

Investing more intelligently in the Third Sector

The long awaited Scottish Government "Enterprising Third Sector Action Plan 2008 - 2011" and "The Scottish Investment Fund: Investing in the Third Sector, Investing in Scotland Strategy" were published on 18th June.

The Scottish Government want the Action Plan "to create the right operating conditions in which an enterprising third sector can play a full role in the development, design and delivery of policy and services in Scotland."

Understanding that the third sector in Scotland reaches communities that the public and private sectors sometimes find it difficult to get involved with, operates in deprived and remote areas and has sustainable ethics as an organisation driver, the government believes the third sector can play a key role in achieving their purpose as outlined in the recent Government Economic Strategy of "creating a more successful country, with opportunities for all of Scotland to flourish, through sustainable economic growth."

To help the third sector contribute to the government's vision for Scotland the Action Plan includes objectives such as:

◆ Developing the evidence base.

With the creation of a Third Sector Research Forum the government aims to measure the value of the sector in designing

and delivering high quality services, help the sector to gather and present its own evidence and fill gaps on the evidence base.

The amount and quality of data collected on the sector will improve to help identify trends within the sector.



◆ Investing in skills, learning and leadership across the third sector.

In partnership with SCVO the government will assist the third sector's input into the policy agenda for skills and workforce development.

It will also provide funding for those in third sector organisations with the right skills to ensure that their organisations can grow sustainably.

◆ Investing more intelligently.

The government has created two funds to invest in the third sector.

The £30 million **Scottish Investment Fund** will build capacity, capability and financial

sustainability in the sector.

The Scottish Government's vision is that the fund will act as a long-term method of investing in the sector not as a three-year programme.

Eligibility to this fund is wide ranging, however, those organisations with no track record of generating income, are insolvent, provide third sector support, intermediary or infrastructure functions or seek to replace existing debt finance (among other criteria) are not eligible.

Support for organisations at an earlier stage of development than those the Investment Fund will cover will be available through the £12 million **Third Sector Enterprise Fund**.

This fund will help organisations build their capacity to operate in an enterprising way.

The fund opens on 1st September and will remain open until March 2011.

Visit the Scottish Government, www.scotland.gov.uk and Social Investment Scotland, www.socialinvestmentscotland.com websites to check for further developments before the fund opening on 1st September.

Copies of both the Action Plan and the Scottish Investment Fund Strategy are now available to download from the VHS website at: www.vhscotland.org.uk/library/gov_library.php

Editorial

This edition of the **Briefing** sees both a focus on community fundraising and a number of key Scottish Government initiatives launched within a matter of days of each other.

The summer season is traditionally a time for charity fundraising events such as marathons, walks and other activities. We look at several organisations view of these events, consider how the current economic climate is affecting the sector and what measures can be taken to keep donations flowing.

The Enterprising Third Sector Action Plan 2008 - 2011 is finally published alongside the Scottish Investment Fund strategy which should see a level of financial sustainability introduced to our sector.

Meantime, the Scottish Government launched the Report of the Ministerial Task Force on Health Inequalities, *Equally Well*. This publication highlights that £1.78 billion will be spent on tackling health inequalities over the next three years.

And as the NHS in Scotland reaches its 60th anniversary the next step in improving Scotland's health was announced. The *Changing Scotland's relationship with alcohol* consultation paper confronts the considerable problem the nation has with alcohol misuse.

Finally, we provide an update on the voluntary sector members of CHP Committees future support needs.

Phil McAndrew

New relationships for local government

If there was one consistent theme running through the recent GovNet conference, *Scotland 08: Reforming Public Services*, it was that the new Concordat between national Government and local government had heralded in a wonderful new working relationship between the "two spheres of government", as John Swinney, Cabinet Secretary for Finance and Sustainable Growth, described them.

In essence, the new relationship is a partnership built on respect, openness, honesty, trust and understanding.

It delivers a joined up approach to develop shared policies with mutual and joint accountability.

Rory Mair, Chief Executive of COSLA, summed up the relationship in two points.

The Concordat is a statement of principle and intent, all partners are expected to deliver on it and "offences" against it cannot be ignored, whoever they are committed by or are against.

This includes going against the Concordat principle in relationships with the Third Sector.

The Concordat creates a framework where "new things are possible."

