



# 2023 Second time cushion Impact report

Dear readers,

You are holding the second Zeitpolster impact report in your hands. Zeitpolster is now five years young and over 3,000 users are connected on our platform. Since we published the first impact report in 2021, we have been able to significantly develop Zeitpolster and our impact model.

Together, we are committed to providing care services and at the same time taking care of ourselves, taking advantage of support and at the same time being involved in building an intergenerational network, performing special tasks for the group as a team and at the same time bringing in and bringing to bear the resources of the helpers, carers and partners.

Time cushions can be found where people allow themselves to be touched by people and their life situation, with people who shape their social environment positively, make an active contribution to more togetherness and at the same time provide for themselves. They are also people who take responsibility for others.

But how can social impact be measured? We are very grateful to the team of students at the Management Centre Innsbruck with lecturer Robert Koglek for the further development of our impact goals and the development of measurement instruments in the form of questionnaires. On this basis, we can improve the data situation and ask the right questions for the future direction of this social enterprise.

With this impact report, we are creating transparency and inviting you to get involved. Zeitpolster is made up of many people who are active and take responsibility in their field. Thank you for being a part of it!

Yours, Gernot Jochum-Müller



Es soll jedem Menschen  
möglich sein, Betreuung in  
Anspruch zu nehmen!

*With Zeitpolster, we are largely addressing those generations that have paved the way for those to come. have. Now they need our help. Today they come to one person over 80 years old has four who can help, in 20 years there will be two. Even if we as a society have enough money would have enough money to pay for all the services, there are not enough people who want to be paid for them. Let's help together so that everyone - including ourselves - can grow old happily and well supported. No one should have to be lonely!*

*Gernot Jochum-Müller, time cushion founder/GF*



*"Especially when life is very good to you, you should pass some of it on to those who urgently need it. Give a little time and attention, listen, donate some of your knowledge and thus provide a little more light in everyday life, as is the case with Zeitpolster. That is my conviction.*

*That's why I support ZEITPOLSTER."*

*Johanna Maier, star chef + time cushion chef*

## Milestones in recent years

**In 2021, we were able to present our first impact report, publicise our impact model and invite people to reflect on the measurability of social impact**

**2022 Digital delegation: launch of our interdisciplinary innovation project to digitally map delegation, i.e. the transfer of tasks from specialists to laypersons**

**2022 Learn to Care: Launch of our international Erasmus+ project to develop an online learning platform for volunteers in the care sector with partners in Germany, Spain and Italy**

**2023 Conducting a survey among the main target groups of Zeitpolster: helpers, carers, teams, relatives and partners, by a student group (Master's programme) of the MCI with the aim of sharpening our impact criteria and making them measurable**

**2023 Zeitpolster receives the VSE label (Verified social Enterprise) from the Austrian Ministry of Economic Affairs and is thus an officially certified social enterprise**

**2023 Selection as a practical project for the Global Ageing Conference in Glasgow**

**2023 Honoured by the Fit for Life Foundation from 360 submissions from 60 countries**



## What we are about

# Vision - Mission - Social impact

**We combine what belongs together. We combine care that strengthens personal responsibility and active provision, which is also possible in old age, in a sustainable, cross-generational network. Nobody has to be lonely.**

**To achieve this, we are dedicated to four major social goals**

*Local care and prevention networks contribute to the health care, alleviating poverty in old age and reducing loneliness.*

*Regardless of your family and financial situation, you can actively organise your own provision for care in old age.*

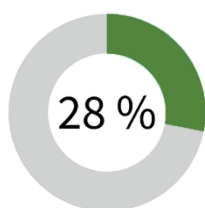
*It is easy to make use of local and cost-effective care in a self-determined way.*

*Through good cooperation between organisations, those affected benefit from suitable and sufficient care services.*

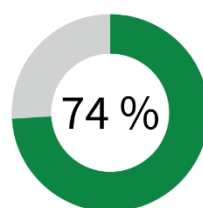
*Aiming for your own impact targets is not possible without putting them into context. The global Social Development Goals are guiding principles for us. We therefore show which SDGs the respective impact targets of Zeitpolster contribute to.*



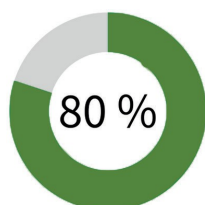




28% der pflegenden Angehörigen haben (eher) keine Person, auf die sie bei Bedarf zurückgreifen können.



74% der Menschen 65+ mit funktionellen Einschränkungen nutzen keine Leistungen professioneller Dienste, sondern werden vom Umfeld unterstützt.



80% aller Betreuungs- und Pflegeleistungen werden nicht von Profis, sondern von pflegenden Angehörigen erbracht.

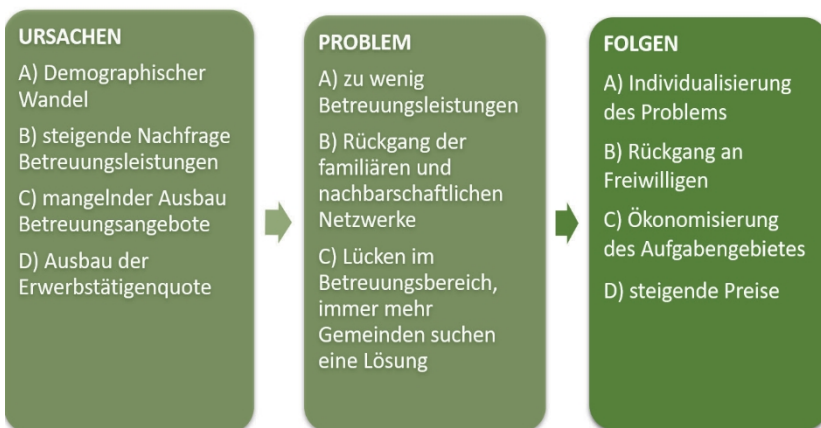
## Problems and challenges

The demand for childcare will increase significantly over the next 20 years. This is due to demographic change, the increase in the labour force participation rate in recent decades and the associated change in the way we live and work.

