellbeing Champions”**, developed accessible resources that promote positive messaging around mental health and developing healthy relationships while educating young people around safety awareness – from considering their own personal wellbeing to using the internet in the safest way possible to stay in touch with friends and family..

“It brightens my day to know that I could have made an impact in someone’s life, even if it was only one person. Who knows, that person may have then positively affected



someone else's life so that the cycle of positivity continues.”

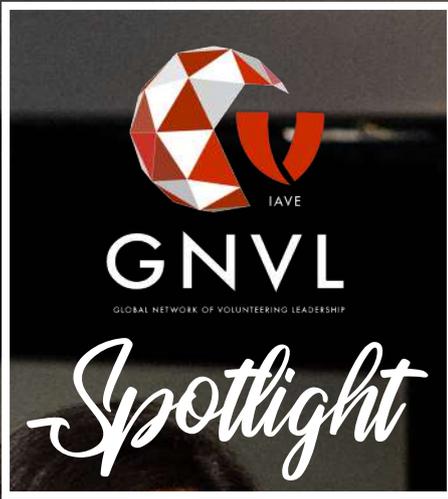
Befriending Volunteers in North Lanarkshire and Clackmannanshire support and befriend disadvantaged young people. The young people usually have complex issues and support is tailored to the individual, often including a fortnightly activity or outing. Despite Covid-19, stopping this support was not an option. All befriending was reconfigured to happen remotely, either online or over the phone.

“ It brightens my day to know that I could have made an impact in someone's life, even if it was only one person. Who knows, that person may have then positively affected someone else's life so that the cycle of positivity continues.”

Thanks to support from **The Scottish Government Wellbeing Fund**, tablets were provided to **30 young people** who had no other means of digital inclusion. As a result, we have built the knowledge and skills to facilitate matches online. This means geography and access will no longer be an issue, and we will be able to reach a wider range of young people. “Our volunteers made it all happen; putting the needs of others before their own; being prepared to be out and about when many of us felt anxious about stepping outside, but most of all completing their tasks without hesitation and a willing smile.”

“I was able to offer online befriending to a young girl. She said seeing me online was the best part of the week. We've played lots of games, chatted lots and even baked cakes”

As we start to think about what our 'new normal' looks like at Volunteering Matters it is important reflect on what we have learnt over the last 12 months. What worked well? What didn't? What new skills and interests do our team have? What new knowledge and experience have we acquired and how best can we use it in the future. What we do know for sure is that the needs of the communities we are based in will drive our next steps. Collaboration is vital, with our voluntary, statutory and corporate partners and the MOST important factor of all the Health and Wellbeing of our team – our volunteers, beneficiaries and staff members. ■



Interview with Michelle Kitney, Chief Executive of Volunteering New Zealand

Can you tell us a bit about your organization and how it was first established?

Volunteering New Zealand was established in 2001, the International Year of the Volunteer. This year was designated by the United Nations General Assembly to increase recognition, facilitation, networking and promotion of volunteering, and to encourage more people globally to engage in volunteering. This year was the catalyst for our creation, and it was made possible by collaboration between the New Zealand volunteering sector, regional volunteer centers and central government.

What are some of Volunteering New Zealand's key programs and initiatives?

We are a key part of the wider infrastructure that supports, recognizes, and enables volunteering within New Zealand. Our role has is to be the peak body for volunteers and volunteering within New Zealand, and our purpose is to be the kaitiaki (guardian) of Mahi Aroha (volunteering) and to empower volunteers to enrich New Zealand.

We primarily focus on activities that benefit volunteering and volunteers at a national level. This includes proactive and re-active advocacy, and research such as our bi-annual New Zealand State of Volunteering Report. We also champion and lead

national celebrations of volunteering weeks, and support and promote best practice volunteer engagement by organizations who achieve their outcomes and goals through a volunteer workforce.

Can you share with us some of Volunteering New Zealand's most notable milestones and accomplishments?

