

VOLUNTEER PROGRAMME STRATEGIC PLAN 2023-25







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"The work we do
helps people live
confidently and
challenges external
and internal stigma
that can hold
people back from
living happy and
confident lives."

Nick, Peer Mentor Volunteer



OUR VISION FOR VOLUNTEERING





George House Trust's vision for volunteering is clear - that all volunteers receive recognition for their contribution and benefit from a positive and nurturing experience within an inclusive and collaborative team.

At George House Trust volunteers are involved at every level of the organisation and are integral to our ambition of achieving a world where HIV holds no one back. George House Trust has four strategic priorities:

- To reach more people living with HIV
- To develop our quality services
- To involve more people living with HIV in what we do
- To improve the ways we do things as an organisation





This plan details how our volunteer programme will align with these priorities and how we will achieve these goals.

We are committed to the following goals:

- Reaching more people living with HIV by recruiting volunteers who are truly representative of people living with HIV and the communities we serve
- Responding to the changing needs of people living with HIV by creating and sustaining meaningful and relevant volunteer roles
- Involving a diverse range of volunteers in planning and evaluating our volunteer programme



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"As a person living openly with HIV, my volunteering helps show others that it is possible to live a happy, healthy and fulfilling life."

Nathaniel, Positive Speaker Volunteer



HOW WE WILL ACHIEVE OUR GOALS -AND OUR BENCHMARKS FOR SUCCESS





GOAL 1
Reach more people
living with HIV by
recruiting volunteers
who are truly
representative of
people living with
HIV and the
communities we
serve

We will do this by:

- Inspiring people to become involved with flexible and accessible volunteering opportunities which suit different time commitments, motivations, interests, skills and experience.
- Working with partner organisations, stakeholders and community groups to attract people from a diverse range of backgrounds to become involved in our volunteer programme.
- Inviting existing volunteers from diverse backgrounds to help develop a fresh approach to recruiting new volunteers.





Our benchmarks for success will be:

- → Updated role descriptions which include quotes from current volunteers to better describe the tasks involved and the skills that can be acquired.
- → Increased numbers of volunteers from underrepresented groups from 26% to 35% by April 2025.
- → Established relationships with at least three community groups that support with the recruitment of volunteers from different backgrounds.
- → A forum of volunteers who support with and advise on the inclusivity of the volunteer recruitment and induction process.





Respond to the changing needs of people living with HIV by creating and sustaining meaningful and relevant volunteer roles.

We will do this by:

- Evidencing that people living with HIV feel more supported as a result of services which are being delivered and supported by volunteers.
- Utilising the range of skills and expertise our volunteers bring to their roles by delivering activities that best benefit people living with HIV.
- Developing the summer outreach volunteer role to engage new audiences and improve the volunteer experience at summer events.
- Working closely with new George House Trust services or projects to establish ways in which volunteers can add value to the projects.





Our benchmarks for success will be:

- → A process for collating and documenting the specialist skills and expertise offered by volunteers in addition to those utilised in current roles.
- → Data that evidences the positive impact that volunteers make on the lives of people living with HIV and accessing George House Trust services.
- → Stronger links with Manchester Universities to support with the recruitment of volunteers for summer outreach events.
- → An increased number of volunteers returning to subsequent events.
- → New volunteer roles to support new George House Trust services and projects.





GOAL 3
Increasing
engagement by
involving
volunteers in
planning and
evaluating the
wider volunteer
programme

We will do this by:

- Providing multiple methods and opportunities throughout the year for volunteers to feedback about their experiences.
- Consistently gathering feedback after volunteer training, team meetings and events to gain a better understanding of the volunteer experience and to inform future activity planning.
- Conducting an annual Volunteer Satisfaction Survey to gain feedback on the volunteer programme.
- Informing volunteers about how their views have impacted on the content of the strategic plan for the volunteer programme.
- Properly thanking and recognising volunteers by improving how we recognise their involvement and contributions across the year.





Our benchmarks for success will be:

- → Increased numbers of completed surveys from 52% in 2023 to 65% in 2025.
- → An evidenced-based approach to developing volunteer training and event planning for volunteers.
- → A better understanding amongst George House Trust staff of the volunteer experience as a result of improved use of team meetings to share key findings from volunteer questionnaires and feedback forms.
- → Regular content for volunteer newsletters and at volunteer team meetings about changes implemented as a result of volunteer feedback.
- → A schedule of volunteer thank you activities throughout the year, rather than focusing solely on one annual event.



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"My volunteer role has given me a renewed sense of purpose, and an opportunity to give back to a community that is close to my heart."

Sean, Telephone Buddy Volunteer



OUR COMMITMENT





Confident, supported and celebrated volunteers are key to helping us achieve our organisational goals. We believe that this plan will ensure that volunteering at George House Trust will continue to be a rewarding experience.

We will review this plan and the benchmark indicators regularly in line with our organisational priorities over the coming year and we will measure progress made by providing evidence of our achievements during staff and volunteer team meetings.

We will ensure that volunteers are recognised for the significant contribution they make to achieving a world where HIV holds no one back and we will celebrate our successes across the year.







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