Of the Single Outcome Agreements, Mr Mair praised them as a way to put a "demand on joint working" while removing any micro managing and felt reassured that they would have a "proper focus on performance management without being overburdened".

In the current Scottish political

climate, where all public money has to be accountable to the 15 national outcomes described in the Concordat, how will this new relationship affect the third sector, where some anxieties have already been expressed?

When Bill Weir from Voluntary Health Scotland asked Mr Mair this question he replied that COSLA was currently looking at it and that it is "inconceivable" that the relationship between local and national government can continue in this positive fashion without local government offering the same relationship to its Community Planning Partners, including the Third Sector.

Mr Mair noted that within six months COSLA would have "something in place".



A group has now been formed to take forward this work. Comprising of representatives from COSLA, the Scottish Government and SCVO, they will meet early in July

to develop their remit.

Following this the first actual meeting of the group will be in mid August and Catherine Hughson from Shetland CVS will be attending, representing SCVO and the CVS network.

Catherine has promised to keep us updated on the progress of the group and by the next Briefing we may even have a name for it.

For further information please contact Bill Weir on 0131 652 5993 or email bill.weir@vhscotland.org.uk

Report of the Ministerial Task Force on Health Inequalities launched

On 19th June the Public Health Minister, Shona Robison launched *Equally Well*, the report of the cross-cutting ministerial task force on health inequalities, describing it as a blueprint to achieve generational transformation.

The report highlights the £1.78 billion being spent on tackling health inequalities over the next three years but recommends that this resource can deliver better outcomes by re-designing public services.

This is backed by £15 million of new money to achieve this aim.

An implementation plan will be published before the end of 2008 which will give further details about how *Equally Well* will be taken forward.

Voluntary Health Scotland worked closely with the Scottish Government to help inform the task force on this report.

During April and March VHS consulted with the voluntary and community sector seeking their views on the current approaches to combating poverty and its impact on health inequalities and asked what additional efforts should be made by the different sectors.

The reports key proposals include:

- ◆ Working with NHS Lothian to implement the Nurse Family Partnership approach to provide intensive support for

young mothers. This is an intensive programme of home visits by highly trained nurses which aims to improve pregnancy outcomes, children's health and development.

It will also aim to improve families' economic self sufficiency by encouraging young mothers to aspire to improving their lives by, for instance, finding work.



- ◆ Working with four NHS boards to strengthen school nursing and the wider school health resource, especially in the most deprived areas. Work has already begun and £7 million of new funding is available over the next three years to take this forward.

- ◆ £4 million funding available for Lloyds TSB Foundation's Inspiring Scotland programme to improve play opportunities for children most in need, recognising the importance of physical and social environments on health and wellbeing.

- ◆ Engaging with employers and the business community to open up job opportunities for people claiming health-related benefits who are able to move into work.

- ◆ The expansion of Keep Well checks to identify and support people with depression and anxiety.

- ◆ Development of a framework for regular health assessments for people with learning disabilities across Scotland.

A copy of *Equally Well* is available on the VHS website at: www.vhscotland.org.uk/library/executive/equally_well.pdf

No Smoking Day campaign update

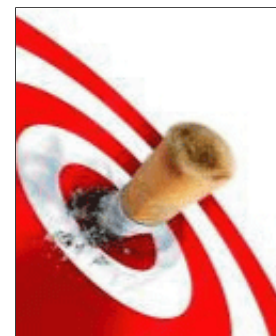
1.2 million smokers across the UK stopped smoking on No Smoking Day 2008, 12th March, confirming the campaign's place as the nation's leading health awareness event.

20% of smokers who were aware of No Smoking Day made an attempt to quit smoking on No Smoking Day; the highest rate recorded in the history of the campaign.

The 2008 No Smoking Day theme, The Great No Smoking Day Challenge, suggested a mass quit attempt, and was a positive encouragement to join in.

And while it was also an acknowledgement that quitting smoking can be tough, it was equally clear that it was an achievable challenge.

During the week immediately following No Smoking Day a UK wide survey of over 2,000 smokers was held.



It found in Scotland the awareness that 12th March was No Smoking Day was 43% - down from 61% in 2007.

The findings also showed that 13% participated on the day, i.e. attempted to stop smoking - an increase of only 1% from 2007. However 87% were aware of services offering help to stop smoking.

