

**Attend  
AGM**

October 19

**2011**

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Welcome to our Members Conference 2011, our most comprehensive ever write up of an Annual General Meeting.

**Inspiration for  
Tomorrow**

## AGM 2011

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## Introduction

### **Tea and Biscuits with David Wood...**

It gives me great pleasure to introduce you to our most comprehensive ever write up of an Annual General Meeting. It is a write up that we decided to do retrospectively when as a team we reflected about the AGM and the knowledge that could be shared more widely.

**This year we focused on the theme 'Inspirations for tomorrow'. The format for the day** included the Annual General Meeting, presentations of awards, and external speakers. The afternoon had a variety of workshops. This was followed by a drinks reception where we saw a formal thank you to Pam Morton for all her years as Chairman. At the same time a small group of members met the Duke of York at Buckingham Palace, to explain the work of their group in the local community.

It was a great day for everyone who attended, and we hope you enjoy reading about it.

## Attend AGM

The Attend AGM saw Pam Morton's last address as Chairman of Attend after five years in the role, her speech addressed the challenging year Attend faced, drawing on the positives to be taken forward. This was to be followed by the Chairman's report from the new Chairman, Richard Harries. The Treasurers Report then followed, along with a word from the auditors. These reflected on a difficult economic climate and the changes Attend has implemented as a result of this. On a more positive note, the AGM concluded with new members being introduced to the board, with Yvonne Coghill and Phil James becoming trustees.

## **Chairmen's Review of the Year**

### Pamela Morton

Pam Morton's involvement with Attend began on various levels with her volunteer work in York. After volunteering and getting to know several groups and regions, Pam's responsibilities with the organisation grew and she first joined the Board as Deputy Chairman, and following that, served as Chairman for five years.

In her role as Chairman, Pam's ambition was to get everyone working together on every level as closely as possible. She worked to create a vision based on her realistic and lively knowledge of the members and their local communities.

## **Chairman's Review of the Year**

Well, this year I made it...not a film version of me propped up, and looking slightly decrepit. And, of course, now I have finished my official tour of duty as Chairman, and handed it over to a much less battered model.

So what does an octogenarian—you are supposed to all yell out, "We don't believe it, she looks so young for her age!"—so what does an octogenarian say in her last speech as Chairman about what have been five of the most marvellous years of her life?

Then I thought, you fool, you're supposed to be giving a speech about the organisation's year and not making a spectacle of yourself. However, whenever under stress, one of Mummy's sayings comes to mind, and this year I keep coming back to "there's more to this than meets the eye."

If you look at the Annual Report in your pack, you can see there have been lots of successes. We have actually worked very, very hard, and that has been against a backdrop which has been really very challenging.

There really is more to it than meets the eye. Money we might have had expectations of didn't materialise, and we had to begin a radical process of reshaping and downsizing. In all this, our aim was to protect our core services. We had to say goodbye to people who have worked here for years, people who were part of the family and we cared about. We had to give up office space and move around. It's now more cramped than ever.

**And do you like the way I said “we”?** Well, there’s definitely more to that than meets the eye. I was largely in York almost totally confined to my house, but available daily on the phone. However, the reality is that during the last financial year, David has had the difficult job of saying goodbye to nearly 50% of the staff, try and raise funds, renegotiate leases and generally ensure we delivered an organisation. Everyone remained (mostly) in good spirits, we are friends with everyone who has gone (mostly) and battling bravely on. Can I say my heartfelt thanks to everyone on the Board for their support in such difficult times, to the Regional Chairs for their patience, and the staff for their courage and commitment? I would like to say a particular thanks to Matthew Swan as Treasurer, whose calm and clear presentations saved panic from overtaking us.

So what did we achieve? Snippets from the Annual Review include:

- We have introduced a new courtesy pack service, and sold 25,000 packs for use by local members.
- The Knowledge Bank has been extended to include over 150 factsheets and links to 70 online publications.
- Provided 30 days of consultancy to local groups supported by the DH Volunteering fund.
- **Launched “Attend Connect” social networking site to support Attend Academy students.**
- Delivered workshops for the Volunteering Fund on Change Management and Project Development in Manchester, Birmingham and London with over 110 attendees from local volunteering organisations.
- Delivered a pilot workshop for Attend South East on the subject of **“Building for the Future” with 22 attendees from member groups.**
- Delivered training at Regional conferences and committees.
- **We successfully piloted our second “Helping Others to Learn” course with 9 candidates from Haringey Shed.** This course supports young people with learning difficulty to make an active contribution in their community.
- We piloted a volunteering programme for stroke victims in Haringey. Due to the success of this programme, we have been asked to extend it to Enfield.

So, I left my chair having had my (good) hand jointly on the tiller through a very stormy period. We **made some tough decisions, and I am very sorry, Richard, there isn’t as much money in the bank** as I would have liked.

But, there is more to this than meets the eye, but not in the way that some might think. I am not **going into retirement; I am continuing to work actively as a Vice President. Equally, I don’t believe** in the organisation any the less. I believe we are needed more by our communities today than we have ever been.

I was thinking that my last official words should be something that my hero Mr Churchill said (David asked if I was modelling my figure on him.) I considered:

"A joke is a very serious thing." - because I thought it suited my style...

"A pessimist sees the difficulty in every opportunity, an optimist sees the opportunity in every difficulty." - because that reflects the way we have approached the year...

Then, in case you were unhappy with me:

"Although prepared for martyrdom, I preferred that it be postponed."

Then, some sage words of advice:

"If you are going through hell, keep going..."

And a piece of advice for the new Chair:

"If you have a point to make, don't try to be subtle or clever. Use a pile driver, hit the point once. Then, come back and hit it again. Then, hit it a third time—a tremendous whack." (It definitely works with the Chief Executive...)

But I would like my final thought to be something about us and who we are:

"A man does what he must—in spite of consequences, in spite of obstacles and dangers and pressures—and that is the basis of all human morality."

