Building strong
National Societies

Volunteerism: evolving and responsive practices

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International Federation of Red Cross and Red Crescent Societies

160 National Societies
400+ Volunteers
50 external experts
7 Case Studies
Literature review

Building strong National Societies

Today

Trends

Challenges

Considerations

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First…….. The Numbers

How Many Volunteers do we have ?

17 Million

Maybe?!

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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

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And…. Still on the Numbers

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

True False

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If we had all the money we needed….
Would we still engage volunteers???

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"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.".

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"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)

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The World is Changing, volunteering is changing

Are we?

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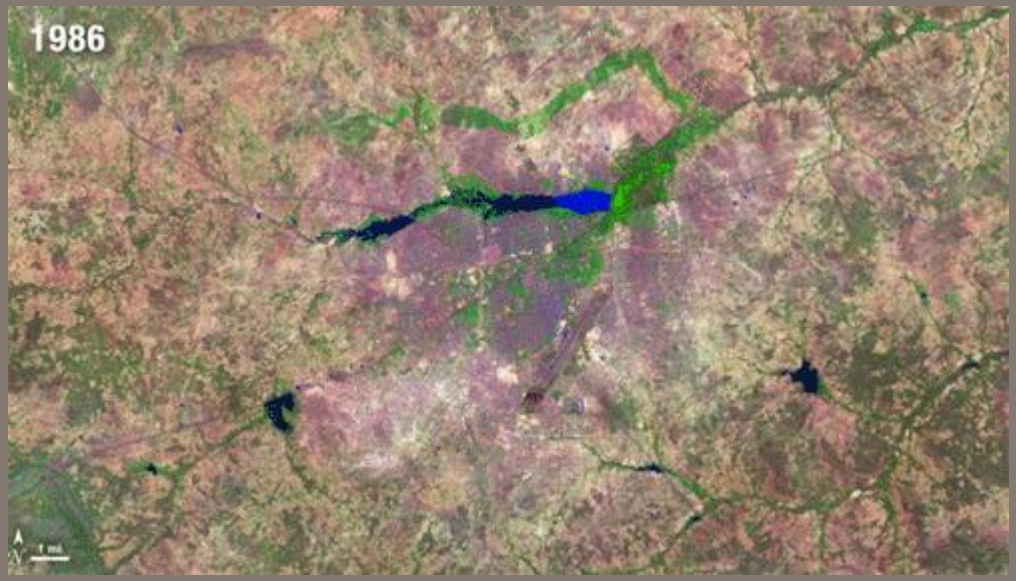
Urbanisation



Ouagadougou, Burkina Faso - 1986 and 2006

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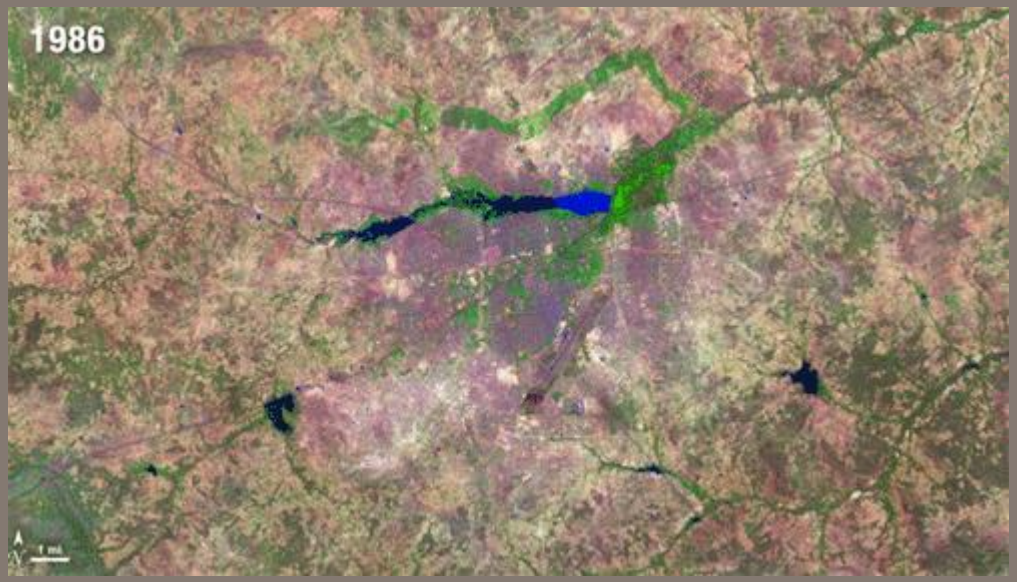
Urbanisation



