



VOLUNTEER
BÉNÉVOLES
C A N A D A

The Volunteering Lens of COVID-19: DATA HIGHLIGHTS

Volunteer Canada, Ipsos and
Volunteer Management
Professionals of Canada
July 7, 2020

- 1 Welcome and Introductions
- 2 Survey highlights: Organizations
- 3 Reflections
- 4 Survey highlights: Volunteer experience
- 5 Q & A

Volunteer Canada

Our Vision

Involved Canadians. Resilient communities.

A vibrant Canada.

Our Mission

To provide national leadership and expertise on volunteering to enhance the participation, quality, and diversity of volunteer experiences to build strong and connected communities

VOLUNTEER CANADA

Volunteering Lens of COVID-19 Survey – Organizations

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Research Background

Volunteer Canada commissioned Ipsos to conduct research to understand the impact of COVID-19 on Volunteer Organizations and Volunteers.

The next slides present key findings from the Survey of Organizations.

Ipsos executed a survey among non-profit organizations and charities to gather data on whether they had to make changes to their organization in response to COVID-19, challenges faced by their organization, the impact of COVID-19 on volunteering, the type of engagement with their volunteers, virtual volunteering, the actions of their stakeholders, needed supports and resources and their future plans.

Survey Methodology

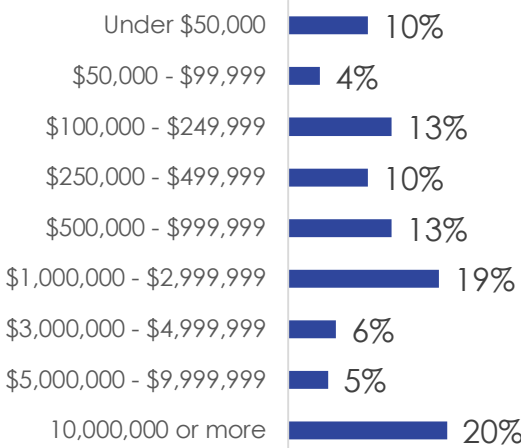
- The findings of this report are based on a 15-minute survey among n=321 non-profit organizations and charities in Canada. Surveys were conducted online via an open link. Volunteer Canada sent the open link to its members and also requested its partners to share the link with their member organizations.
- Online fieldwork took place between May 27, 2020 and June 12, 2020.

Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.

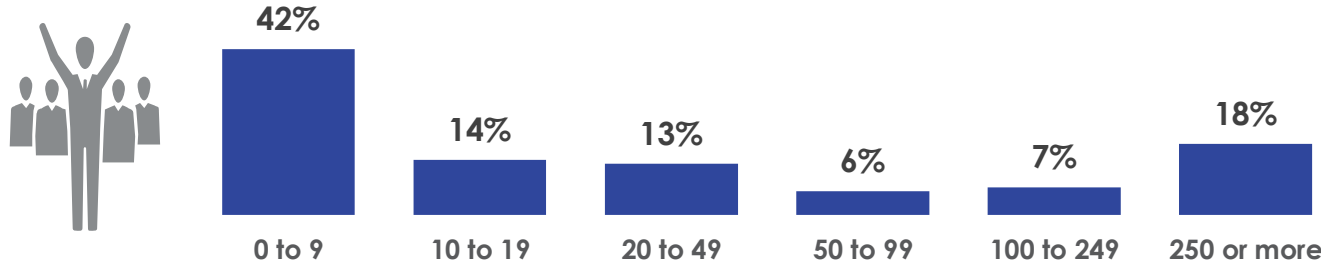
Organization Survey Profile

Pre-COVID-19

Annual Operating Budget



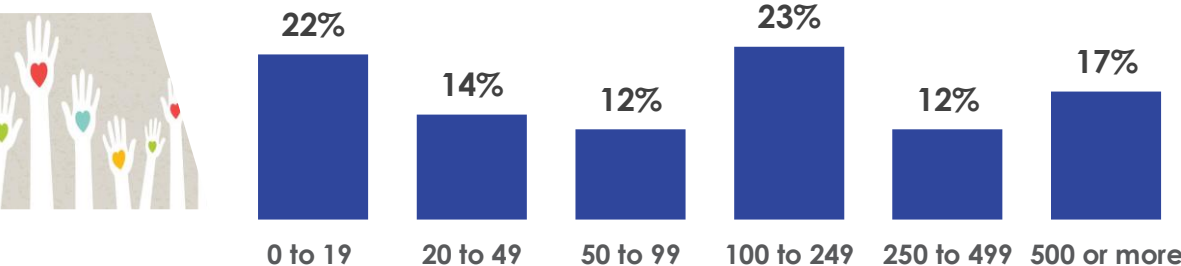
Number of Employees



Location

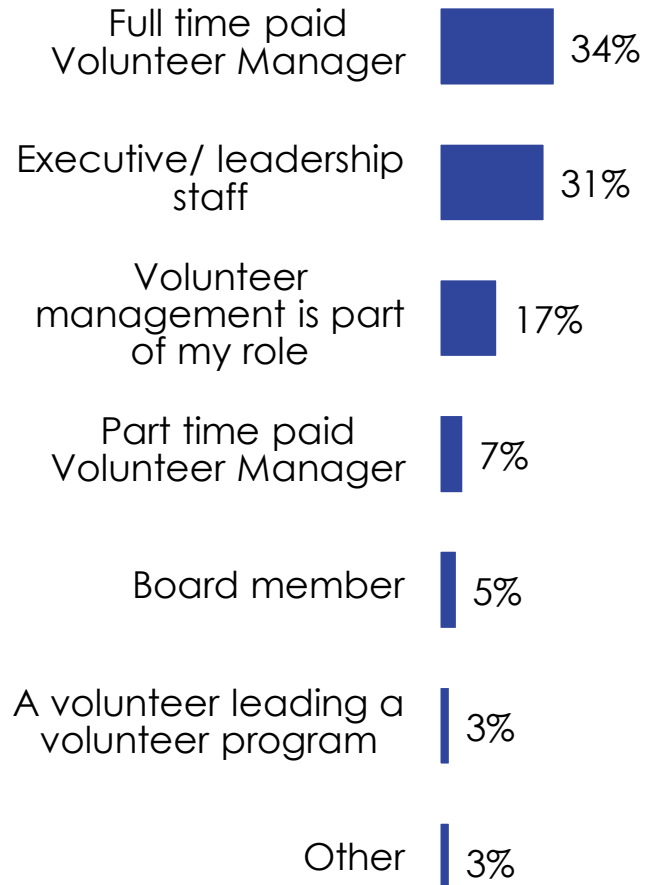
| | |
|-----------------------|-----|
| British Columbia | 16% |
| Alberta | 18% |
| Manitoba/Saskatchewan | 5% |
| Ontario | 43% |
| Quebec | 11% |
| Atlantic Canada | 6% |
| Territories | 2% |