A key achievement is that we continually deliver great advocacy, research, campaigns (and more) with a core small team. Turning 20 this year will be a significant milestone for us. Other things of note include, our State of Volunteering Reports. Past Chief Executive Scott Miller kicked this off in 2015/2016, and we have built on these each time we have delivered a report. These are the go-to for trends, data and core research on volunteering in New Zealand.

Tell us about one of your favorite memories while working with Volunteering New Zealand.

For me it is always working with people, and in particular with my team. Whether my team members are project-based volunteers or permanent staff, I am most happy working with others, and seeing people grow themselves, and the organization.

In New Zealand, what are some of the greatest challenges that volunteers and volunteerism face?

Our State of Volunteering 2020 research indicated a change in the landscape of volunteering. These changes bring about challenges as well as opportunities that need to be addressed and seized upon. Ageing volunteers are noted as a concern by 35.8% of volunteer-involving organizations, with a lack of younger volunteers also cited by many. While 82.3% of volunteers intend to continue their current volunteering role in the long term, 36.6% of volunteer-involving organizations report a lack of volunteers as their biggest challenge.

We've seen changes in participation in volunteering. Over the past seven years, the number of volunteers has decreased from 1.2 million to 1 million. However, the amount of volunteer hours has remained stable. This indicates there are fewer people volunteering but they are working more hours, and this can lead to burn out, or at very least makes it hard to plan for succession. Competing vocational, social, educational and caring commitments are the biggest barriers to volunteering. It appears that more people feel they have less time to give or want to volunteer in new and different ways. Volunteers report increasing preference for episodic, project-based volunteering

and decreasing willingness to commit to regular, long-term volunteering activities. Therefore, some established organizations may struggle to connect with and cater to new and different volunteers.

Covid-19 has exacerbated some of the above-mentioned challenges. The volunteering sector has historically relied on older volunteers. Having been considered as a vulnerable group during Covid-19, some older volunteers got nervous, some left, and some have not returned to their volunteering activities. This is particularly evident in some volunteer involving organizations that have struggled to fill in their governance and volunteer management roles. Covid 19's disruption to the community and voluntary sector are predicted to remain for the foreseeable future.

How has Volunteering New Zealand responded to COVID-19? In what ways have you had to pivot your programs to adapt to the pandemic?

The Community and Voluntary Sector was significantly impacted due to the COVID-19 pandemic and our various lockdowns. A sizable portion of the sector has seen its business as usual disrupted due to challenges and restrictions of the pandemic. Since early 2020 the volunteering sector and community organizations worked collaboratively

to address challenges and adapt to temporary and permanent changes.

During the pandemic's early days, Volunteering New Zealand started collaborating with the National Crisis Management Centre (NCMC) and the National Emergency Control Centre. We supported a coordinated national response to Covid-19 and volunteering, and contributed to developing guidelines for volunteering activities during different alert levels. This resulted in drafting and publishing Covid related best practice guidelines for volunteers and for organizations. These guidelines clarified how volunteers could keep contributing to communities, where volunteers were more needed, and what resources were available for them. We also contacted the Ministry of Health and sought clarification and advice on using complete PPEs for those volunteering activities that require close in-person interaction.

Volunteering New Zealand also conducted a snapshot survey – to evaluate the status of the voluntary and community sector – and developed a data collection framework to collect feedback from Volunteer-Involving Organizations in order to identify emerging challenges, opportunities, and trends in the sector. Volunteering New Zealand documented these developments to be used for future analysis, planning, and reporting. The collected feedback was used

to analyse the sector's status and response to the COVID-19 pandemic/ lockdown. The findings were regularly distributed to various stakeholders in the volunteering sector. This communication was much welcomed by multiple stakeholders and received great feedback.

In partnership with several volunteer-involving organizations, Volunteering New Zealand conducted a comprehensive Covid-19 impact survey that explored the experience of the Community and Voluntary Sector during the Covid-19 lockdown. The findings of





volunteer involving organizations to better manage their volunteers. In addition, we have incorporated new pages to our website (VNZ's Response to COVID-19) where we provide up-to-date resources, advice, and information for volunteering organizations and volunteers, including volunteers' health and safety, and virtual volunteer management during the pandemic.

