



# SpONSOR *better giving for longer living*

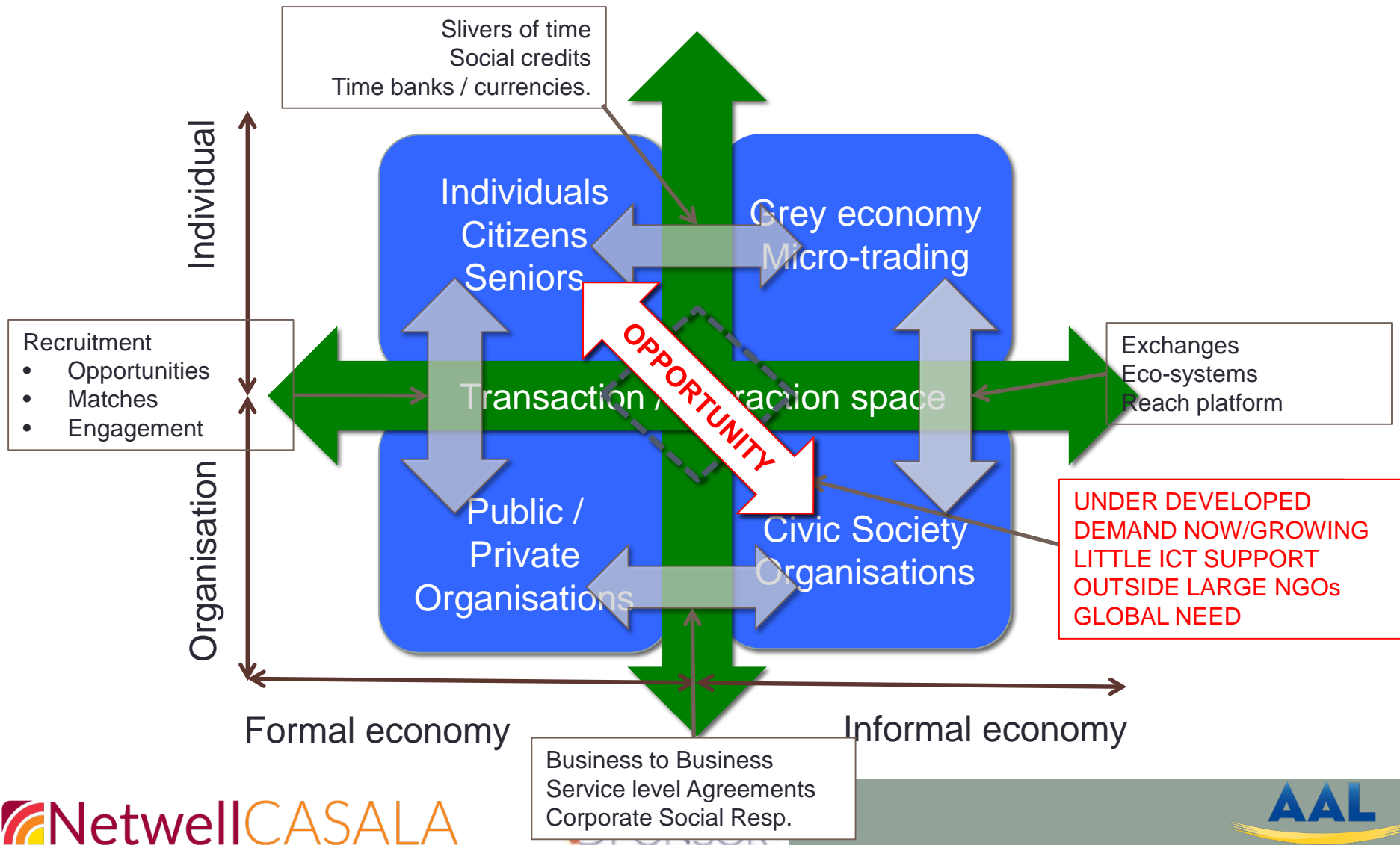
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The opportunity for smarter senior volunteering

