

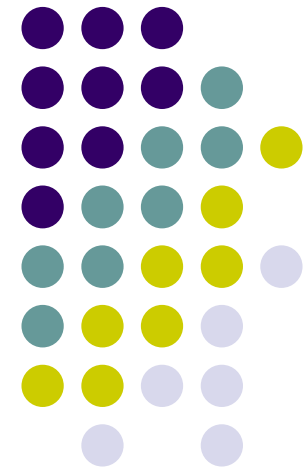
Diversity in Volunteering

How to engage BAME and faith
groups into volunteering

Presented by Marion Schumann

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London, 25th – 27th March 2013



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Introduction

- A little about myself
- A little about the Hammersmith and Fulham Volunteer Centre
- The importance of diversity in volunteering to meet a number of social aims such as:
 1. Employment
 2. Active citizenship
 3. Social justice

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What is Diversity?

- Definition
- Diversity is not the same as equal opportunities
- Valuing diversity refers to valuing volunteers by having policies and procedures in place that take their diverse needs and preferences into account
- Included in this group are religion, race, gender, disability, sexuality and age

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What barriers and challenges do BAME/Faith groups face?



- Language limitations
- Inability to access information
- Childcare facilities
- Income / expense
- Lack of cultural / religious understanding
- Preconceptions about volunteering
- Unsuitable roles

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Barriers / Challenges (cont.)



Other general barriers include:

- Time commitments
- Skills needed
- Complicated recruitment process

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Risks of not involving BAMER / Faith Groups

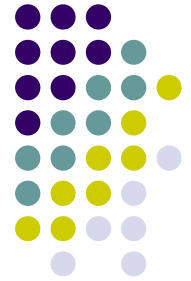


- Lack of social integration
- Increase in ignorance, prejudice and discrimination
- Social immobility / social injustice
- Poor access / provision of services

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Benefits of inclusive volunteering to an organisation



- Diversity of skills from different groups
- Sharing and implementation of culturally sensitive ideas that will benefit organisation
- Celebration of different religions and cultures
- Happy and well respected workforce / dedicated employees
- Strong retention rate of volunteers
- Setting a standard for others to follow

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Benefits of inclusive volunteering to volunteers



- Learn about different cultures and religions
- Volunteer feels valued and respected
- Make new friends that they may not otherwise meet
- Develops a global / multicultural mindset which employers value

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Tips for recruiting and retaining diverse volunteers



Where to recruit them from?

- Volunteer Centres
- Community groups aimed at specific religions, ethnic backgrounds
- Places of worship e.g. church, temple, mosque, synagogue
- Libraries
- Nurseries / parent and toddler groups

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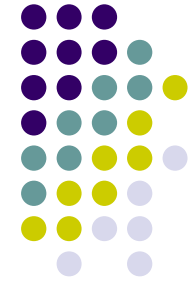
Continued....

- Adult education centres that run ESOL
- Cultural street markets (in UK there is Brixton, Deptford and Liverpool Street markets)
- Law Centres / Citizens Advice bureaux
- Cultural and religious events e.g. Notting Hill Carnival, Chinese Festival, gospel concerts

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How to recruit diverse volunteers



- Keep the wording very simple
- Make the recruitment process as simple as possible
- Use images that display diversity and inclusiveness
- Promote volunteering in different languages (ensure support is available)

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How to recruit diverse volunteers (continued..)

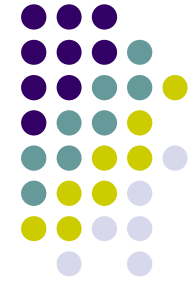


- Highlight the benefits and support offered (e.g. expenses, free training, job references)
- Work in partnership with cultural / faith based organisations who know their service users
- Ask the volunteers what support they may need

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How to retain a diverse volunteering team



- Clear and understandable volunteering policy
- Thorough induction process, explaining the volunteers role clearly
- Offer training (if available) to build skills
- Conduct regular reviews to ensure expectations are being met

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How to retain a diverse volunteering team (cont..)

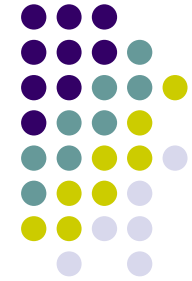


- Recognise their time and commitment by thanking them
- Include them in organisational activities such as staff meetings, annual reports
- Offer language translation (if possible)
- Respect religious and cultural dates by allowing volunteers to take time off to celebrate these days

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How to measure the diversity of your volunteers



- Registration and monitoring forms
- Finding out where they hear about volunteering

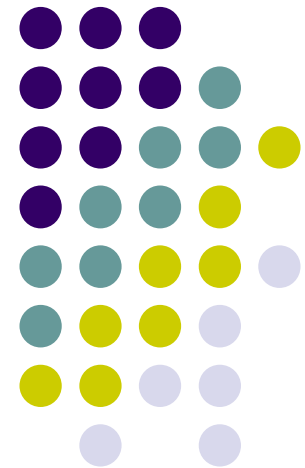
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Thank you! Any Questions?

For more information about the
Hammersmith and Fulham
Volunteer Centre visit:

www.hfvc.org.uk



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