

MAYOR OF LONDON

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# Team London - Working with the Third Sector



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Greater London Authority  
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SEARCH > TEAM LONDON

## **CONTENTS**

<b>Foreword</b>	<b>4</b>
<b>Volunteer Recruitment</b>	<b>6</b>
<b>Professional Development</b>	<b>8</b>
<b>Funding</b>	<b>12</b>
<b>Partnership Brokerage</b>	<b>14</b>
<b>Reward and Recognition</b>	<b>16</b>
<b>Advice and Guidance</b>	<b>18</b>
<b>European Volunteering Capital</b>	<b>20</b>
<b>Our Partners</b>	<b>22</b>
<b>Get in Touch</b>	<b>23</b>

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## Foreword



Team London is the Mayor's volunteering programme to inspire all Londoners to give their time to make their city a better place. London has a strong history of volunteering and our volunteers hit centre stage when London hosted the Olympic and Paralympic Games in 2012. Since then, we have been working with the third sector to build a lasting legacy for London.

Team London was founded on the belief that volunteering can improve people's lives, strengthen communities and give volunteers new skills. We believe that by acting together we can achieve far more for our communities than we ever could alone. As such, collaboration underpins everything that we do.

Over the past three years, we have worked with charities, social enterprises and third sector infrastructure bodies to support and

champion the third sector. We also work as a broker, bringing together the private, public and third sector to maximise community impact. It was this partnership approach that led London to be named European Volunteering Capital 2016. This is an accolade for every charity and every volunteer in the capital and we want to work with all of you to ensure that London's third sector can capitalise on this achievement.

It is a privilege to have the opportunity to work so closely with London's charities. In the last few years, charities have faced an ever increasing demand for their services against challenging economic times and yet they have still delivered remarkable support to London's communities.

We want to help you to continue to do this. In this brochure you can read about the range of free

services we offer to support small charities. This includes websites and an app to help you recruit volunteers, grant funding and high quality training for your staff and trustees. We hope these services can help your organisation to thrive. Please share this information with other charities and tell us about your successes and challenges so we can showcase your stories and continue to look for new ways to support you.

My team and I very much look forward to working with you.

A handwritten signature in black ink, appearing to read 'N Cramp'.

**Natalie Cramp**  
Director,  
Team London

# Volunteer Recruitment

We can help you recruit the volunteers you need. Team London has two websites that currently help over 1,700 charities find the right people for their roles.

Our speed volunteering website can help you to find volunteers for one-off, short volunteering opportunities. Our main Team London website can help you find volunteers for all other occasions. We have a community of more than 135,000 volunteers raring to go.

## Both websites are:

- Free, quick and easy to use
- Supported by staff who ensure your volunteer roles are informative and engaging
- Innovative – we have just launched the first speed volunteering app

- Designed to help charities raise their profile and expand their reach
- Supported by regular communications to promote your opportunities

“As well as looking great and being easy to use, the many volunteers we have recruited via the service have been enthusiastic and reliable. It’s an essential part of our volunteer recruitment.”

**Hayley Peters, Volunteering Development Manager, Teenage Cancer Trust**



**1,700**

organisations advertising diverse and exciting volunteering roles

Launch of the Team London Speed Volunteering App



# Professional Development

Research has identified that a lack of resources and staff time for training is a big problem for small charities. This results in skills shortages in vital areas. To help, we offer a range of programmes to support small charity staff and trustees with their professional development.

“The HR Skill-UP module was a fantastic opportunity to get some tailored support from an HR expert. I would recommend it to any small charity looking to get support in this area.”

**Sarah Wallbank, CEO,  
Yes Futures**

## Skill-UP

In June 2015, Team London launched the Skill-UP programme to address the skills gap. It brings together industry-leading organisations to create free training modules and offer long-term support for charity staff.

Skill-UP offers modules in the following areas:

- **Communications and Public Relations** in partnership with Portland
- **Engaging with Business** in partnership with Natixis
- **Finance** in partnership with Citi
- **Human Resources** in partnership with the CIPD
- **Social Media** in partnership with Twitter

Team London Skill-UP Finance  
Module delivered by Citi



### Measuring the Good

We recognise that charities face increasing pressure from funders, beneficiaries and government to provide value for money. The first step to helping an organisation be more efficient is to focus on its mission and ensure it measures its results. This programme helps organisations do that by matching skilled volunteers to charities that want to better understand and communicate their impact.

