

Join in*



*Hidden diamonds

Uncovering the true value of sport volunteers

Official Partners



inspired
by 2012

A man with glasses and a colorful scarf stands in a park, holding a white sign. The sign contains the text: "Join In works. Here's how."

Join In
works.
Here's how.

INSPIRE



Local Heroes

This summer Join In worked with ITV on a campaign called 'Local Heroes' to channel the power of their coverage of the football World Cup and Tour de France into community sport. It worked.

Join In puts volunteers into community sport. Today, 7 out of 10 local sports clubs need more volunteers, making our work an important part of Britain's sporting future.

Join In was set up in 2012 to bring the enthusiasm generated by the London 2012 Olympic and Paralympic Games into local sport. Capitalising on the power of major sporting events to benefit grassroots clubs has proved to be a successful formula.

This year, in addition to working with our Official Partners, Join In collaborated with ITV, using the power of their football World Cup and Tour de France coverage to inspire their audiences to lend a hand at local sports clubs. We are continuing to build future campaigns around the moments and excitement created by major sporting events like these.

Our biggest public-facing matching tool is our easy-to-use, effective website where more than 7,000 UK clubs post volunteering opportunities every day. Our army of 250 Local Leader volunteers get to know clubs and volunteers face-to-face in their areas and make matches on the ground.

Here's how Join In worked on the ground for **Dean Scopes of Jubilee 77**

1 Campaign "I was watching a pre World Cup football match on ITV. An advert came on with Ian Wright (a particular favourite ex-player of mine) highlighting the difficulties of trying to run a team for kids with no help or support. FANTASTIC!"

2 Website "It made me laugh out loud as its message was so clear and accurate about today's grass roots football, in particular our club's situation. I immediately got my phone out and visited the website and created a profile for our club. Within four days I had received my first interest."

3 Match "Our Soccer School over the summer was a great success and we now have two Under-7 teams and one Under-8 team. Join In has been a great success for our club and we hope for continued support. THANK YOU!"



What is the value of volunteering in sport?

Beyond cost: measuring the true value created by volunteers in sport – activity, wellbeing, trust and community

In September 2014 the Bank of England's Chief Economist, Andrew Haldane, gave a speech on 'The Social Value of Volunteering'.

In it, he described volunteering as “big business” and talked of the “eye-watering” value that it creates. But he also noted that volunteering is a “hidden jewel”, whose social worth is rarely the subject of a public valuation.

The methodology used by Mr Haldane to attempt a valuation for volunteering as a whole is striking in its consistency and relevance to the research that Join In has undertaken – specifically when applied to volunteering in sport.

Why sport? Well, sport is the single biggest sector of volunteering in the UK. More than one fifth of the 15 million people who volunteer regularly¹ spend their time volunteering in sport – 3.2 million² people in total.

Join In's mission is to put more volunteers in community sport and work with public and private sector partners to recruit and retain 100,000 volunteers each year. But what value does this generate? We had some idea about their cost. In 2013 we calculated that our Cost Per Acquisition (CPA) was £36/volunteer.

This seemed like good value – but the truth was that no-one could tell us for sure. So this year we set out to establish the true worth of one volunteer in sport: what was the profit on our £36 acquisition cost?

The aim of Join In's research was to understand the true social value of volunteering in sport.

Sport is the single biggest sector of volunteering in the UK

¹ Andrew Haldane quoting ONS 'Household Satellite Accounts: valuing volunteering in the UK'.

² Active People Survey from Sport England 2014 (and consistent with the Sport and Recreation Alliance report 2013 which describes 151,000 clubs in the UK with an average of 24 volunteers per club, which is approximately 3.6m volunteers.)



A parkrun
volunteer at a
Join In Summer
2013 event

Volunteers at Burgess Hill Rugby Football Club, preparing the post match food

CURRENT VALUE



How we currently value volunteers in sport – providing a public service?

Volunteers in sport are typically valued by calculating the cost of replacing them with paid workers – this is called the replacement cost model. You can see why this is a tempting approach in public services, measuring the cost savings to the exchequer.