Family situations. This leads to a shortage of helping people who take on care tasks in families and neighbourhoods. Due to the immense need for employees in the care sector, we have to assume that this is the case,

that the care sector will come under further pressure because all those who are better trained will probably switch to the care sector. As a result, care services will become scarcer and the public sector will increase the cost of care.

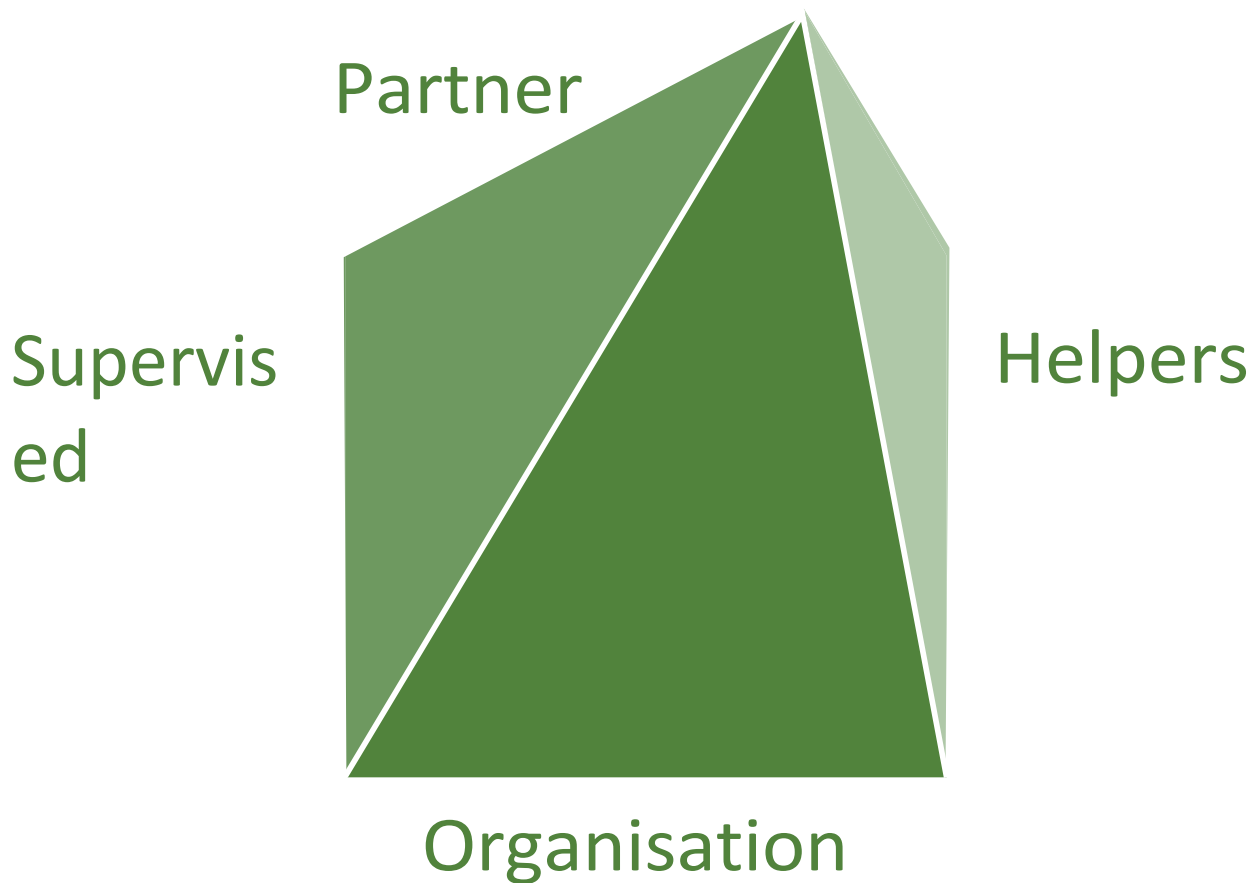
## The problem



*There is no data collection in Austria that allows planning with regard to informal and professional services.*

*The Court of Auditors recommends the introduction of a standardised data and planning basis.*

# Effect pyramid



“  
Es ist gerade jetzt sehr wichtig,  
wieder in das Gefühl der Verbundenheit  
und des Vertrauens zu gehen.

*Maria has been a time cushion helper in Team Vienna for a long time. Through her work, she knows exactly how important it is to deal with the topic of ageing early enough. She can also be heard in our podcast:*



As a social enterprise, our aim is not only to ensure that our services are accepted, because that would be like fixing a symptom.