These figures indicate that increased marketing exposure for the campaign is necessary in Scotland. For information about the No Smoking Day campaign and for details on the 2009 theme, materials and resources visit:

www.nosmokingday.org.uk

Government introduces consultation on tackling alcohol misuse

The high profile *"Changing Scotland's relationship with alcohol"* consultation paper seeks views from across Scotland on its strategic approach to tackling alcohol misuse and its effects on society and the nation's health.

With over 40,000 people each year in Scotland hospitalised with an alcohol related illness and one of the fastest growing chronic liver disease and cirrhosis rates in the world the Scottish Government proposes to:

- ◆ Take further action to end careless advertising and below-cost selling of alcoholic drinks in licensed premises
- ◆ Introduce a minimum retail pricing of alcohol
- ◆ Produce more information that parents would find helpful in relation to alcohol
- ◆ Raise the minimum purchase age to 21 in off-sales
- ◆ Introduce a 'social responsibility fee' to be applied to some alcohol retailers to offset the costs of dealing with the consequences of alcohol misuse
- ◆ Introduce further restrictions on promotional material in licensed premises
- ◆ Have separate checkouts for alcohol sales

This consultation runs from 17th June to 9th September and is available to download from the VHS website at:

www.vhscotland.org.uk/info/doc/s/consultation/17_06_08_alcohol_proposals.pdf

Fundraising challenge is to be "innovative"

"Charities have to become increasingly innovative to fundraise nowadays" says David Johnston, Director of Waverley Care, the Edinburgh based charity that supports people with HIV or Hepatitis C.

"We have to raise £300k annually (20% of our total income) and that is a challenging figure!"

This is particularly true of charities like Waverley Care where there is a misconception that HIV is a well funded and supported area of work.

The misconception arises from the fact that a few famous celebrities, like Elton John, support HIV causes, but this is more than made up for by the general difficulties of raising funds for an illness that remains highly stigmatised and where blame and shame are to the fore.

Waverley Care uses a range of fundraising methods from community events to trusts and foundations but it is getting harder.

To raise money from the public, Waverley Care tries to find niche markets and become experts in those.

One of Waverley Care's innovative ideas is to hold "Come and Sing" events that have raised more than £100,000 over the last twelve years.

They work closely with internationally renowned composers such as John Rutter and Bob Chilcott, both of whom have great

affection for the Charity, and with conductors like Christopher Bell (Chorusmaster of the Edinburgh Festival Chorus) who recently rehearsed for a day with over 400 singers and performed Karl Jenkins' inspirational choral work *"The Armed Man"*, raising over £4,000.

"As well as raising funds, Come and Sings raise the profile of Waverley Care in the wider community" says



Karen Docwra, Waverley Care's trust fundraiser.

"This attracts people from a demographic that wouldn't immediately be identified as obvious supporters of an HIV charity."

Like all charity fundraising in an increasingly competitive market, Waverley Care looks to its supporters to help catch the general public's imagination and find ideas that no other charity has come up with.

For more information please visit the Waverley Care website at: www.waverleycare.org or call 0131 226 2206

Forthcoming events

Further information on each is available on the VHS website under the 'Events' page.

September 2

Mental Health: Five years after the Mental Health Act - mental health legislation, services and support in Scotland

September 5

Delivering a Local Public Health Strategy for Scotland

September 9th & 10th

Association of Community Health Partnerships Annual Conference and AGM

Community fundraising delivers for Scottish Huntington's Association

The Scottish Government invested almost £14 million of the 2006 / 2007 health budget in voluntary organisations providing health care. Whereas this financial support is always welcome in the voluntary and community sector, charities regularly need to turn to fundraising from the public to keep their services running.

A good example of this is Scottish Huntington's Association who last year generated income through community fundraising of over £80,000.

The national charity providing comprehensive support to all of those people affected by Huntington's disease raised in excess of £1,700 from collection cans, over £42,000 from private donations and topped £37,000 from sponsored events.

This community fundraising, their best yet, came mainly

from the Great Scottish Walk, the Flora London marathon and the Edinburgh marathon.

However this year, they have noticed a distinct change with supporters of the Great Scottish Walk.

Last year there were approximately 100 walkers participating in this event, whereas this year there are fewer numbers walking.

Feedback indicates that people feel going back to the same people for sponsorship year on year is just too much, so many have decided to participate in the Great Scottish Walk every alternate year.

This is obviously disappointing but understandable.

