

# Volunteer Ambassador Information Pack



# Introduction

As the national charity for older people, we work tirelessly to help improve the lives of everyone over the age of 50. Our vision is a Scotland that is the best place in the world to grow older. We support and enable hundreds of communities and older people's groups across Scotland who provide vital activities and services for older people in their local community. We campaign on the issues that older people tell us are important to them, and provide information, friendship and advice through our helpline, friendship line and publications. Together we tackle loneliness and isolation.

We are dedicated to living by our values. Acting with integrity, we seek to inspire, involve and empower our people so that together we can create better outcomes for older people.

With the support and dedication of our staff, volunteers, members, supporters, funders and partners we can continue to tackle the challenges and inequalities that Scotland's older people face.

Membership is free and open to groups, organisations and individuals who work with older people, and provide services, activities and support for older people or campaign with and on behalf of older people.

We would like to steadily grow our team of volunteer ambassadors.

Our ambassadors have enhanced and improved our charity in a host of important ways, such as contributing their personal lived experience, knowledge and ideas to inform and enrich our work. They have actively worked alongside staff to promote and deliver our services and strengthen connections between the charity and local communities.

Ambassadors are our link to community groups across Scotland and are important representatives of our members. They keep us connected, visible and provide vital pathways of communication between member groups and our trustees on the charity board.

We want our communities of interest to be well represented. We are working to support people living with dementia, unpaid carers, older veterans, and older people from ethnic minority and LGBTQ+ communities, so that they have a voice in shaping the strategic direction of the charity.

If our work is of interest, and you feel you could play a role in supporting our goals and values then we would love to hear from you. We seek a diversity of experience, thought and background and want to draw on the knowledge and perspective of all our communities. We hope that you might wish to join us.



Mark O'Donnell, Chief Executive

# The role

## What is an ambassador?

Our ambassadors are our link to member groups and communities across Scotland and voice the diverse needs of older people. They ensure we remain connected to the issues that matter and we value the experience, knowledge and ideas our ambassadors bring which inform and enrich our work.

## Who would I work with?

Supported by a volunteer supporter, you will work alongside our wider ambassadorial team and staff to help ensure that we are well connected, inclusive and representative of older people across Scotland. Attending four community services committee meetings a year, you will also be supported by our trustees who report directly to our charity board.

## What would I do?

We recognise the individuality of ambassadors and the different life experiences, interests, and passions they may have. There are many ways in which the ambassadorial team might support Age Scotland. Advising the charity on issues and concerns that are important to older people and representing the charity at events.



Members at our conference

Working alongside Age Scotland staff, ambassadors have hosted stalls at conferences and network meetings. Ambassadors can help the charity to promote and provide information about the work of Age Scotland and contribute to the strategic direction and governance of the charity through participation in the community services committee.



Scottish Ethnic Minority Older People Forum

## What experience would I need?

We seek a diversity of representation and involvement through our ambassadorial role and it requires no specific qualifications.

You may have experience of working with groups and networks focused on people over 50, or you might be active in your community supporting older people. You might be a member of an older people's group. You may enjoy speaking publicly and representing an organisation that aligns with your values. You may be interested in or feel passionate about current issues relating to anyone over the age of 50.

If you enjoy working as part of a team, feel comfortable engaging with a broad range of people and have some digital skills like sending emails and attending meetings online then you have the skills we are looking for.

# Why volunteer with us?

We want you to get as much out of the volunteering experience as you can and to really enjoy it. We value the time and commitment that our volunteers give, and we want to support you throughout your volunteering journey.

- You will be supported by a named volunteer supporter from within the team representing your area of interest or community
- You will receive a full induction to the charity and a volunteer handbook
- You will have access to training and resources specific to your role
- You will get to know one another through the community services committee meetings with opportunities to get together on a more informal basis in between

## Get in touch to find out more

If you share our values and vision and are interested in becoming an ambassador, then we'd love to hear from you. Maybe you are already engaging with Age Scotland in another capacity and one of our team has approached you to discuss the role, or you've found this through a local volunteering organisation.

Please contact:

**[volunteering@agescotland.org.uk](mailto:volunteering@agescotland.org.uk)**

**0333 323 2400**



Graham Reece



*I really enjoy being an ambassador especially visiting groups and talking about the work Age Scotland does on behalf of its members. One of the most important parts of being an ambassador is gathering the concerns of our members and the issues affecting older people and passing them on to Age Scotland where this information is collated, and help given where necessary. The best part is meeting the members and hearing their stories and hopefully helping in some small way.*