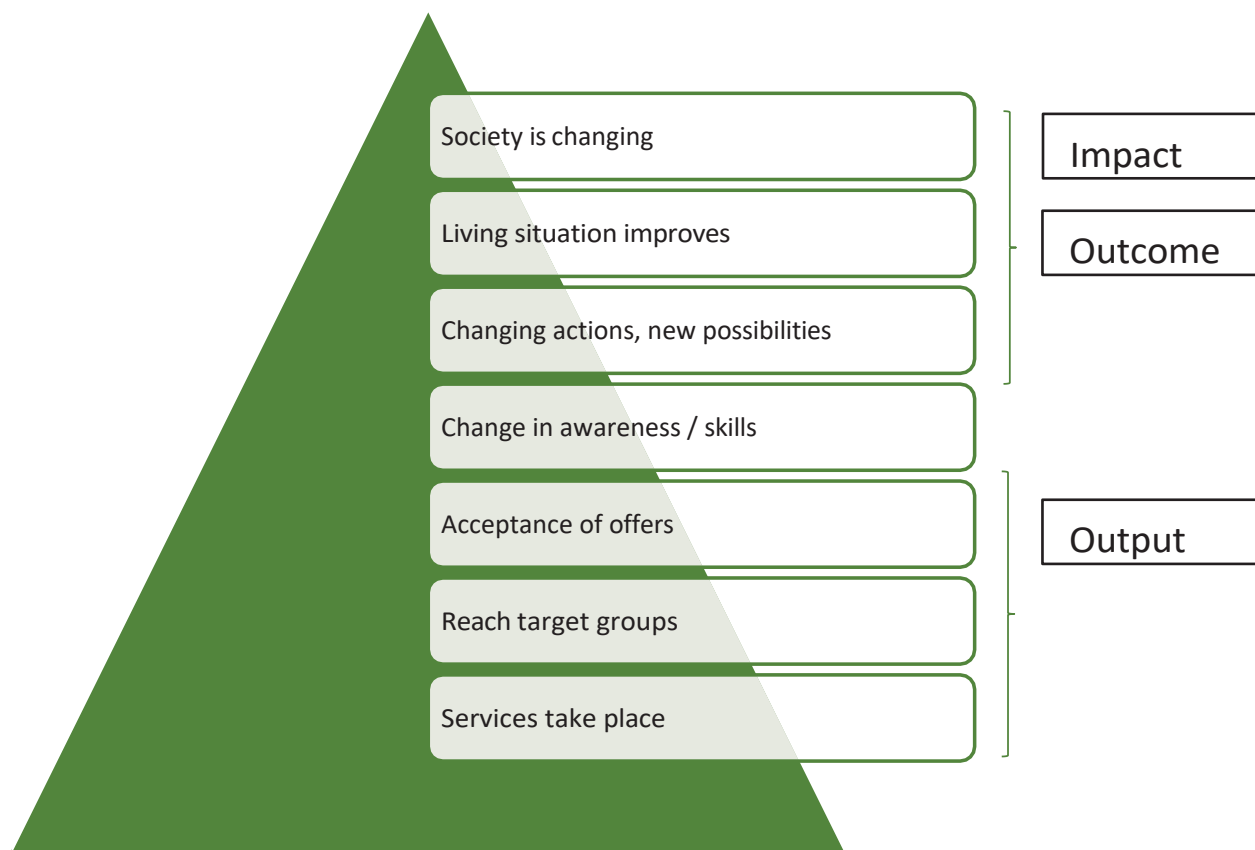
We are tackling the root of the problems. That is why it is particularly important to enable impact at a societal level. This is usually not easier, but it is more effective. Depending on which

When we look at our impact pyramid on the first page, we see different impacts and objectives: The first page is that of the **organisation**. The second side is that of the **people who help and organise themselves into teams**. The third side is that of the **people who are supported** and the fourth side is that of the **partner organisations and multipliers**. With a focus on the impact, we place these in equally important rankings, many

easily outrank the economic goals.

We do what we do because something has to change. This is exactly what the seven steps of the pyramid mean. It starts with performance, moves on to changing awareness and attitudes, and ultimately it is about improving the lives of everyone involved.

**That changes our world.**



The **output** is the classic activity of every organisation. The **outcome** is the effects and results that we are committed to and the **impact** is the change that gives us the strength and energy for our actions.

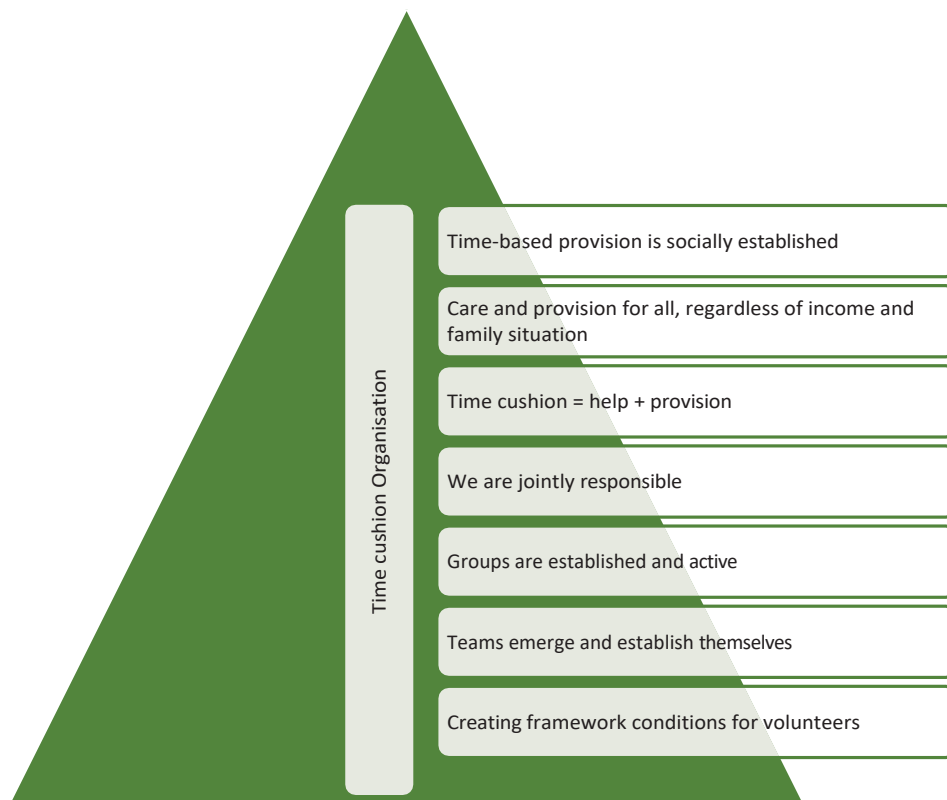
We do not achieve **impact** in this sense overnight. With the current study, we can specify several important indicators and also work out our potential for improvement.



