Volunteerism: evolving and responsive practices

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Youth Action and Volunteering Development
International Federation of Red Cross and Red Crescent Societies
160 National Societies
400+ Volunteers
50 external experts
7 Case Studies
Literature review
Today
Trends
Challenges
Considerations
First......... The Numbers

How Many Volunteers do we have?

17 Million

Maybe?!
Still on the Numbers

Youth

The largest volunteer group are Youth?  YES  NO
In High Developed Countries youth represent 20-40 % ?  YES  NO
In Developing Countries youth represent 25 % ?  YES  NO
And…. Still on the Numbers

When an organisation is able to increase its income it tends to increase its staff base?

True    False
If we had all the money we needed….
Would we still engage volunteers???
“We consider the volunteer to be the Society’s or organisation's heritage and precious gems that should be preserved by not only the Palestine Red Crescent Society but all other organisations in Palestine along with the official and nonofficial authorities because volunteering is the best thing on earth. Nothing on earth is better than dedication of one’s effort and time to help another one for no price.”
“We need volunteers so that we can carry on the legacy that was left with us by Henry Dunant, and what gave birth to our movement. We need to keep that alive.”

“According to the our Red Cross law, we have to receive the all contribution from the volunteering member” (sic)
The World is Changing, volunteering is changing
Are we?
Urbanisation

Ouagadougou, Burkina Faso - 1986 and 2006
Urbanisation

Pearl River Delta - China
Urbanisation

1.5 Billion People by 2020
Other changes

Economic Crisis

Funding

Competition

Technology

Leadership

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Saving lives, changing minds.
Globalisation, Technology and Direct Action

www.ifrc.org
Saving lives, changing minds.

International Federation of Red Cross and Red Crescent Societies
Migration and Diversity
“[U]nfortunately we can not claim to be a National Society with volunteers who represent and reflect the cultural and social diversity of our country. Our country is becoming an increasingly multicultural and multi-ethnic country, but only a small percentage, for example, of non-citizens, are volunteers of the Red Cross … Migration [is a trend that will impact volunteering]. (Country) is notoriously one of the major receiving countries of migrants.”
Volunteering

Gift ➔ Transactional

Mission Based
Volunteering Motivations
“It provides me a great satisfaction to feel useful and important when I do something voluntarily for needy people. There are many training sessions in the project I work for and they are very beneficial for my experience and development. Also, it helped me to overcome my anxiety in front of the audience and made me more sociable, I am not afraid to speak up and conduct training sessions myself.”
“Well, yes. We live in a changing world and needs are changing. With the global recession, the world is changing and we need to rethink volunteering, we need to find ways to retain them. Things have changed. People used to volunteer an average of three years, but we are seeing a decrease even though we do a lot of training, we try to motivate our volunteers. We have made a big effort. We now train 15,000 volunteers a year instead of 10,000 and in spite of that, we can see that volunteering is decreasing.”
“So I contacted the Red Cross and asked to become a volunteer. They sent me forms, which I filled out and sent back. Then they invited me for an interview. I went in for the interview a few weeks later...”

“Then they had to check my references and did other paperwork and screening. Then they told me I should come in for an induction, but these were only held monthly. I finally did one and then registered for a service...”

“But there were no vacancies available for some time. On the same night I registered online with Amnesty International, they sent me a response right away with tasks I could start immediately on my computer.”

“It took me 4 months to become part of the Red Cross... but it took me just ten minutes to join the Amnesty Family.”

REAL QUOTES FROM THE GLOBAL VOLUNTEER REVIEW
Addressing Change
Something interesting is happening.

- **Uber**: The world's largest taxi company, owns no vehicles.
- **Facebook**: The most valuable retailer, has no inventory.
- **Alibaba**: The world's largest accommodation provider, owns no real estate.
#Alert Lorry hanging precariously just after Mlolongo weigh bridge along Mombasa road. Motorists exercise caution.
Crowdsourcing Goes Mainstream in Typhoon Haiyan Response

Relief agencies have tapped online volunteers to map damage in stricken areas of the Philippines.

November 20, 2013 | By Declan Butler and Nature magazine

After typhoon Haiyan smashed into the Philippines on 8 November, an army of volunteers mobilized and worked around the clock to help guide relief efforts. But these were no boots on the ground. Instead, they were citizens from around the world who quickly analyzed satellite imagery and other data, generating maps to provide relief agencies with invaluable crowdsourced information.

Crowd-sourced disaster response, until a few years ago informal and often haphazard, is now getting more organized,
Complex Environments
Considerations in Moving Forward
Learning and Engagement Plan

1. Creative dissemination and engagement with research

2. Promoting connection and learning from each other
   https://www.youtube.com/watch?v=kIl5rRhtfts

3. Promoting Humanitarian Education – HELP
   https://www.youtube.com/watch?v=BBtdNnXhlGg&list=PLnveoNV1sJGF46PqU_MxZjkvjG26K4vvV
Creative dissemination and engagement with research

"THE RED CROSS NEEDS TO ADAPT TO A CHANGING SOCIETY AND A GLOBALISED WORLD, TO MAKE MORE USE OF TECHNOLOGICAL TOOLS, TO GENERATE NEW RECRUITMENT MODELS, TO BOOST THE CREATION OF MORE PROGRAMMES TO ALLOW FOR THE PARTICIPATION OF OLD AND NEW VOLUNTEERS WHO HAVE LESS TIME AVAILABLE"

REAL QUOTES FROM THE GLOBAL VOLUNTEERING REVIEW
Creative dissemination and engagement with research

“WHAT I LIKE MOST ABOUT BEING A VOLUNTEER IS HOW ENTHUSIASTIC MY COLLEAGUES ARE AND THE FRIENDLY ATMOSPHERE. I ALSO LIKE KNOWING I CAN BE USEFUL TO SOMEBODY GOING THROUGH A DIFFICULT MOMENT.....

...AND WHEN THEY THANK US BY LOOKING AT US IN SUCH A WAY... THESE ARE INDESCRIBABLE MOMENTS THAT MAKE YOU THINK IT IS WORTH DOING WHAT YOU DO.”

REAL QUOTES FROM THE GLOBAL VOLUNTEERING REVIEW
Promoting connection and learning from each other.

“What I like most is that they listen and pay attention to innovative ideas and then provide the support to implement these ideas. They collaborate here and are open to change. Anything can be implemented as long as it responds to the humanitarian principles.”
Leadership

"THE INCONSISTENCY OF THE LEADERS IN TERMS OF THE FUNDAMENTAL PRINCIPLES...

...THEIR LACK OF RESPECT FOR THE VOLUNTEERS...

...NOT HAVING ENOUGH SUPPORT AND SOMETIMES BEING IGNORED, ARE THE MAIN CHALLENGES TO BEING A VOLUNTEER HERE."

REAL QUOTES FROM THE GLOBAL VOLUNTEERING REVIEW
The Road Ahead

Relevance
The Road Ahead

Investment
Thank you