Pearl River Delta - China

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Urbanisation

1.5 Billion People by 2020

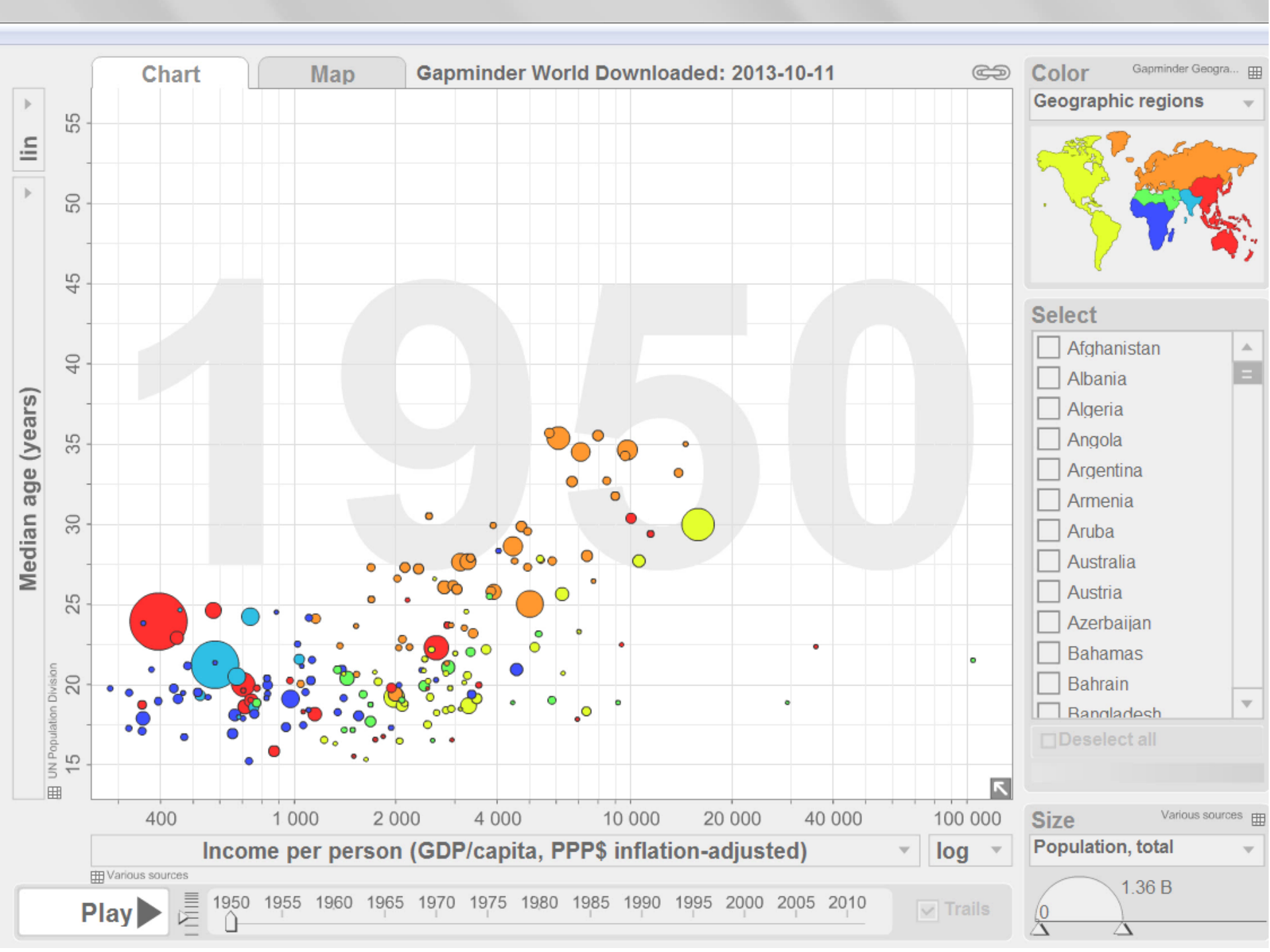
Chart
Map
Gapminder World Downloaded: 2013-10-11
lin
Median age (years)
UN Population Division
1950
55
50
45
40
35
30
25
20
15
400
1 000
2 000
4 000
10 000
20 000
40 000
100 000
Income per person (GDP/capita, PPP$ inflation-adjusted)
log
Various sources
Play
1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005 2010
Trails
Color
Gapminder Geogra...
Geographic regions
Select
Afghanistan
Albania
Algeria
Angola
Argentina
Armenia
Aruba
Australia
Austria
Azerbaijan
Bahamas
Bahrain
Bangladesh
Deselect all
Size
Various sources
Population, total
1.36 B
0

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Other changes

Economic Crisis

Technology

Funding

Competition

Leadership

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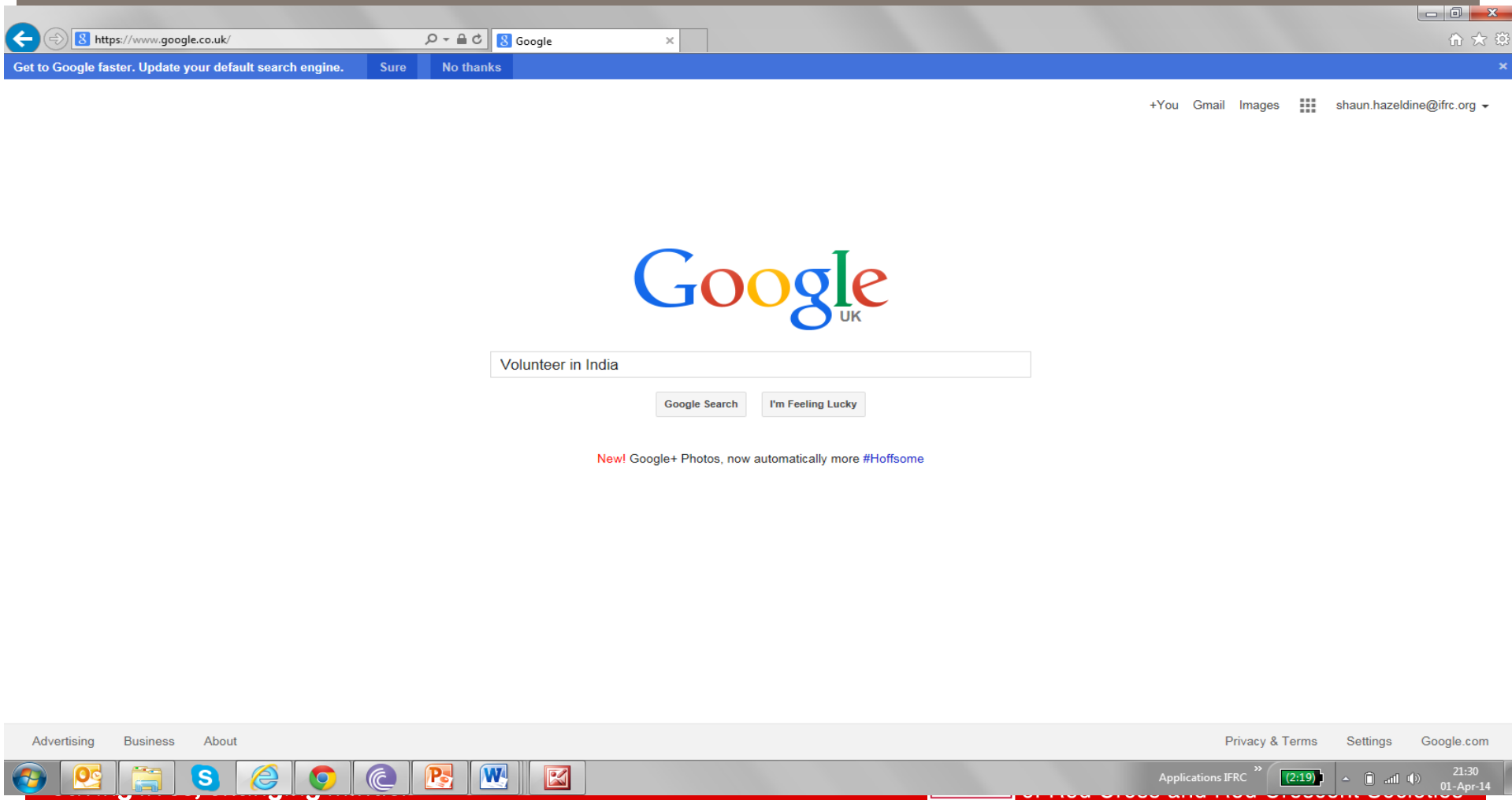
Globalisation, Technology and Direct Action



