

www.btcv.org

annual review

2007 – 2008



INSPIRING PEOPLE, IMPROVING PLACES



Inspiring people, improving places

The environmental benefits of BTCV's work over the last half century are considerable.

Over the last four years BTCV has demonstrated delivery of its overarching principle, Inspiring People, Improving Places.

This year has also seen volunteering emerging as one of the most effective ways of bringing about positive behaviour change. Research commissioned by BTCV shows how well-designed environmental volunteering projects can improve social conditions and the quality of life for people living nearby.

It has also given us a clearer picture of the benefits to the individuals involved. Whether this means someone getting a little more fresh air and making new friends, or completely turning their life around, volunteering is often the impetus towards a healthier, more environmentally friendly and sustainable lifestyle.

Collectively, these individual changes have a vast social impact. The research indicates that £1 invested with BTCV can generate a social return of £4 or more, through reduced health costs and improved employment and leisure opportunities.

Taken together, BTCV projects and the more informed environmental choices made by our volunteers have not just a national but a global environmental impact. Activities such as planting and managing woodland and conserving peatland, for example, play a part in mitigating the effects of climate change in small but profound ways.

As we approach our 50th anniversary in 2009, BTCV is proud to be inspiring more people and improving more places than ever.

A handwritten signature in black ink that reads "Tom Flood".

Tom Flood CBE, Chief Executive



Changing lives through environmental engagement

BTCV's performance against Strategic Targets 2004-08

Target: *Enrich the lives of 1,000,000 people*

Actual: **662,901 people**

Target: *Improve the biodiversity and local environment of 20,000 places*

Actual: **50,035 places**

Target: *Support active citizenship in 5,000 community based groups*

Actual: **7,100 groups**

(Period 1 April 2004 to 31 March 2008)

The right environment

Environmental volunteering with BTCV is particularly effective in inspiring behaviour change in several key areas. Most obviously, increased exposure to nature and environmental issues leads people to adopt more environmentally friendly behaviour. The imminent threat of climate change makes this an especially urgent concern.

The active, outdoors character of most projects can have significant health outcomes, physical and mental. These health benefits are not just about increased physical activity. For example, projects where volunteers grow fruit and vegetables are likely to have a significant impact on their diet.

Environmental volunteering is also highly inclusive. Exposure to nature breaks down social barriers and provides common ground for interaction between diverse groups. Marginalised groups, including black and minority ethnic communities, have traditionally been seen as less likely to engage with the environment, but BTCV's work over the last few years has challenged this assumption.



Fermanagh Conservation Action Team is a group of long term unemployed people involved in projects helping local wildlife and tackling the impacts of climate change.



BTCV Green Gym celebrated its 10th anniversary this year.

During the year, BTCV involved over 115,000 individuals in diversity-related work and engaged with 25,000 people from black and minority ethnic backgrounds. 44% of all people involved in our activities came from under-represented communities.

Employment

Unemployment is a compound burden upon society. Jobseeker's Allowance costs taxpayers, while the economy and wider community also miss out on the contribution unemployed people could be making. On top of this, unemployment is linked to crime and antisocial behaviour, poor health, low self-esteem and a host of other problems.

Volunteering redresses the balance. It allows people who are out of paid work to make a contribution to society. Indeed, if the 540,178 workdays BTCV volunteers put in last year are valued at a typical unskilled labour rate of £50 a day, the total contribution amounts to over £27 million.

With the satisfaction of making a contribution, and having it recognised, comes increased self-respect and motivation.

For people who have been out of work for a long time, or who have never had a job, these 'soft skills' can make all the difference. In these cases particularly, the experience of volunteering also demonstrates



to a potential employer that the volunteer is capable of holding down a job.

BTCV has a strong track record of working with unemployed people. We work closely with young people who are not in education, employment or training and we are New Deal providers. Last year, 6,287 people received training through our Employment Programme, and 1,321 of these went into full-time work.

Social return on investment

Joe Saxton of nfpSynergy says, "Social return on investment is one of the most powerful tools in the third sector armoury for assessing and measuring impact. All credit to BTCV for wanting to measure their work in this way and, more important, for achieving such powerful and positive results. It's no mean achievement."

BTCV has long been aware of the broader benefits of getting people active in looking after their environment but to date relatively little systematic work has been done to quantify the actual social impact of this. So we commissioned research to assess the social return on investment of environmental volunteering.

The results, contained in our *Inspiring People, Improving Places* report, included:

- £1 invested in volunteering with BTCV can give a social return of £4 in terms of reduced crime, improved leisure and increased employment opportunities.