We must all keep doing "what we must", and the world will be a better place.

Failing that "Up boys and at 'em."



## Richard Harries

Richard Harries has served on the Board for one year and was appointed Chairman in April. Richard acknowledges that these are challenging times in the voluntary sector. However, he thinks Attend has worked very hard and is very fortunate to be in the good shape that it is. He says he is pleased with the way the Board works so closely with the staff of Attend.

Richard believes the AGM demonstrated the strength of Attend. Instead of looking inward, the event held a huge amount of enthusiasm and everyone could see the opportunities for the future. He particularly enjoyed the chance to pay tribute to Pam Morton and her previous work as Chairman. He praised her ability to provide a much-needed stability and to make sure everyone felt valued and special.

Richard is a determined supporter of the values and mission of Attend. He believes the skills he has developed as a Senior Civil Servant will help the Board to guide the organisation over the coming years, and says he wants all trustees to make greater use of their particular professional skills and experiences to look out for the interests of member groups and to represent their great strengths. The Board strives to understand and adapt to the ongoing health and social care reforms for the benefit of members and to help them, and Attend itself, to continue to do what we do while facing the financial challenges ahead.

### **Chairman's Report**

Well, how can you follow that?

**"That"** referring to a marvellous presentation reflecting very difficult times. But actually, how do I follow Pam, and the many Chairmen who have gone before me: formidable woman, formidable leadership. I offer my own personal tribute.

And listening to the quotes of Churchill, I am tempted to parody a quote from Elizabeth I in saying:

**"I know I have the body of a weak and feeble man, but I have the heart and stomach (and the bling) of a Chairman, a Chairman of Attend."**

And so highlights a significant and obvious difference. The Board has chosen a different leader **with a different style and experience to help meet the challenge of different times. From Pam's report, we can see things have to change: not least because we cannot expect the staff to keep doing the same with only half the number, so what does that different look like, and feel like?**

So, we have begun a major strategic review that will ensure we are fit for purpose for the times ahead. We want to put in place a plan of action for what we will do over the next three years, starting April 2012. This piece of work has come at a great time for me as the new boy, and has allowed me to search the soul of Attend as ask questions such as:

**'What role does Attend need to play in the world? What do our members want? How can we find the money and time to move forward?'**

To answer these questions, we have looked forward to what you have told us. Our annual membership survey showed us that 460 member groups support hospitals, compared to 205 groups who work solely in the community. New member groups tend to be those supporting the wider community, so our strategy needs to reflect our core work in hospitals, but the emerging trend to support activity beyond the hospital doors.

The survey also showed that 76% of active volunteers in **our groups are women...no surprises there that it's the women getting stuff done!**

I was very proud to learn that 91% of our groups taking part in the survey would recommend Attend to another group, and all feedback about our quality of service showed an increase in satisfaction amongst our members. I hope this means that we are getting something right.

The soul searching revealed that at our core are people.

We are not about money, or machines, or computers or even workers. We are about real people with a belief that we can make things that little bit better where we live.

This is a belief that has come back into fashion recently, and we find ourselves being experts in the new trend! When we were founded in 1949, it was the norm to make a contribution to your community, to volunteer or help your neighbour.

When the Olympic Games last came to London in 1948, Boy Scouts delivered cups of tea to athletes in the stadiums, and women drove spectators to the venues in whatever vehicle they could lay their hands on. This sense of contribution became less of the cultural norm over the last few decades, but in 2011, people have taken to the streets with brooms to clean up after the riots. Once again, we realise that if a job is going to be done, we are going to have to do it ourselves. People are being encouraged to set up local projects, giving them power and control to improve their communities.

**This is exactly what we've been doing for 62 years, and it's what we need to do more of and be better at in the future. Our strategic thinking has shown us that we don't need to reinvent ourselves so much as we need to be proud of who we are.**

Our strategic plan focuses on one key aim:

To help people make contributions which make their communities and themselves healthier and stronger.

It means that just as when we were founded, we respect and encourage independence amongst those we support. We do not want people to put on the Attend t-shirt (unless they really want to, of course) because we want people to be able to make their contribution in a way that suits them **as an individual. We don't want people to change, we want them to be able to do it their way and that they can turn to us for support.**

We will, of course, share ways that people might not have thought to do things differently, **but it's all about choice.**

Individual choice and empowerment means that Attend has to offer support not only to traditional forms of volunteering, but also to emerging ways to make a contribution.

When we talk about making our communities healthier, this reflects our strength in health settings, but also recognises that improving health comes in many guises and in many places.

What will we do? Some headlines from our plan include:

- We will strengthen our membership offering to make sure that it can be tailored to a huge range of different needs. We want to spend the next few months making sure that the services we offer are the ones people need, and that they can get them in the way they want to.
- We will grow our numbers. 1 million access the NHS every 36 hours, all of whom could benefit from volunteers making their experience and their recovery better. When this scale is considered, it is clear that our current members are just scratching the surface of what is possible—and **that's just volunteering in health settings**. We want to reach out to more local leaders and groups who have questions and challenges that we could help them overcome.
- We will be more inclusive and make sure that the people taking action in their communities reflect those communities as a whole. In some cases, people have become so **accustomed to being a service user that they don't even think it possible to be part of community action**. We will make sure that there are opportunities for everybody to play their part.
- We will recognise the contributions that individuals make and motivate people to keep on being involved. As part of this work, today, we have launched the Attend Recognition Awards. The Awards will recognise those taking an initial step into volunteering, as well as those who have made a lifetime of incredible contribution to their community. We also plan to find ways to celebrate achievements, such as our drinks reception today, when we invite others to be a part of our party.
- We will explore new directions by looking into new ways to make a contribution that perhaps others might not have thought of. In many cases, people know exactly what they want to do—be it a fundraiser for their hospital, or a reading group for young carers—but sometimes people might want a bit of inspiration or some of the ground work done for them. As part of the strategy, we will continue to explore projects that could be run by local leaders and groups wanting a new area to explore.
- **We will offer training and knowledge where it's needed. Our strategy recognises our achievements in training people in effective volunteer management.** We want to offer more training in all the areas that people find challenging, such as how to recruit help, how to fundraise or how to govern a group according to charity law.

