



Voluntary Action Coventry

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.

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 organisation in Coventry with a citywide membership of established and emerging voluntary and community organisations.

Strategic Objectives

1. Sustainability and Financial Resilience:

- Diversify funding sources, including grants, partnerships, and social enterprise ventures.
- Strengthen VAC's profile and visibility to attract new sources of funding and in-kind support.

2. Capacity Building and Support:

- Foster collaboration among local VCS organisations, encouraging resource and knowledge sharing, networks and partnerships.

3. Community Impact:

- Strengthen VAC's engagement with marginalized groups and ensure services are responsive to the changing demographic profile of the city.
- Develop new and innovative programmes that directly address the challenges faced by vulnerable communities, particularly those disproportionately impacted by poverty, unemployment, and social isolation.

4. Improved Partnerships:

- Build stronger partnerships with local government, public sector organisations, businesses, and other stakeholders to ensure VAC's strategies align with broader regional objectives.
- Leverage existing relationships with national and regional networks to increase VAC's reach and influence.
- Foster the development of joint initiatives to tackle common social issues across Coventry.



Approach:

VAC will use a combination of key strategies to achieve these objectives:

- **Resource Development:** Exploring diversified income streams, including social enterprises, to support sustainable funding for ongoing and new programmes.
- **Strategic Partnerships:** Collaborating with public sector bodies, private companies, and other voluntary sector organisations to share expertise, resources, and knowledge, leading to mutual benefits.
- **Program Innovation:** Continuously evaluate and adapt existing programmes based on community feedback, social impact metrics, and emerging local needs.
- **Advocacy and Policy Influence:** Representing the voice of the VCS/volunteers in local and national policy discussions, ensuring the sector's role in decision-making processes.
- **Digital Transformation:** Embracing digital tools to improve service delivery, enhance communication with partners, and reach wider audiences.