Number of Volunteers



Organization Survey Profile

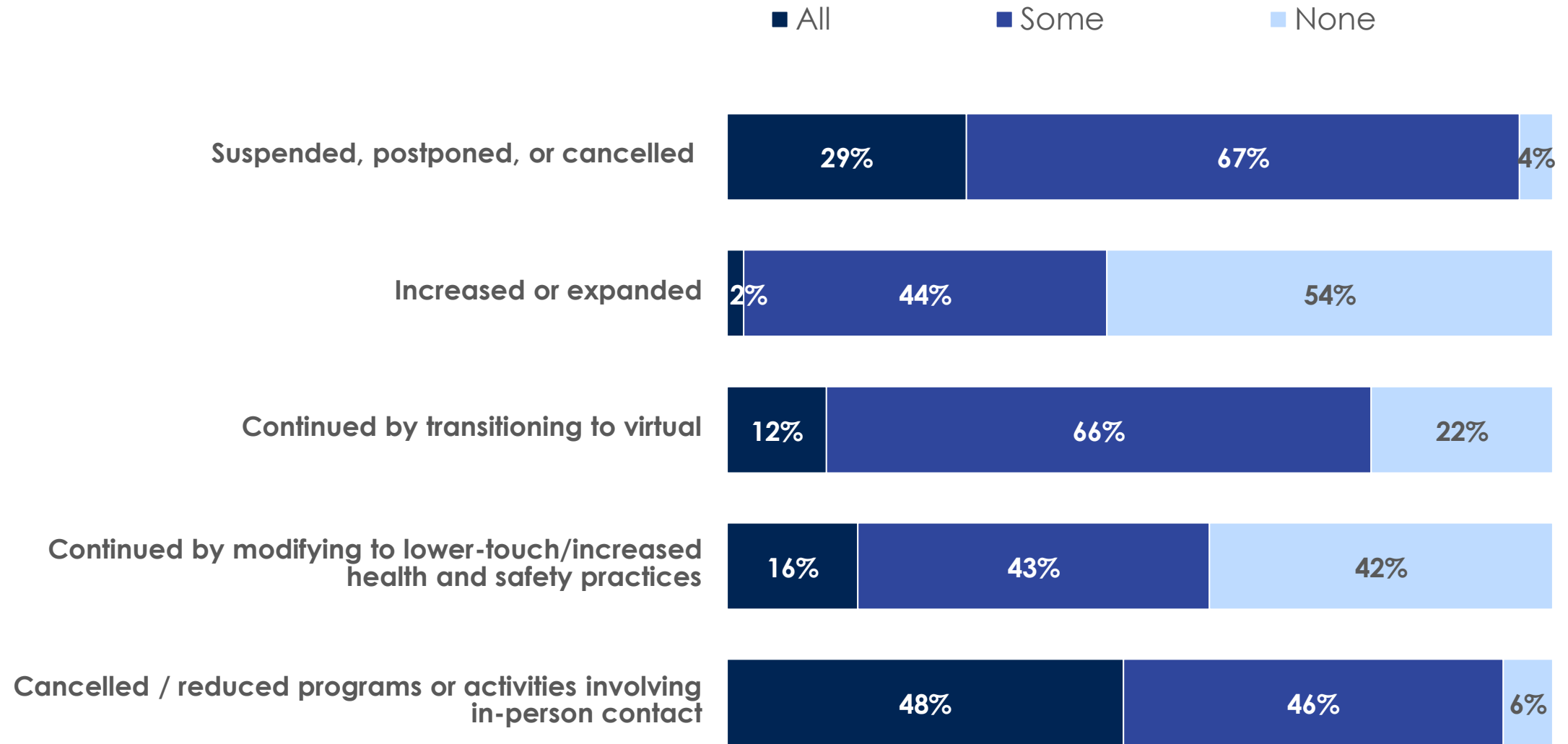
Role at Organization



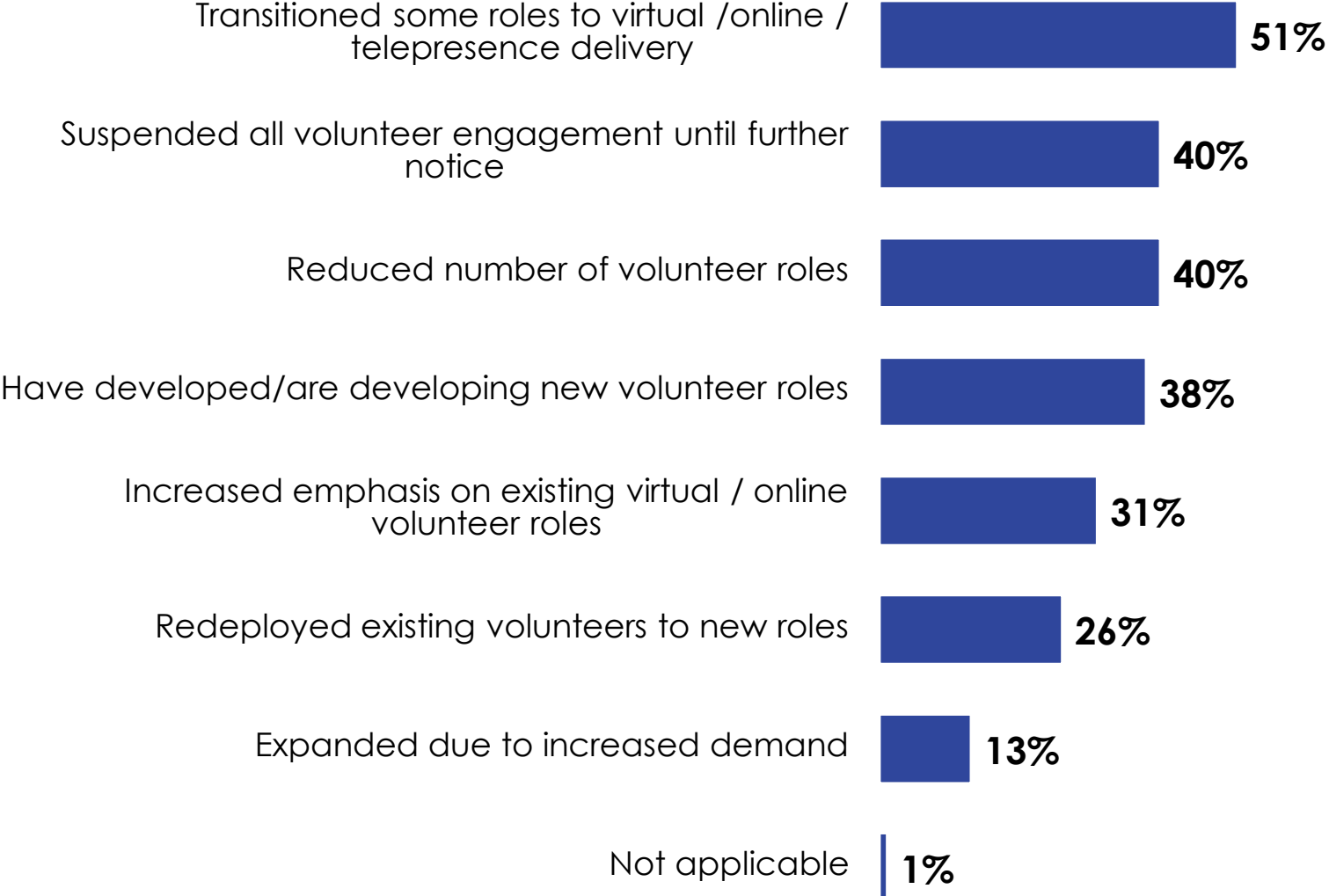
Impact of COVID-19 on Work Life/Workplace

