Midlands Air Ambulance Charity (2nd Renewal)

"We are very proud to have once again achieved the IiV accreditation. The renewal process is nice and straightforward, by far the best approach that we've been through. Being an IiV organisation provides reassurance to our volunteers that they are getting the best possible experience from their volunteering and it helps to attract new volunteers to the charity."

The benefits of IiV for our organisation

For staff, it provided a structured opportunity to reflect on and enhance our support systems for volunteers. Volunteers felt genuinely valued through their involvement in the process and Trustees gained reassurance that our volunteer programme aligns with best practice and contributes strategically to our mission. IiV will reaffirm our credibility and professionalism.

Top tips

- The process is straightforward and easy.
- You get lots of support from the assessor.
- It helps promote your charity and shows that you are investing in your volunteers.
- It gives your volunteers a change to have a voice and to talk about their volunteering experiences.
- The feedback from volunteers and your assessor helps you plan for the future.

Awarding body: Volunteer Scotland, NCVO, WCVA CGGC, Volunteer Now