# Some Context

- Ageing in Europe
  - Fragmented but accelerating
- Labour Market & Un-employment
  - Un-even inter-generational solidarity
- Post-Retirement Occupation
  - Continuation, volunteering, care
- Ageism, exclusion & determinants
  - >than production & consumption
- Proximity & place
  - The importance of adjacency and affinity

# Engagement Landscape



# Aspects of Volunteering

- The 'giving of time'
- Increasing the 'common good'
  - Neither paid nor mandatory → un-paid & non-compulsory work
- Formal and in-formal
  - 'Indirect' - formal activities undertaken through organisations
  - 'direct' – informal activities to others / other households

# Who Benefits

- Those receiving the goods and services produced by volunteering
  - Improvements in household material conditions and well-being
- Positive impact on the physical and mental health of people engaged in volunteering
  - Fulfilling volunteer aspirations and motivations
- Benefits to society at large
  - At the local community and neighbourhood level
  - At the regional, national, European and global levels

# How much 'time' is volunteered

- Participation rate in volunteering
  - OECD 16% of population aged 50+ (formal)
  - OECD 25% (informal)
- Avg. mins. of volunteering/day for those who volunteer:
  - OECD 120m/day on day they volunteer (formal)
  - OECD 90m/day – 'the civic core' (informal)
- Frequency / distribution – of those over 50
  - 15% daily
  - 40% once/week
  - 25% monthly

# Fields and factors

- Fields
  - Social & health services
  - Education & culture
  - Social movements
  - Sports & leisure
- Factors
  - Income, Education and Health
  - Attitudes, Social Roles
  - Age and life-cycle
- Life-time effects
  - Volunteering at a young age lasts into adulthood and ageing

# Engagement impact to volunteer

- Reduce isolation
- Strengthen community ties
- Enhance Self-esteem
- Change stereotypes
- Promote social and political consciousness
- Greater psychological benefits



# Economic value

- Estimated value ( input method):
  - OECD \$1,093bn 1.9%GDP
  - Germany \$117bn 3.3%GDP
  - Ireland \$3.5bn 1.7%GDP
- Cost/Benefit:
  - Return of between £1.30 and £13.50 for every £1 invested
- Volunteer infrastructure costs:
  - \$300/year/volunteer – screening, training and general management
  - \$1000/year/volunteer – support services, placement, communications