| | Currently experiencing | Will experience in next 3 months |
|--|------------------------|----------------------------------|
| My duties have changed/will change | 46% | 41% |
| My workload has increased/will increase due to new projects/duties | 41% | 36% |
| Other organization staff have been/will be laid-off/let go/furloughed | 22% | 10% |
| My hours have been/will be increased | 15% | 12% |
| I am concerned about the security of my job | 15% | 23% |
| I was retained or rehired/will be retained or rehired because of the Canada Emergency Wage Subsidy program | 11% | 6% |
| Other Volunteer Engagement staff have been/will be laid-off/let go/furloughed | 11% | 5% |
| My hours have been/will be reduced | 11% | 13% |
| I have been/will be laid-off/let go/furloughed | 6% | 8% |
| No changes | 28% | 30% |

Impact of Pandemic on Organization's Programs, Services, Activities or Events

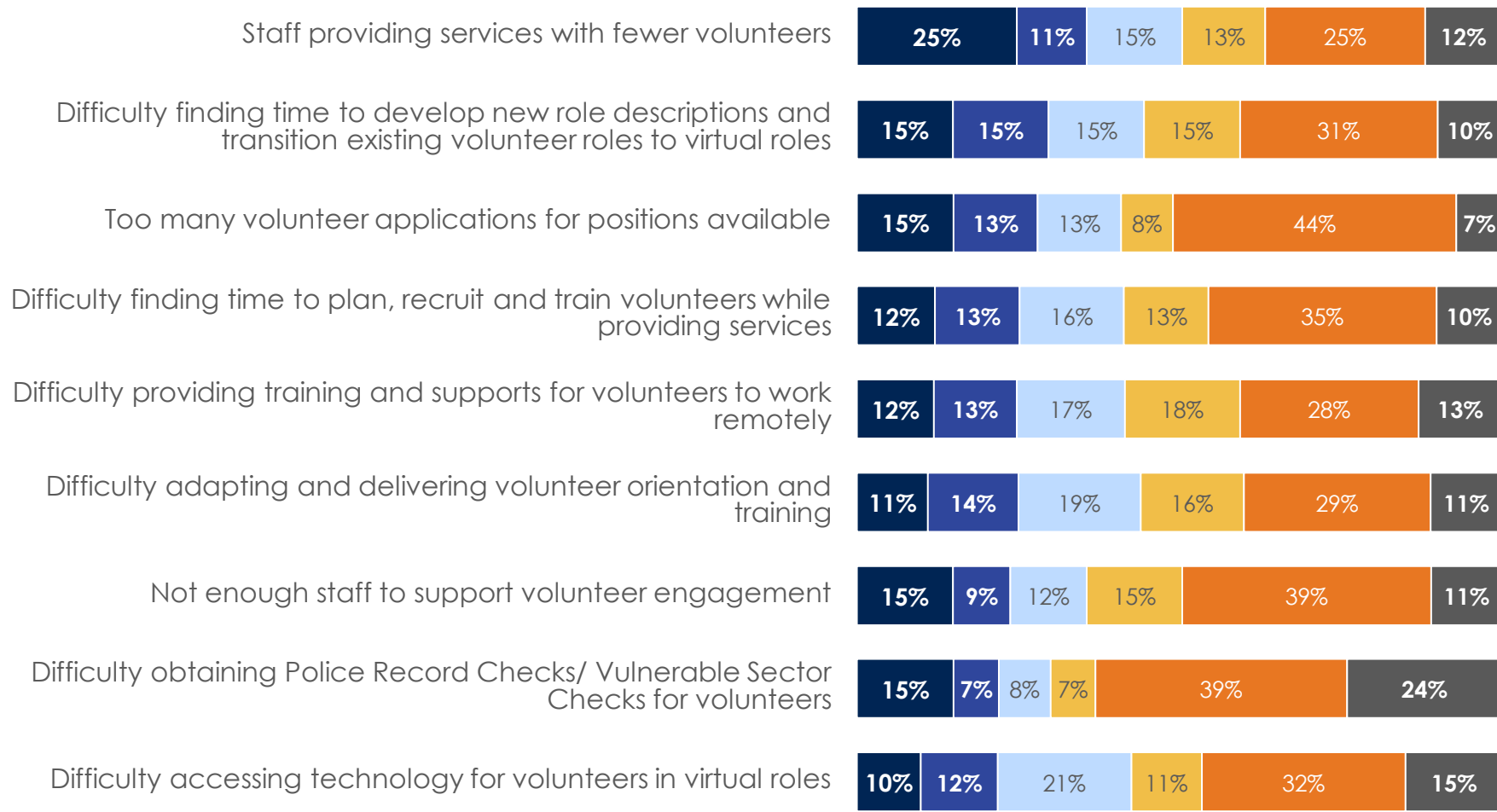


Organization Experienced or Implemented Changes to Volunteer Roles



Degree to which your Organization is Experiencing Various Challenges

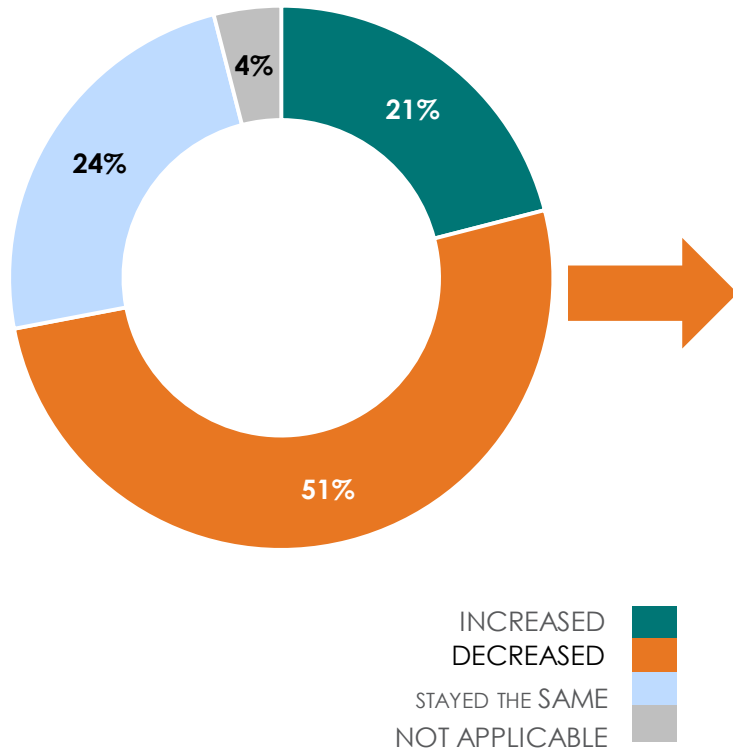
■ 5 - A great degree ■ 4 ■ 3 ■ 2 ■ 1 - Not at all ■ Don't know



