



## Our Vision

**That everyone can engage within their community, identifying what matters to them and building the future they want to see.**

## Our North star - our ten year target

**To be the 'go to' hub for enriching the lives of people and communities in Coventry.**



## Our Mission

**To champion volunteering and the voluntary and community sector by:**

- Promoting volunteering and community action
- Encouraging and supporting partnership, collaboration, and connection
- Enabling and supporting people and organisations to increase skills, knowledge, and confidence.

## Our Values

- Equality - we are committed to helping create an equal, diverse, and inclusive society.
- Integrity - we act with honesty, transparency, and openness.
- Empowerment - we create the conditions for people and organisations to do things for themselves.
- Collaboration – we are passionate about building partnerships that improve people's lives.
- Accountability - we are accountable to the Voluntary, Community and Social Enterprise Alliance membership, our funders and service users.

*Photo credit: (c) Neil Catley 2024 - Dancing Lights reproduced with permission*

## We are here for

- **People** who want to engage, connect, or volunteer in their community
- **Voluntary, community or social enterprises** working in Coventry.
- **Statutory and NHS** organisations and others that want to work collaboratively.

## Our USPs



- Fuelled since 1957 by our passion and belief in the power of community action.
- We transform communities by equipping and nurturing people to build upon their skills, knowledge, and experience.
- A trusted, established organisation in the city with a membership of over 300 voluntary and community organisations.

# Our three year picture

By strengthening and growing appreciation, understanding, impact and value of volunteering with all of our stakeholders in Coventry, we will:

- Increase the number of people actively participating in their community or volunteering
- Raise the number of voluntary and community organisations joining our VCSE Alliance
- Develop and define a robust impact measurement system
- Grow the percentage of VCSE Alliance members accessing our Volunteer Coordinator Support Network
- Influence commissioners and decision-makers' understanding of the value of the VCSE



## Our quest for further development in organisational strength and resilience will see us:

- Achieve a recognised and appropriate Quality Standard
- Identify market opportunities and collaborative partnerships to increase our sustainability for the future
- Build stronger relationships with funders, achieving deliverables and demonstrating impact
- Increase our income from non-grant sources by 20%
- Celebrate and reflect on our 70th operational year in 2027



## Our one year plan: 2024-2025

- **Elevate** our internet-based volunteer brokerage function by July 2024 to increase our service access by 10%.
- **Action** a website upgrade to improve access to information about volunteering, community action and the wider VCSE for all stakeholders.
- **Deliver** six volunteering and community activity promotional events in communities to increase awareness of opportunities to get involved.
- **Hold** two VCSE networking events/conferences to build greater connection with VCSE Alliance members and increase VCSE Alliance membership
- **Produce** 18 editions of e-news tailored to our key stakeholders
- **Commence** Improving Quality QAS by September 2024
- **Perform** a Customer Relationship Management review by July 2024
- **Initiate** trustee recruitment campaign to enhance strategic governance and leadership
- **Undertake** field research into social enterprise sector by December 2024
- **Prepare** business case for VAC hub by January 2025
- **Scope** and begin longitudinal impact of volunteering in Coventry research by Jan 2025