We saw the logic in that, but it didn't seem to tell the whole story. For example, we know from our own research (and wider sources) that volunteers in sport give their time because they enjoy it (35%) and to give something back to their community (25%)¹. Volunteers don't give their time to save the government money.

And we know that sports volunteers have a wide-ranging impact. As the people who typically start and run sports clubs, they directly enable others to play sport. The average sport club has 24 volunteers² to 204 members [giving us a figure of 1 volunteer to 8.5 members]. Even if we focus solely on this one area of value – participation in sport – volunteers clearly play a critical role. But the replacement cost model doesn't recognise this impact at all.

To provide a fuller and more accurate picture, we set out to identify the different benefits – both to volunteers and their communities – that result from volunteers giving their time, and to calculate a valuation for their impact.

¹ Join In 2013 Volunteer Survey

² Sport and Recreation Alliance Club Survey 2013.
Sample size: 3,000 responses weighted to account for the estimated 151,000 in the UK

SUPER

Volunteers invest their time – creating a return for themselves and their community

Our starting hypothesis was that volunteers should not be seen as a cost saving but as *investors* – people who invest their time, skills and energy both for their own benefit and for the wider community.

By thinking of them as investors, it makes it easier to talk about the benefits to the volunteer that come from giving their time. We can present volunteering more accurately as an activity they *want* to do rather than something they *ought* to do.

And calling volunteers investors also helps when it comes to assessing their value.

In a society increasingly blighted by inactivity and obesity, volunteers create community assets – in the form of sports clubs and activity groups – where people can be active and play sport.

This clearly has a social value, but the value of volunteers in sport doesn't end at enabling physical activity.

Sports clubs often have a thriving social membership, providing a community lifeline for people of all ages. The friendships that people make through volunteering benefit them personally, and help create stronger, more resilient communities.

For all their impact, however, the true test of whether we can really call volunteers in sport investors is whether we can establish a return on their investment.

So, how do you measure the profit/return on investment to a person or a community from volunteering in sport?

We can present volunteering as an activity they *want* to do rather than something they *ought* to do

Join In Patron Eddie Izzard
fronted Join In's 2013
'Feeling Heroic?' campaign

INVESTORS



METHODOLOGY

How to value intangible assets

To measure the individual and community benefits that come from volunteering, you have to put a value on how people feel about themselves and their surroundings.

This is a relatively new field – it is only in the last five to 10 years that we have seen the emergence of ‘wellbeing economics’.

Join In commissioned an independent consultancy, Delta¹, to value the set of ‘intangible assets’ that go beyond the existing cost replacement model.

We focused our research on three distinct audiences:

1. Volunteers in sport
2. People who played sport at a volunteer-run sports club and were therefore recipients / beneficiaries of the time volunteers put in
3. A control group of people who had never volunteered or been a member of a sports club

Delta, in partnership with Morar Research², commissioned an online survey, which was sent to 2,647 people.

- 2,000 bought panel (1,909 respondents) – general public
- 738 Join In audience – clubs and volunteers

To measure emotional wellbeing, Join In’s research used the industry-wide benchmark, the New Philanthropy Capital’s Emotional Wellbeing Framework.³

¹ Delta was founded by Julian Dailly, previously a Global Director at Interbrand. Interbrand specialise in developing a methodology for companies to put a balance sheet value on their brand (ie, how people perceive and feel about their company).

² Morar Consulting – Specialists in measuring and advising on brand performance

³ New Philanthropy Capital’s (NPC) Emotional Wellbeing Framework - <http://www.well-beingmeasure.com/aspects-of-well-being>

⁴ Community Science, Revised Sense of Community Index (SCI-2) <http://www.communityscience.com/pdfs/Sense%20of%20Community%20Index-2%28SCI-2%29.pdf>

OGY

To measure the impact on communities, we used the Revised Sense of Community Index (SCI-2) – the most frequently used quantitative measure of sense of community in the social sciences.⁴

When we received the initial findings, we asked The National Council for Voluntary Organisations' (NCVO) research arm, The Institute for Volunteering Research (IVR) to test the process and ensure the research stood up to scrutiny.