With nine offices located throughout Scotland, as well as an additional support network provided by family branches the charity works incredibly hard to

provide best standard of service directly to 840 children and adults affected by the disease – a devastating, hereditary, neurological condition.

The charity recently restructured its fundraising department to maximise their skills and experience and is soon to extend their team.

The organisation is continually developing its catalogue of fundraising initiatives to allow everyone to support the charity.

A Community Fundraising pack has recently been created for distribution to members and potential supporters.

Should anyone wish to support Scottish Huntington's Association please feel free to contact Alison Hardie on 0141 848 0308 or at alison.hardie@hdscotland.org



NHS Boards publish Public Involvement reports

In advance of the annual NHS Board reviews taking place this summer the majority of NHS Boards in Scotland have now published their Patient Focus Public Involvement (PFPI) self-assessment report for 2007 / 2008.

These were due by the end of May 2008 with a few Boards negotiating an extension until the end of June with the Scottish Government.

Each of the self-assessment reports are verified by local

health council officers and are presented in a similar format.

The PFPI Governance arrangements are explained and are followed by a progress update on Public Partnership Forum.

Several case studies are included as examples of where improvement has been achieved and a summary of agreed action

points and progress reported by the Board complete the document.

The Scottish Health Council will produce an overview of the self-assessments and this is due for

publication at the end of summer.

Each PFPI self-assessment can be accessed on each NHS Board website or on the VHS website under the library / NHS section: www.vhscotland.org.uk/library/nhs_library.php

Of the reports available so far only one, NHS Highland, has included contact details of those responsible for taking forward the actions so that further information can be sought.

Future reports could be encouraged to include contact details to ensure that interested parties could find out more about particular issues which interest them.



Engagement in NHS Primary Care Services

The Scottish Government, in partnership with South Central Edinburgh Local Health Partnership, NHS Lothian, are undertaking a project called "A Question of Access" which aims to help support health professionals and staff further develop access for patients and improve all patients' experience when using NHS primary care GP services across Scotland.

The *Better Together: Scotland's Patient Experience*

Programme will be launched for primary care in the near future where *A Question of Access* will help inform GPs across Scotland.

A Question of Access will focus on identifying the needs of people

with disabilities or those who have difficulties in engaging with NHS primary care services, particularly GP services.

The project also aims to bring together information covering the needs of a wide variety of groups from each of the equalities strands: age, disability, gender, race, religion and sexual orientation.

The venture will develop a training course, a book and a website but those involved see it as more than delivering these tools.

It is anticipated that it will lead to staff in primary care settings engaging with individual patients more confidently, with a better

appreciation of their needs and an understanding of why these needs are important. The team also want staff using the resource to be encouraged to find out more about the people who use their services.

John Alvin, Project Lead for the Scottish Government said, "*The project will lead to improved patient satisfaction which will in turn lead to improved job satisfaction for practice staff. It's a win - win situation*".

For more information and a list of organisations who will be invited to participate on behalf of their client group please visit the project website at www.aquestionofaccess.scot.nhs.uk, or email: aquestionofaccess@scotland.gsi.gov.uk



Latest publications from the Scottish Government

Several Scottish Government publications of importance to the voluntary and community sector have been produced in the past few weeks.

In addition to the *Changing Scotland's relationship with alcohol* and the *Consultation on the distribution of funds from dormant bank and building society accounts* consultation papers highlighted elsewhere in this newsletter the government is seeking views on the following paper:

◆ *Homeless Persons (Provision of Non-permanent accommodation) (Scotland) Regulations*. This consultation seeks views on proposed changes to homelessness legislation, setting out the circumstances in which non-permanent accommodation can be

provided for unintentionally homeless households in priority need.

Also published and of interest to our sector:

◆ *Gender Equality Scheme 2008-2011*. This scheme sets out the steps the Scottish Government will take to progress its gender equality objectives.

◆ *National Domestic Abuse Delivery Plan for Children and Young People*. This Delivery Plan signals the Scottish Government's commitment to get it right for children and young people affected by domestic abuse, their families and communities.

◆ *Scottish Households Below Average Income 2007 / 2007*: estimates of the number of children,

working age adults and pensioners living in absolute and relative poverty in Scotland.

◆ *Healthy Eating, Active Living: An action plan to improve diet, increase physical activity and tackle obesity (2008-2011)*.