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Globalisation, Technology and Direct Action

onlinevolunteering.org

GiveDirectly

AVAAZ.ORG
THE WORLD IN ACTION

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Migration and Diversity

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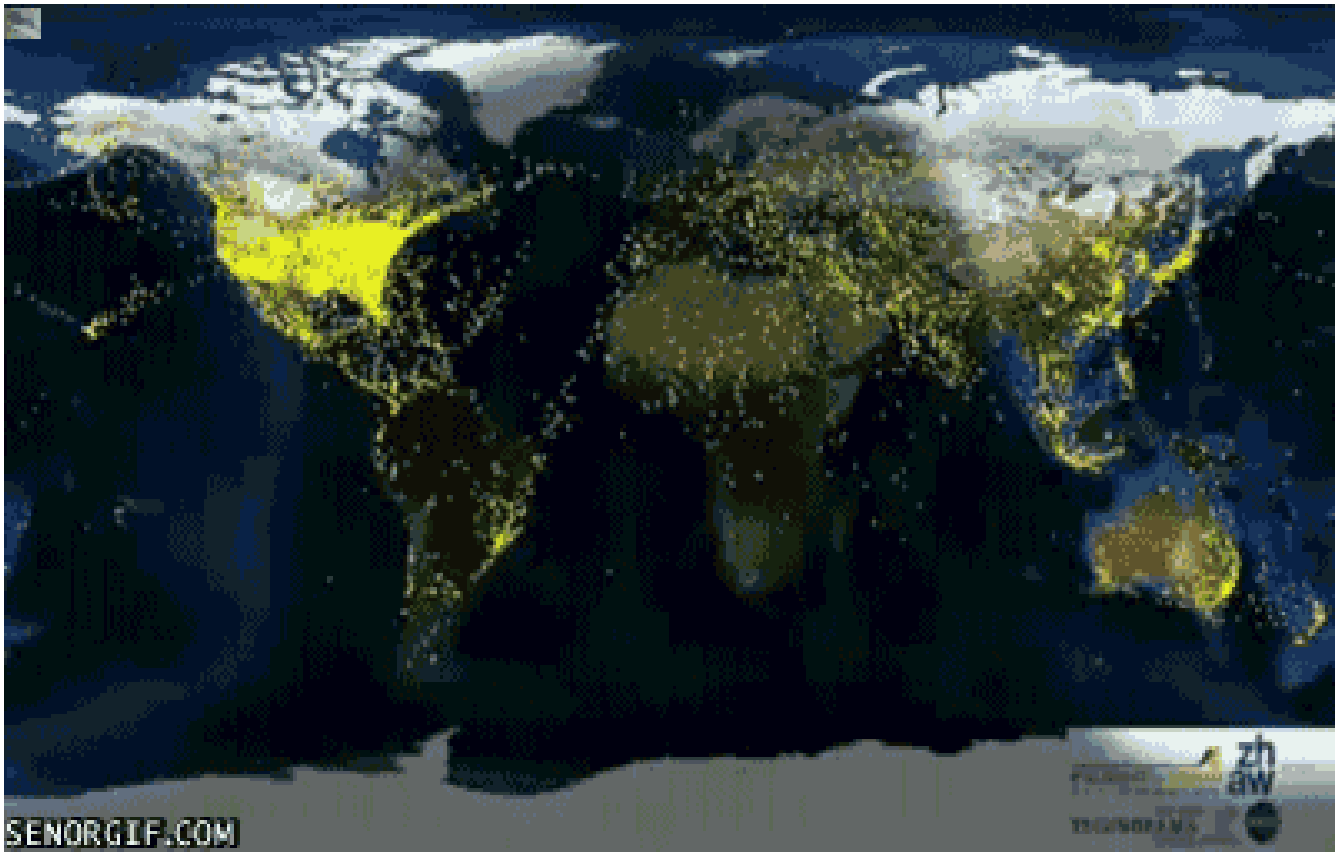

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"[U]nfortunately we can not claim to be a National Society with volunteers who represent and reflect the cultural and social diversity of our country. Our country is becoming an increasingly multicultural and multi-ethnic country, but only a small 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."

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Volunteering

Gift → **Transactional**

Mission Based

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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.”