To determine an economic valuation, we then turned to Howard Reed, former Chief Economist at the Institute for Public Policy Research, and Economist at the Institute of Fiscal Studies. Key partners in the sports and volunteering sectors also sense-checked our work as we progressed.

We are also indebted to the works of DCMS (and Daniel Fujiwara). In April this year they produced several papers on valuing the economic benefits of membership of sports clubs and volunteering itself. We are also grateful to Sport England for their 2013 report, 'Economic Value of Sport in England', and the Sport and Recreation Alliance for their 'Sports Club Survey 2013', which complemented our own research.



Olympian Greg Rutherford measuring the sand at a Join In Summer 2012 event

HAPPINESS AND WELLBEING

Volunteering in sport makes you happier

Our first conclusion was that volunteering in sport makes you happier. This wasn't exactly new – previous research in other volunteering sectors has found much the same thing.

The big question was how much happier? Could we quantify this? Well, yes we could.

Using the New Philanthropy Capital's framework, the results showed that – compared to non-volunteers – people who volunteer in sport are significantly higher on the measures of feeling that their life has a sense of purpose, that they are doing something important, feel a sense of pride, and that their life has meaning.

Were they simply happier to begin with? How could we be sure that this sense of happiness stemmed from volunteering? This is one of the areas we tested further with IVR.

Interestingly we found significantly lower wellbeing scores in those who have never volunteered, and significantly higher wellbeing in long-term volunteers compared to those who have just started. More research is needed but the findings suggest that volunteering in sport can be an effective way for people to alleviate the symptoms of major societal problems, including isolation, loneliness and depression. These have all been identified as serious challenges for society with a huge cost to UK health budgets.

When we looked into what this benefit to wellbeing meant from an economic standpoint, Fujiwara et al (2014)¹ suggested that the impacts of volunteering on each volunteer has a value of £2,537.

On top of that, the improvement to the volunteer's mental health is equivalent to £331 per volunteer^{2&3}, and physical health improvements account for an additional £106⁴. Taken together, this adds up to a total economic value of £2,974 per volunteer.

Looking at the bigger picture, it seems clear that volunteering in sport produces substantial benefits to a person's overall wellbeing.

¹ Fujiwara, Leach, Trotter and Vine (2014) "Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach" HACT: Ideas and Innovation in Housing

² http://neweconomymanchester.com/stories/832-unit_cost_database

³ <http://www.mentalhealth.org.uk/help-information/mental-health-statistics/common-mental-health-problems/?view=Standard>

⁴ Fujiwara et al – "Quantifying the Social Impacts of Culture and Sport", DCMS April 2014

VOLUNTEERING BOOSTS HAPPINESS & WELLBEING

On the following reasearch measures, compared to those who have never volunteered in sport, people who have volunteered agree that they:

have **10%** higher self-esteem, emotional wellbeing and resilience

People who have never volunteered in sport are more likely to feel unhappy, sad or depressed

are **15%** less likely to worry

People who volunteer in sport are less likely to feel anxious or cry a lot

are **28%** more likely to feel what they do has importance

are **18%** more likely to feel proud of themselves

87% agreed that their life has meaning

88% agreed that they had a lot to be proud of



Mel Woodards, a Join In Local Leader, began volunteering by collecting subs at her son's football club. She went on to set up Somerset North Youth Football League and also received a Points of Light award

Mel Woodards is a big believer in the power of local sports volunteering. In her words, it helped her and her children recover from the trauma of domestic abuse.

“I don't believe I would have coped over the last seven years with my personal difficulties and traumas without my voluntary work in junior football. It has been a positive distraction and provided an awesome support network for me and my kids.”

“Volunteering has saved my life. Literally, I believe I would be dead if it wasn't for volunteering. It has turned my life around.”

Mel Woodards

“Volunteering in sport changed my life.”