Regardless of the family and financial situation, making your own provisions for care in old age can also  
be actively shaped.







The first side of the pyramid: We start as an **organisation in** order to create new framework conditions for volunteers and those in need of support. Those who help others provide for themselves. This creates a balance that we are not familiar with in traditional volunteering.

Volunteer teams find a great environment for their own commitment. We establish organisational teams that subsequently become time cushion groups with many participants. We do this because we - the people from the neighbourhood and the region - take responsibility ourselves. We are responsible for how and in what form care can be offered. Not all of this can be delegated. This is becoming so clear right now. On the one hand, existing care services are being supplemented and, on the other, caring for others is becoming our own provision. Regardless of the family or financial situation, we support and are supported. This option is available to everyone.





# Effect box

-  Total hours including team hours = saved hours of hours: 51,800 At the end
-  of the year: 1,050, of which 176 are team members
-  Number of groups: 37
-  DvrcUscUnittlicU saved Symme per person: 81.5U
-  830 hours donated to the end of the calendar and the beneficiaries to the social account
-  66% of all participants had not previously been active as volunteers in organisations, with around half stating that they had previously been informally active in terms of charitable aid. \*

## Results from the survey

At the heart of our organisation are the teams that set up and lead the regional groups. The most important statements of the pioneers from the survey are summarised here.

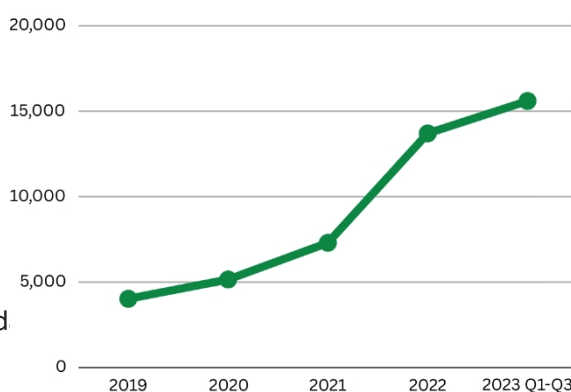
90% of team members feel comfortable with their role and regularly attend team meetings. 80% of team members state that their work has a positive impact on their lives.

87% say the response to their work is (very, rather) positive, 13% say the reactions are partly positive. Zeitpolster is therefore well received.

The helpers rate the cooperation with the teams as very good, with 96% stating that their concerns are taken seriously by the regional teams. Our teams are highly motivated and committed despite all the challenges that this task entails.

When the team members are asked about the cooperation with the head office and the regional offices, 87% of the team members rate the cooperation as (very, rather) good and 9% as partly good. This is great feedback with indications of areas for improvement.

## Angesparte Stunden im Jahr



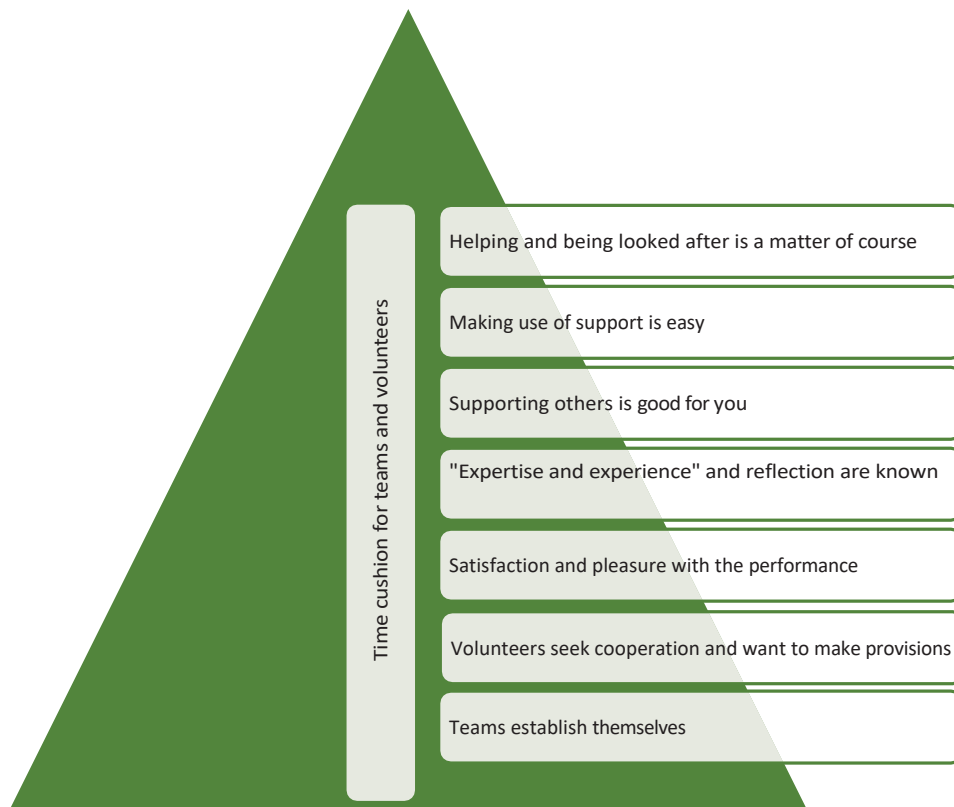
\*All figures as at the reporting d  
30 September 2023









Local care and prevention networks  
contribute to preventive healthcare,  
alleviate poverty in old age and  
reduce loneliness.

