

Part A - General Information

Organisation/Individual Name

Family Volunteering Club

Organisation Type/Structure

Charitable Company (Limited by Guarantee)

Theme/Nature of Project

Children, Youth Development and Families

Company/CIC Registration Number (if applicable)

12091881

Name of Lead Contact

Maddy Mills

Email

maddy@familyvolunteeringclub.co.uk

Phone / Mobile

07761947206

Website

<https://www.familyvolunteeringclub.co.uk>

Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

Instagram: @familyvolunteeringclub_uk

LinkedIn: <https://www.linkedin.com/company/family-volunteering-club/>

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Family Volunteering Club is getting children aged 0 - 9 enthused about community participation from a young age, and giving adults who can no longer volunteer due to caring responsibilities, the opportunity to experience all the benefits that volunteering brings.

Situation (250 words)

For a long time, we have been aware of the benefits of volunteering for both the individual participating and the cause they are supporting. From increasing someone's confidence and social connections, to advancing their practical skills and knowledge, and bringing them an increased sense of purpose - being able to give your time to support a cause you are passionate about is incredibly rewarding and beneficial for both physical and mental health.

In 2021/22, approximately 55% of people in England advised that they had volunteered at least once in the previous year, with 34 percent volunteering at least once a month. It is a huge part of many people's lives. 65-74-year olds are the most frequent volunteers, with 29% volunteering once a month. Formal volunteering (i.e. volunteering in a group or club) is associated with considerably higher well-being than informal volunteering - Happy Days, Jump report 2019.

As outlined by the NCVO, volunteer patterns are changing - so work is being done to advance the ways in which we are enabling communities to volunteer - particularly after the covid-19 pandemic, when there was a huge increase in civic participation mostly through informal volunteering efforts within communities to support each other.

There are lots of issues in the world that people want to engage with, and volunteering is an important way of doing that.

Complication (250 words)

Some communities are currently unable to engage in volunteering - one of which is families.

NCVO's Volunteering: A Family Affair? states that volunteering rates drop when people have a baby. People with caring responsibilities often disengage with community participation, and very few volunteering programmes allow young children to attend. We see that a large portion of our population want to help in the community, but are unable to.

Children are increasingly curious about world issues - including climate change, food poverty, social isolation and the cost of living.

There is an opportunity to appropriately introduce children to civic action at a young age - and the potential impact is shown through research. Arthur et al., 2017; Taylor- Collins et al., 2019 states that young people first involved in youth social action before the age of 10 are more than twice as likely to have an ongoing commitment to social action than those who first participate after age 16. We also know from NCVO research that if a parent volunteers, their child is more likely to.

The Royal Foundation has launched Shaping Us, recognising how formative the first 5 years of life are. The Dunedin study confirms that Positive early social and emotional development is critical for life chances.

Family Volunteering Club is creating opportunities for children and their carers / parents to volunteer together in the community. This has the potential for national reach, enabling thousands of families in towns, cities and villages across the UK to participate positively in their community, every week.

Solution (250 words)

Family Volunteering Club has been created to solve this issue - to make volunteering accessible to children and their parents / carers by removing barriers so this currently dis-engaged community can more easily participate in civic society.

We are getting children aged 0 - 9 enthused about community participation from a young age, and introducing them to why it's important, and fun, to help out in the community. We are also giving adults who can no longer volunteer due to caring responsibilities, the opportunity to give back and experience all the benefits that volunteering brings, outlined above.

We are doing this by creating impactful family-friendly volunteering programmes working in partnership with organisations including; food banks, community gardens, clothes banks, care homes, museums, care homes, and so on.

The project runs successfully in Lambeth & Southwark, where it is incredibly popular with most sessions 'selling out' (they are free, but bookable). We have had support from Marks & Spencer, National Lottery, Comic Relief and Mishcon de Reya, and are on a journey to grow the project in new locations across the UK.

We begin in a new area by recruiting a Local Coordinator (some people approach us directly). We run a 3-month pilot programme built in partnership with the local community, before using the evidence and experience of that pilot to secure longer term funding to grow it sustainably.

It is intended that this project will remain independent, but plug into national initiatives such as Vision for Volunteering and Shaping Us.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

The project was created by me, Maddy Mills, and I currently have a group of informal advisors who act as a sounding board for the project. It is important in the next stage that the team is scaled up. Later this year we intend to register as a Charitable Incorporated Organisation and are currently recruiting for founding Trustees. Establishing the correct structure and staffing growth plan is a crucial step to ensure we grow sustainably. It would be invaluable to take advice from the network of partners as we continue on this journey.

There may also be specific elements within the project that we would like to seek advice on - for example, the development of an app to enable children to track their participation and gain 'superpowers' for doing volunteering work, the development of a comprehensive suite of policies and procedures for the

organisation (we have some in place already) and developing the business model to enable us to create a nimble 'community franchise'.

As the project leader, I would also appreciate a mentor to support me as the project grows.

Part D - Financial Justification

In general terms, please explain how the winning funds would be used to carry out your project. (50 words max)

We would invest in two ways:

1. Approx. £15,000: Organisational infrastructure: CIO registration, targeted recruitment of additional Trustees, staffing roles including fundraising (bringing in additional investment), overheads including insurance, website and accountancy.
2. Approx. £10,000: Programme delivery in 4 other areas, leveraging match funding from trusts or local businesses.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- [FamilyVolunteeringClubLtd-21-22-Accounts-signed.pdf](#)

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

FVC was established by me, Maddy - a mum of one living in London. I have worked in senior leadership roles in the culture sector at organisations including Kew Gardens, Entelechy Arts and Southbank Centre, as well as internationally in Azerbaijan.

The project is supported by Christina Thompson, a lawyer based in London, and our Stevenage Coordinator is Saira Hasan, with a background in the community and health sectors. We are currently recruiting for founding Trustees to join the company.

YouTube Video

Link to short video on Instagram:

https://www.instagram.com/reel/CinPzzelOjk/?utm_source=ig_web_copy_link