

## An Overview of Our Organisational Strategy 2025 - 2030

### Our vision

Our vision is for connected, inclusive communities where everyone can thrive.



**Less loneliness and isolation**



**Better mental and physical health**



**Fewer barriers to volunteering**



**Communities leading local change**



**National recognition of volunteer-led action**

### Introduction

At Volunteering Matters, we believe in the power of people to shape the places they live. Our five-year strategy (2025 to 2030) sets out how we will drive change by ensuring everyone can access meaningful volunteering opportunities and take action locally.

### Five areas of change

Volunteering is not one-size-fits-all. We support people at every stage, whether they are trying something new or leading systemic change. Our key areas of focus look to:



#### Combat loneliness

No one should feel alone. Many people experience profound isolation. Volunteering builds bonds and creates belonging.



#### Improve health and wellbeing

Better health and wellbeing starts with community. Volunteers improve wellbeing not just for themselves, but for the people and communities they support.



#### Equip and enable communities

Communities know best. We collaborate with — not for — communities. Local people often hold the clearest insight into what's needed.



#### Break down barriers

Talent is everywhere. Opportunity must be, too. Volunteering builds confidence and skills and opens doors to future opportunities.



#### Create social cohesion

Together, not divided. Volunteering connects people and fosters solidarity across generations and backgrounds.

## The volunteer ecosystem

Volunteering is not one-size-fits-all. We support people at every stage, whether they are trying something new or leading systemic change.



Our programmes support people wherever they are, allowing them to enter, pause or re-enter volunteering flexibly, with feedback loops for progression or rest.

## Our unique role in civil society

We bridge national reach with deep local roots. One organisation's beneficiary is another's volunteer.

We support volunteering across all ages to create meaningful change and build resilience in civil society.

We are trusted by communities and responsive to their insight, combining large-scale influence with grassroots responsiveness.

## Our promise to volunteers

We will always look for new ways for you to make a difference. We promise to train, support and value you, and listen to your views and experiences. Your insight drives action.

## Internal change

To realise our ambitions, we must also invest in ourselves. Internally, we are committing to:

- Embedding our values into everything we do
- Living our commitment to equity, diversity and inclusion
- Strengthening our leadership, governance and staff culture
- Creating a more agile and data-informed organisation
- Streamlining how we operate so we can be more responsive, locally relevant and community led

This internal change is vital to ensure we remain trusted, effective and able to deliver on the vision we share with the communities we serve.