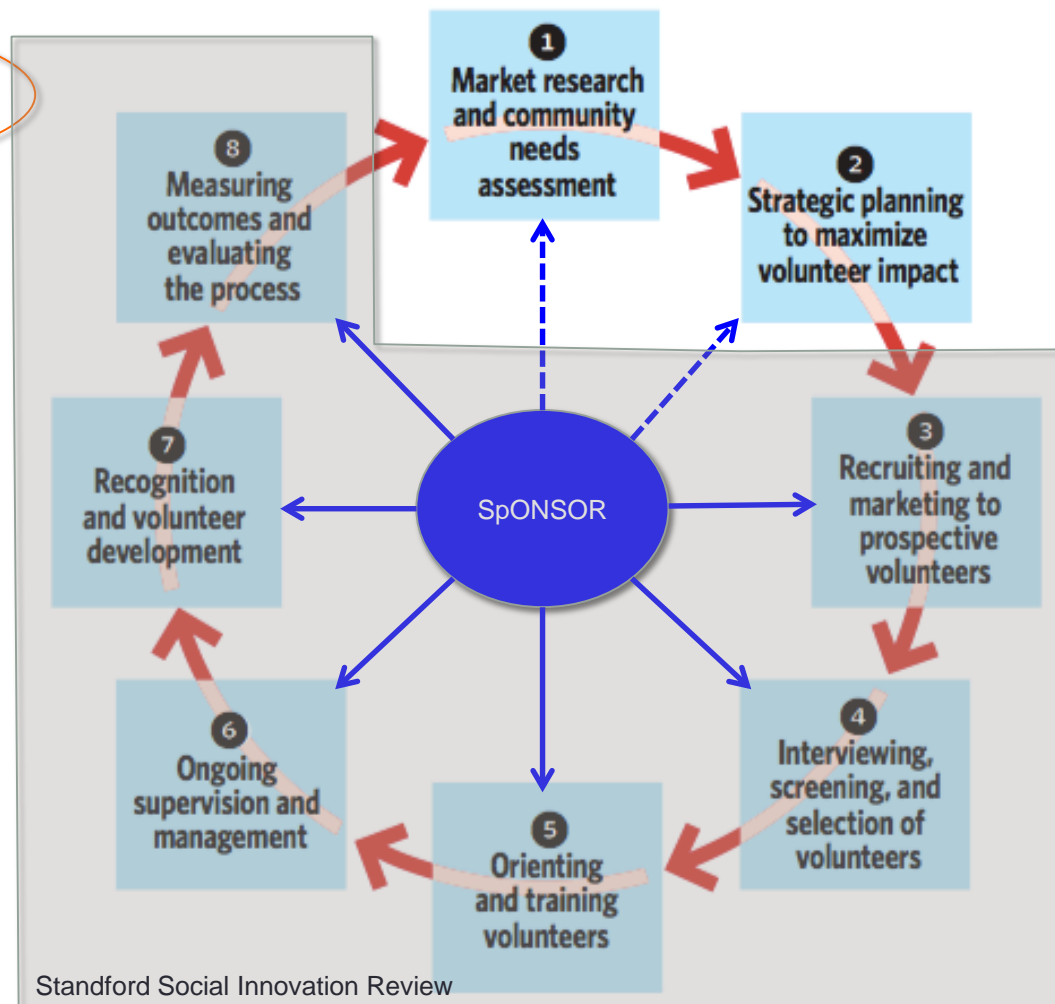
# From Philanthropy – Skill-anthropy

According to the 2010 Volunteering in America research conducted by the Corporation for National and Community Service, in collaboration with the U.S. Census Bureau, 63.4 million Americans volunteered to help their communities in 2009, contributing 8.1 billion hours of service — equal to an estimated dollar value of nearly \$169 billion.<sup>3</sup> The most promising sources of top volunteer talent include retired baby boomers, young people (the millennial generation), and businesses.<sup>4</sup>

## HOW IT WORKS



## Creating a Strategic Volunteer Plan



# Volunteer retention and management

## The New Volunteer Workforce

By David Eisner, Robert T. Grimm Jr., Shannon Maynard, & S

Nonprofits rely heavily on volunteers, but most CEOs do a poor job of managing them. As a result, more than one-third of those who volunteer one year do not donate their time the next year—at any nonprofit. That adds up to an estimated \$38 billion in lost labor. To remedy this situation, nonprofit leaders must develop a more strategic approach to managing this overlooked and undervalued talent pool. The good news is that new waves of retiring baby boomers and energetic young people are ready to fill the gap.