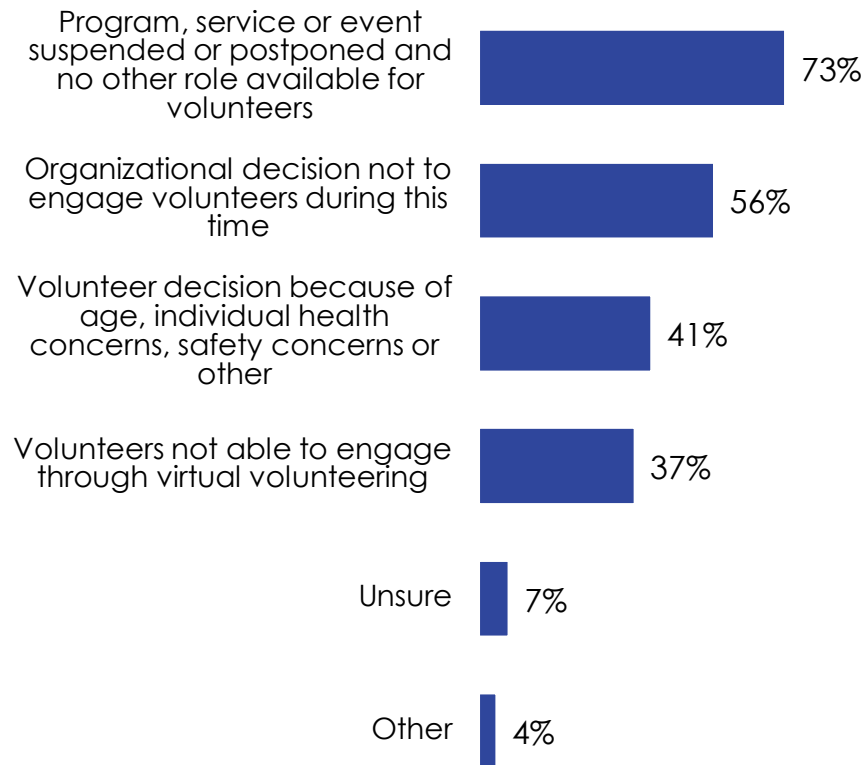
| TOP 2 BOX |
|-----------|
| TOTAL |
| 36% |
| 30% |
| 28% |
| 25% |
| 25% |
| 25% |
| 24% |
| 22% |
| 22% |

Impact of COVID-19 on Volunteering

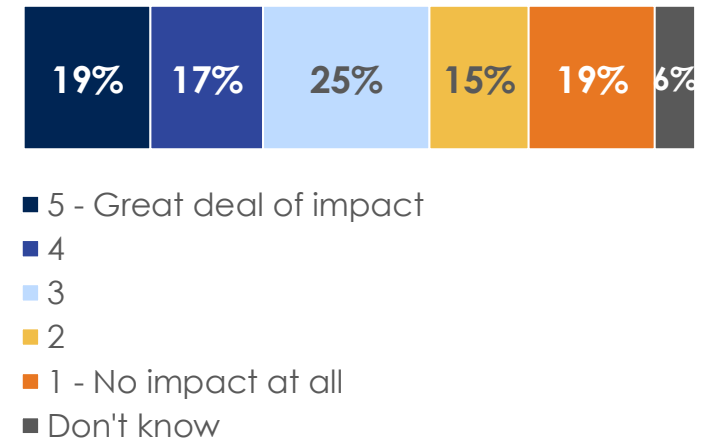
Change in Number of People Contacting to Volunteer Compared to March 2019



