Volunteers and the Dutch Cancer Society

ECL meeting Dublin, 24 February 2012
Cora Honing
Cancer in the Netherlands

- Cancer incidence 2010: 95,500
- Cancer mortality 2010: 42,359
- Survival rate 2012: 60% (5-year survival)

- Trend: incidence: 87,000 (2007) to 123,000 (2020)
- Trend: prevalence: 420,000 (2007) to 660,000 (2020)
Dutch Cancer Society in a nutshell

• Founded in 1949
• Initiative of the late Queen Wilhelmina
• Under the patronage of Queen Beatrix

Dutch Cancer Society: Organisation

• 120,000 volunteers
• 1,000 researchers
• 880,000 donators
• 140 fte
Our mission and goal

Mission
Cut cancer rates as soon as possible, and get it under control. We are here to help people living with cancer and those who share their lives.

Goal
Less cancer, more cure and a better quality of life for cancer patients
Our role in the fight against cancer

- Dutch Cancer Society: the largest charity in the Netherlands
- A major organization (in terms of resources: forecast income 2011: 131 million Euro) with a broad span of professional expertise, and total independence
- Society expects us to display leadership
- The Dutch Cancer Society is a unifying leader
Ambitions of Dutch Cancer Society

• Increase of income: 108 million Euro in 2010 to 148 million Euro in 2014

• Increase of commitment of volunteers

• Extension of volunteer activities

• Regional support of volunteers
Changing perspective

Traditionally: volunteers involved in fundraising:
- Annual door to door campaign
- Local fund raising activities

Future: volunteers participating in several activities/events:
- Relay for life
- Public information and education
- Advocacy
Why this change in perspective?

- People want to be actively involved in the fight against cancer e.g. local cycling, walking events: an experience
- Successful implementation of Relay for life
- Social traineeship students
- Engagement of the babyboomers (silver power)
- Increase of visibility of local committees
Organisational changes

• Development of corporate volunteer policy and strategy
• Decrease the number of local committees: goal: 1 local committee in every municipality
• Support by regional coordinators (8) in regional context
• Change in profile and tasks of regional coordinators
• Twice a year regional meet and greet session
Organisational changes II

Benefits for local committees:

- Increase of accessibility of Headquarters
- Improvement of service via internet (volunteer administration)
- Exchange of experiences with colleague-volunteers in a region
- (Tailored) support by regional coordinator for new activities