Our strategic ambition we hope reflects what is needed in 2012 and beyond. The challenge will be to find the funds to make it possible, and the means to reach out to the people we believe need **our support. There's lots to do...**

## Treasurer Matthew Swan

Matthew Swan's involvement with Attend began about 10 years ago with his responsibilities of looking after the organisation's banking with Barclays. He also served for 3 years as the Treasurer for a local league, which allowed him to observe the operation of things on a grassroots level. He has officially been on the Board for 3 years.

Matthew says he enjoys being on the Board for the work that Attend does, not only through the **Board's ability as a national body** to give both voice and power to the individual Leagues but also the work for ABL and the Attend Academy.

As Treasurer, he thinks the biggest obstacle facing the Board is obtaining financial funding and long term financial security. Matthew believes that the Board will remain strong despite these challenges, because the Board utilises their interesting mix of people to overcome the trials brought on by tough times.

### **Treasurer's Report**

**For those of you that don't know me, I have been involved in the organisation for nearly 10 years, either as its Bank Manager on a Regional Committee, or now as Treasurer. During that time, we have seen many changes in the economic climate, and we now find ourselves in "Austerity Britain."**

The Trustees have been particularly conscious of the financial climate, and have been very vigilant in monitoring the situation.

Last financial year, we were fortunate as an organisation. This year, there have been a number of income streams we could have had expectation of that did not come to fruition. I am sure you all appreciate that making long-serving and loyal staff redundant and cutting activities are not choices we wanted to make, but the reality is the organisation we are presented with today is much reduced and changed.

This very challenging year has unfortunately resulted in reserves falling to a total of £135k.

Unrestricted income has fallen from £317k to £120k with a deficit of £197k.

Membership income covers only a third of the annual running costs of the organisation with the balance coming from additional self-generated income. It is here where we have been particularly hard hit, and despite best efforts we were unsuccessful in many of the numerous grant and funding bids applied for.

To address and re-build reserves, measures have been taken to restructure the organisation to fit within the expected income with less reliance on Grants and Bids. Staff numbers have been reduced from 15 to 8, and establishment costs have been reduced by renegotiating the amount of office space required at the Kings Fund. We are now in 50% of the space we used to be in.

David and his team have been through a very difficult period of uncertainty and must be commended for keeping the ship afloat. The restructure gives us the platform to build back reserves over the coming years back to previous levels.

There are no quick fixes, but with dedication, teamwork and by all of us pulling together the organisation will come through these unprecedented times.

I would like to thank Michelle Wilkes and her team at Wilkins Kennedy for once again conducting the audit in an efficient and timely manner.

## Audit Report

Presentation by Michelle Wilkes – Wilkins Kennedy, Auditors

Thank you for inviting me here today. Once again, the audit process ran very smoothly with no significant issues being encountered. As such, our audit report is unqualified.

In relation to the accounts there are a few areas of interest to bring to your attention. There have been no changes to the accounting regulations and as such the accounts format is similar to the previous year. The accounts are prepared in accordance with charity accounting regulations and also with a view to ensuring they can be used as an effective marketing tool. The current economic conditions are making it increasingly difficult for charities to maintain income streams. The Board and Senior Management team have been proactive during the year in considering the implication of this to the charity– the net loss for the year of £287k represents a fall in income and a review of costs – **as set out in the Chair's forward**. This has had an impact on the reserves with unrestricted general funds now standing at £81k – against reserve policy of £259k. Again, the Board are aware of this and are hoping that the steps taken in reorganising the charity will assist in reducing future outgoings.

The current economic climate is setting a very challenging time for the charity sector and it is therefore more important than ever than charities consider their reserves levels to enable them to meet commitments as they fall due.

Finally, may I take this opportunity to thank David and the staff at Attend for their full co-operation and assistance throughout the audit process, it has been a pleasure working with the Trustees and the team at Attend.

### Introducing Board Members

During the AGM, Trustee elections also took place. This saw us welcome Phil James as Director of Attend and Yvonne Coghill as Director to the Board of Attend.

Phil James was proposed by Peter Green (Ashfield League of Friends) and seconded by Alison Earle (**ST. Mary's Hospital Portsmouth** League of Friends), Yvonne Coghill was proposed by Charles Perry (Director of Attend) and seconded by Rachel Gilpin (Estuary League of Friends).

We look forward to the coming year with Phil James and Yvonne Coghill firmly in the heart of Attend and invite you to meet them overleaf.

## Introducing Board Members

### Phil James

Phil James is a 1971 graduate of the Liverpool University School of Hygiene as an Environmental Health Officer. He worked as Chief Environmental Health Officer and also as Chief Public Protection Officer for the Wrexham County Borough Council.

Phil's commitment to the Board of Attend really began with his work for the League of Friends for thirty years. He then was elected a constituency member for North East Wales as well as Regional Chairman for Wales, when the organisation was called the National Association of Hospitals and Community Friends. He was re-elected to the Board in 2008, when the organisation had been renamed Attend.

Phil takes great pride in the fact that he was elected by the Member Groups and specifically the people of his home country, Wales. He also recognises the importance of his position in representing all groups across the United Kingdom.

Although the Board has faced the challenge of reducing their input into programs, Phil sees the **board's future being bright**. He believes that the Board is capable of rising to any challenge, as well as being positioned perfectly to give timely guidance through a transitional phase for the health service.

### Yvonne Coghill, OBE

Yvonne Coghill has worked for the NHS for 34 years as a nurse in many different roles: a general nurse, a mental health nurse and a health visitor nurse. She has worked in management for the NHS for about 17 years. For 8 years, she worked in the Department of Health in the private sector for Chief Executive Nigel Crisp. She was also involved in the Cleaner Hospitals Program as a **professional officer, under the direction of CNO England's Chris Beasley**.

