

Asia Pacific
Organizational
Development
Volunteering
& Youth

Urban Volunteering

Challenges, opportunities and good practices of the
Red Cross Red Crescent Societies in Asia Pacific

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**National Red
Cross Red
Crescent
Society**

Development
Framework

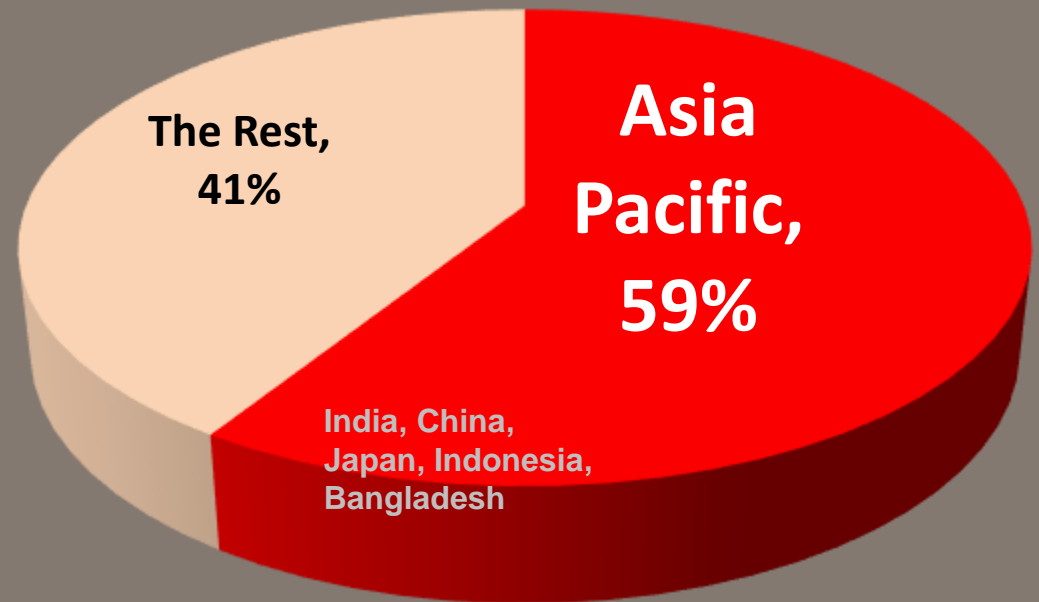


A strong National Society is an organisation that consistently delivers, through **volunteers and **staff**, relevant **country wide services** to **vulnerable** people **sustained** for as long as needed and that contributes to the strength of IFRC and the Movement.**

... Half of the
world's 7 billion
people live in
urban areas...

RCRC has 17M volunteers!

Source: Global review on volunteering



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IFRC Asia Pacific Studies on Volunteering

Urban Volunteering in Asia Pacific

(2013-2014)

- *Dhaka, Kathmandu, Ulaanbatar,
Manila, Cebu, Davao, Hongkong,
Tokyo*
- *Social researcher*


- To identify key, empirically
verifiable features of
volunteering in contexts
typified by rapid urbanization




Urban Volunteering in Asia Pacific

A study of recruitment, engagement and retention

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Methodology

- Staff interviews
- Focus group discussions. 10 members @90 minutes. $\Sigma=8$
- Survey. 200 in each participating National Society except Philippines. $\Sigma=1,360$



Urban Volunteering in Asia Pacific

A study of recruitment, engagement and retention

Key issues raised in the urban volunteering study

Barriers to volunteering

- Lack of diversity
 - *volunteer managers acknowledge the benefits of diversification*
 - *Challenges and lack of capacity to tap diversity existing in urban populations e.g. due to lack of resources, lack of practical knowledge on how to deliver diversity, language, staff attitudes*
- Insufficient protection and support /ensuring safety
 - *Especially for female volunteers*
- Unequal distribution of volunteering opportunities *by gender and age*
- Inflexible volunteer work arrangements *and lack of opportunity to volunteer from home; Students; fully employed persons; women with children*