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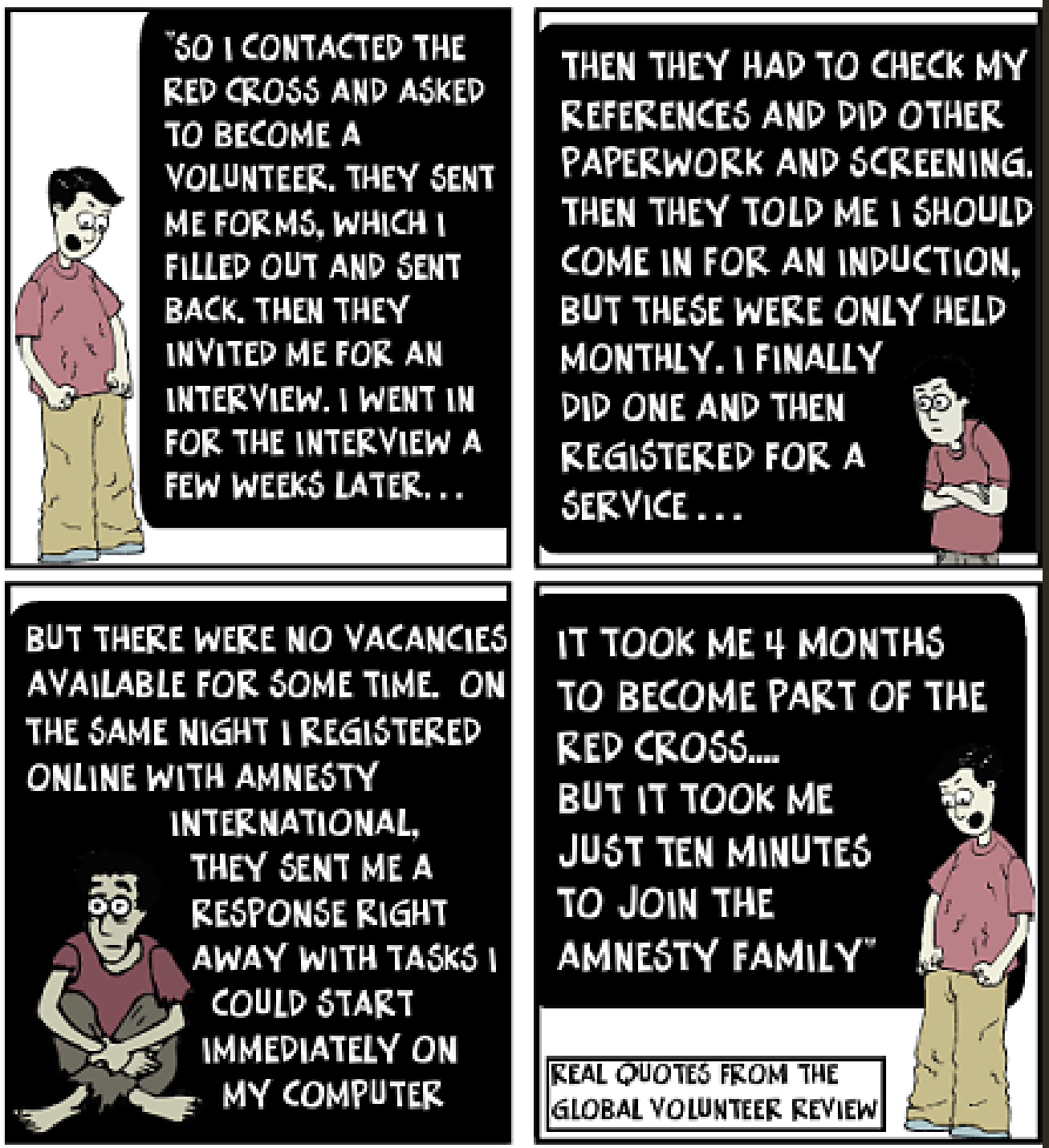
Shorter Participation

"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

volunteers
time
people
leave
reasons
work
move
family
money
also
study
management
job
activities
organisation
Society
go
join
find
another
leaving
like
want
give
something
local
might
change
part
coming
project
group
different
person
national
lack
life
years
example
main
now
come
reason
working
always
just
sometimes
community
studies
country
problem
become
due
going
Yes
good
course
much
within
programme
maybe
married
projects
well
things
else
many
may
continue
knowyoung
back
think
activity
often
branch
two
new
fact
free
jobs
area
members
general
especially
longer
studying
abroad
society
personal
lot
humanitarian
employment
better
majority
really
youth
loss
service
make
need
big
ask
help
time
old
related
feel
good
Well
enough
Sometimes
situation
place
place
lack

volunteer
work
leaders
family
organisation
activities
support
principles
stop
health
job
organization
institution
expectations
feel
continue
fundamental
lack
Nothing
change
think
management
future
always
way
away
Disrespect
interests
national
local
may
bullying
absence
life
circumstances
services
another
respect
time
get
role
valued
physical
members
illness
need
take
staff
Family
Principles
commitments
important
initiative
obligations
day
changes
want
moving
help
development
discrimination
full
needs
lead
Staff
social
well
able
never
age
total
give
stay
communities
become
individuals
sometimes
means
resources
commitment
clear
developed
human
available
value
alongside
Federation
good
non-recognition
especially
free
holding
see
nothing
Activities
close
business
death
heard
come
keep
like
treatment
values
practice
reasons
better
Lack
service
residence
within
place
reason
offer
international
lose
things
longer
situation
Health
leave
remain
Leaders
personal
something
much
serious
gives
imagine
organisations
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today
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ensure
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therefore
beams
care
service

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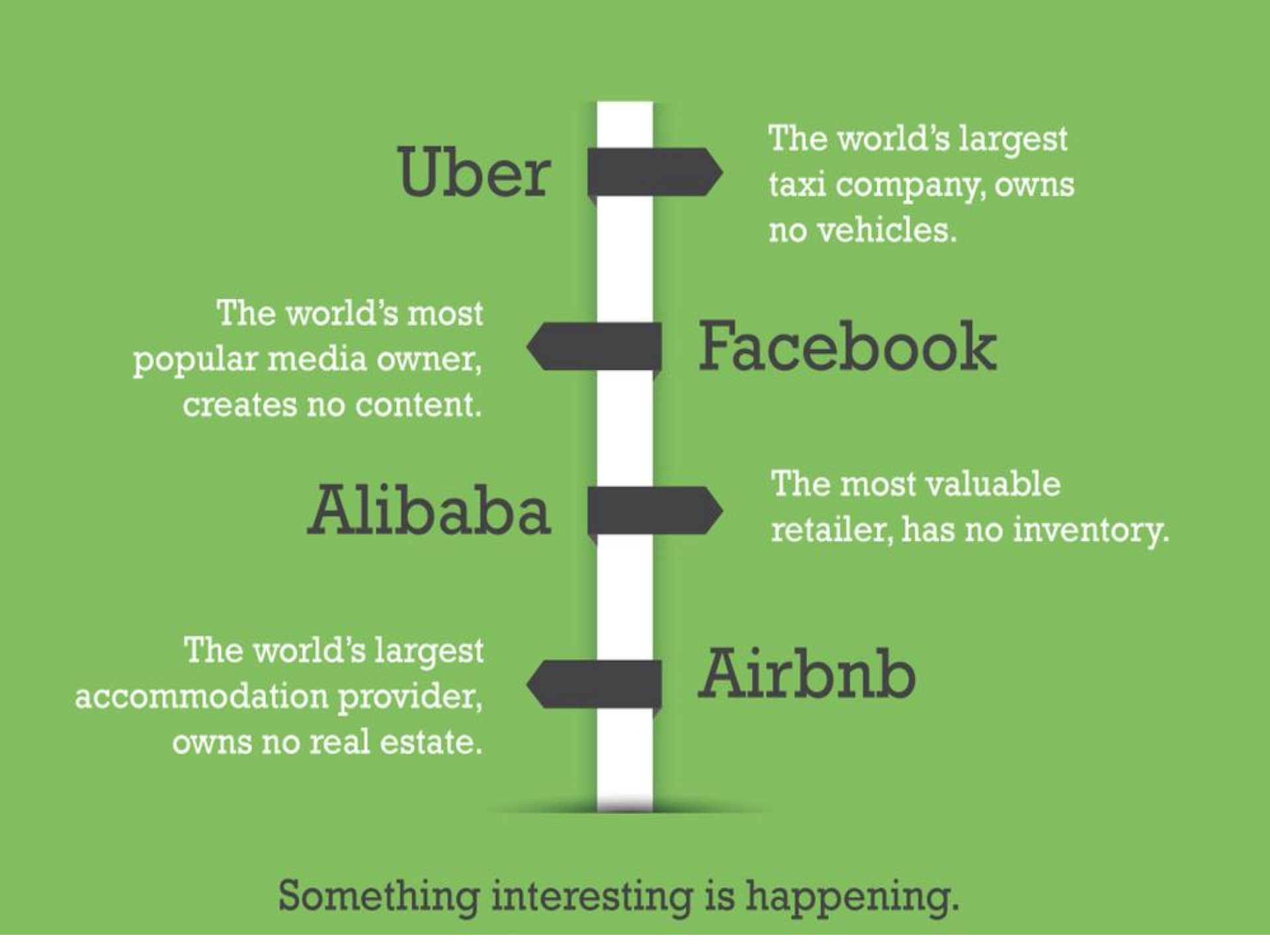
Addressing Change