Mel Woodards
at her club,
Milton Nomads
JFC, for a Join In
Summer Relay
event in 2014

Emily Goddard,
left, a volunteer
at Strictly
Wheelchair
Dancing club for
a Join In Summer
2013 event

ENDURING





People feel the benefits of emotional wellbeing and community cohesion long after the moment of volunteering

A pleasant surprise in the research was our finding that the benefits of volunteering in sport have two interesting additional and positive effects. One, the longer you volunteer the greater your wellbeing; two, these benefits seem to endure even after you stop volunteering.

In economic terms, this means that any investment made to create volunteers in sport lasts well beyond the 6.2 years that the average volunteer spends volunteering.

Join In's main target is to put 100,000 volunteers – both new and retained – into local sport each year. This finding underlines just how important that retention element of our work is.

In economic terms this means that any investment made to create volunteers in sport lasts

Jonathan Edwards
lending a hand at
Stillington & Whitton
Community Games
for the Join In
Summer 2013

PARTICIPATION



Volunteers – the missing link in sports participation

Let's return to sport now – and the link between volunteering and participation. We can assign a direct monetary value to volunteer hours, but what about all the people who couldn't play sport without the contribution of volunteers?

The average club has 24 volunteers and 204 members (SRA 2014¹). In other words, one volunteer creates the capacity for 8.5 members (or players).

Linking volunteering and participation in this way was our 'eureka' moment – and a vital first step towards valuing sport volunteers beyond time and cost.

Once you identify the link with participation, a host of other useful statistics come into play. For example, the wellbeing gains of playing sport – and being an active member of a sports club – have been valued by a number of sources. The most recent Department for Culture, Media & Sport (DCMS) figures in April 2014² put the wellbeing value of club membership at £1,127.

This helps us to look at the economic return of volunteering in sport in a totally different way. If Join In spends £36 on acquiring a volunteer for a sports club, that volunteer has the ability to create a huge return on investment – the capacity for 8.5 people to gain £1,127 each in terms of wellbeing value from participating in sport – making a total of £9,580. Additionally, as with the volunteers, we can also attribute the mental and physical health values that these 8.5 participants may reap. This generates a value of £12,574 arising from sports participation enabled by one volunteer.^{3,4,5}

With the UK facing an increasingly urgent need to reduce obesity and encourage people to lead more active and healthy lives, we believe it is time to radically rethink the way we value and invest in sports volunteers. Quite simply, they are the missing link to a more active UK and Join In has a significant role to play in increasing activity through the recruitment of new sports volunteers.

**One volunteer
creates the
capacity for
8.5 members**

¹ Sport and Recreation Alliance Club Survey 2013. Sample size: 3,000 responses weighted to account for the estimated 151,000 in the UK.

² Fujiwara, Kurdna & Dolan (2014) "Qualifying and Valuing the Wellbeing impacts of Culture and Sport" DCMS

³ Fujiwara, Leach, Trotter and Vine (2014) "Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach"

HACT: Ideas and Innovation in Housing

⁴ http://neweconomymanchester.com/stories/832-unit_cost_database

⁵ <http://www.mentalhealth.org.uk/help-information/mental-health-statistics/common-mental-health-problems/?view=Standard>

COMMUNITY

How to value the relationships that sports volunteers facilitate by forming and supporting clubs

Let's look at the associated and wider community value created by and through sports volunteers. What's the real value of a sports club – made viable by volunteers – to the wider community?

Anyone who has been a member of a club will have experienced how people make new friends and connections. These relationships, forged through a shared love of sport, often lead to club members working together on other local projects or paid work opportunities.

To measure the impact of sports volunteering on a community, we used the Revised Sense of Community Index (SCI-2) created by Community Science.¹

Our findings showed that – compared to people who don't volunteer – volunteers in sport are significantly more likely to feel; good about their community, like they have influence and that their needs are met and feel it is important to be part of their community. These benefits were also felt by the members or players of a club but not as significantly as those who volunteered in sport.

We believe that such a group of people are likely to rely on one another to get things done locally, and increase the cohesion and resilience of a community.