- Seven out of 10 volunteers increased the amount of waste they recycled and gave advice to others about environment-friendly behaviour.
- Environmental volunteering is an ideal way to encourage active community integration.
- Volunteering can improve physical and mental well-being.
- Volunteering allows people who are out of paid work to make a contribution to society. It provides a firm business case for investment in the sector.

Read online at: www.btcv.org/about

Partnership

BTCV believes that through our thousands of volunteers and the work they do we make a positive impact on the environment. We also believe that by engaging people in the environment we change their attitude to, and understanding of, the environment and nature, creating a sustainable future.

We also strongly believe that through all our activities, we have a social and economic impact on the people we work with. We give them the opportunity to make real changes to their lives. Operating throughout the UK and in 26 countries around the world, we care about people, their communities and the quality of their environment.

Our partners share and support our vision of a better environment where people are valued included and involved.

Owning no land, we work with a range of supporters including corporate partners such as Prudential plc and the BBC, the Office of the Third Sector, a variety of government agencies, many delivery partners and individual donors. Without this support BTCV couldn't exist.

Thank you!

And thank you to our individual supporters. Join them to help us create greener communities for everyone. www.btcv.org/donate

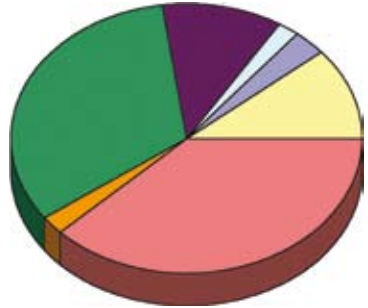


BTCV income and expenditure 2007-2008

INCOME

Donations	11%
Training income	38%
Trading sales	2%
Grants	33%
Conservation projects	11%
Landfill	2%
Other	3%

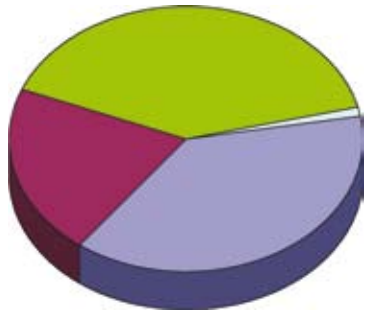
Total £28,616,000



EXPENDITURE

Communities	38%
People & places	21%
Life skills	40%
Administration	1%

Total £28,485,000



A full copy of *BTCV's Annual Report & Financial Statements 2008* is available on request or from www.btcv.org/about

Happy Birthday BTCV



2009 is BTCV's 50th Anniversary, and we'd really love to make it an opportunity to catch up with friends old and new.

It might be about the Million Tree Campaign from the 90s...

...or a cutting about BTCV's first international project in Czechoslovakia in 1969...

...or maybe you were with David Bellamy on the very first project at Box Hill in Surrey, in 1959...

Whenever the occasion from 1959 to 2008, if you were there, we'd love to hear from you.

Please send us your volunteering stories, news cuttings, photos and memorabilia from BTCV's first 50 years of inspiring people, improving places.

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www.btcv.org



Our vision, mission and values

VISION

A better environment where people are valued, included and involved.

MISSION

To create a more sustainable future by inspiring people and improving places.

VALUES

BTCV's values are integral to all our work. They have been developed through four decades of a 'hands-on' approach to conservation activities. During this time we have adapted to meet the changing needs of communities, we care about people, the communities in which they live and the quality of the environment.

"...you are left with this unbelievable feeling that 'I was part of this and look what I am capable of' ..." Jess, BTCV Volunteer

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Yes, I'd like to make a donation



BTCV carries out a wide range of community based conservation projects throughout the UK and across the world. As a registered charity, we depend on donations from people like you. Please help us by filling in this form and pledging a donation to BTCV.

£20 £50 £100 or my own amount of £

I enclose a cheque made payable to BTCV, or
Please debit my Visa/MasterCard/Switch/AMEX/Delta/Solo/JCB/Caf Card (please circle as appropriate)

Card Number _____ Switch Issue No. _____

Expiry date / CVV number (last three digits on signature strip) _____

Signature _____ Date / _____

GIFT AID

Make your gift worth almost 30% more – at no extra cost. Please tick below.

I am a UK taxpayer and want BTCV to treat all my donations from 6 April 2000 and any future donations as Gift Aid donations until further notice.
NB: You must pay an amount of income tax and/or capital gains tax equal to the tax we reclaim on your donations, currently 28p for every £1 you give.

I am not a taxpayer and therefore do not qualify for Gift Aid

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DATA PROTECTION

In accordance with the 1998 Data Protection Act, BTCV would like to use your details to keep you informed about our work and send you further appeals for help. If you do not wish to receive further updates or information from BTCV then please tick here

Please send with your gift to:

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