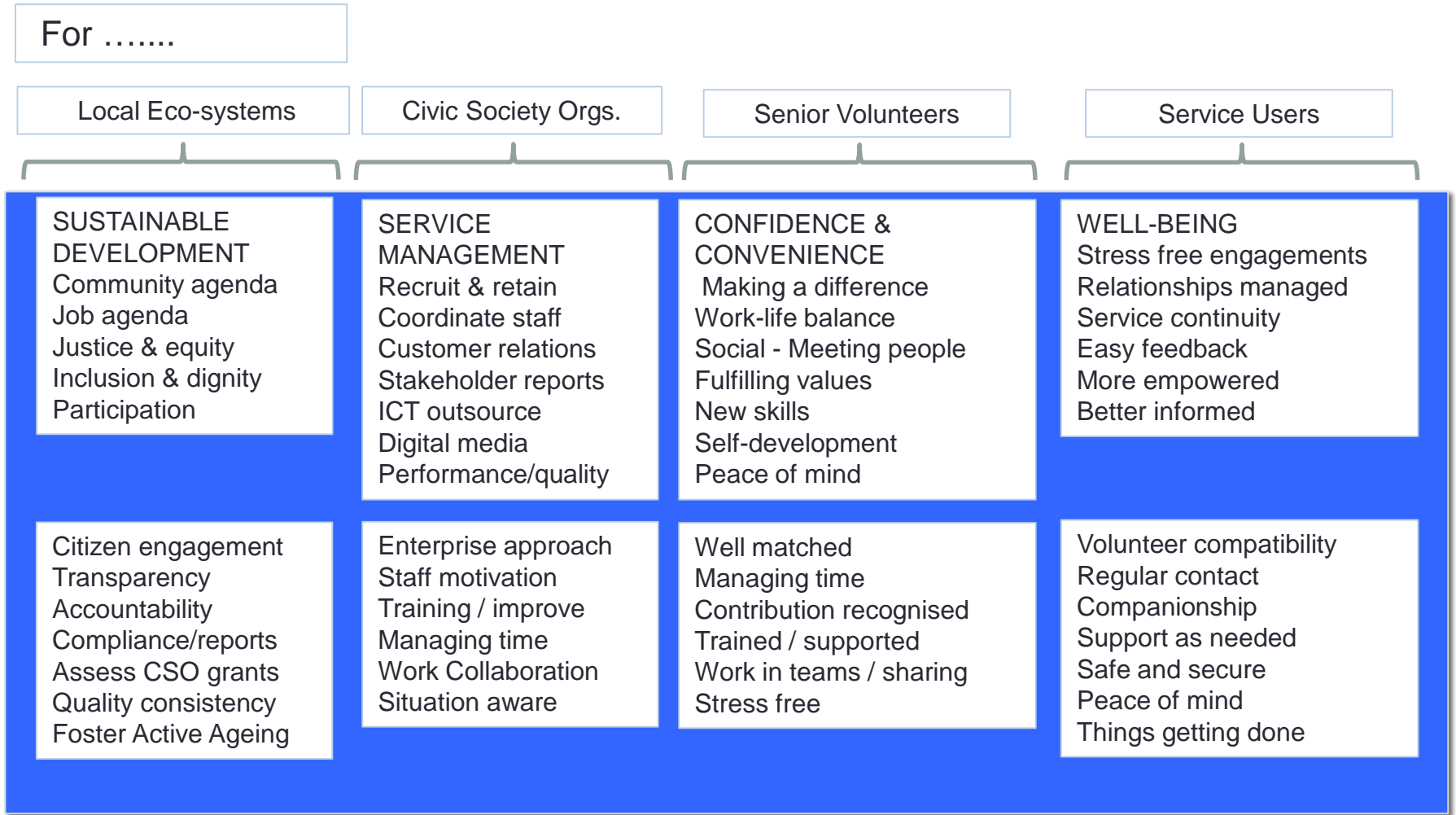
## Mismanaging Volunteers

Most nonprofits do not manage their volunteers effectively. Here is how often nonprofits that have volunteers use good volunteer management practices.

Good volunteer management practices	Percentage of nonprofits that use practice regularly
Matching volunteers' skills with appropriate assignments	45%
Recognizing the contributions of volunteers	35%
Measuring the impact of volunteers annually	30%
Providing volunteers with training and professional development	25%
Training paid staff to work with volunteers	19%

Source: Volunteer Management Capacity in America's Charities and Congregations, 2004

# Value Propositions



# Volunteers aren't free !

- Expression of commitment to the community
  - Volunteer services differ in fundamental ways from professional services – motivations are very different
  - Empathy – volunteer has more in common with person being served
  - Expand the base of community support for organisations – making their work transparent to the community – bringing the community in.
  - Expand organisations capacity to deliver services to clients and communities
- 21<sup>st</sup> Century volunteers cost more!
  - Changing demographic and expectations
  - Greater investment in recruitment, training, supervision, recognition and appreciation and retention – management models
- Volunteer engagement is a 'Value' not just a strategy!