◆ *The Road to Recovery: A New Approach to Tackling Scotland's Drug Problem*. The new national drugs strategy that focuses on recovery but also looks at prevention, treatment and rehabilitation, education, enforcement and protection of children.

Copies of all of these documents are available at: www.vhscotland.org.uk/library/gov_library.php

Legacy fundraising should not be forgotten

According to an article from Charity Times legacy income to charities will be around £5.3bn by 2050 in real terms – up from £1.6bn this year.

However, a lot of the major charities are not currently making best use of this trend.

Advertising agency *bluefrog's* recent survey of the strategies charities employ for legacy funding found many to have severe shortcomings.

Out of the 93 charities reviewed the website legacy pages were often remote from the home page, didn't have large text options and didn't offer legacy information to download.

41% of those charities failed to deliver information to prospective donors within three weeks of the first contact.

There is much discussion as to whether or not advertising campaigns aimed at legacy donors are worth the investment bearing in mind that it is very hard to measure their success.

The "baby boomers" generation (those born between 1946 and 1957) is now reaching the age where consideration will be given to leaving a charity a legacy.

"Changing a will is a rare event usually stimulated by major life changes" says "Harvest", published by Andrew Papworth, a freelance marketing consultant.

He goes on to say that of the 23 legacy campaigns he studied few ads helped older donors by carrying coupons (to enable people who are uncomfortable

with electronic methods of communications), few used Freepost or invited contact with a named individual either by mail, telephone or by email.

Only 3 advertisers bothered to thank prospective donors and even fewer gave any clue as to how much money might be or has been left as legacies.

One of the notable exceptions to this is the RNLI who ran a successful campaign giving examples of how small and large donations would be spent.

The "Remember a Charity" campaign is gaining prominence in the media but is rarely referred to by charities in their adverts or mail outs.

Perhaps, says Papworth, a better way to cash in might be to put a legacy option into all general fundraising communications rather than running discrete legacy ads.

Many people donate amounts to charities in their lifetimes and some build a relationship with a charity based on a life experience or particular interest.

However, many of these individuals don't regard a legacy as an option either because they say "It's not for me" or they have no access to advice on how to leave money in their wills or understand the financial benefit (inheritance tax exemption) of so doing.

Charities who offer the personal touch to prospective donors reap the benefits it seems. Stephen George, development director for legacy fundraising at NSPCC and chair of Remember a

Charity says, "People are starting to wake up and realise that their donors' needs and demands are changing."

At the Alzheimer's Society, for instance, as soon as someone has expressed an interest in giving through their will, all further communication with them is handled by a local legacy fundraiser.

It reckons that personal contact almost doubles the value of legacies left.

It is reckoned that 2012 is the year that charities should be aiming for to maximise the "baby boomers" boom!

This gives some a few years to catch up or change their strategies, however, as has already been proved by some forward thinkers, the sooner they get on with it the better.

Sandy Mathieson



Dormant Bank and Building Society Accounts Consultation

The Dormant Bank and Building Society Accounts Bill is currently progressing through the UK Parliament.

The money will be invested exclusively in the third sector. Dormant is defined as a period of 15 years during which the customer has not initiated any activity on the account.

Scottish Ministers are to set the priorities for the Scottish share of funds and they have initiated a consultation process. A copy of the consultation which runs until 8th September is available at: www.scotland.gov.uk/Publications/2008/06/ACCOUNTS

Fundraising needs to evolve to survive the credit crunch

Charities are facing a reduction in public donations due to concerns about the economic downturn and credit crunch, according to recent research.

Telephone interviews of over 540 UK adults by market research organisation Nems showed that 41% are finding it increasingly difficult to make ends meet. The research included all demographic groups affecting those in employment, unemployed and all ages.

A high percentage of those interviewed, 71%, indicated they regularly donate to charity, however 28% expect to donate less to charity in the near future.

Of these, 31% are among those who regularly donate to charity and 46% are of those who are finding it increasingly difficult to make ends meet.

The research also showed that whilst awareness of appeals for the victims of the Burma cyclone was high at 83%, half indicated that their financial position had limited the amount donated to those affected in Burma.

This figure increased to 68% among those who are finding it difficult to make ends meet.

