



## **AGM 2018, Johanniter Nederland**

### **Johanniter Holiday “makeover”**

In 2017 we celebrated the 60-years anniversary of the Johanniter Holidays. Although we are proud of these special activity for the elderly responding to a demonstrable need for it, we see the necessity to adjust the concept. We have an aging group of volunteers being operational during these holidays and an increasing need of our guests for high care. Combined with several social changes in the Netherlands in the domain of health care, we were convinced it is time to take action. That will give us the opportunity to make new choices before the future demands us to rapidly make forced and urgent changes.

Last year we did some thorough research concerning the holidays, with a focus on 5 areas; target group, volunteers, holiday format, organisation & logistics, finance. We looked at our own organisation as well as other perspectives like other organisations, trends, market, etc.

Because of the long and traditional history of our holidays, the importance of support and buy-in from our constituency was obvious. Therefore we organised a brainstorm with a large group of experienced volunteers. The outcome of our research was key for the discussions.

The brainstorm gave us diffuse results, often contradicting. But one thing had a majority of support: preserve the uniqueness of the Johanniter holidays.

For one, we decided not to change the whole at once. We now have some support, but we still have to prove what change might bring. Therefore we chose not to overwhelm our constituency nor our regular guest all at once. So part of the traditional holidays will still take place in 2019. These weeks high care guest won't be welcome anymore.

Just a little while ago we developed a variety of concepts for different targets groups, different themes and long weekends. We are now in the process of doing the preliminary work.

We sincerely hope to offer more vulnerable people some kind of holiday, per 2019.

For the curious amongst the readers, our new concepts are: Christmas for lonely elderly (not somatic quests, no medical care needed), high care elderly modern style, cooking for mentally disabled youngsters, theme park for disadvantaged elementary school kids, sports variety for disabled youngsters.

### **Volunteers and Johanniter Schoolplein (Schoolyard)**

From 2016 Johanniter Nederland is part of a 3-year program, together with 13 other volunteer organisations. This governmental subsidy has the goal to take part in the transition in the domain of care and well-being. The aim for Johanniter Nederland is to support and empower volunteers (mainly in nursing homes) in their unique but changing role. Johanniter Nederland has invested in developing a support program for its volunteers. At first, we called this program the “Johanniter Academy”.



As the project progressed, we realised that volunteers have questions and needs, but they really don't want to have schooling (in the classical sense) on the subject "learning to handle change".

A different approach was required. First of all, we let go of the name Academy, because it suggests only theoretical knowledge.

We launched the Johanniter Schoolyard instead; a demand-oriented environment, with a broad range of supporting activities and means. We chose the name because in a schoolyard things are happening, a meeting point, a place for pleasure and relaxation. Everybody can decide for to enter, and if so, in which learning area. In the first place, learning should be fun.

Examples of what can be found in our schoolyard

In 2017 all Johanniter volunteers were invited to an educational, entertaining theatre performance about dementia. We organised 3 performances, 2 of them in a real theatre. An evening out, a meet and greet, an extra link to Johanniter Nederland, but also very educational. We are proud to state that we had a solid response and lots of positive reactions. Hopefully the budget will allow us to offer our volunteers an educational theatre performance once again in 2018.

After having asked large groups of volunteers, we made 9 short movies on themes and situations they indicated to have questions about and which needed to be emphasized. And this year we'll make another 4, again after asking other volunteer groups in the nursing homes.

In cooperation with various volunteer groups we developed tailor-made trainings and workshops.

### **General focus and development Johanniter Nederland**

- Profiling more and more as an organisation that aims to support vulnerable people and less and less as a volunteering organisation.
- The impact of our work will be more leading if we make choices for activities. Impact can be translated as: for how many vulnerable people can our network be meaningful, and how many times we "touch". De impact van ons werk zal meer bepalend worden voor de keuzes die we maken.
- Developing new activities; our main activities are now holidays, volunteer groups, Johanniter Schoolyard.

We are vulnerable in the sense of business management. Not enough activities in case one of those becomes less successful and the operating budget compared to the overhead cost (organisation and staff) are out of balance. Two plans are now "work in progress":

- Free Johanniter wheelchair busses for healthcare institutions in our network
- Our own Johanniter (group) hotel for people who need care

If executed, these new activities will also contribute to the visibility and brand awareness of Johanniter in the Netherlands.

June 2018

Lidwien van der Reep