If we turn the pyramid further, we see the side of the **helpers**. Our aim is for more new teams to emerge and become active together with other volunteers. Success will come as soon as there is sufficient support available for all those seeking help and there is a high level of satisfaction with the extensive support provided.

The knowledge of support, the success of this and our ability to reflect - even beyond difficult situations - should play an important role in our everyday lives. Supporting others should be respected and taken for granted in the future. This will make it much easier to make use of care services. Helping and being well looked after should become a matter of course in our society. Together, we will devote sufficient time to this and acquire the necessary skills.



# Effect box

-  *Founded groups: 37, issued in 7 federal states in Austria and Liechtenstein, with 169 team members; of the 37 groups, 15 will be founded in the first three quarters of 2023*
- DvrcUscUnittlicU care hours utilised per cetrevated person: 7 U monthly*
-  *60,000 homepage visitors in the last 12 months and over 3,000 registered users on the platform*
-  *Intensive online meetings for team members for avstavscU, learning and stimulation, customised initiatives by members were set up (adding km money) The first*
-  *comprehensive survey of the target groups was conducted and basic data for further surveys was collected*
-  *Numerous cooperations have been concluded, other organisations have no need for time buffers \**
- 

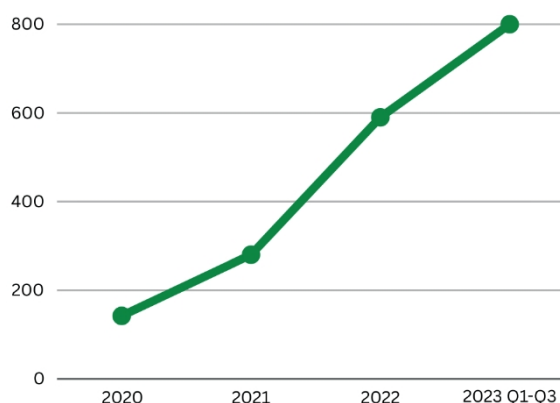
## Results from the survey

When asked about their motivation for becoming active at Zeitpolster, 70% of the volunteers stated that "Doing something good". 59% are concerned with "solidarity with society" and 49% are involved because of "own pension scheme". 91% are very or fairly satisfied with the tasks they have taken on, while a total of 8% stated that they were partially satisfied with the tasks.

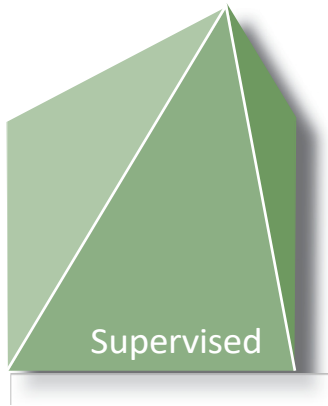
85% of volunteers say that their work has a positive impact on their own lives. This is consistent with the high level of satisfaction with the job.

The importance of pension provision on an hourly basis is rated as very important. 82% of the team members and 96% of the helpers want to redeem the time credits in old age and see time cushions as a provision model. 8% of the team members see this partly. If the zero votes in this question are disregarded, 95% of helpers and team members want to redeem the hours in old age. They are also sure that they will receive good care.

## Neu registrierte Teilnehmer:innen



\*All figures as at the reporting date  
30 September 2023

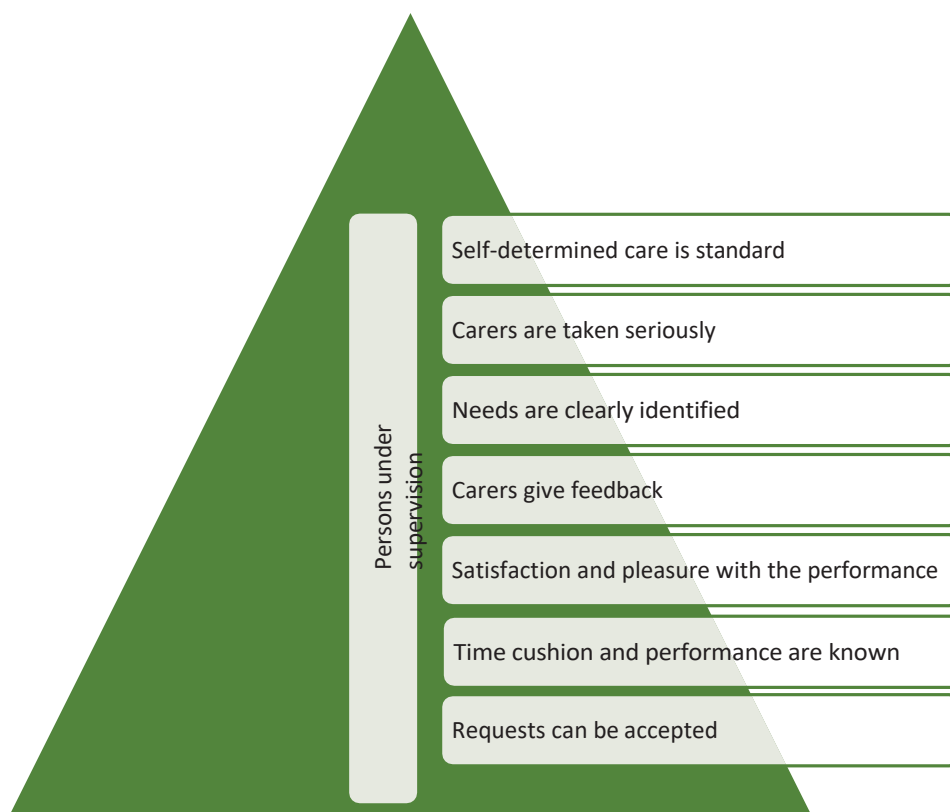


It's easy, self-determined  
local and cost-effective care  
to make use of this service.