Uber
The world's largest taxi company, owns no vehicles.
The world's most popular media owner, creates no content.
Facebook
Alibaba
The most valuable retailer, has no inventory.
The world's largest accommodation provider, owns no real estate.
Airbnb
Something interesting is happening.

Kenya Red Cross Society
Liked · December 11, 2014 ·

#Alert Lorry hanging precariously just after Mlolongo weigh bridge along Mombasa road. Motorists exercise caution

Like · Comment · Share

129 people like this.

180 shares

View previous comments 6 of 56

Sammy Goodluck Mwass Snr Short cut ?
Like · Reply · December 12, 2014 at 7:27am

Peter Mong'are Hata mi niliipiga picha though haikutokea poa

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 crowd-sourced information.

European Union

Crowd-sourced disaster response, until a few years ago informal and often haphazard, is now getting more organized,

Rank - Number of Contributors - Country

1. 885 Philippines
2. 112 Germany
3. 85 United States
4. 57 France
5. 38 United Kingdom
6. 36 Italy
7. 33 Nepal
8. 22 Spain
9. 18 Canada
10. 17 Denmark
11. 17 Vietnam
12. 16 Japan
13. 12 Haiti
14. 12 Netherlands
15. 10 Belgium
16. 10 Austria
17. 10 Switzerland
18. 9 Croatia
19. 9 Congo-Kinshasa
20. 9 Indonesia

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Complex Environments

#Protect_Our_Volunteers

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Considerations in Moving Forward

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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=kII5rRhtfts

3. Promoting Humanitarian Education – HELP

https://www.youtube.com/watch?v=BBtdNnXhIGg&list=PLnveoNV1sJGF46PqU_MxZjkvjG26K4vvV

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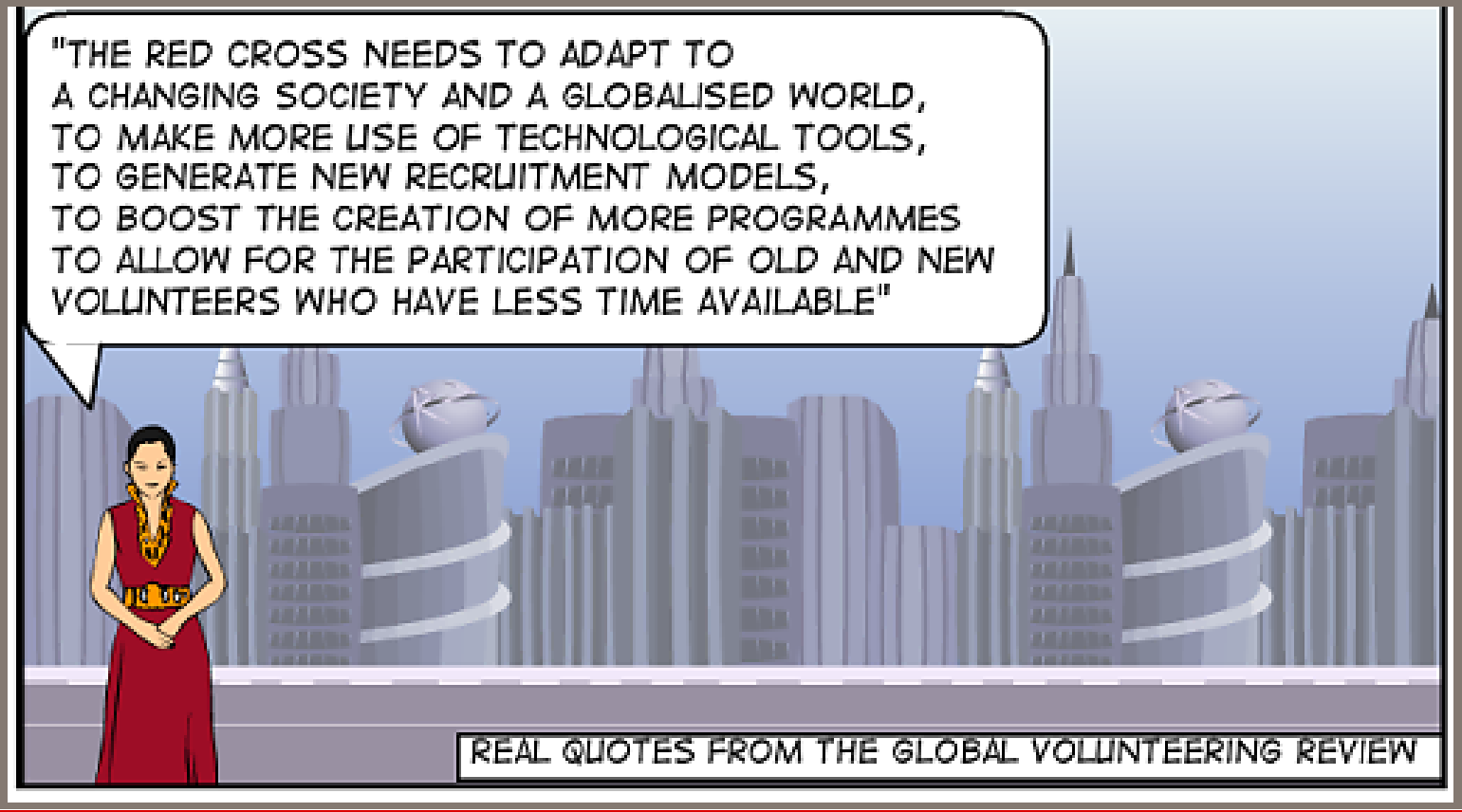
Creative dissemination and engagement with research