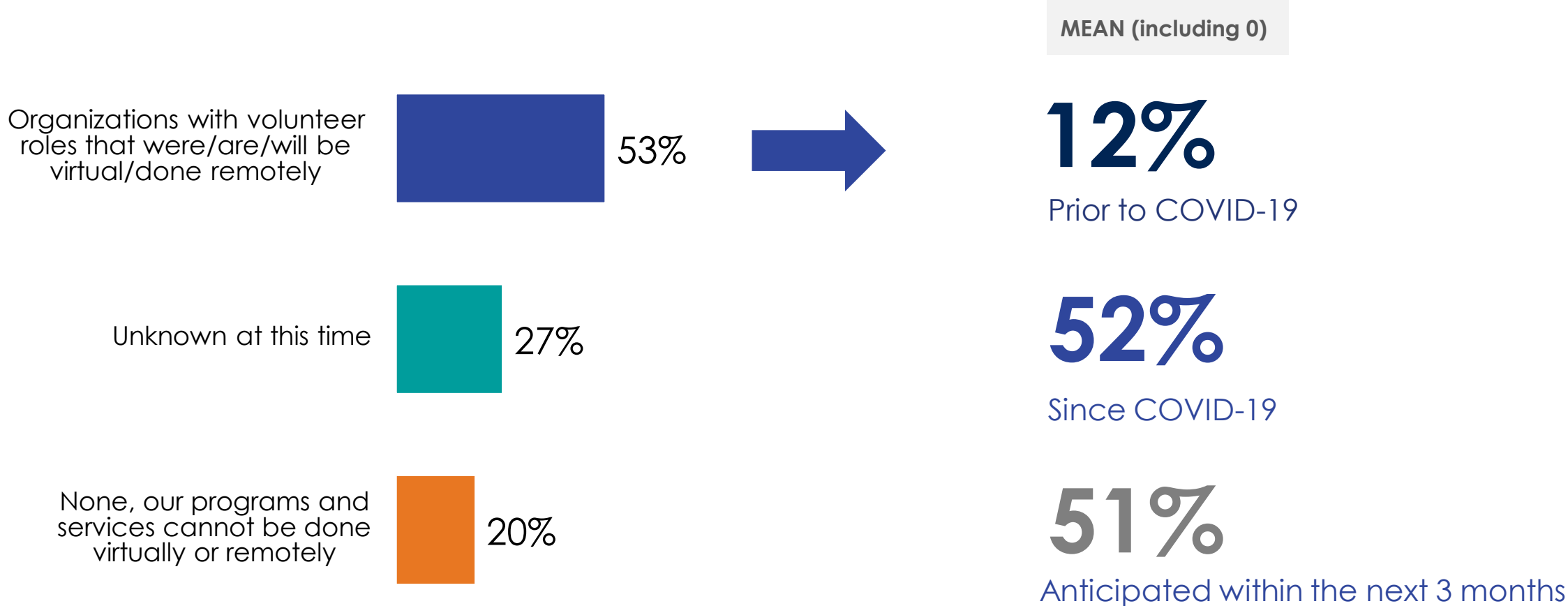
Reasons for Decline In Volunteers



Impact of Decline on Ability to Deliver Programs and Services



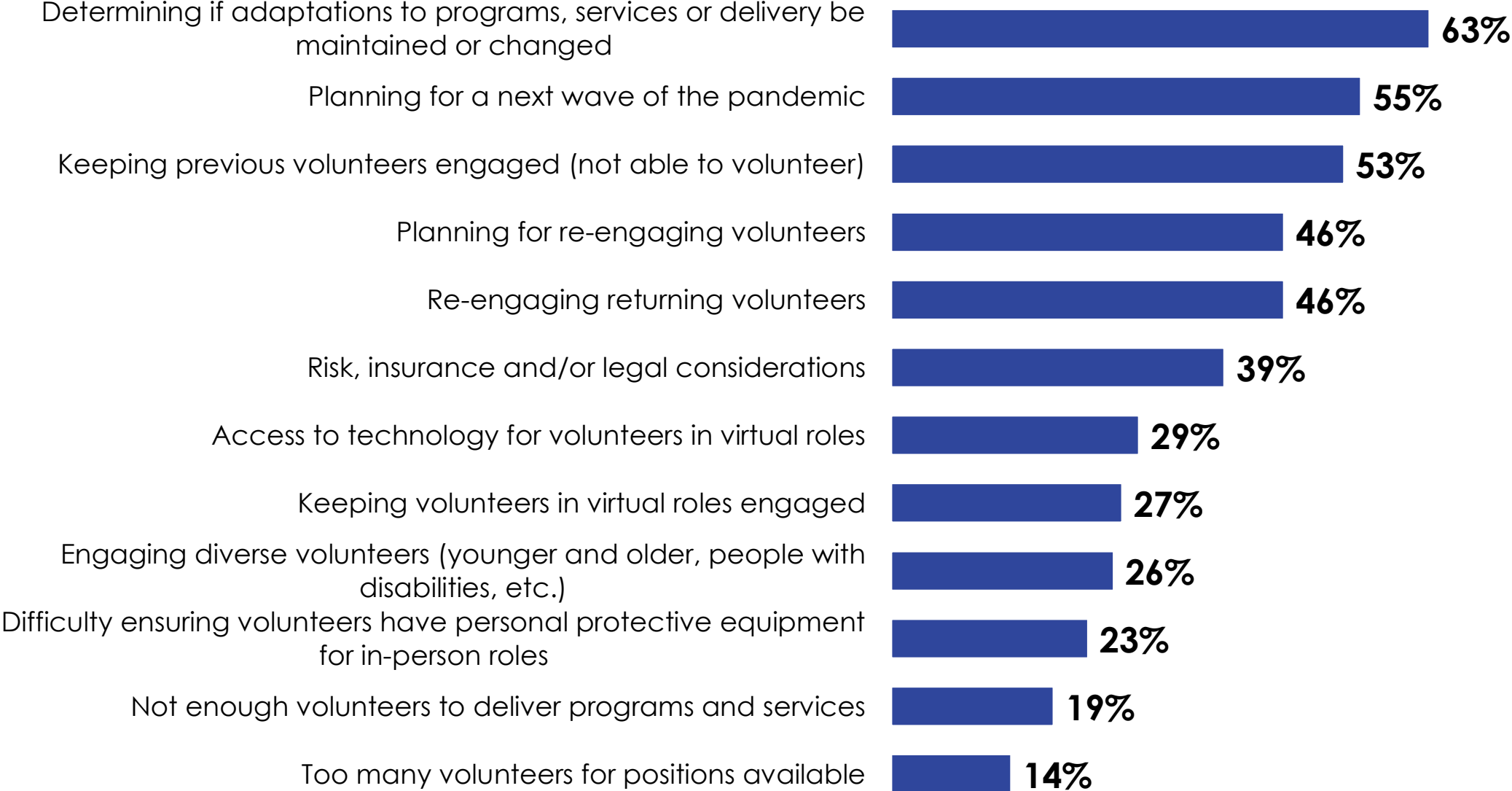
Percentage of Volunteer Roles Were, Are, Will be Virtual/Done Remotely



How is Organization Planning Next Phase of Operations?



Critical to Their Organization in the next 6 to 12 Months



Reflections

What questions are these data raising?

- Please type your questions in the Chat Box.

Adaptations: Virtual Volunteering will continue. We need more resources, support, technology and training.

Lack of VE staff now makes engaging and supporting volunteers incredibly challenging.

- How can we keep inactive volunteers engaged? New volunteers? Volunteers in virtual roles? Older and vulnerable volunteers?

- What are the leading practices in re-engaging volunteers safely? Health and safety / liability issues.

Planning for an uncertain future: What will volunteering look like as the pandemic continues and post COVID-19?

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Volunteering Lens of COVID-19 Survey – Volunteers

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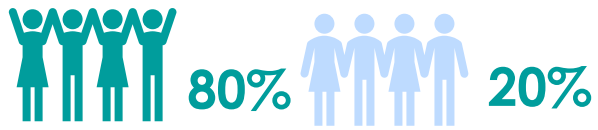
Survey Methodology

- Findings on the following slides are based on an 8-minute survey among n=604 volunteers. Surveys were conducted online via an open link. Volunteer Canada placed the open link to the survey on its website and on its Facebook Page.
- Online fieldwork took place between May 27, 2020 and June 12, 2020.

Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.