**Yvonne describes herself as "a nurse to [her] core," and stresses that her nursing background** informs all that she does. She is currently working as a national lead for the Breaking Through Program in her role as Leader for Equality Strategy. The Program seeks to support the development and upward career development of people from different backgrounds: persons of black and ethnic minorities, persons with disabilities, women and members of LGBT communities, **among others. Yvonne is "absolutely committed" to equality and fairness. She strives to provide** high quality patient care while promoting fairer and more diverse leadership in the workforce.

**Yvonne's involvement with Attend began when she attended a meeting of the ABI Vocational Rehabilitation Program.** She was inspired by the clients working so hard to live life, and it touched her deeply as a human. She hopes that her skills in nursing, management and leadership will be of **benefit and help as she joins as a new member of Attend's Board. Yvonne looks** forward to her future on the Board, and she hopes the Board can live their values, be commensurate to their beliefs, and, above all, have fun and enjoy what they do throughout it all.

## Talk – Inspirational Leadership

### Dame Mary Marsh

Dame Mary Marsh has been the Founding Director of the Clore Social Leadership Programme since 2008. A graduate of the University of Nottingham and the London Business School, she is a former teacher of Geography and was the Head teacher of two comprehensive schools, Queens' School in Bushey and Holland Park School in London. She was awarded the DBE in 2007 for her services to families and children. Dame Mary was the Chief Executive of the National Society for the Prevention of Cruelty to Children (NSPCC) for eight years. Since 2009, she has also been an Independent Non-Executive Director of the HSBC Bank plc and is a member of the Holdings Board Corporate Sustainability Committee. Dame Mary is Chair of the International Alumni Council and member of the Governing Body at London Business School. A mother of four sons, she lives in London.

### Dame Mary Marsh speech

Dame Mary Marsh, **spoke at Attend's AGM about inspirational leadership.**

She was particularly pleased to speak at the AGM because David Wood is one of the first group of 14 Clore Social Leaders going through the programme she founded, and this is the first AGM of an organisation of one of the Fellows that she has attended.

She spoke about the current times, describing the continued economic fragility and uncertainty with massive political changes and challenges across the globe.

**She said "In these challenging times we look for inspirational leaders. We need innovative, capable, inspirational leaders as never before."**

These leaders are individuals who find a way to make things right.

She outlined her own leadership journey.

**"I'm passionate about social justice and putting it right both at an individual and a national policy level."**

**"What matters to me is growing people – giving opportunities to people so that they can achieve what they are capable of doing."**

She now works to inspire people to be as effective as they can be and nurtures leadership.

On the topic of leadership she said that she believes **"To some degree you make your own luck, you build your own connections."**

She advised people to **"Be prepared, shape your pyramid and be ready to take flying leaps."**

**"Always learn and grow through challenges, and have a restless search for improvement."**

She said that in life you needed to look for balance if you were going to be effective.

She said that she always gave a phrase to all those whom she talks to about leadership that she hoped would be the one thing people remembered, "Know yourself, be yourself, look after yourself"

## Recognition Awards

A new component of the AGM this year was the Attend Recognition Awards. The awards, **sponsored by Barclay's**, acknowledge those who have made big contributions through their volunteering efforts.

### Profiles of Recipients

#### Jonathan Jacob: 1 year award

Jonathan Jacob has been volunteering with Haringey Shed for a little more than a year. His **volunteer work encompasses Haringey Shed's Youth Theatre, serving as volunteer social secretary** and working on promotional work for Haringey Shed through social networking sites.

Of his volunteer work, Jonathan believes, **"There's nothing that beats the joy of giving up a few hours a week to make life better for young people in the area. It's such a great satisfaction and joy to work in such a creative, productive and inspiring environment with young people all across Haringey."**

#### Steven Carr: 2 year award

Steven Carr has been volunteering for Attend for 2 years. He works in income generation, working on bids and researching various topics surrounding fundraising. He runs the syndicate of the Euro Million Lottery for Attend. He has also supported the Friends of Attend benefits.

A South African by birth, Steven is a shy, quiet individual. Steven enjoys volunteering for the chance to meet new people, keep busy and to take part in new activities. He says he has also learned new skills, especially through his current work writing fundraising bids.

Steven enjoyed the AGM and said it had a very good atmosphere, and the people in attendance were very constructive, with good ideas of how to move forward.

#### Mary Spence: 5 year award

Mary Spence has volunteered with the Adamson Hospital League of Friends since 2006. She became Chairman of this League when the departure of the office bearers threatened to end the group. While her roles primarily focus on fundraising efforts, she also utilises social media networks for the charity. The profits made from her fundraising efforts all go directly to charities. Her roles also extend to Attend Alba, as she is South East Chairman, a voluntary role for this organisation. As Chairman, she organises events, such as the Attend Diamond Jubilee torch relay when it travelled through her area. She works to keep the group in touch with each of the members.

Mary sees volunteering as rewarding because her skills are used directly to fundraise for charities, and she is able to see her work pay off, when the charity is then able to benefit others thanks to

the money raised. She also enjoys the challenges that volunteering brings, and the chance to help others and the opportunity to meet new people.

#### Alan Griffin: 10 year award

Alan Griffin received the Recognition Award for volunteering for over 40 years with a range of charities including the Annette Fox Leukaemia Research Fund and the Samaritans.

Alan volunteers because he sees it as his opportunity to put something back into a community that he has had his reasonable share in. I

Alan said that receiving his Recognition Award was a **"humbling experience** in that someone feels **you are worthy of an award from an organisation."** He said that it was especially good to see other people receive recognition.

#### Pam Lucas: 20 year award

For more than 20 years, Pam Lucas has served as the volunteer manager of the Charity Shop for the Connect Foundation for Mental Health for Friends of Cathja. As volunteer manager, she performs many of the functions typical in a Charity Shop, as well as organising volunteers.