If we turn the pyramid to the third side, we see the steps from the perspective of the **person being cared for**. Anyone who needs support can find someone to help them via a Zeitpolster team. It is therefore very important that Zeitpolster is sufficiently well known and trusted by this target group. The people supported by Zeitpolster should be satisfied with the service they receive.

be very satisfied and feel that they are in good hands. They should have the opportunity and also the courage to give their helpers honest feedback. They are taken seriously by the people they care for and are supported in their wishes and decisions as much as possible. The aim is for the people receiving care to be able to lead a self-determined life in their everyday lives and remain independent for as long as possible.

be able to live at home. This should be guaranteed by reliable and cost-effective assistance.



# Effect box

-  *Anzahl cared for: 1,041 people were ketrevt kisUer*
-  *More than 5,500 carers in the first three quarters of 2023 45% of*
-  *carers regularly use the time cushion Age of the youngest carer: 1 year*
-  *Oldest ketrevised person: 103 years \**
- 

## Results from the survey

45% of care recipients make use of time cushions irregularly. 26% weekly, 7% several times a week. If the need changes, satisfaction with the adjustment in the scope of care is around 60%. However, it was not always possible to satisfactorily fulfil the adaptation requests. Only a very small number of care recipients had their needs adjusted.

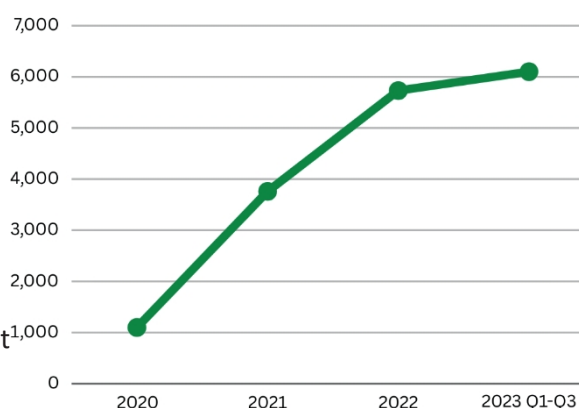
95% of those receiving care are completely or mostly satisfied with the service provided by Zeitpolster. Only 1% stated that they had ever been dissatisfied. This high rate exceeds our expectations. Nevertheless, the survey revealed that carers are more likely to turn to relatives than to Zeitpolster if they are dissatisfied.

Almost 100% of cared-for people said that they were sure they would get help from time cushions if they needed it. Nevertheless, 45% of the people receiving care would like more social contact and 24% feel lonely despite the care provided by Zeitpolster.

87% said that the support had a positive impact on their own lives. Only 33% stated that they had long-term contact with other facilities. 60% of the people receiving support do not use any other care or nursing services.

Of the relatives surveyed, 60% claim benefits for their parents and 8% for their spouses.

## Anzahl Betreuungseinsätze



\*All figures as at the reporting date  
30 September 2023



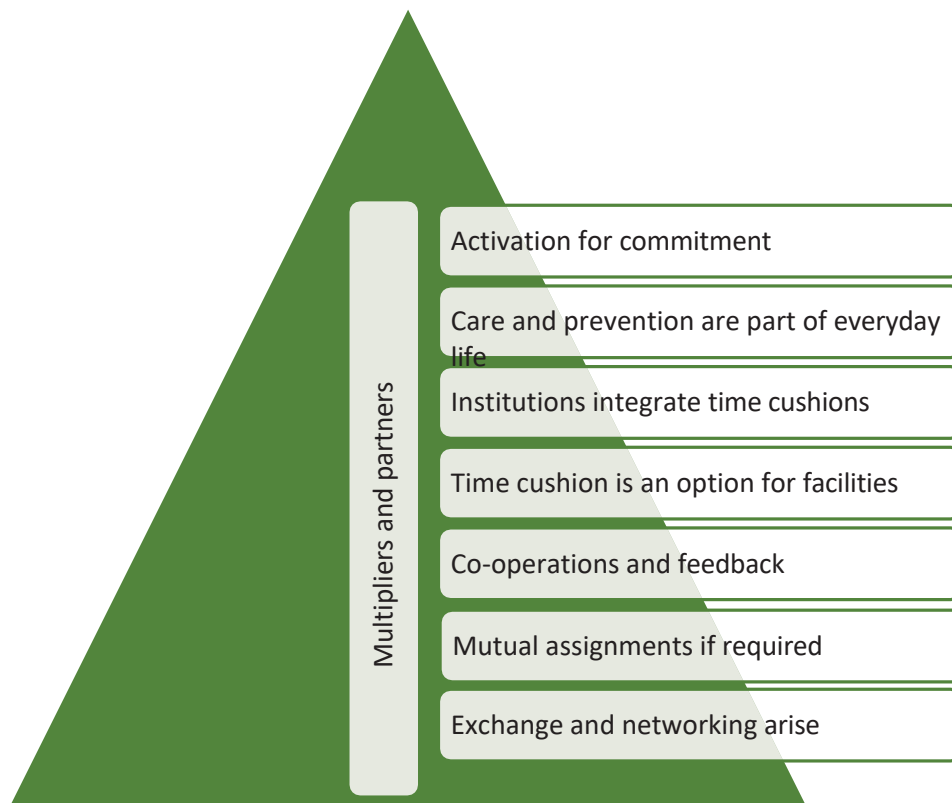


Good cooperation  
between organisations enables  
those affected to find suitable  
and sufficient childcare facilities.