Volunteer Survey Profile

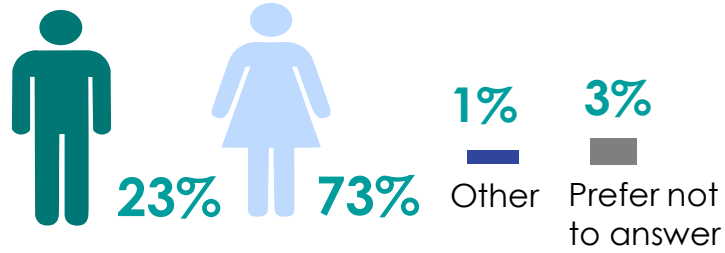
Volunteer Behaviour



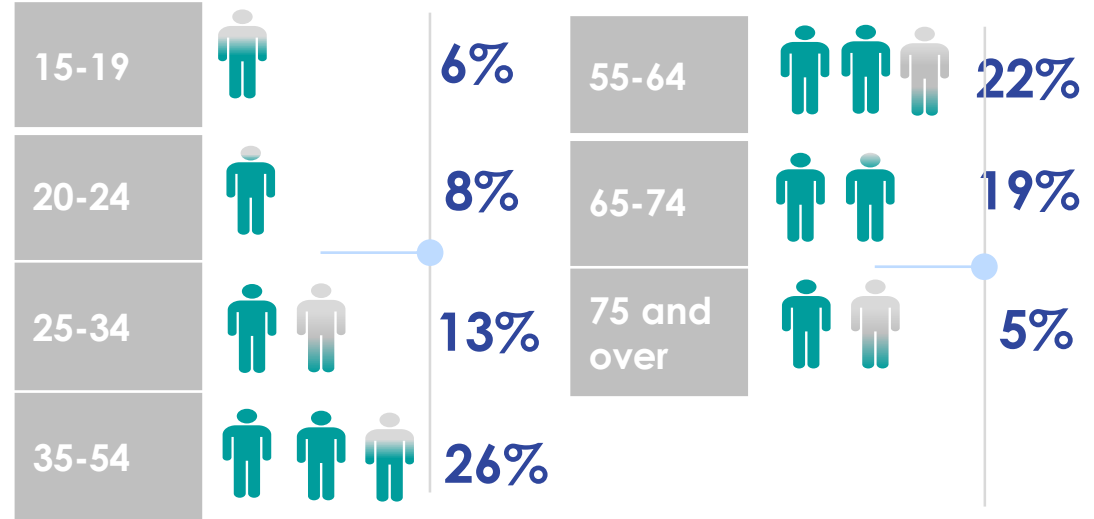
Active prior to COVID-19

Non-active prior to COVID-19

Gender



Age



Location

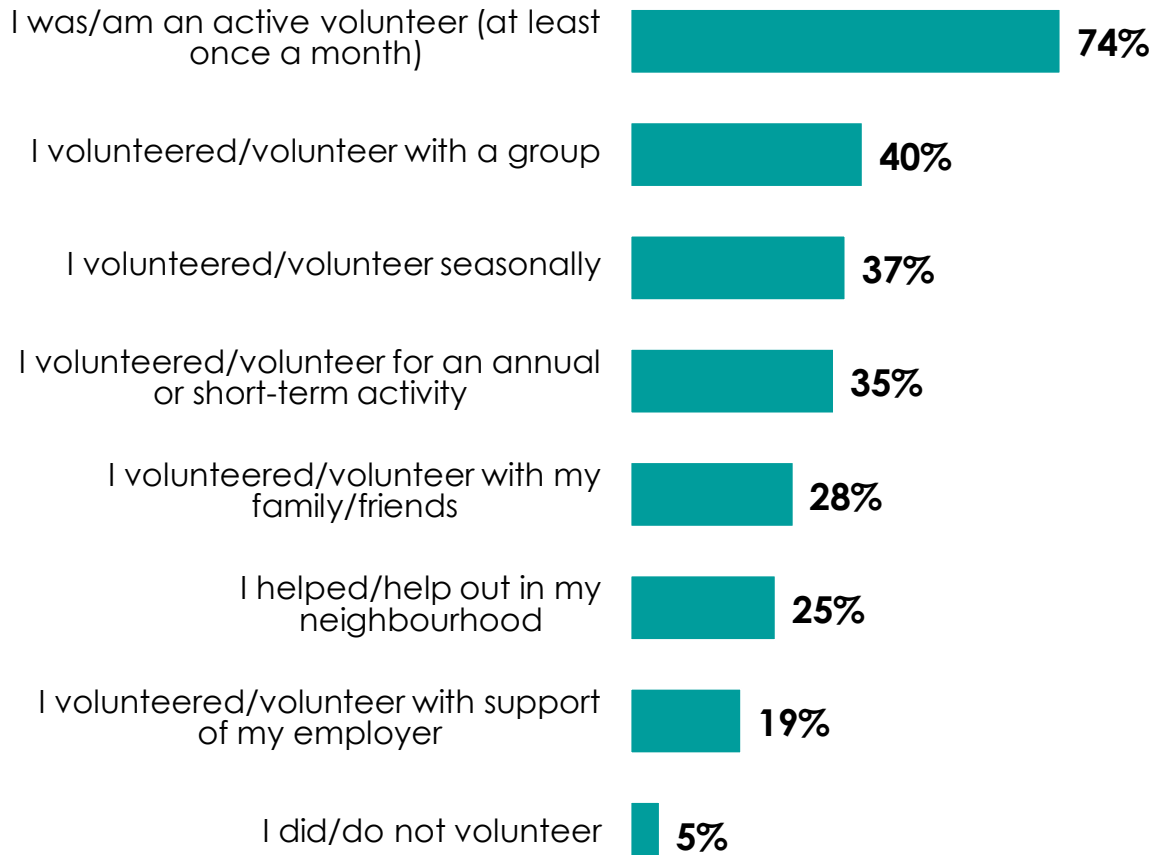
| | |
|-----------------------|-----|
| British Columbia | 15% |
| Alberta | 14% |
| Manitoba/Saskatchewan | 3% |
| Ontario | 59% |
| Quebec | 6% |
| Atlantic Canada | 2% |
| Territories | * |