She values the work that Cathja does serving people with mental health difficulties. As such, she is committed to making the maximum amount of money she possibly can to benefit the organisation.

Modest in her accomplishments as a volunteer, Pam was secretly pleased to be the recipient of a Recognition Award. The medal marks her achievements of all her efforts in a formal way.

#### Rose Reid: 25 year award

Rose Reid was recognised for her volunteer efforts for the past 24 years. In her work as a hospital volunteer, Rose visits patients, hospitals and works with the community. She explains that the role of the hospital volunteer is to keep your eyes open and always look for new ideas.

Rose said the receiving the award was a wonderful thing. She hopes that more young people will begin to volunteer, and she continually praises the National Body for their great work in Scotland, England and Wales.

### Edna Ellis: 25 year award

Edna Ellis has been volunteering for the Denbigh Infirmary League of Friends for 25 years. She is Secretary and President of this League of Friends, as well as the Secretary of the only area and regional committees in Wales.

Edna enjoys volunteering because she wants to help other people. She considers volunteering her chance to do her best for the community.

Edna attends the AGM every year, and she always enjoys hearing the news from the other Leagues and organisations, in addition to meeting new people, and, of course, this year she enjoyed receiving her award. She said that it is very good to recognise what people do and the work people put into volunteering.

"It is always good to know that you are appreciated."

### Barbara Thompson: 30 year award

Barbara Thompson **volunteers with the Mother's Union. While she stresses that she does not** volunteer for praise, she thought it lovely to receive the **"pat on the shoulder."** **The ribbon on the** medal is her favourite colour. She very much enjoyed the AGM and was happy to be a part of the celebrations and to spend time with friends.

Currently, Barbara is writing the History of Tyneside Hospital, as well as speaking at events across the region on aspects of her life, such as her teaching career.

### Pauline Spratt: 30 year award

Pauline Spratt was honoured, surprised and very proud to receive a Recognition Award for her 30 years of volunteering with the League of Friends. Her volunteering began while assisting her mother with working in the Care of Elderly wards. Pauline was named Chairman in 1991.

She explains that the fundraising work of the Burton Hospitals League of Friends has gotten remarkably more difficult in the last 5 years because of the economic climate. She believes that success will come from making a new financial plan that places importance on networking and finding what works for others. Pauline also hopes that new, younger volunteers can be recruited.

Pauline **always enjoys attending the AGM as it is "inspiring."** **This year, she recalls the networking as important, and the speeches as enthusiastic. This year's AGM put a smile on her face.**

### Joan Duckett: 30 year award

Joan Duckett is a hospital volunteer of 33 years. For 11 years, she volunteered at Hunters Moor Hospital, working on fundraising efforts. For 15 years, she has served as Chairman of the Freeman Hospital steering committee, which she describes as a **"bigger enterprise", where she helps decide** what the hospital needs, including the organising of groups, shops and escorts.

Joan **considers volunteering her way of "giving back what you get" from the community.** She finds it difficult to convey all that she finds valuable in volunteering, but she explains that she finds the work interesting, enjoys meeting patients and finds companionship in her work. She is continually inspired by the volunteers who come regularly to give their time, despite challenges of age or disability. Joan finds remarkable all who are able to give their time.

### June Whittaker: 40 year award

June Whittaker has been a volunteer for the Royal Shrewsbury League of Friends since 1969, and was recognised with the 40 year award at the AGM. Her roles include fundraising, putting up and **taking down flowers in the hospital at season's change, selling raffle tickets and mince pies,** organising carol services, lunches and suppers, events like a race day and many other things that benefit the hospital.

June has held the positions of Fundraising Chairman and Chairman of the Executive Committee for several years. Additionally, she is President of the Shropshire Association League of Friends. She consistently enjoys hosting her annual Bring and Share Lunch in her home for the Attend member groups from Shropshire. She has done this for many years and will do it for many more.

### Peter Green: 50 year award

Peter Green was recognised for his 50 years of volunteering with the League of Hospital Friends. His involvement began with the Mansfield and Ashfield League of Friends as a Press Officer in 1954 and later as a Committee member and Trustee in 1956. He is now a Committee member of the League of Friends of Ashfield Community Hospital. In his time there, he has served as a Constituency member, Regional Chairman, National Deputy Chairman and until April served as the Chairman of the Nottinghamshire County Association.

Peter attended his first AGM in the 1950s, and believes that they are always special. He enjoys that the AGM allowed members to network with one another, renew and create friendship as well as learn what other Leagues are up to.

Peter said he was pleasantly surprised, honoured and proud to receive the first 50 year service award. He said that as a volunteer, giving back to the community and its hospitals brings its own rewards, so you do not think of receiving a medal.

Jeanne Nicholls: 60 year award

**Jeanne Nicholls' 60 year commitment to volunteering started when she looked after outpatients in a hospital for 3 weeks during a flu epidemic. Since then, she has worked with the League of Friends to contact and rally the members. She has also sold flags for the hospital. Mrs Nicholls thoroughly enjoys volunteering because it provides the opportunity to work closely with the hospital staff and to teach others. Jeanne was very happy to attend the AGM because she is interested in what is being accomplished, and believes that it is "such good work."**

She said that receiving an award was "**absolutely superb.**" She said it was an unbelievable experience to see others receiving their medals, and to be rewarded a medal of her own was such a surprise. Jeanne believes that to be given a medal means that you are representing a larger group of people, and you are the one chosen to accept on their behalf.

### Honorary Life Membership

Honorary life membership of Attend is awarded by the Trustees to individuals who are deemed to have made a significant contribution to Attend, and who have supported us on our journey to date.

#### Donald Martin

**Donald Martin's volunteer work began when he served as a member and Chair of the Leagues of the Western Isles.** Through his work, he gave the group more profile within the wider organisation.

