

Associate Membership of Age UK Derby and Derbyshire



To comply with our memorandum and articles of association we should have an opportunity for individuals, or individuals representing groups or organisations, to be involved in our charity. In 2012, as part of our Governance Review and our self-assessment using the Good Governance Principles the Governance Review Sub-Group (GRS-G) considered the risks and potential benefits of different strategies and the Board of Trustees agreed to offer a membership scheme offering 3 types of membership:

- Corporate
- Individual
- Group

Membership was reviewed and refreshed in 2014 and 2019.

Aims of Associate Membership

By developing an associate membership AUKDD hopes to achieve the following outcomes:

- To make AUKDD safe, legal and exemplary by fulfilling our charitable obligations as set out in our governing documents and policies
- To make our services relevant, timely and effective by engaging users and potential users of our services in co-production
- To extend our reach by using other networks and communication channels
- To generate increased donations of time, money and resources by improving awareness of our charity and its aims and objectives

Types of Member

Corporate

- Individuals aged 18+ representing a company, business (including a social enterprise) or organisation who wishes to support our aims
- Individuals aged 18+ representing a company, business (including a social enterprise) or organisation who wish to promote our services to their employees or customers

Exclusions: companies, businesses or organisations whose reputation, brand or activities risk bringing AUKDD into disrepute

Individual

- Individuals aged 18+ who wish to support our aims but who cannot commit to a specific voluntary role eg Trustee.
- Individuals aged 18+ with specific skills and knowledge of benefit to our charity who offer pro bono work and donate access to resources to support our work
- Current staff and volunteers aged 18+
- Previous staff and volunteers aged 18+ who may wish to keep in touch and support us from time to time
- Service users, or potential service users, who may wish to know more about the organisation and wish to support us
- Carers aged 18+ of service users who appreciate the value of our work and who may wish to support us

Exclusions: individuals who have affiliations with other organisations and who may have a conflict of interest or who represent a confidentiality risk

Group

A named individual, aged 18+, representing a

- 'Friend' of AUKDD (Age Concerns within Derbyshire)
- Forums (50 + Forums in Derbyshire)
- Age UK Fundraising Committees
- Social or Community Groups whose membership reflects our service user groups
- Community and Voluntary Sector Groups whose activities will enable us to promote our services more effectively

Exclusions: groups or forums with political, religious or activist views whose reputation, name or activities risk bringing AUKDD into disrepute

How we will involve members

AUKDD will involve different categories of members in different ways; but category of membership will not preclude participating in engagement events and activities designed for another particular category of member.

Members will be offered opportunities to:

- ✓ Review existing services including their current performance, service model, funding, and development plans.
- ✓ Celebrate success
- ✓ Focus on specific themes or issues and co-produce service models
- ✓ Road test draft services, resources and facilities
- ✓ Promote our charity
- ✓ Promote issues we want to campaign on or plans we want to influence

Associate Members do not have voting rights on any aspect of our Charity's governance or management.

Recruitment

Membership numbers

Membership places a demand on our limited administration and resources but bring value to our work. Our scheme uses web-based processes to reduce costs wherever possible without reducing the diversity of our membership. Trustees will review the number of Members and the costs of the membership scheme annually.

Plan for recruitment

- Current Membership information and guidance will appear on our website January 2019
- Membership promotion materials will be available online and from Head Office to enable trustees, staff and volunteers to promote membership.
- Fundraisers, donors, staff, volunteers and stakeholders (regular service users and carers, local partners, funders etc) will be awarded Membership.

Membership is **free** but we welcome Member fundraising and donations

Communication with all types of Member will be offered in a choice of formats including post and email. Membership materials will be branded, complying with brand guidance and will clearly state terms for the use of our name and brand.

Procedure

Application process is as simple and accessible as possible.

Applicants will be asked to provide consent to record basic contact details, their contact details and preferred contact method, confirmation of their Membership statement. Records will be held on CharityLog.

Application to include:

- ✓ Application form online and on request from Head Office
- ✓ Membership Statement

Our Offer to Members

Corporate Members enjoy:-

- A membership certificate
- An opportunity to be involved and help shape the strategic direction of AUKDD
- Donation and fundraising materials eg collecting boxes, donation days, recycling etc.
- Employee support pack including information and advice resources for use in HR and awareness raising resources eg Carers
- Articles and campaign information for staff newsletters and notice boards

Individual Members enjoy:-

- A membership certificate
- An opportunity to be involved and help shape the strategic direction of AUKDD

Group Members enjoy:-

- A membership certificate
- An opportunity to be involved and help shape the strategic direction of AUKDD
- Donation and fundraising materials eg collecting boxes, donation days, recycling etc.
- Employee / volunteer support pack including information and advice resources for use in HR and awareness raising resources eg Carers
- Articles and campaign information for staff & volunteer newsletters and notice boards