The fourth side of the pyramid is dedicated to **multipliers and partner organisations**.

It is possible to discuss working methods and options. If necessary, reciprocal assignments are made for support or commitment. The collaboration leads to more co-operation and feedback for mutual exchange. The time cushion is used as a complementary offer for one's own understood as an institution. Institutions integrate Zeitpolster into their own programmes. Zeitpolster teams know the local players and can place carers in a targeted manner. Many people are motivated to get involved by the fact that they can provide care and take care of themselves at the same time.

"As already mentioned, volunteering is certainly not just pro-social, selfless behaviour. Compared to spontaneous help, volunteer work is well-considered, planned, long-term and can be considered sustainable - think of the International Red Cross or the fire brigade, for example." **PROF. EM. DR. PHIL. THEO WEHNER**, ETH Centre for Organisational and Occupational Sciences in **PERSONAL**quarterly 01 2020  
Scientific journal for HR practice



## Effect box

-  *50% of the partners stated that they were using time buffers, a further 12% were doing this in planning.*
-  *31% of the partners stated that the gas management services of time cushions do not provide any relief; there are only 5 indications on the other side 44% of the partners surveyed stated that the activity of time cushions has a predominantly relieving effect*
-  *Äker 95% of the partners state that the contact is not very good! \**
- 

### Results from the survey

Only a small number of partners took part in the survey. Nevertheless, the figures provide an insight into the developments.

Co-operation with partners mainly comes about through the initiative of Zeitpolster. The fact that their own customers heard about Zeitpolster for the first time from a partner is indicated by 62% of respondents. 1/3 of the partners train their own employees about the Zeitpolster concept.

75% of partners say that Zeitpolster is already known in their region. 25% of partners

advertise their cooperation with Zeitpolster.



*-Zeit-Polster-, welch eine schöne Bezeichnung für die Arbeit am Nächsten.*

*"Giving time, bringing warmth, help and confidence into the sometimes difficult or lonely everyday life. An important piece of the puzzle in addition to professional care and support. A civic, future-orientated and, above all, wonderfully humane concept of giving and receiving. That is why I support I ZEITPOLSTER."*

*Armin Wieser | Zeitpolster-Botschaker Co-founder and former Managing Director of Hilfswerk*

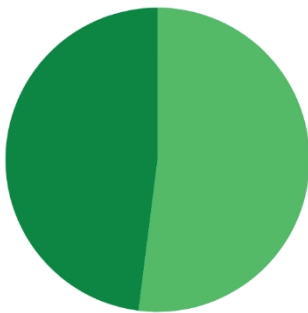
**\*Results** of the MCI spring 2023 survey

## Financial report 2022

Zeitpolster consists of an association and a limited company. They share the tasks due to the legal framework.

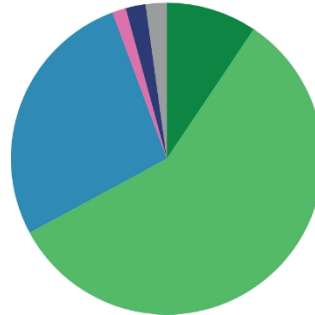
### Aufwand Verein und GmbH 2022

■ Personalkosten  
■ Sachkosten inkl. Honorare



### Einnahmen Verein und GmbH 2022

■ Stunden  
■ Stifungszuwendungen  
■ Franchise  
■ Förderungen  
■ Spenden  
■ Sonstige



The expenditure of approx. 350,000 euros per year is divided roughly equally between personnel and material costs. In 2022, the majority of income still comes from grants and foundation contributions. Since its inception, Zeitpolster has financed its development largely from subordinated loans. At the end of 2022, subordinated loans totalling EUR 325,000 cover a cumulative loss from 310,000 euros. In the next 2 to 4 years, depending on several factors, Zeitpolster will achieve self-financing. The subordinated loans can then be repaid.

In the coming years, however, Zeitpolster will need further support in the form of grants, donations and foundation allocations or subordinated loans to ensure the desired expansion. As a social enterprise, Zeitpolster has an unusually long phase until break-even. On the one hand, this is due to the concept itself and corresponds to the planning. On the other hand, Corona has massively slowed us down in our development, which leads to an extension of this period and an increase in debt. Time cushion is a new approach. So far, we have been able to prove that this approach has been accepted by many people and has met with a high level of satisfaction among those affected. In the next phase, the focus will be on establishing the programme through further expansion and financial stability.



*"We support Zeitpolster because it tries to offer a valuable alternative for the increasingly difficult care tasks of our fellow human beings. We and our customers appreciate that."*

**DORIS AND MARTIN FÜRST**  
Fürst confectionery and Zeitpolster-Botschaker

## Time cushion has three scaling levels.

The **first level** is the **team of volunteers**. How many helpers and carers are included in their own network is based on need and depends on the team's respective environment.

Groups can vary greatly in size and grow at different rates.

The **second level** is the **organisation in the country or region**.

Zeitpolster GmbH works together with the Zeitpolster association to further develop the tools and models. We have developed a new social franchise model to enable us to become active beyond Austria. With the active support of our first partner, the Zeitvorsorge association in Liechtenstein, we have developed this model to such an extent that other partners from other countries can now join us.