In many parts of the world, we are seeing a rise in anti-Asian discrimination and xenophobia after the start of COVID-19. How can volunteers help combat racism and intolerance?

There are many really great ways for volunteers to get involved in combating racism, xenophobia, and intolerance. For instance, through community building initiatives, volunteers can proactively engage communities in direct or indirect discussions around racism, xenophobia, and intolerance. Volunteers can facilitate creative volunteering schemes that look for ways to engage ethnic communities and utilise their skills and abilities to address community issues and problems. These schemes provide an opportunity for constructive interaction between ethnic minorities and local communities. Volunteers can also organise and run awareness raising campaigns and educational programs across communities and community

this survey are particularly important as they uncover unique capabilities of the sector that have previously been unknown. These capabilities are mostly related to the sector's flexibility and innovation, its adaptive response to changed circumstances, and how technology was utilised as a powerful tool to connect, communicate, and deliver services.

In response to COVID-19, we utilised technology and offered most of our programs, trainings, conferences, events, and promotions in an online format. We also offered our best practice and volunteer management tools for free. These helped

organizations such as schools, universities, and so forth. In addition, volunteers can be used for public local events that would promote community encounter through facilitated interaction between local people and various minorities. Moreover, volunteers can provide training for civil servants and officials who deal with ethnic minorities.

A great example of how people can get involved in combating xenophobia or intolerance in New Zealand is through the work of ActionStation. It enables people to actively drive and deliver change that directly impacts on social justice outcomes within New Zealand. They have a program that trains and supports individuals to combat racism in social media.

I see that you recently celebrated Student Volunteer Week 2021. Can you tell us more about the campaign? How was it first established? What was the motivation behind SVW?

We started this in 2015, and was created through a collaboration with Seek Volunteer, and Massey University. The motivation behind this was to engage, connect and celebrate youth and student volunteers in a way that was more meaningful for them. Another key motivation is to ensure that this is youth led, and to have a recognition event that is unique and distinct from National Volunteer Week.

Do you have any tips for our readers who are looking to engage more young people in volunteering?

Young people are actively engaged in volunteering, and connecting and contributing to communities and causes they care about. I think there is an opportunity for organizations to reflect on how they engage with younger demographics, and how they might best connect, support and enable them to contribute to their volunteering programs. We should be working towards identifying and removing barriers to participation.

We are seeing initiatives in New Zealand where organizations are actively supporting youth into governance roles within their organization, so that youth and the voices of youth are integrated into the whole organization.

Volunteering New Zealand has recently co-opted a youth volunteer onto our own board. We are now establishing a youth working group to ensure that we are embedding this role permanently into our governance structure.

What motivated your organization to join GNVL?

I was inspired to join the GNVL because of the opportunity to connect with and learn from others in similar roles to mine. I also see

huge value in being able to connect more people from New Zealand with these wider opportunities. Maybe one day we may even be able to replicate it within New Zealand.

What do you hope to see for your organization and volunteering in New Zealand in the next five years?

When we are 25 years old as an organization we will have further solidified and built on our achievements and successes to date. We would have actively worked along-side the volunteering sector as it continued to adapt and innovate in the face of ongoing changes

and challenges thrown up by the Covid-19 pandemic. We will reflect the true diversity of New Zealand in our board make up, and in our programs and initiatives. We will be working more collaboratively with a wider cross-section of society, with deeper relationships with government, business and philanthropic sectors. We would have delivered on our current advocacy goals to secure a national strategy to support volunteering and volunteers to flourish into the coming decades. ■

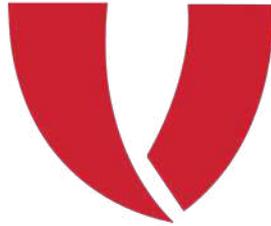


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Thank you!

A special thanks to Michelle for taking the time to answer our questions and sharing your visions for Volunteering New Zealand and the wider global volunteer community!





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