Key issues raised in the urban volunteering study

Responsiveness to new trends

- Recruitment
 - *Staff view: recruitment trend led by demands of existing services*
 - *Volunteers view: depends upon a good match between the skills and services offered...*
 - *Educational institutions remain the dominant enabling platform*
 - *the individual rather than any particular community was typically the focus of recruitment effort (except Mongolia where community is the base of volunteerism)*
 - *... use of social media is still not fully explored ...*

Key issues raised in the urban volunteering study

RETENTION

- overall high 38% > 5 years
- Significantly higher in cities with older volunteer base, 72% Myanmar / 35% Mongolia
- ... training... important to make volunteers continue volunteering.
- lack of on-going opportunity to volunteer reduces retention...

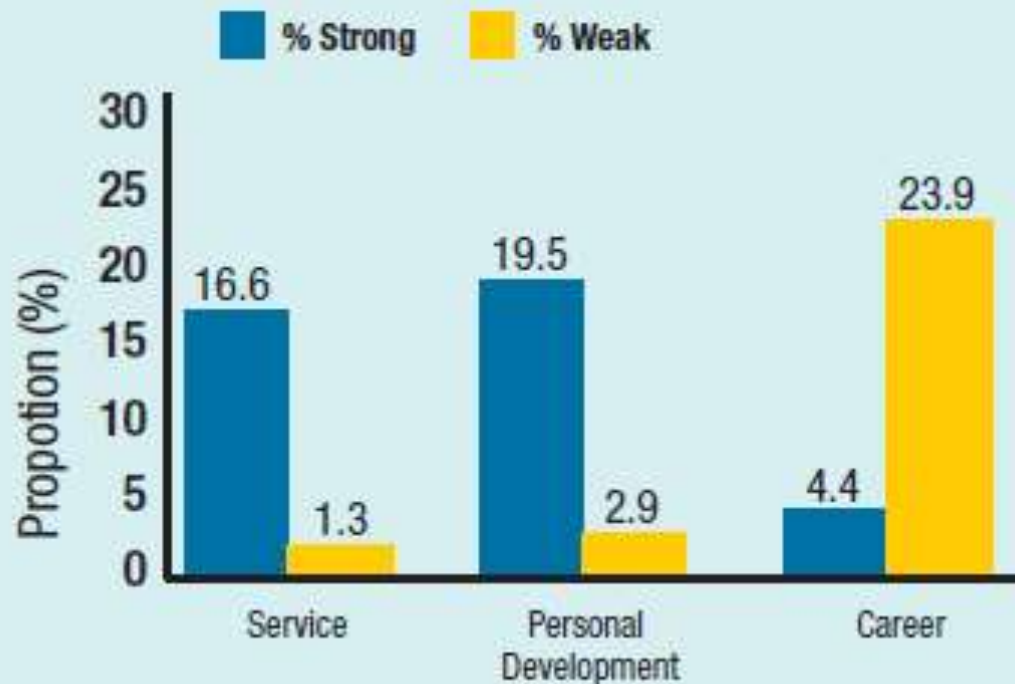
Volunteers stop volunteering because of management issues resulting in more lost volunteers than people losing interest because of changing personal or family needs.

Figure 8: Factors in retention (% of respondents)



motivation

Figure 9: Strong and weak motivations for volunteering (% of respondents)



Key issues raised in the urban volunteering study

Motivation

- Many volunteers highlighted **friendships** with like-minded people as **powerful motivation** for continuing to volunteer.
- ... **volunteers valued service in itself** as a motivation for volunteering
- The high value that volunteers placed on **personal development and relationships** suggests that we cannot take commitment to service for granted.
- ... **no relationship between new volunteering and lack of training.** They are not correlated.