Recognised by the Regional Chairs, he was appointed to the serve on the Attend Board. Despite a long journey to attend meetings, he made it a priority to be there. His knowledge and experience proved to be very valuable to the Board, and an Honorary Life Membership seemed a great way to thank him.

Lunchtime

A big thank you to the companies who provided the following for the AGM:

Lindt



Nak'd



Lucoz

Natural Beverages

Walkers



Nature Valley



## Workshops

After lunch, AGM attendees had the opportunity to join a workshop of their choosing. A summary of the workshops and hosts, who kindly gave up their time free of charge, is outlined below.

### Workshop 1

#### Inspiring patients with literature

The 'Inspiring patients with literature' workshop served as a taster session for the Reader Organisation's 'Get into Reading' program. This program focuses on how reading aloud can improve people's lives and the communities we live in by promoting an enjoyable reading experience. 'Get into Reading' Groups meet weekly, are inclusive and use reading material specifically focused on the book *A Little, Aloud*, which features selections deemed particularly good for reading aloud.

The sessions create positive results: 75% of the participants report feeling more positive about life, 72% say that they are more able to relax, 72% express feeling more confident about socialising and 82% believe that the program helps them to be more understanding towards people.

**Attend hopes to implement a 'Get into Reading' program with the clients of the ABI Vocational Rehabilitation Program.** Attend also recommends the work of the Reader Organisation to the League of Friends for its apparent benefits for a positive outlook and mentality towards life.

About the Reader Organisation: A national charity, the Reader Organisation works to bring about a 'Reading Revolution'. Beginning in 1997 as *The Reader Magazine*, the publication focused on the promotion of shared reading, which would become central to the 'Get into Reading' Program. The organisation and its program have now flourished into a charity that hopes to instil the joys and benefits of reading to people of all ages by helping them engage with reading to build upon community and people's well-being.

### Workshop 2

#### Inspiring inclusive volunteering

Inclusive volunteering is a term that describes the effort to encourage organisations to create an environment for 'less traditional' volunteers, for example, people with mental health needs, disabled volunteers, unemployed people or ex-offenders. Steve Morton, who has worked for Attend for 10 years, describes the aim of the workshop he presented at the AGM as allowing delegates to explore the benefits of using inclusive volunteering in their organisation, because by doing so, they would create a volunteer environment that encompasses the significant proportion of society that is comprised of 'less traditional' volunteers.

The workshop, 'Inspiring inclusive volunteering', is part of a larger group of workshops titled 'Opening Doors to Volunteering' under the initiative for European Year of Volunteering 2011. Statistics report that volunteer organisations often lack the time or resources to recruit a diverse

group of volunteers, which therefore runs the risk of providing for a community that the organisation does not accurately represent. Steve Morton explains that inclusive volunteering is **typically seen as 'nice to have' at an organisation rather than something that is necessary.** As a result, the voluntary sector tends to fall behind the public and private sectors due to the absence of legislation requiring inclusive volunteering.

**Steve's work at Attend focuses on working with organisations to profile inclusive volunteering in their workplace through pilot programmes and working with areas of organisations that are already open to inclusive volunteering. Steve describes, "The intentions are then to promote the successes and learning from the pilot and work from there to realise the many organisational benefits that can arise from inclusive values and practices."**

Those attending the workshop provided valuable insight that will help to enhance the program further. Steve said, **"The AGM has always provided an opportunity to present our activities with member groups, and the support we receive from both long-standing and new groups is always invaluable."**

Steve Moreton has worked in the voluntary sector for 10 years. In the sector, he has managed volunteers and worked in HR departments. He has also worked as a tutor for BPP Professional Education, **Europe's largest professional training organisation. Steve served on the steering group that reviewed the National Occupational Standards for volunteer management.** Steve's involvement with Attend focuses around OFV grant administration, as well as compiling applications for fundraising through Trust funds and statutory funding rounds. He is also involved with Attend Academy, by working on presenting training and other types of programmes especially suited to the voluntary sector.

### Workshop 3

#### Charity accounts can be inspirational

The **'Charity accounts can be inspirational'** workshop offered advice on several different types of accounting matters, including managing accounts, Trustee Annual Reports, examples of Reserve Policies and cost allocation. The workshop provided suggestions and examples of the best way to **'paint the picture'** of how your accounts should look to the people who read them. Michelle Wilkes, who **presented the workshop, shares that the content incorporated "several examples from accounts to show how the disclosure and policy wording could alter the interpretation and understanding of the accounts"** to the person reading them. She explains that **when your charity accounts are portrayed in exactly the right way, "your accounts become freely available and provide a valuable opportunity to communicate."**

Michelle describes the presentation made at the AGM as successful yet informal. She said that approximately 15 people attended the workshop, with nearly all asking questions and interested in how the subject matter could relate to their organisation.

Michelle Wilkes is a Partner for Wilkins-Kennedy, an organisation that provides accounting and financial advisory services. Michelle is the primary contact for the services that Wilkins-Kennedy

provides for Attend. Her client base is comprised entirely of not-for-profit and charity clients, and she has been working in the sector for more than 20 years.

#### Workshop 4

##### Inspiring ways for people to support you

**'Inspiring ways for people to support you'** was a workshop run by David Wood and Rowena Lewis of Attend. The aim of the workshop was to collect feedback from the local member groups regarding the training, help and information needed surrounding the different types of fundraising that each group practices. This workshop functioned as a baseline and informational gathering for the coming year, when the workshop will be put on a tour around the country to help with fundraising ideas.

Rowena explains that the workshop presented at the AGM offered "good discussion" that brought up many ideas that will shape next year's tour. She says that the benefit of having so many member groups is that they all provide unique skills targeted towards different types of fundraising. While one group might raise money from a Charity of the Year award, another group might be better suited fundraising through a legacy or community fundraising. Rowena spoke that **the workshop was not simply "all about learning from the teacher," but rather member groups all learning from each other.**

Rowena feels that the workshop offered valuable insight into the problems that member groups face with their fundraising efforts, which will be taken into account when planning the tour. She acknowledges that fundraising is vital to the success of any group, as you can do very little without it, because without income, there is no organisation. Above all, she believes that the goal is to preserve the League of Friends in this difficult economic climate.

