

# Annual review 2010

Building healthy communities.

Attend 



## Now we are sixty-one

2009 was Attend's Diamond Jubilee.

We marked our 60th anniversary by celebrating the work of our members. Almost a thousand Diamond Volunteers were presented with Diamond Awards recognising long service and dedication at regional events held in prestigious locations including; Cathedrals, Hospitals, Golf Courses, the House of Lords and the Eden Project's botanical gardens.

250 of the Diamond Volunteers were invited to a drinks reception at St James's Palace by Attend's Patron, HRH the Duke of York.

The Duke welcomed everyone to the Palace, saying "I am extremely proud to be Attend's patron and I value opportunities to recognise

the hugely important contribution individual volunteers make to our health and social care."

28 people were made Honorary Life members in recognition of their dedication and support for Attend.

Both our Chairman, Pamela Morton and our Chief Executive, David Wood were honoured with OBEs in the Queen's Birthday and New Year honours lists respectively. Many more Attend members were recognised this year for their dedicated service, receiving other prestigious awards and honours, including MBEs, Order of Mercy medals and the Companion's Badge.



## Delivering projects

We run projects to expand our first hand experience and learn by doing.

Our pilot projects this year have given us an increased understanding of volunteering in health and social care, with a particular focus on young people and those with mental health issues.

The Attend 500 and the Vibe project sought to increase the number of volunteering opportunities open to young people.

Through them we have created over a thousand new positions filled by young volunteers. From the experience and research gathered, we are now producing a definitive guide to working with young volunteers.

We set up Attend ABI (Acquired Brain Injury) last year to help people who have an acquired brain injury return to work or education through volunteering. Over 25 clients had been found volunteering placements by March 2010.

We have been receiving a growing number of requests to speak to Neurological and Rehabilitation units and clinicians about the project, as we are fast being recognized as a leading voice in the ABI sector.

We are able to share our experience and offer advice to others working in ABI, promoting the benefits of volunteering as part of rehabilitation.

## Supporting our members

We support volunteers through our membership scheme. This year we have launched many more benefits of membership. These include:

**Attend Premium Reserve** – a new banking option with NatWest for groups with a minimum deposit of £100,000. It includes enhanced insurance options.

**The Knowledge Bank** – a comprehensive set of guides, information and forums on our website that contains everything you need to know about volunteering.

**Trustee Finder** – through our exclusive partnership with Reach we can help your group find new talented Trustees.

**Attend Site Seed** – member groups can get a new, easy to use website in just two minutes. They cost just £300 a year and include a free web address, a range of high quality designs and full help and support.

**Friends Shops** – we have been fitting out member groups' retail outlets with our new Friends Shop branding. The designs are available to members with any type of retail outlet and are designed to help members compete with the recognised high street brands.



## Spreading the word

To realise the potential of volunteers, we share the knowledge and experience that we gain from our projects and learn from our members.

This year we held two conferences focusing on volunteering in mental health. Expert speakers and guests from mental health professions, service users and volunteers shared their experiences and broadened their knowledge.

One of the conferences was part of the Attend Thinking Ahead project, which trained volunteers to support people from the Black and Minority Ethnic communities with mental health needs.

We have been steadily building a reputation as the experts in Volunteer Management training:

In 2009 we designed a programme for WRVS, training over 40 of their volunteer managers. We also assisted the Department of Health with research for their national Volunteering Strategy for 2010.

We have designed an accredited course for people with learning difficulties that develops the social and technical skills they need to support arts workshops. On completion, participants gain a qualification from the Open College Network.

With the Time for Health partnership, we held an event hosted by Laura Moffat MP at the House of Commons to promote the role of young volunteers. MPs were invited to meet some of our young volunteers and find out about the projects they were involved in.

## Financial details

### Total income

Voluntary income	43,802
Subscriptions	159,827
Other income	87,282
Investment income	8,398
Grants	1,276,366
Insurance premiums	118,737
Conferences and events	3,765
<b>Total incoming resources</b>	<b>£1,698,177</b>

### Expenditure

Cost of generating funds	37,000
Charitable activities	1,683,375
Governance costs	118,981
<b>Total resources expended</b>	<b>£1,839,356</b>

These figures are taken from the financial statements of Attend for the year ended 31 March 2010. A full set of accounts are available on request.



## Breakdown of expenditure on charitable activities

Voluntary Service Managers training	138,165	Time for Health	12,000
Opportunities for Volunteering	544,747	Fundraising research project	15,500
HOTV	73,096	S64 ActionSpace Fund	29,492
V Match project	227,655	Big Lottery	8,540
Healthy Options	200,000	<b>Total expenditure</b>	<b>£1,315,325</b>
S64 BMCC project	66,130		



## Our team

### **Attend Patron**

HRH The Duke of York

### **Attend President**

The Rt Hon The Lord Fraser of Carmyllie

### **Vice Presidents**

Lady Aird CVO

Ann Davies MBE

Baroness Audrey Emerton DBE DL

Dame Elisabeth Hoodless DBE

The Baroness Miller of Hendon MBE JP

The Baroness Jay of Paddington

Rabbi Baroness Julia Neuberger DBE

Rose Reid BEM

Sir William Wells

## **Current Attend Board Members**

Richard Harries

Phil James

Pamela Morton OBE – Chairman

Simon Needham

Charles Perry

Rebecca Rendle

Matthew Swan

Margaret Walker

Colin Wilkinson

## **Regional Chairmen**

Candy Baker –South West

Kathleen Fox – North Wales

Alan Griffin – Yorkshire & The Humber

Donald Martin – Scotland

Simon Needham – East Midlands

Frances Pett – North West

Kathy Sheldon – London

Dr David Sollis – England East

Margaret Walker – South East

Colin Wilkinson – West Midlands

### **Head office team**

Debbie Baverstock – Administrator

Dawn Clarke – Office Administrator

Sean Cobby – Volunteer Services

Development Manager

David Elcock – Community Development

Bridget Foley – Job Coach

Pat Hunter – Attend Retail

Matt Kevan – Attend Creative Manager

Abdur Khan – Training and Development

Administrator

Kieran Lowe – Head Injury Programme Lead

Stephen Moreton – Head of Training and  
Development

Helen Platt – Communications Consultant

Claire Randall – Membership Administrator

Liberty Rowley – Marketing Assistant

Janet Simpson – Office Services Manager

Murat Seney – Senior Finance Manager

David Sollis – Head of Income Generation

Darren Sterling – Attend Retail

David Wood OBE – Chief Executive

Nichole Wheaton – Membership Services  
Manager

Auditors – Wilkins Kennedy

Bankers – Barclays Bank Plc.

Solicitors – Russell-Cooke & Co.

Illustrations by Lizzie Kevan

Design by Attend Creative.

## Attend membership update

Thank you to every group who filled out the Membership Survey this year. Over **32,000** volunteers gave over **5 million** hours of their time, equal to over **£29 million** at minimum wage, and raised an average of over **£45 million**. In total, members contributed over **£75 million** to UK health and social care.

While the majority of volunteers are in the age group 61-85, around **1.2%** of volunteers are under 16 years of age, **3.7%** are between 16 and 25 years and **2.7%** are over 85 years old.

Over **66%** of member groups are based in hospitals and health centres. But increasingly, members are providing support from within youth clubs, courts, dentists and opticians, prisons, arts and sports venues, day centres, supported housing, faith centres and educational establishments.

Fundraising, retail, befriending and garden maintenance are still the services provided by the majority of members. But many groups are providing services ranging from broadcasting and entertainment to counselling, rehabilitation and respite care.

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