

VOLUNTEER REPORT

LIVE UNITED



United
Way



United Way
of East Central Iowa

WE FIGHT FOR VOLUNTEERS

IN EAST CENTRAL IOWA



THE STATE OF LOCAL VOLUNTEERISM¹

In 2015, United Way of East Central Iowa (UWECI) conducted a survey of nonprofits and faith-based organizations in Linn & surrounding counties to better understand challenges and opportunities organizations face in engaging and managing volunteers.

- **97%** utilize volunteers to help deliver their social mission.
- **75%** consider volunteers a large part of their main workforce.
- **72%** of organizations have capacity for more volunteers.
- **Word of mouth** is the most common way to introduce volunteers to an organization.
- **Fundraising volunteers** are the hardest to recruit & retain.
- **Top Five Volunteer Skills:**
 1. Organizing/Outreach
 2. Marketing, Communication, Design, & Writing
 3. Skilled Labor
 4. Administrative/Clerical Community
- **Top Three Requested Trainings:**
 1. Volunteer Recruitment
 2. Volunteer Management for Staff
 3. Evaluating Volunteer Service

NATIONAL, STATE, AND LOCAL TRENDS²

2015 Volunteer Rate: Residents Who Volunteer

National	Iowa	Cedar Rapids
24.9%	32.5%	37.6%

2015 National Civic Engagement

Women Who Volunteer	Men Who Volunteer
27.8%	21.8%
50 hours per year	50 hours per year

2015 Volunteer Hours

Iowa
30.9 hours per resident

Workplace & Employee Engagement Trends

1. Volunteerism is now the core through which companies build employee engagement strategies.
2. Employee engagement is key when recruiting and retaining employees.
3. Efforts to engage employees must involve leadership staff.
4. Millennials are company influencers and mix work and personal life.
5. Engagement is not just for large companies.
6. Aligning corporate goals, employee interests, and nonprofit needs is essential.

Youth Engagement Trends³

1. Volunteers are mobilizing others through social media and virtual platforms.
2. Inventing something that will change the world.
3. Solving issues valued more than serving needs.
4. Social change is a journey, not an event.




Retiree & Boomer Engagement Trends⁴

1. Pseudo-retirement and partial retirement are very common. Volunteerism can help refresh/diversify their skills.
2. Boomers retire later than their parents, but that will not limit their future volunteering.
3. Will volunteer more in retirement if they volunteered while working. Non-volunteering retiree boomers do not typically look for volunteer opportunities when they retire.
4. "VolunPeer to VolunPeer" ask is most successful. Boomers are more cautious about how they spend their time.
5. Boomers' health, economic status, and family situation impact their volunteering far more than their employment status.

VOLUNTEER ENGAGEMENT STRATEGIC PLAN

Increase volunteerism's measurable impact on UWECI's community goals.

- Integrated targeted volunteer raising opportunities aligned with traditional fundraising/campaign strategies.
- Increase number of volunteers aligned with education, financial stability, and health goals.
- Increase number of volunteer hours contributed to education, financial stability, and health goals.
- Performance measures of education, financial stability, and health volunteer opportunities.

VOLUNTEERING: UWECI FOCUS AREAS		2013	2016
 EDUCATION	VOLUNTEERS	143	341
	HOURS	8,127	5,900
	VALUE	\$177k	\$139k
 FINANCIAL STABILITY	VOLUNTEERS	315	484
	HOURS	8,398	10,608
	VALUE	\$183k	\$250k
 HEALTH	VOLUNTEERS	254	456
	HOURS	16,782	19,177
	VALUE	\$365k	\$451k
TOTAL	VOLUNTEERS	712	1,281
	HOURS	25,989	35,685
	VALUE	\$566k	\$840k

VOLUNTEER ENGAGEMENT 2016 OVERVIEW



INDIVIDUAL ENGAGEMENT

Provide a menu of volunteer options that engage individuals throughout their lifespan including done in a day, ongoing and skills-based opportunities.

- **55+ Initiative** connects volunteers, 55 and better, with meaningful and impactful volunteer opportunities in our community.
- **Volunteer Now** is UWECI's online volunteer matching site that provides a one-stop-shop to help individuals find volunteer opportunities in East Central Iowa.
- **Rural Community Engagement** is supported through the Jones County Volunteer Center and funding also supports volunteer programs in Benton, Cedar, and Iowa Counties. These volunteer programs provide direct services to meet critical community needs.
- **Disaster Volunteer Response** is coordinated through LAP-AID with UWECI's leadership. This collaborative strategy allows United Way to maximize human resources in preparing, responding and recovering from a disaster.



CORPORATE ENGAGEMENT

Leverage our employee relationships to empower companies to create year-round community engagement and foster a culture of volunteerism.

- **Day of Caring and Corporate Volunteer Projects** promote the spirit and value of volunteerism, increases the awareness of local human service agencies, and demonstrates the impact individuals make when volunteering.
- **Workplace Volunteer Council** connects social-minded companies to help them establish, grow, and sustain successful Employee Volunteer Programs.
- **Cause Engagement** introduces corporate partners to causes they care about and build an employee experience through learning activities and volunteering. Through Cause Engagement, employees experience the issue firsthand and then take action in a meaningful way to help become part of the solution.



NONPROFIT SUPPORT

Build capacity of nonprofits to increase the number volunteers and create a quality positive experience.

- **Service Enterprise Initiative** is an organization change management program that provides classroom training, consulting, and coaching to help nonprofits strategically engage and more effectively work with volunteers to deliver their social mission.
- **Volunteer Management Training** provides local in-person opportunities in a classroom or one-on-one format and a virtual training through the statewide Volunteer Management Training Webinars.
- **Volunteer Recognition** provides opportunities through awards, recognition event.
- **Volunteer Now** is web-based software that helps nonprofits recruit, communicate and connect to potential volunteers.

¹ Seemiller, Corey, and Meghan Grace. Generation Z goes to college. San Francisco, CA: Jossey-Bass, 2016. Print.

² Schawbel, Dan. "Gen Y and Gen Z Global Workplace Expectations Study." Millennia Branding. Randstad US, 2 Sept. 2014. Web. 07 May 2017.

³ "Snapshot 2015, The New Corporate DNA: Where Employee Engagement and Social Impact Converge" America's Charities. N.p., 10 Dec. 2015. Web. 07 June 2017.

⁴ AARP Foundation 2014 Research, CNCS information & UWW research