Key Conclusion 1

Conclusion 1

Compared to those aged 15-19 years, being 50 years of age and over, in itself, increased engagement, regardless of length of service and volunteering history, regardless of amount of training received, and regardless of motivation, education, work status and family background.

What the research model does not tell us is why being over 50 years of age is important to increasing engagement

Key Conclusion 2

Conclusion 2

Training by itself is beneficial in the engagement of volunteers, regardless of their motivations for volunteering, regardless of their age, volunteering history and length of service, regardless of their education, employment status or family background

Key Conclusion 3

Conclusion 3

Length of service by itself is positively related to engagement, regardless of amount of training or volunteer's age, regardless of motivation and volunteering history, and whatever their level of education, employment status or family background.

Average effect
-causal
direction not
established

Plausible:
training
increases the
number of
services a
person can
volunteer for
and the level
of their
engagement in
those services,
rather than the
reverse

Key issues raised in the urban volunteering study

Final thoughts....

The finding that length of service and training independently lift engagement suggests that

strategies that foster the retention of existing volunteers through better training and support could enhance sustainability more effectively than strategies focused on lifting volunteer numbers



IFRC AP Value of our volunteers annual study series

2013 series (5) Mongolia | Philippines | Nepal



“Value of our volunteers” study series
Presents economic and social value of volunteers
Time rendered | Expenditures | various volunteer contributions
Offer insights to improve volunteering
Can be part of evaluation framework /non threatening
From small to no budget needed
Fully supported from zone and **AP authors pool**

2014 series (6) | Myanmar | Micronesia | Bangladesh | Philippines | Mongolia

losing highly trained emergency response volunteers...
Post study action:
change duty hours!



How volunteers supported in making a sub-branch into a full branch

Planning and budgeting for volunteering development

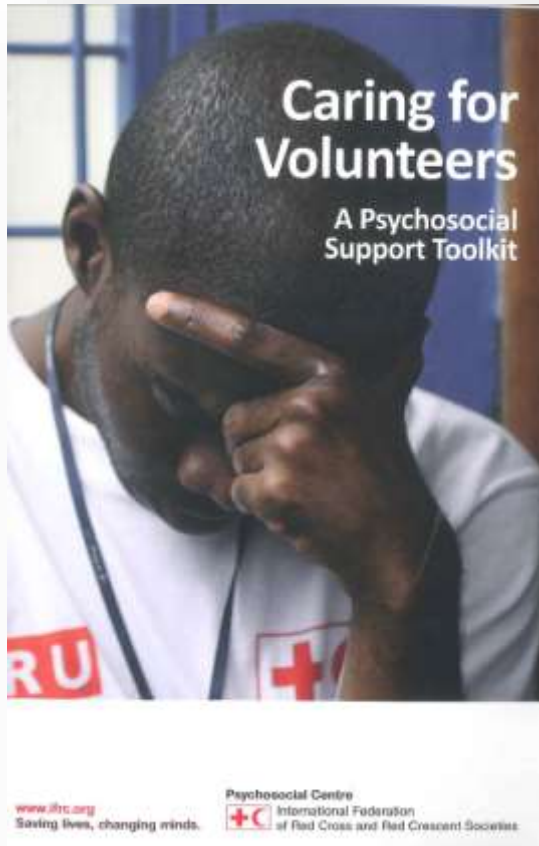
Volunteer protection issues...

Some key action areas...

- **training** *persons responsible for managing volunteers in all branches; use online and face to face strategies.*
- **Diversify recruitment strategies**
- **Evolve new ways to engage youth** *(e.g. more effective use of social media)*
- **Develop targeted strategies that encourages people 50 years of age and over to volunteer**
- **Enhance volunteer safety & security**
- **Allocate resources for volunteering development**

Protection and welfare of volunteers

Volunteers, stay safe! | ViE Guidelines | Psychosocial support Toolkit



FOR FURTHER INFORMATION PLEASE CONTACT:

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ありがとうございます

thank you

terima kasih

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धन्यवाद
salama

感谢您

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