In economic terms, the membership of a club increases people's productivity in society, but the numerical evidence to support this is currently limited to measures like increases in charitable giving from club members. As a result, we have decided, at this stage, not to put an economic value on the benefits to a community.

We are certain there is substantial additional value to include here, but in the emerging science of the economics of wellbeing, we are at the limits of current thinking.

Given that companies across the world already ascribe a value to the goodwill towards their brand, it surely won't be long before goodwill towards one's community could become valued as an extension of the emerging economics of wellbeing. When it does, we can once again rethink why we invest in volunteers and assess the return they achieve.

We believe that Join In's research takes some significant steps towards this outcome.

In the emerging science of the economics of wellbeing, we are at the limits of current thinking

¹ Community Science, Revised Sense of Community Index (SCI-2) <http://www.communityscience.com/pdfs/Sense%20of%20Community%20Index-2%28SCI-2%29.pdf>

VOLUNTEERING BOOSTS COMMUNITIES

Those who volunteer in sport scored significantly higher on all aspects of the Revised Sense of Community Index (SCI-2) than those who have never volunteered in sport.

Compared to those who have never volunteered in sport, people who have volunteered in sport score these measures:

3 x higher:
I feel it's important to be part of my community

3 x higher:
Being part of my community makes me feel good

5 x higher: I put a lot of time and effort into being part of my community

4 x higher:
My important needs are met
by being part of my community

8 x higher: I feel that I have an influence over what my community is like

4 x higher:
I trust others in my community



Olympian Nicola Adams and members of the Sheffield community at a Join In Summer 2013 boxing event

Peter Gore, Bolton Rugby Football Club

**“It’s almost
frightening what
a difference it
can make!”**

Peter Gore at Bolton
Rugby Football Club at
a Join In event in 2013



Bolton RFC runs community programmes for children, tackling hate-crime, bullying and mental health problems through rugby. Volunteer Peter Gore is the club's deputy junior chairman

“**Y**ou see the kids with mental health issues struggling and can make their lives easier, at least for an hour a week in training. They've come out of mainstream high school and are a bit vulnerable. Rugby gives them confidence, it proves to them they can do things they didn't think they could.

“We have a lot of kids who stay on the straight and narrow because they get to play rugby. It's almost frightening what a difference it can make! In rugby there's a position for everybody – scrum half if they're a small kid; prop if they're bigger. They have a realisation that they don't need to bully someone to feel big and they know if they misbehave in training, they won't get to play on Sunday.

“At Bolton, there's a place for anybody who comes down. Nobody will ever be refused. If they can't afford to play we'll help them, give them the opportunity to feel they're wanted and part of the community. Respect and continuity, that's the Bolton ethos. The players have it in the back of their minds and it sticks. If we all did that, life would be a better place.”

A foundation for healthy and resilient local communities

Based on our research, our belief that volunteering in sport affects how much you trust people in your community, and work together to make it a better place to live is supported. The work of former Cabinet Secretary, Lord Gus O'Donnell, and Lord Richard Layard in their 2014 report 'Wellbeing and Policy' has been very helpful and influential in compiling this research.

Speaking on Newsnight in March 2014 at the launch of the report, Lord O'Donnell highlighted the importance of volunteering in building trust and said that this, in turn, helped create cohesive, resilient and healthy communities.

At Join In, we included in our research the effect on trust of volunteering in sport. We found that feelings of trust in the community and of having put time and effort into the community were significantly higher among those who volunteered in sport, compared to those who didn't. We feel that trust is often taken for granted. It underpins much of what works and is good in society and is a key barometer of the health of a community.

If volunteering in sport can produce a four-fold increase in this vital ingredient in a healthy community, this could equate to another huge economic contribution.

We found that if you volunteer in sport, you are significantly more likely to trust people in your community

Volunteer Nigel Helliwell from
Sheffield Boxing Club at a Join In
Summer 2013 event

TRUST



A NEW ECONOMICS

Volunteers are investors – the total social value from sports volunteering

Returning to the assertion by Andrew Haldane, the Chief Economist at The Bank of England, that “volunteering is big business”, Join In can now to shine a light on where the profit lies.