*Less than 1%

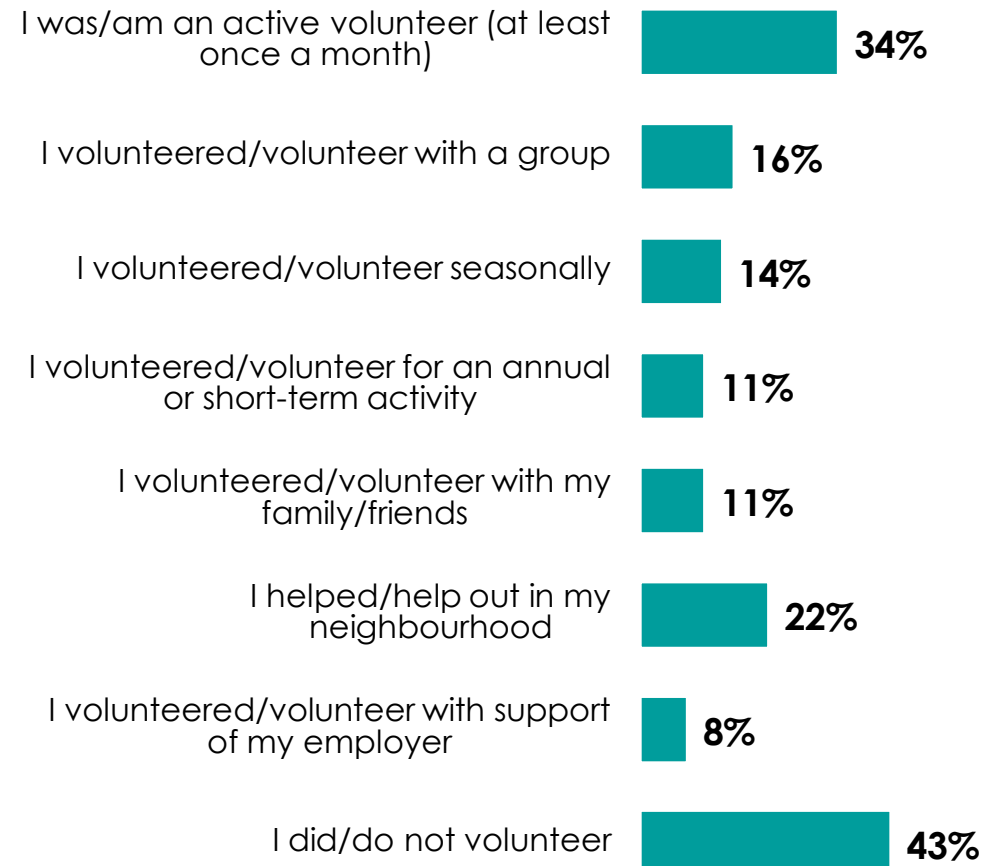


Volunteering Pre-March 2020 versus During COVID-19

PRE-MARCH 2020



DURING COVID-19



Inspiration to Volunteer during COVID-19



Factors in Your Ability to Volunteer during COVID-19

FACTORS THAT HELP

I am comfortable using technology to volunteer **43%**

I have access to technology **40%**

I have more time available to volunteer now **36%**

FACTORS THAT DETER

I am over the age of 65 **18%**

I did not know where to find COVID-19 volunteering opportunities **17%**

I am living with someone over age 65 **13%**

My health issues **13%**

I did not know how to help **13%**

I am living with someone with health concerns **11%**

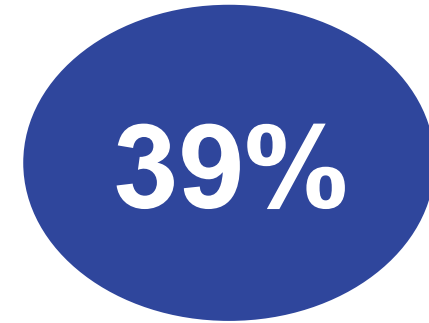
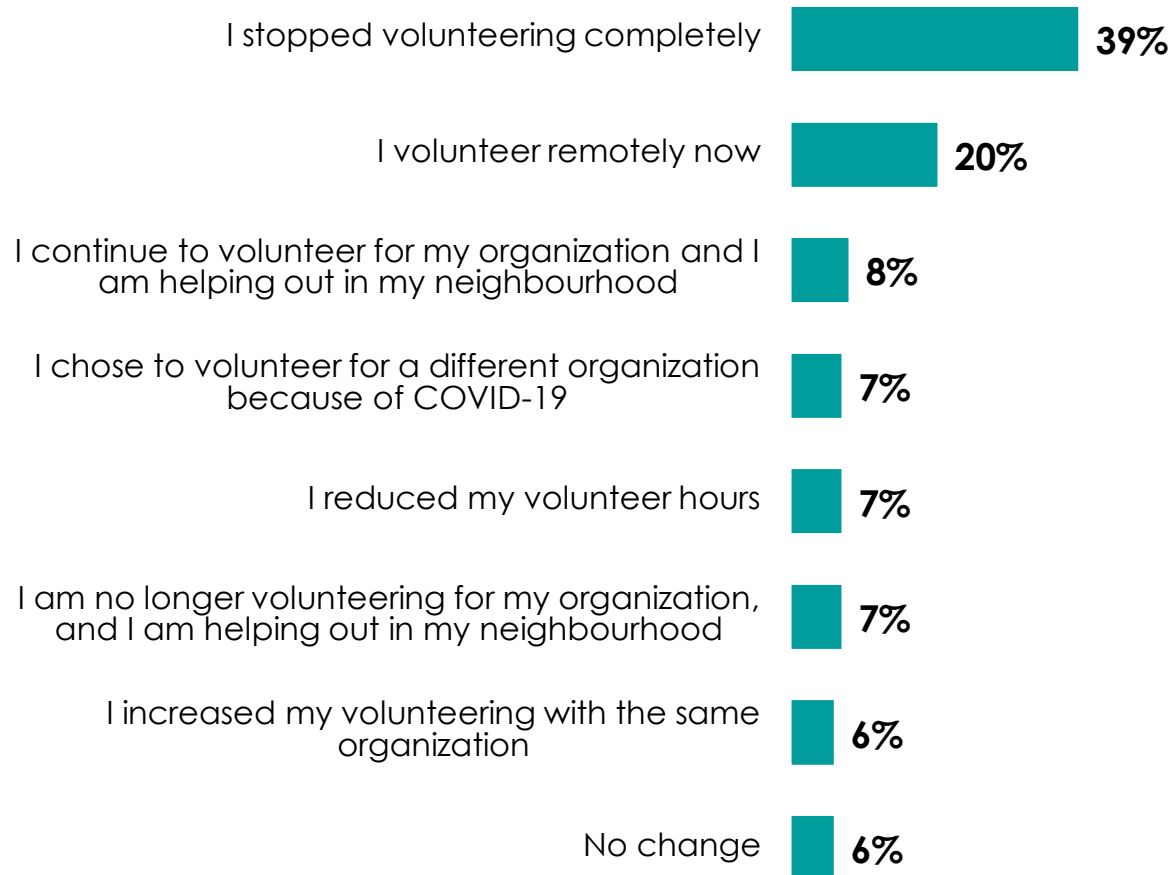
I am helping with homeschooling **7%**

No position available/suspended **6%**

I lost my motivation to volunteer **5%**

I am not comfortable using technology to volunteer **4%**

How has Your Volunteering Changed since COVID-19?