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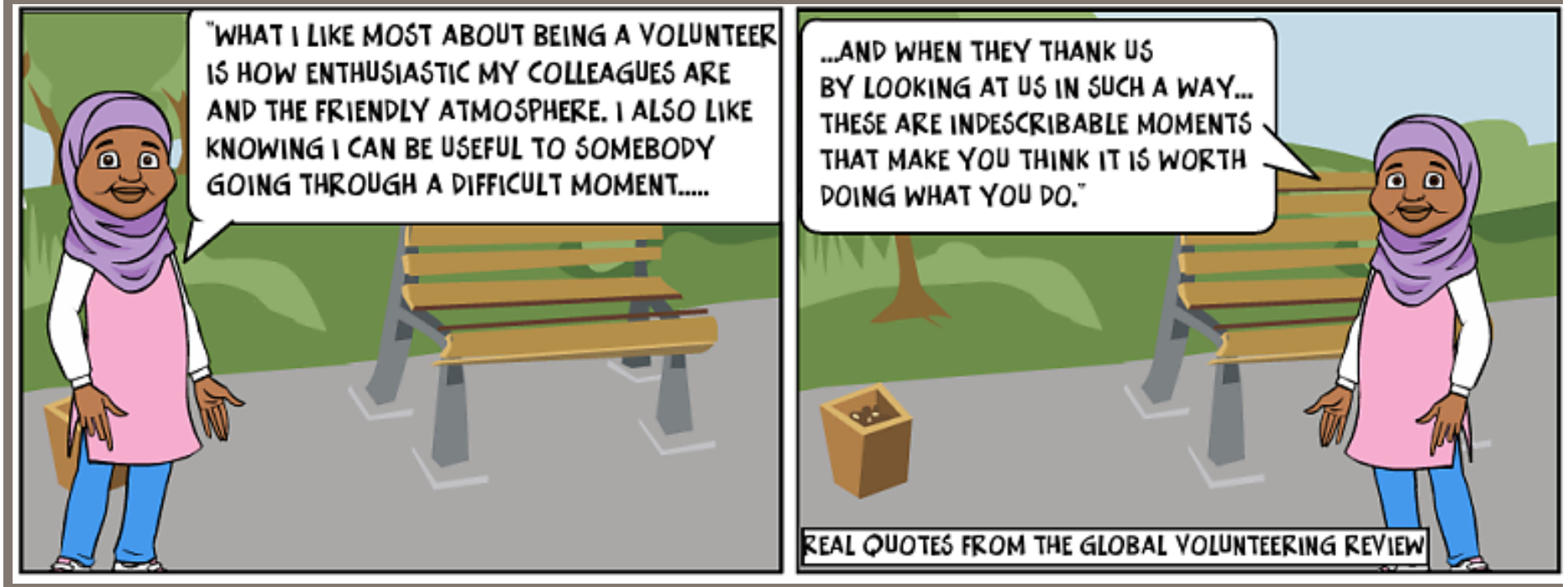
Creative dissemination and engagement with research



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. Promoting connection and learning from each other