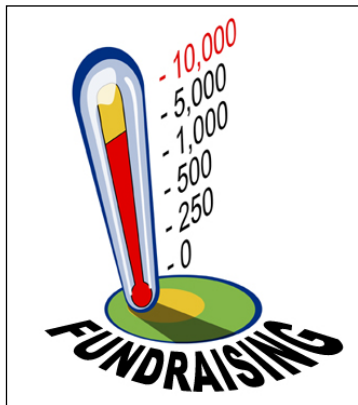
Whilst these figures indicate a tougher period ahead for fundraisers it is not time for charities to panic.

Charles Nall, corporate services director at the Children's Society, says that 'fundraising revenues have historically remained strong for some time after a downturn in the economy.' (Third Sector, 14 May 2008).

Richard Harrison, director of research at the Charities Aid Foundation, says that past recessions have not hit charitable donations as hard as some people expected: "If harder economic times force charities to be more innovative, that could be positive in the long run." (The Guardian, 21 April 2008).

Evidence is now suggesting we are entering an environment where; there is reduced response to fundraising appeals; regular direct debit donations are replaced with one-off cash gifts; donors are reluctant to increase their giving.

As a result fundraising strategies in a greater number of charities will need to evolve. This may include demonstrating an impact to donors and changing how organisations communicate with their supporters.



Government agencies, local authorities, lottery bodies and charitable trusts have long placed great importance on measuring the impact of their funds and charities need to follow their example and become better at

measuring impact so that their supporters are getting the best from their donations.

A recent report, "The 21st Century Donor" from nfpSynergy highlighted that "There has been considerable debate within the fundraising community and the wider sector about how charities should respond to the desire by donors to have a greater say in how their money is spent.

Our response is simple. It is a trend that is here to stay and any charity which rejects the notion of donors

having any kind of say in how their money is spent is swimming against the tide in modern philanthropy."

In another piece of research, "Boom or Bust" by marketing groups DMS and Whitewater charities are encouraged to invest more in communicating by the internet, interactive TV and telephone rather than sticking with the conventional method of post.

The study suggested that charities should move from the traditional target of women in their 70s or 80s, and focus on all of the 16 million 40 – 60 year olds who have an estimated 80% of UK wealth.

This section of the population are said to be consumerist, wealthy, individualistic and drivers of social change and for charities to benefit from them fundraising approaches and communication need to be altered.

Voluntary and community sector groups with a reliance on public donations are encouraged to adapt to the new market forces by:

- ◆ Innovating: offer people different ways to support you
- ◆ Build trust by being transparent about income and costs
- ◆ Let donors choose where their money goes
- ◆ Thank your donors
- ◆ Make use of widespread modern technology such as text messages and email
- ◆ Make sure your messages are consistent across all media
- ◆ Provide a clear insight into the charity's work and tangible proof of success

Phil McAndrew

National network for voluntary sector CHP committee members a step closer

Voluntary Health Scotland (VHS) has supported the voluntary and community sector in developing and engaging with Community Health Partnership's (CHPs) since their introduction in the 2004 white paper, *Partnership for Care*.

Over the past month VHS has been consulting with voluntary sector members of CHP Committees on how their support needs can be achieved as their roles develop.

This consultation is in the form of an online survey with initial analysis indicating that VHS should continue to disseminate information such as Scottish Government policy directly to committee members.

Of those participating 80%

were in favour of a regular e-newsletter and would contribute



content to such a publication.

At the same time there has been support for the development of an independent support network, led by the committee members themselves.

Three quarters of respondents wished to see such a network with over 70% willing to aid its development and management structure.

Early indications suggest that the network should take the form of a national body with regional groupings, a structure which would make regular networking easier. It is expected that such a network will provide a platform for sharing experience and good practice.

Comments from the survey suggest VHS increases its national events where currently CHP committee members can meet from an annual to a bi-annual event.

Full results of the survey will be available at the end of the summer and will be distributed to all voluntary sector CHP committee members by email.

For further information on the survey or the services VHS delivers to CHP committee members please contact Bill Weir at Bill.Weir@VHScotland.org.uk or on 0131 652 5993

Volunteering Action Plan

Youth Scotland has recently launched a suite of resources supporting youth work volunteering in Scotland.

The three practical guides and an online Resources Bank have been produced as a result of the Scottish Government's *Volunteering Action Plan* delivered by Youth Scotland in partnership with YouthLink Scotland and Volunteer Development Scotland.