Rowena Lewis really enjoyed presenting at the AGM for the chance to meet interesting people. **She appreciated learning about the member group's work to support the health of local communities.** The workshop posed insights into the types of fundraising used by each group, which will help shape the tour and training devices that will begin in 2012.

Rowena Lewis is a 2001 graduate of the University of Cambridge. Her expertise in fundraising comes from ten years of experience. She began as a street volunteer in 2001, and she currently serves as the head of fundraising and development at the Fawcett Society. At present, Rowena is researching the advancement of women to leadership positions in the volunteer sector.

## Talk – Making life easier for older people and nurses

Dame Elisabeth Hoodless, DBE is the former Executive Director of Community Service **Volunteers, one of the UK's foremost volunteer and training charities.** Additionally, she is President of Volonteurope, **a European volunteer network of agencies, as well as Vice Chair of the U.S'** Innovations in Civic Participation and is Chairman of the International Association National Youth Service for Formerly, she served as Islington Councillor, and she currently chairs the Islington Youth Court and volunteers as a youth court magistrate. Dame Elisabeth Hoodless is the mother of two sons, and is a grandmother of two.

## Making life easier for older people and nurses

Dame Elisabeth Hoodless opened with a call for the UK to follow the U.S. model of mobilisation of volunteers to make life better for older people and nurses.

In the USA, cities like Redding, California insist that public services, including the Police, draw 10% of their person power from volunteers. The impact is hugely positive.

In the UK, hospitals such as the **Royal Free, Kent and Sussex and Queen Mary's Hospital, Sidcup recruit "dinner partners" to help encourage frail patients to enjoy their meals.** Research at **Queen Mary's revealed that such patients were able to be discharged an average 24 hours earlier, with a £600 savings per patient.**

Some medical schools such as University College London (UCL) recruit senior volunteers to train **their student's doctors very fruitfully.**

Some primary care trusts recruit senior volunteers to provide their transport services; how much better an individual friendly volunteer to accompany a patient there and back to the appointment than a busy bus for 16.

The UK has the healthiest and best pensioned 60 plus population, many of whom are ready and able to serve. But they have to be asked to do a specific task. Too often volunteers are left hanging around. Many unemployed young people and new graduates would welcome the chance to do something and add to their CV; rather than nothing at all.

It is time for government to act; in 1938 it published a booklet to every household setting out where help was needed, what had to be done and how to make contact.

**Government should ask our care homes, hospitals and PCT's to welcome an additional 10% to their strength by involving volunteers. Their government would assuredly "make life easier for older people and nurses."**

## Champagne Reception

Closing words from David Wood...

**The day really was one of celebration... celebration of the contribution of individuals and celebration of the work of member groups. How better to finish it off than with a glass of champagne, and some cake.**

In London, we frequently describe Attend as a family, rather than an organisation. I would argue that we have stripped off the veneer of professionalism, and got to a place where we can be real....where we can be honest without fear of repercussion, a place where can both laugh and cry together. That's what a family celebration is all about.

**And so many of you weren't there, so many couldn't chink your glass in memory of Hannah....it's one of the enduring family traditions.... and we wanted you to be part of it....so we have done our best to faithfully record what happened.... It has taken a bit longer than we expected, but we wanted it to be authentic. We hope that you have managed to capture the breadth and depth of the event, and the cords of love that bind it all together.**

**If you weren't there, why not try us... we might not be quite you expected....we love meeting new people, members of the family who aren't yet known to us..... meet us at a national or regional event, or just pop in to the offices.**

## Corporate reflections

### Kevin Griffin, speaking on behalf of Barclays

**As Attend's banker, we were hugely honoured when we were invited to the AGM. We thought that it would be a thoroughly useful opportunity to meet many of the members of Attend, and to show our support for the great causes they participate in.**

I am glad to say that we found it to be an informative and inspiring day. The selfless actions that many of the members contribute to their local communities was awe-inspiring. Barclays felt that it would only be appropriate to sponsor the great work of these numerous individuals in the form of certificates.

The calibre of speakers was impressive; with many contemporary issues being touched upon, and solutions being aired, it was beneficial for all attending. We hope that in our small way we were able to help in answering any banking related queries that the members may have had. We certainly left with a renewed vigour to provide as complete a service as possible to the members, and look forward to growing the relationship in 2012 and beyond.

### Chris Cotterill, speaking on behalf of Stackhouse Poland

Stackhouse Poland had the pleasure of spending the day with the members of Attend at the AGM to build relationships and to make members aware that we are there to support and offer insurance advice. As in previous years, the AGM was an open environment where everyone was able to share ideas. As well as providing the normal pamphlets, we offered guidance on certain scenarios that had insurance implications and it also served to reassure members that Stackhouse Poland are not just a corporate entity, but a valued insurance broking service for the members of Attend.

We see our future with Attend as a service that can cater for the insurance needs of community **groups in today's world. We will also work on lowering communication boundaries to offer further** guidance in respects of risk management to the members of Attend.

Stackhouse Poland provides support to members by being available for day to day queries, such as some of the following;

#### **'I'm over 85, can I still be a volunteer?'**

There is no upper limit in respect of general insurance; the age limit only applies to Personal Accident section on the schedule. If you and the group believe that you are capable of undertaking the activity in question then the remaining insurance is still in force.

#### **'Am I covered to do a fete?'**

Yes, but a duty of care needs to be considered, and risk guidance notes are available upon request. They will also be made available on the Attend website in the future.

As part of the AGM on 19 October, a group of Attend members had the honour of visiting Buckingham Palace to meet HRH The Duke of York.