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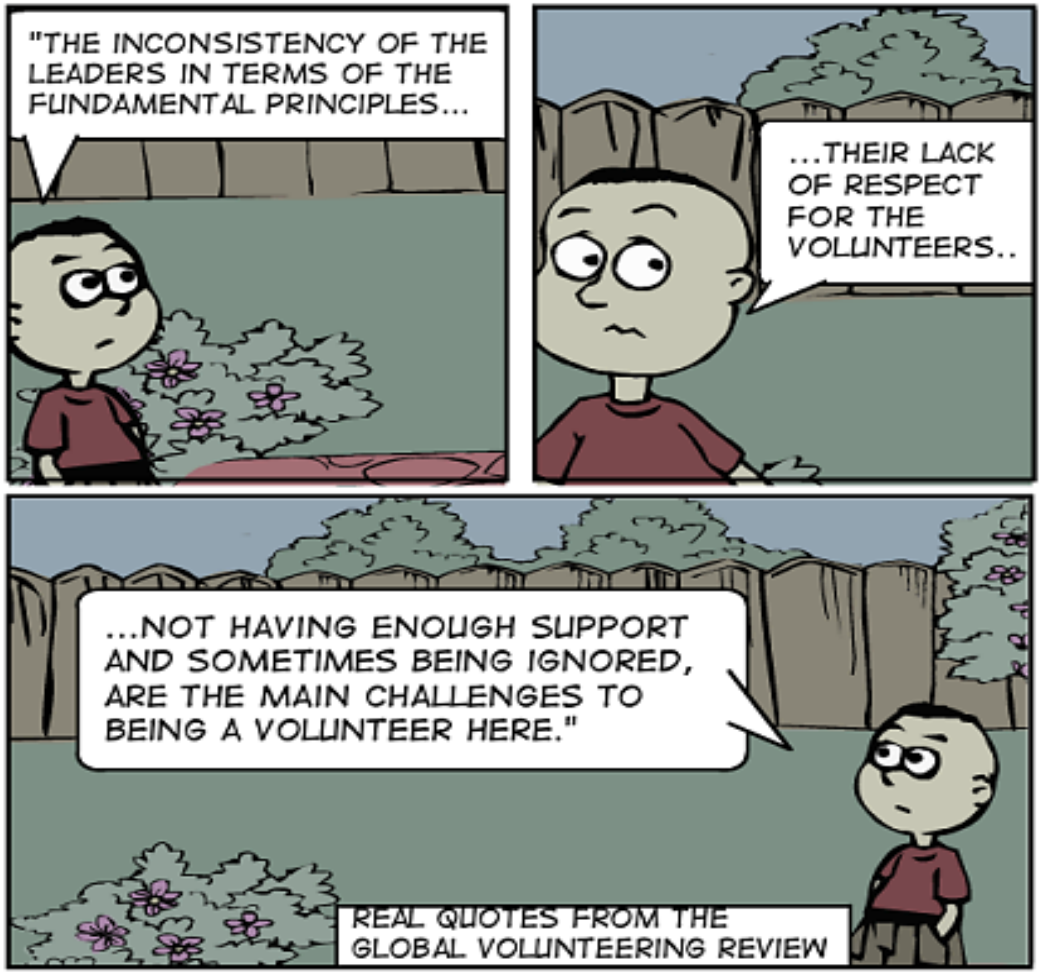
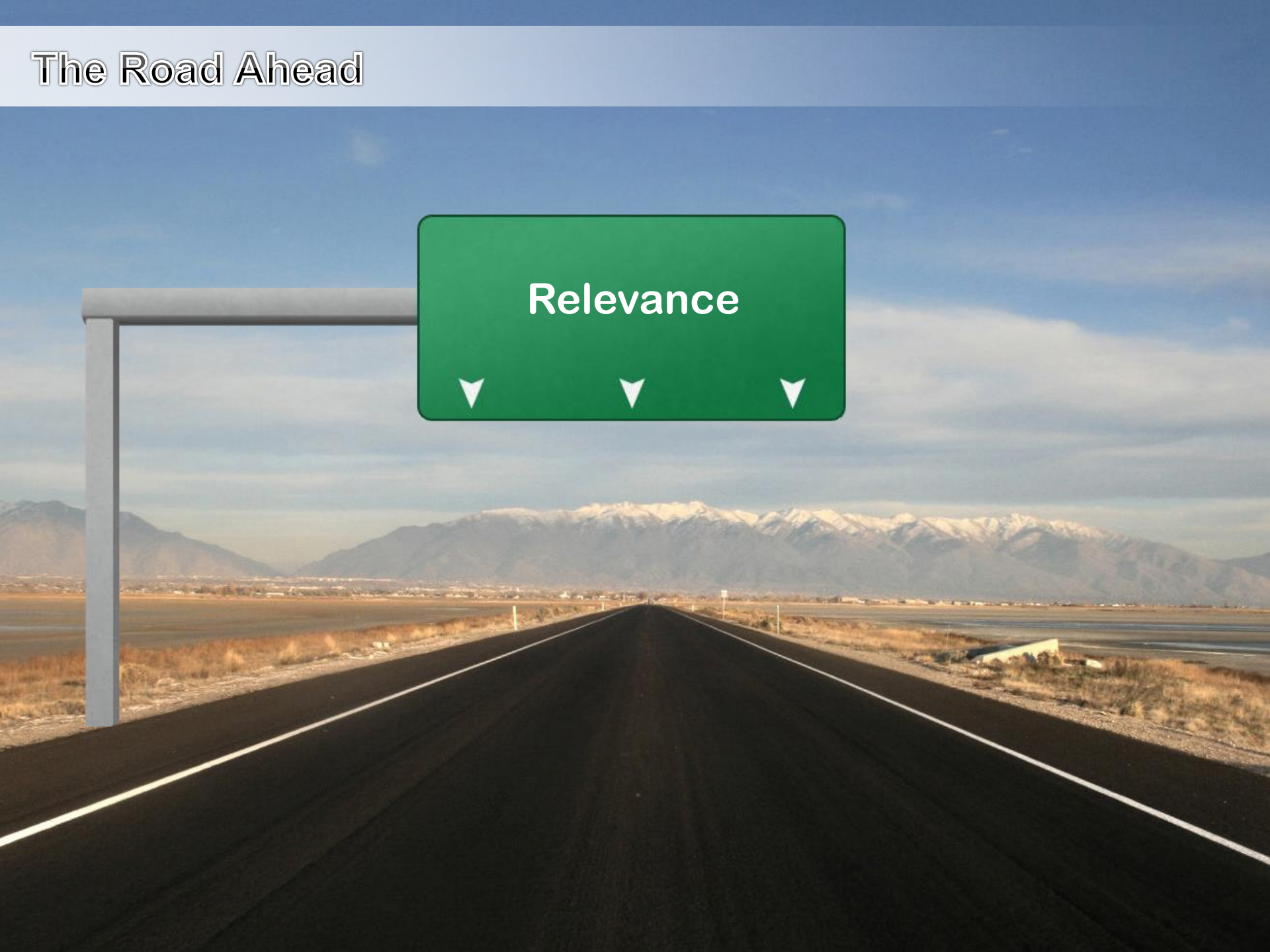
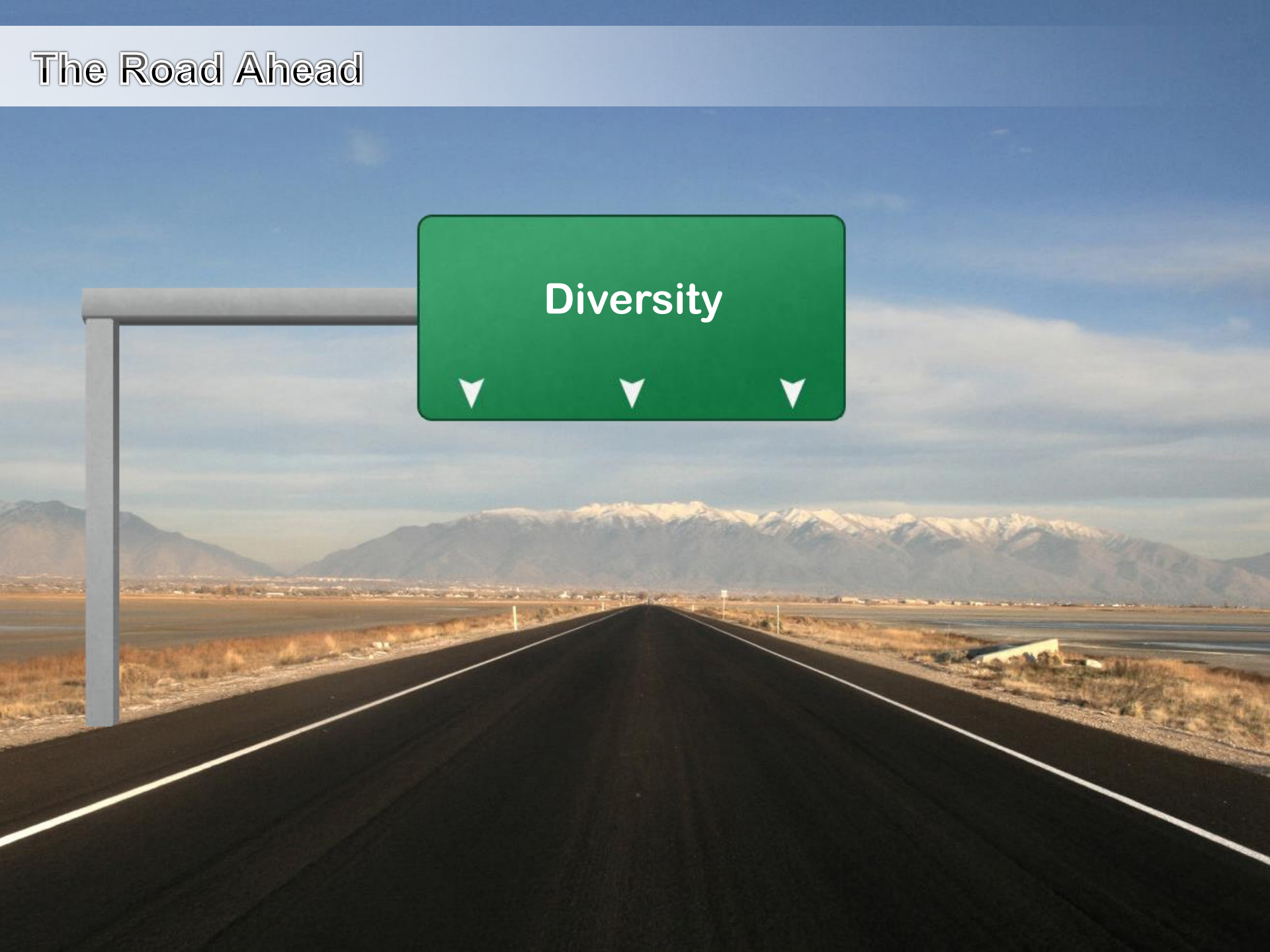
Leadership