**As the franchisor, Zeitpolster GmbH represents the third level** of the scaling.



Our sponsors



"Zeitpolster is also gaining momentum in the small Principality of Liechtenstein. Since our foundation in 2020, we have attached great importance to broad networking in society. The many already existing Institutions and socially orientated associations form a perfect network for the targeted further development of Zeitpolster. Our wide-ranging services are intended to benefit the people here, not to compete with them, but to complement them. Zeitpolster Liechtenstein was the first partner in this successful social franchise model to benefit from previous experience and further developments in Austria.

"Today I am helping. Tomorrow I will be helped." This continues to be the promising motto for our time provision model in and for Liechtenstein."

Ewald Ospelt, President, former Mayor of Vaduz

## Key findings and outlook

Shortly after our foundation and launch, we, like many others, were surprised by Corona. Support was always important and continued to be offered. But with a few exceptions, we were able to keep the groups significantly during these years. Our scaling therefore almost came to a standstill. Instead of short-time working, we invested in the further development of Zeitpolster. Platform technology, Learn to Care - the education platform and the development of the delegation tool originated during this time. Since then, Zeitpolster has grown very strongly in terms of helpers, carers, teams, hours and new groups.

There is a high demand for care services. Many people are willing to become active within the framework of Zeitpolster. More and more partner organisations are joining forces with Zeitpolster. After the development and test phase, we have now entered the growth phase.

Corona and the associated effects have set us back 2 to 3 years in our development. That's about half the age of Zeitpolster. For us, growing more slowly not only means having less of a positive impact and appealing to fewer helpers and carers, it also means that we generate less of our own revenue and will continue to be dependent on funding, sponsors and subordinated loans for the next phase. A very challenging path. We look forward to travelling this path together.

The analysis of our impact goals carried out by MCI students under the direction of Robert Koglek and the comprehensive survey of our target groups created the first well-founded set of figures on the work of Zeitpolster.

Achieving social impact is a long-term goal. This investigation gives us the opportunity to check whether we have made the right decisions. Are we making the right

Are the right measures having the right effect? For many questions, it became clear that the survey took place in the middle of a strong growth phase. Many of the respondents had only been active at Zeitpolster for a short time.

Accordingly, further surveys and impact measurements will take place. Nevertheless, we are very proud of many of the results at this point. Almost all carers are very satisfied with the services provided by **Zeitpolster**, and **almost all carers and relatives would recommend Zeitpolster to others!**



A quote from the summary of the survey summarises the result in a nutshell:

**"Based on the available results, however, it is clear that the basic prerequisites (output) for a high outcome and impact are in place ..."**

We can still make few statements about the outcome and impact of time cushions. As shown in the impact pyramids, the second highest field contains indicators as to whether the life situation of those affected has improved. At this level, statements are made in the study which, despite the need for further impact measurements, are indicative for us. Some of the indicators can only be measured after a few years, while others already provide information on whether the impact targets can be achieved.

The students' suggestions for improvement measures are as follows:

*"Setting up a complaints management system - More measures to strengthen the sense of community for care recipients, helpers and teams - Training for partner organisations  
More public relations work in the channels of the target group in order to address them even more directly*

- *Further develop the survey for the target groups and conduct it annually"*

## Outlook

### **More teams and intensive networking**

The establishment of further teams and the further development of existing teams, as well as local networking, are important steps for the coming years. Our first franchisee in Liechtenstein shows us how intensively Zeitpolster can be networked and integrated. Excellent examples of co-operation have been created.

### **Online learning platform**

Together with partners from Spain, Italy and Germany, we are working on an online learning platform for volunteers in the field of care. The platform will be completed in spring 2025. Thanks to funding from Erasmus Plus, it has become possible to develop an open-access learning platform.

### **Delegation of tasks**

Certain tasks can be delegated from professionals to non-professionals. With the FFG's Impact Innovation Programme and the support of the Ministry of Social Affairs, we were able to take the first steps towards developing a digital implementation for this complex and demanding process. We are integrating this tool into our platform to facilitate collaboration between professionals and non-professionals for the benefit of the people in our care.

### **Expansion of franchise model**

Building on our developments, we are looking for new social franchise partners. We are looking forward to taking the next steps.

# Thank you!

We connect what belongs together.  
We combine care that strengthens personal  
responsibility and active provision, which is also possible  
in old age, in a sustainable, cross-generational network.  
Because nobody has to be lonely.

We have it in our hands!  
Thank you for going part of the way with us.

You will find three central topics  
summarised here in conclusion

**Certainty of being well looked after:** 95% of helpers and team members (excluding zero responses) want to use the hours saved and are certain that they will be well looked after. 95% of those currently receiving care state that they are completely or mostly satisfied with the service provided by Zeitpolster. The high level of satisfaction of the people receiving care and the high level of approval from the helpers and team members are signs of the high level of effectiveness. However, this security must be consolidated.



**Carers feel well looked after and taken seriously:** 87% of carers said that the support had a positive impact on their lives. 95% of care recipients stated that their needs were taken seriously by the carers. Only 1.8% were less likely to agree that they were well looked after. Such a high level of satisfaction achieved by our teams and helpers, We are very pleased. We therefore rate this very highly.



**Helpers and team members feel that they are part of an active community:** 85% of helpers say that their work has a positive impact on their lives. 88% tell others about their activities at Zeitpolster and, with a few exceptions, all feel that their work is meaningful. Almost 90% approval is very impressive, as many of the teams had only just started at the time of the survey. We will develop measures that make it possible to feel even more part of an active community.