The programme was developed by Coalition for Efficiency and Volunteering Matters. **Run by Team London it will:**

- Match your charity with a skilled mentor who can help you record your impact and refine your mission
- Help you to be more competitive when applying for funding and awards
- Give you a free resource to help track your impact

### Trustee Training

Trustees are critical to a charity’s success. At Team London we are passionate about ensuring trustees are properly supported in this role. To achieve this, we are working with Greater London Volunteering to offer the following free programmes:

- **Introduction to Trusteeship** – ideal for those considering becoming a trustee or are new to trusteeship
- **Trustee Masterclass** – an opportunity for existing trustees to build skills, refresh their knowledge and share experiences
- **Trustee Conference** – an opportunity to keep up with changes in the sector and get your questions answered

“Our charity’s too small to be able to afford to send Trustees on training, so to find this free conference was fantastic - and the quality of the speakers and workshop presenters means I’ve got some great new ideas to take back to my Board, thank you!”

#### Delegate from 2015 Trustees Conference



Trustee Training



**300**  
trustees supported  
with training



**65%**  
increase in  
knowledge  
throughout the  
Skill-UP programme



**100**  
charities supported  
through Skill-UP

## Funding

### Small Grants Innovation Fund

We provide a number of small grants annually to London charities to encourage innovation in volunteer management and recruitment. These grants are designed to enable charities to pilot new ways of working, engage with diverse groups of volunteers and support local impact initiatives.

“Funding from Team London has allowed us to massively expand what we do. We’ve been able to offer more GoodGym sessions to more people than ever before, bringing hundreds of new Londoners into volunteering all across the capital.”

**Ed Field, Partnerships  
Manager, GoodGym**

### Charity Delivery Partners

Many Team London programmes are run in partnership with the third sector. When a new programme requires a delivery partner, we invite London’s third sector to tender.

“Team London has proved a fantastic partner to The Challenge. Through their excellent business networks we have secured the necessary funding to launch and quickly scale the HeadStart programme. In the first two years, the programme has grown from engaging 30 to 2,000 young people per year! Equally, their extensive knowledge of volunteering and strategic vision for the programme has been critical in ensuring HeadStart’s success.”

**Jon Yates, External Affairs  
and Operations Director,  
The Challenge**



The Maypole Project, recipients of a Team London Small Innovation Grant



**20,000**  
volunteers recruited  
as a result of small  
grant funding



**£3 million**  
in grants to  
third sector  
organisations

## Partnership Brokerage

Partnerships between business and charities offer many benefits. These include skilled volunteers, increased resources, reduced costs, and new networking and fundraising opportunities. Team London connects organisations and charities with similar passions so both can benefit.

### We can help you to connect with business by:

- Advertising your employee volunteering roles
- Promoting your organisation to businesses looking to partner with a charity
- Providing Team London Skill-UP training to help you refine your ask to business

**Over 200 British Airways employees volunteered with A2 Dominion in 2015 donating over 3,000 hours equating to a value in kind of over £18,000.**

“We worked with 13 fantastic companies in 2015 who found us via the Team London website, including British Airways, and we have forged a number of strong ongoing partnerships. We are delighted that one of these partnerships has now developed into a much stronger relationship and we have recently been named as British Airways Charity of the Year.”

**Julie Brooker, Employment Pathways coordinator, A2Dominion**



Natixis, Providence Row and Inspire! Partnership Launch, February 2015

“We are extremely proud to be Natixis Asset Management’s charity partner and already we’ve achieved a great deal together. From getting stuck in building a greenhouse on our roof garden, running marathons, supporting our annual summer event and donating computers through to advising on our strategy Natixis have really become part of the charity’s story, bringing with them a wealth of experience and skills.”