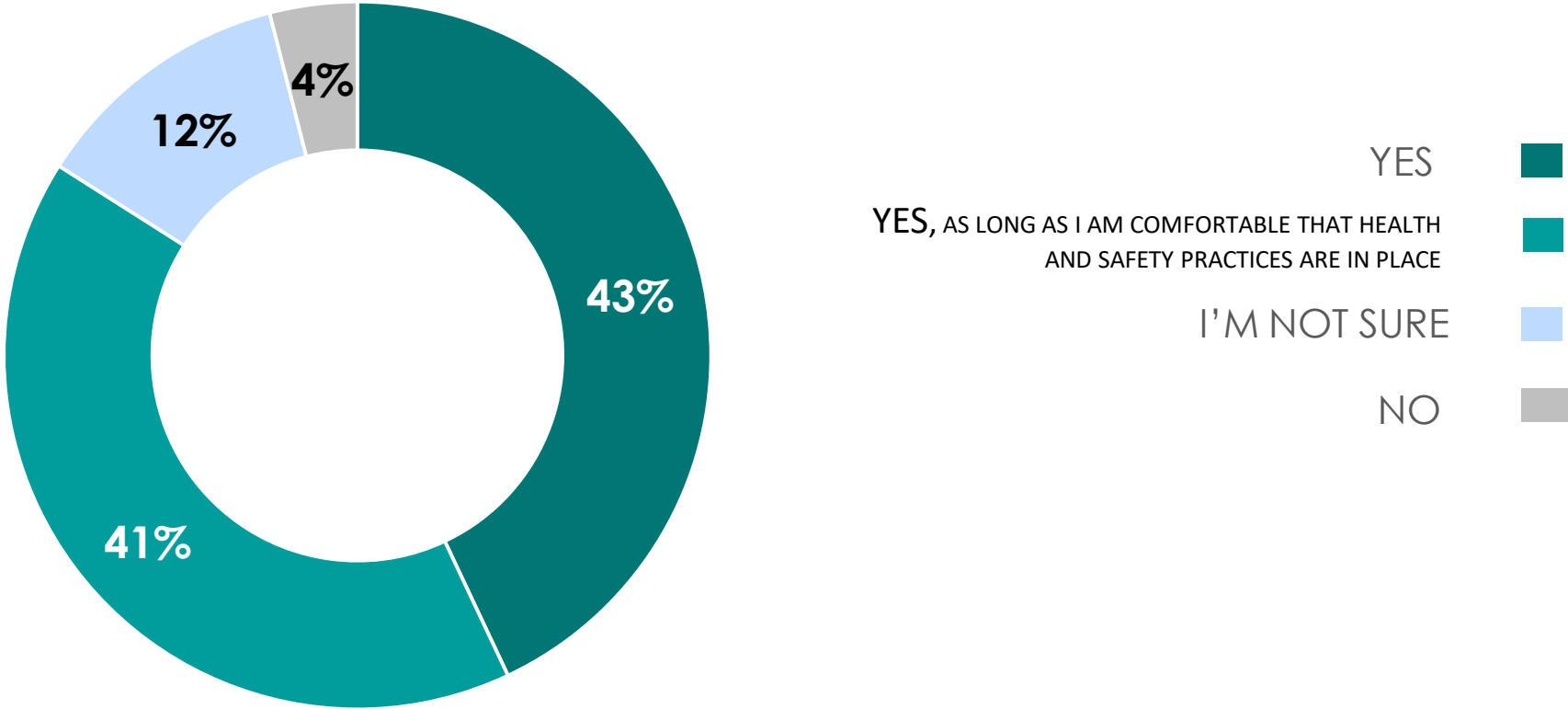


Stopped volunteering



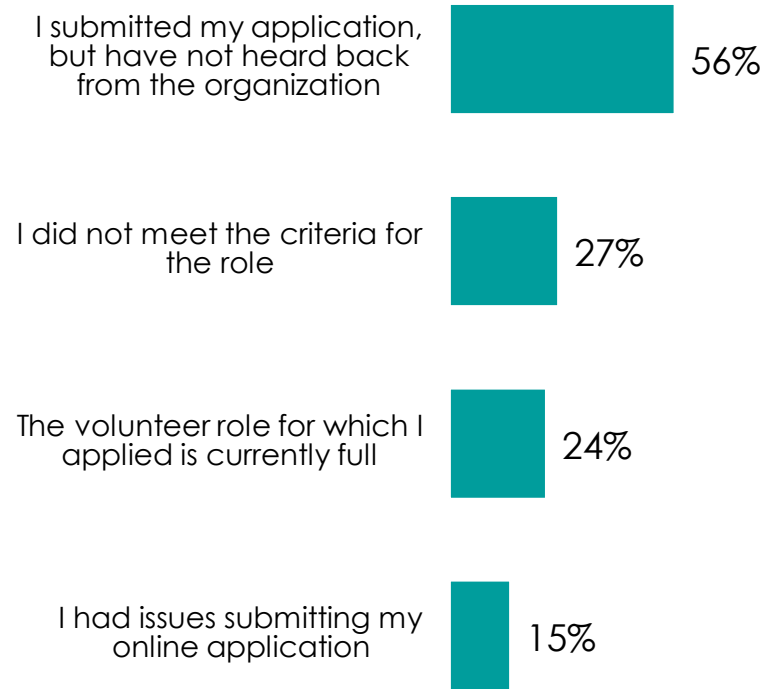
Volunteering remotely

Plan to Return to Organization - Volunteered pre-March 2020



Experience Applying for Volunteer Position During COVID-19

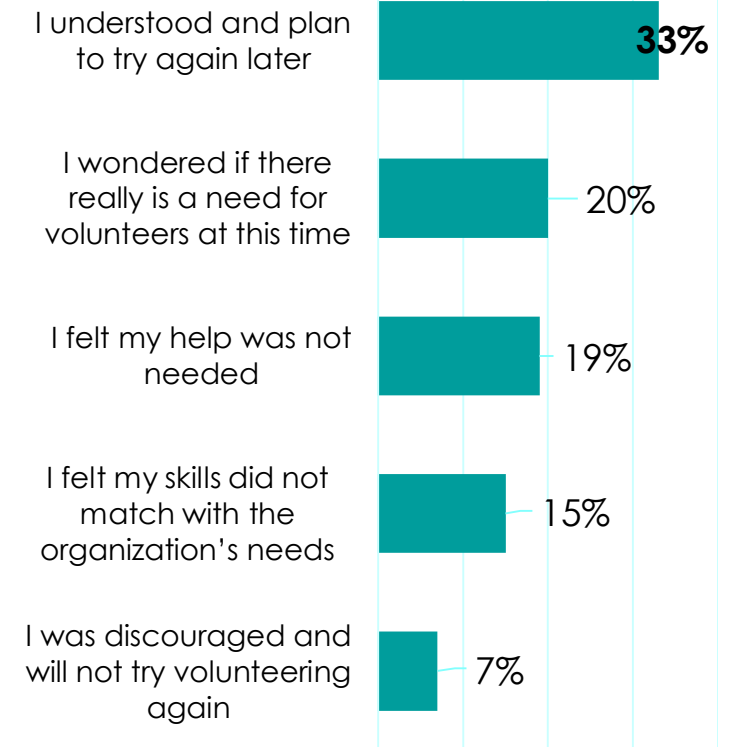
EXPERIENCE APPLYING FOR VOLUNTEER POSITION DURING COVID-19



NEXT STEPS AFTER NOT HEARING BACK



HOW DID YOU FEEL AFTER NOT HEARING BACK?



Comments from Volunteers

I am looking forward to being able to volunteer again.

Being older with health issues, I am in a group being told to continue to stay at home. I have virtual technology, but many of my older friends do not.

Felt great to be able to volunteer when a lot of people had to take a step back

The ability of people to shift roles so dramatically given the pandemic has been inspiring and drove me to get involved with neighbourhood volunteer opportunities and events.

There are still plenty of opportunities to volunteer remotely. Tasks have changed and I have come up with new ways to help out. I do miss the group and team events and the camaraderie that goes with it.

The organization has reconnected with its mission during the pandemic response and preparations for recovery. There is even greater sense of purpose in this work than usual.

It has been extremely difficult to find volunteer positions as they have been suspended until further notice.

Ways Volunteer Canada and Volunteer Centres could continue to support them during COVID-19 Pandemic and beyond



Survey Highlights

- The pandemic has been a disruptive force in all aspects of our lives including volunteering
- We saw a decrease in volunteering as many organizations closed, postponed, or cancelled activities, services and programs and many volunteers stayed away because of age or health vulnerability
- We heard from people of all ages and 20% were not active volunteers prior to the pandemic
- Half of those new volunteers were not successful in finding a volunteer opportunity
- The number of organizations that offered virtual volunteer opportunities quadrupled and most say they will maintain these roles
- Most volunteers taking leave intend to come back if it is safe to do so
- Comfort and access technology were significant factors in volunteers continuing with an organization in a virtual role

Our challenges:

1. Planning for an uncertain future and for program adaptations
2. Keeping volunteers on leave engaged
3. Responding to new volunteers
4. Improving access and comfort with technology
5. Supporting volunteers and organizations to re-engage

What does this tell us about volunteering?

- People are generous and understanding
- Organizations are innovative and resilient

More information ...

- **Today's presentation and recording:** Volunteer Canada website
- **Webinars** in late July on highlights from survey (Keeping Volunteers Engaged/Re-engaging Volunteers)
- **Follow up survey: Fall 2020** watch for details

Questions? Contact:

- Volunteer Canada: Paula Speevak pspeevak@volunteer.ca or Deb Pike dpike@volunteer.ca
- Volunteer Management Professionals of Canada: Ruth Millard president@vmpc.ca