Combining the emerging science of the economics of wellbeing with traditional approaches and wider industry research, we can value the contribution of volunteering in sport to society by adding the following factors:

1. The economic value of the time given by the volunteer
2. The value of the personal wellbeing, mental and physical benefits to the volunteer
3. The participation capacity and benefits that every volunteer enables

If we accept the not unreasonable assumption that these benefits are all separate and additional to each other, then we arrive at a figure that suggests every individual volunteer in sport produces over £16,032 worth of social value to communities in the UK. This is over 30 times the old value under simple cost replacement.

And with each volunteer in sport staying involved for 6.2 years on average, the profit of volunteering in sport is truly astonishing.

If the Bank of England’s Chief Economist believes that volunteering is a “hidden jewel”, whose social worth is rarely the subject of a public valuation, we at Join In believe we have found the most valuable diamonds in the rough: volunteers in sport.

We at Join In believe that we’ve found the most valuable diamonds in the rough: volunteers in sport



	Per volunteer 1	All Join In volunteers (target) 100,000	All UK sports volunteers 3,209,000 ¹
	£	£million	£billion
Old economics Cost savings	484	48.36	1.55
New economics			
Increase in general wellbeing for volunteers ²	2,537	253.70	8.14
Increase in wellbeing from improved mental health for volunteers ²	331	33.09	1.06
Reduction in NHS costs as a result of volunteering ³	106	10.63	0.34
Total value arising directly from volunteering	2,974	297.42	11.10
Increase in general wellbeing for sports participants ⁴	9,580	957.95	30.74
Increase in wellbeing from improved mental health for sports participants ²	2,109	210.94	6.77
Reduction in NHS costs as a result of sports participation ³	885	88.54	2.84
Total value arising from sports participation enabled by volunteering	12,574	1,257.44	40.35
Total value	£16,032	£1,603m	£53bn⁵

¹ Sport England (2014) Active People Survey
² Fujiwara, Leach, Trotter and Vine (2014) "Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach" HACT: Ideas and Innovation in Housing
³ http://neweconomymanchester.com/stories/832-unit_cost_database & <http://www.mentalhealth.org.uk/help-information/mental-health-statistics/common-mental-health-problems/?view=Standard> & Data from an independent online survey by Delta Value and

Morar Research (April 2014). Survey sent to clubs & volunteers on the Join In database and the general public – 2,647 respondents. www.joininuk.org
⁴ Fujiwara, Kurdna & Dolan (2014) "Quantifying and Valuing the Wellbeing Impacts of Culture and Sport" DCMS
⁵ This is broadly in sync with the £200bn attributed to the social value of volunteering in the UK by Andrew G Haldane, Chief Economist, Bank of England (2014 speech) <http://www.bankofengland.co.uk/publications/Documents/speeches/2014/speech756.pdf>

WELLBEING

*Using the latest economics of wellbeing analysis, one volunteer is responsible for £16,032 of value; this is over 30 times the previous valuations of sport volunteering.

PARTICIPATE

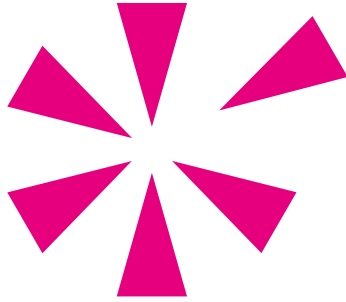
*Participate in sport. One volunteer creates the capacity for 8.5 players, enabling their local community to benefit from all the shared wellbeing, trust and sense of purpose that result.

INSPIRE

*Inspire more people to volunteer in sports. This research shows that the benefits of volunteering are immense however they are not yet common knowledge. In 2014 Join In has worked with ITV and BBC to reach beyond the usual sport audience and we can do more.