**Pam Orchard, CEO, Providence Row**

“As we grow in the UK, we recognise the importance of investing in our local community, and in the innovative organisations that are fuelling social change and making London a better place to live and work. Our partnership with Team London has been invaluable in making that happen.”

**Chris Jackson, Executive Vice President and Head of International Product, Natixis Global Asset Management**

## Reward and Recognition

The Mayor of London is passionate about acknowledging the fantastic volunteering achievements of Londoners.

Team London recognises volunteers and charities in a variety of ways.

### These include:

- The Mayor's annual Team London Awards at City Hall
- Awarding Team London Community Certificates to recognise outstanding contribution to improving the lives of Londoners
- Invitations to Team London events, attended by celebrity ambassadors and the Mayor of London
- Free places to take part in major sporting and cultural events throughout the year which can support fundraising efforts
- Social media recognition of charities' efforts and volunteers' stories

“Winning the Team London Award in 2013 significantly raised the profile of Box Up Crime and corporates started to take us seriously. That new support and engagement helped us to become more established and expand our services into schools across several boroughs. We are now commissioned by MOPAC and have successfully reduced serious youth crime in our Borough by 25%. Team London is fantastic because they help grass roots organisations to get off the ground.”

**Stephen Addison, CEO,  
Box Up Crime**

Dame Barbara Windsor, DBE and Team London Award winner Nihara Krause



## Advice and Guidance

Team London is proud to work alongside London's volunteering experts. We have developed our Team London best practice policy and guidelines working with National Council for Voluntary Organisations (NCVO) and Greater London Volunteering (GLV). Best practice ensures that all volunteers have a good experience. Our best practice and guidance is on the Team London website.

### It covers:

- Best practice in volunteer recruitment
- Advice around challenges you may face, like unpaid internships and how to work with young volunteers
- A guide to best practice in volunteer management
- How to create impactful volunteer roles

“We used the Team London best practice guidelines, along with their personal support, to improve the way we write our volunteer role descriptions and manage our volunteers. As a result, we are attracting a wider range of volunteers, many of whom have more skills to offer which have significantly increased our capacity in other areas, and we are confident that we are now offering a better volunteer experience.”

**Steve Keyes, Chairman,  
Hillingdon Table Tennis Club**

Team London Volunteers providing advice at 639 Enterprise Centre



## London - European Volunteering Capital 2016

London has been awarded the title of European Volunteering Capital 2016.

London secured this accolade because of its innovation, partnership working and the continuation of the volunteering legacy from the 2012 Olympic and Paralympic Games.

“London’s volunteering legacy will continue to thrive in 2016 as European Volunteering Capital. The city is an outstanding example of how local government, local people and businesses can strategically harness the benefits of volunteering to improve people’s lives, the environment and contribute to socially cohesive communities. Congratulations on becoming the European Volunteering Capital!”

**Gabriella Civico, Director,  
European Volunteer Centre**

We will continue to work closely with schools, volunteers, the third sector and business to develop a plan that will help London get maximum benefit from this honour. We also look forward to hosting the Mayor’s first ever International Volunteering Conference on 5 December 2016.

“I’m very proud that London has been recognised as the top volunteering city in Europe. Tens of thousands of Londoners are now giving a hand to others and helping to make London a cleaner, greener and more welcoming place for everyone.”

**Boris Johnson, Mayor  
of London**



European Volunteering Capital  
Awards, December 2015



## Our Partners

Team London is grateful for the continued partnership working with the experts in volunteering. We would like to extend sincere thanks to all the staff at:

**Do-it Trust**



**GREATER LONDON VOLUNTEERING**

**NCVO**

the**FSIO**

In addition, we would like to thank our funders:

**CIPD**



**Portland**



And thank you to the third sector organisations and volunteers for the amazing work you do for London's communities.

## Get in Touch

Be the first to hear about our third sector opportunities and services; sign up to our newsletter by emailing [teamlondon@london.gov.uk](mailto:teamlondon@london.gov.uk) or search 'Team London'.

@TeamLDN

/TeamLDN

[volunteerteam.london.gov.uk](http://volunteerteam.london.gov.uk)

[speedvolunteer.london.gov.uk](http://speedvolunteer.london.gov.uk)