HRH The Duke of York, born at Buckingham Palace, is the Queen **and The Duke of Edinburgh's** third child and second son. Known as Prince Andrew until his marriage, he was thereafter named The Duke of York, Earl of Inverness and Baron Killyleagh. He attended Britannia Royal Naval College, Dartmouth, where he was awarded the Green Beret. He received his wings from the Royal Navy at the Royal Naval Air Station Culdrose, Cornwall. After 22 years in the Navy, The Duke of York became the Special Representative for International Trade and Investment for the UK. He became patron of Attend in 2003.

The guests to Buckingham Palace were all delighted and very much cherished the opportunity to visit with The Duke of York. Lynne Hale, CEO of Haringey Shed mirrored the overall statements of the guests by saying how exciting it was that Attend put them forward to be representatives, and how nice it was to have their work recognised.

Mark Flood, manager of Orb Community Arts, said, "It was an honour to be selected to represent the Northern Region of Attend, and both myself and Julian Spencer, our young volunteer, were very pleased to have the opportunity to actually go to the Palace and meet The Duke of York. **Walking across the main courtyard to the front entrance was a surreal experience for me.**"

On the experience of entering the Palace, George Ward, Chairman of Caerphilly Children's Centre, mentioned a particularly special aspect: having his 9 year-old son there to watch him walk inside the gates. "We all remember our first time in London," said Mr Ward, "but my son's memory will not just be seeing the sights, but seeing his father entering Buckingham Palace to meet one of the Royal family."

Douglas Russell, a volunteer with Attend's ABI Vocational Rehabilitation Program, also noted how special the occasion was, saying, "I imagined some of the world's noted dignitaries and royalty had walked that red carpet. I was left with no uncertainty that this is a house that belonged to English royalty."

All of the guests praised The Duke and his staff members for making them feel welcome on the day of their visit.

Everyone in attendance commended The Duke on his kindness and attentiveness. Rachel Gilpin, CEO of the Estuary League of Friends, remarked, "The Prince was fascinated by our work and was genuinely interested in the sort of challenges we face...the real point of this event was to emphasise to the Prince the importance of the voluntary sector and volunteering. He clearly understood and supported this."

Haringey Shed echoed this statement by saying that The Duke was "extremely attentive to everybody", sharing how he spent much of his time with each group, listening and responding to each project represented at the event.

The visitors enjoyed tea and conversation with The Duke of York. With only 18 people present, the event was intimate and provided the chance to speak with The Duke for 90 minutes, instead of the originally scheduled hour- long slot. The Duke was very personable and Douglas Russell describes

him as “rather down to earth”, conveying that he “appeared interested in what we were saying, interjecting some light-hearted humour, and sharing stories about his brother Prince Charles and his nephew Prince William.” It was also stated that his positive demeanour did not fade as he went about the room.

In regard to the planning of the event, Attend Chairman Richard Harries shares, “David Wood and I wanted to make sure we presented His Royal Highness with the widest possible range of Attend members, and I think we succeeded: from his first conversation with Maxine and Hannah from Survivors Helping Each Other, to his last with Rachel and Stephanie from Estuary League of Friends.”

The success of the day’s visit was summed up by Richard Harries, who said, “I am certain we left The Duke with a firm sense of the real difference that Attend members make every day to the health and well-being of our local communities.”

Members in Attendance:

Richard Harries: Attend Chairman

Hannah Harris: Survivors Helping Each Other, Volunteer

Maxine Robinson: Survivors Helping Each Other, Chair

Neil Basil: Ostomy Lifestyle, Founder

Johnathon Smallman Davies: Friends of Attend

Lynne Hale: Haringey Shed, CEO

Lamont Lewis, Haringey Shed, Volunteer

Rachel Andrews: Avenue Child Contact Centre, Volunteer

Stephanie Tolly: Estuary League of Friends, Volunteer

Rachel Gilpin: Estuary League of Friends, CEO

Colin Wilkinson: Stafford and Cannock League of Friends, Chairman

Elsie Rough: Stafford and Cannock League of Friends, Volunteer

**George Ward: Caerphilly Children’s Centre, Chairman**

Mark Flood: Orb Community Arts, Manager

Julian Spencer: Orb Community Arts, Volunteer

Joe Hyland: SOS Bus Northern Ireland, CEO

Douglas Russell: Attend ABI Vocational Rehabilitation Program, Volunteer

Christina Cameron: Raigmore League of Friends, Chairman

## Thank You:

We would like to say a big thank you to the King's Fund for enabling us to hold our AGM in their great venue, we would also like to thank all of the workshop speakers who gave up their time free of charge.

A big thank you also goes out to all of the trustees, staff, regional chairs & volunteers who helped make the day such a success.

A special thanks must also go out to the member groups who came and participated in the AGM, it is always lovely to see you and we greatly appreciate the time and effort you took to attend the Annual General Meeting.

## Interview/Profile: Volunteer Photographers

### Florin Secita

**Florin Secita's journey with Attend went full-circle** at the AGM. A former client of the ABI Vocational Rehabilitation Program, this year, he was happy to share his passion for photography as a volunteer photographer of the AGM.

Florin, age 36, came to the UK in October of 2009. A construction worker, he sustained a brain injury in a traffic accident. He completed the ABI course in 2010. Florin is positive about his recovery and is working to find the best way to move on. Of his experience as an ABI client, Florin said, **"It was a good experience and journey because I met new people with similar health problems like me and I learned something new. At the ABI course, I learned how to make a CV, cover letter, improve the memory, concentration, attention and other useful things."**

### Mike Hoyle

Mike Hoyle is a corporate and freelance photographer and text editor at Mike Hoyle Fotographix. **Mike's work focuses around a variety** of different subjects, photographing events and subjects that are faith-based or deal with human rights. In addition to still photography, Mike enjoys photographing nature. Mike lent his photographic knowledge with his work as a volunteer photographer **at this year's AGM.**