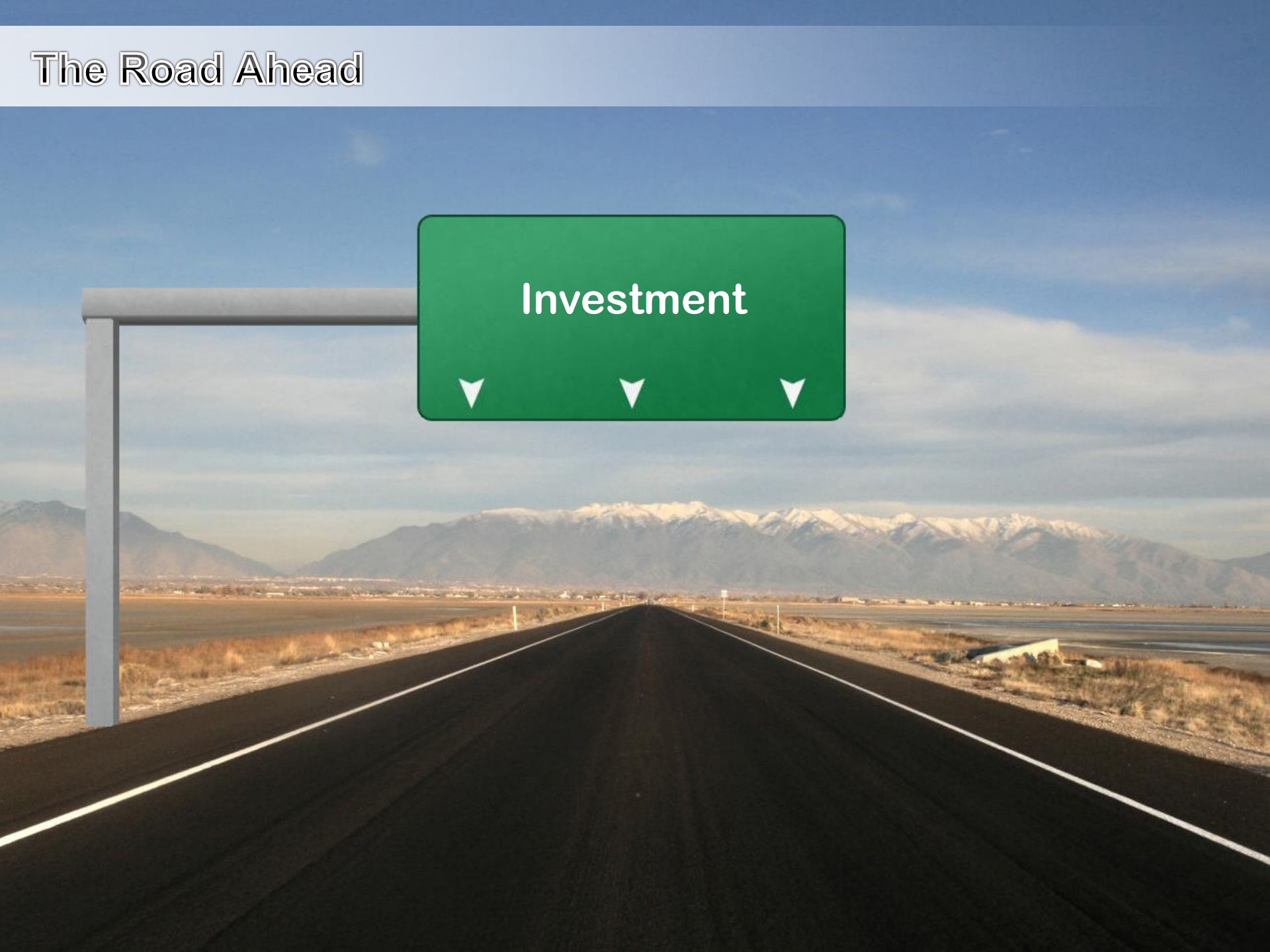
The Road Ahead



The Road Ahead



The Road Ahead



Red Cross Red Crescent

humanity

impartiality

volunteerism

neutrality

unity

Further Questions

Thank you