The Volunteering Action Plan aims to support the youth work sector to deliver more choices and more chances for more young people through a stronger network of



volunteers, "*energising volunteers and encouraging more people to take on the rewarding challenge of enhancing young people's lives*".

The Action Plan was launched by Adam Ingram, Minister for Children and Early Years, at Youth Scotland's Moving Forward Conference in November 2007.

Following the Conference, Youth Scotland have led local and national consultations with young people, youth work organisations, volunteers, Community Learning and Development staff and Volunteer Centres, the information and views collected form the basis of the new resources.

Growing Better Youth Work, based on the stages

of the Volunteer Life Cycle, aims to improve the recruitment, induction and training of volunteers working with young people; *No Limits* is supporting the development of young volunteers; and *Amazing Things* is a comprehensive guide to the Award schemes in Scotland recognising young people's achievements and contributions.

The Resources Bank is an online searchable database of resources supporting youth work volunteering developed as part of the brand new Youth Scotland website: www.youthscotland.org.uk

The resources are available to download from the Youth Scotland website, to order hard copies contact Youth Scotland on 0131 554 2561 or email office@youthscotland.org.uk

Marathon success for Myeloma UK

The Edinburgh Marathon is an enormously successful event that facilitates vital fundraising for charitable organisations, especially those like Myeloma UK who do not receive any funding from local authorities or the government.

The contribution of community fundraising to the voluntary sector is crucial; fundraising events such as the marathon generate over 40% of Myeloma UK's total income.

Year on year, the number of participants – and funds raised – in the Edinburgh Marathon has grown exponentially for Myeloma UK.

The 5 runners in 2006 grew to 47 in 2007 and in 2008, Myeloma UK was granted prestigious Official Charity status.

Last month an unprecedented 126 runners pounded the pavement wearing Myeloma UK's signature orange to raise funds in support of myeloma.

Myeloma UK continues to realise the potential of community-led fundraising and is dedicated to promoting charitable runs and walks.

Myeloma UK's income from organised runs grew by 21% between 2006 and 2007 and it is anticipated that the 2008 Edinburgh Marathon will contribute £80,000 – £100,000 to the Myeloma UK annual fundraising income.

Each runner has their own story to tell. Most commonly people choose to run for Myeloma UK because their family or friends have been personally affected by the disease.

One of this year's competitors said *"I ran the marathon for Myeloma UK because I lost my mum to myeloma in January 2007. She was only 52, in excellent health, and maintained a relatively normal life until Christmas 2006, when the cancer became so aggressive she had to be admitted to a hospice."*



Runners from this year's Edinburgh Marathon

Runners seek to increase awareness of myeloma – a disease for which public knowledge remains detrimentally low.

Additionally, because access to novel myeloma treatments on the NHS can be restricted due to cost and poor national budgeting, many patients can be denied the treatments they need and deserve.

This fact serves as further impetus for people to raise critical funds for Myeloma UK, which campaigns both nationally and locally for the best possible standards of treatment and care for patients.

Myeloma UK is looking forward to more upcoming runs and walks in 2008 - including the Great North and South Runs, the Berlin and New York Marathon and the 5km 'Big Fun Run' series – in which places have been reserved for participants interested in raising awareness and funds for myeloma and Myeloma UK.

Myeloma is a debilitating cancer of plasma cells in the bone marrow

that affects between 15,000 and 20,000 people in the UK at any one time, with 4,000 new cases every year. Although myeloma is treatable, it is not yet curable.

Myeloma UK provides information and support to all those affected by myeloma and aims to improve treatment and care through education, research, campaigning and awareness.

For more information visit www.myeloma.org.uk. Call Myeloma UK on 0131 557 3332 or email myelomauk@myeloma.org.uk

2009 GlaxoSmithKline IMPACT Awards

GSK's IMPACT Awards are designed to recognise and reward charities that are doing excellent work to improve people's health.

◆ Organisations must be at least three years old, working in a health related field in the UK, with a total annual income between £10,000 and £1 million.

◆ Nine winners receive £25,000 and an overall winner receives £35,000. Up to ten organisations that are highly commended or runners up receive £5,000 or £3,000.

◆ You decide how to use the Award money.

2009 IMPACT Awards guidelines and application form are available at:

www.kingsfund.org.uk/gskimpactawards

Closing date for applications: 5pm on 26th September 2008