INVEST

*Of the £1.2bn invested in sport each year there is a need for a much greater dedicated investment to inspire, recruit and retain volunteers. Join In have demonstrated, through our new research, that this vital resource provides a huge return on investment. There is a role for public and private sectors to help capitalise on this.



WHAT NEXT?

Join In's research shows that volunteers in sport invest their time in themselves and their community. The returns on that investment are of immense benefit to the wellbeing of the UK.

London 2012 began a golden decade of sporting events. From the Tour de France and Commonwealth Games in 2014, we now look forward to the Rugby World Cup and Swimming World Championships in 2015, the World Athletics Championships in 2017, the Women's Hockey World Cup in 2018, and beyond.

Join In and its Official Partners are in a unique position to capitalise on this massive, timely opportunity. However, to maximise the returns, all of us in sport, health and volunteering should re-appraise how we value and invest in volunteering in sport.

Get in
touch

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A smart investment for business

Our Official Partners



BT was the founding partner of Join In and has supported us from the very beginning.

BT truly knows the value of volunteering – last year BT people spent over 46,000 days volunteering in the community, and benefited 1,300 charities through the in-kind support and assistance offered.

“At BT we understand the huge potential of volunteering and passionately believe in its social impact. We have been actively promoting skills-based doing, not just charitable giving, at BT for a number of years and we know that it is both sustainable and replicable – and can transform communities. Through partnering with Join In, we are issuing a new rallying cry to volunteers, as well as to businesses who might be considering replicating our BT Volunteer programme for their own employees.”

Sir Mike Rake
Chairman, BT plc

New to the Join In family, Intersport has a passion for sport and a commitment to bringing ‘Sport to the People’.

Through in-store activity, Intersport will work in partnership with Join In to help even more volunteers invest in their communities, enabling more people to get active and reap the benefits.

“We are delighted to be partnering with Join In, a fantastic charity that embodies our ‘Sport to the People’ philosophy. Our stores throughout the country actively support their local sports communities and this partnership reinforces those relationships with obvious synergies from both sides. Community sport thrives in the UK and Ireland and this is all thanks to the vast number of volunteers who give up their time to help make this possible, so we couldn’t think of a better partner to be working with.”

Tom Foley
UK General Manager, Intersport



Join In undertook this research to understand the value of the volunteers we recruit and retain, and the return on the investment in those aims.

We have been truly stunned and delighted by the outcomes of our research. We believe it attaches a new significance to our goal of recruiting and retaining 100,000 volunteers, and we hope you agree.

**Join In is currently funded by government grant and
Official Partners BT and Intersport.**

Thank you

The thousands of “super investors” around the UK

+

The Minister of Civil Society, Rob Wilson MP, and the Cabinet Office.

All the Join In Local Leaders.

Community Science – the Revised Sense of Community Index (SCI-2).

DCMS and Daniel Fujiwara for their 2014 papers on valuing the economic benefits of membership of sports clubs and volunteering.

Dean Scopes, Chairman of Jubilee 77 YFC.

Dr Geoff Nicholls, Sheffield Hallam University.

Gareth Lloyd and Nick Ockenden at the Institute of Volunteer Research (IVR).

Gus O'Donnell, Chairman of Frontier Economics and former Cabinet Secretary.

Howard Reed, Director at Landman Economics.

ITV for their help this year recruiting sport volunteers through their Summer of Sport.

Jo Pavey, European Championship gold medallist.

Join In Official Partner BT.

Join In Official Partner Intersport.

Jonathan Edwards, Olympic gold medallist.

Julian Dailly, founder of Delta.

Mandeep Chahal, BT Local Leader.

Mel Woodards, Secretary of Somerset North Youth Football League.

Morar Research Consultants.

New Philanthropy Capital's Emotional Wellbeing Framework.

Peter Gore, Deputy Junior Chairman of Bolton Rugby Club.

Sport and Recreation Alliance and their 'Club Survey 2013'.

Sport England and their 'Active People Survey'.

The Join In Board for all their support.

Join in*

INVEST IN THE INVESTORS

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Official Partners



inspired
by 2012