

**VOLUNTEER MANAGEMENT SERVICES – OUTCOMES REPORT APRIL 1, 2015 – MARCH 31, 2016**

**PROGRAM DESCRIPTION** - The focus of Volunteer Centre programming is volunteer management. This is achieved, in part, through the utilization of effective recruitment and placement strategies of volunteers in non-profit agencies. Program objectives are to locate, screen and place volunteers into three main areas: CMHA (internal) programs, local/regional health service/support programs and other local/regional non-profit organizations. For those volunteers placed internally: training, supervision, support and evaluation are provided by the applicable department staff. Volunteer Kootenays is responsible for volunteers placed in the Volunteer Assisted Shopping Program, Senior Friendly Visitor Program, Senior Telephone Check-In Service, Volunteer Income Tax Preparation Service, Snow Angels, and Crisis Line. Training, supervision, support and evaluation for volunteers placed outside CMHA are the responsibility of the hosting organization.

**PURPOSE** – This report is intended for board, management, program staff, stakeholders and persons served. Feedback and suggestions to assist with continuous quality improvement planning are both solicited and encouraged.

Key Demographics	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016	5 Yr. Comp Avg	Findings
# of male volunteer intakes	92	95	159	58	51	91	Staff found it interesting to note that the percentage ratio of male to female volunteers is exactly the same as last year (volunteer intakes are: 23% male; and 77% female). While it is apparent there is a substantial overall decrease in the total number of new volunteers, upon analysis it is evident this is because volunteers are staying longer. Most particularly this is evident in Trail where during the previous fiscal year (2014-15) 34 new volunteers were screened & placed. During the current fiscal year (2015-16) the majority of those same volunteers remained actively in place in their assigned positions. As such, it was only necessary to recruit and replace 3 volunteers at our Silver City Gardens worksite with no further volunteer recruitment required.
# of female volunteer intakes	131	183	119	192	168	159	
<b>Total</b>	223	278	278	250	219	250	
Number of CMHA-placed volunteers (i.e. Crisis line, Senior Shopping, Senior Visiting & Telephone Check In, Tax Program, Snow Angels, Board of Directors etc.)	30	74	43	98	64	62	The number of CMHA placed volunteers in the East Kootenay component of our Region remains entirely consistent with the prior year period 61 this year, 64 prior-year. As indicated in the paragraph above, the overall reduced number of CMHA volunteers this year, differs or corresponds in accordance with the 31 Silver City Gardens volunteers who stayed on in their volunteer roles for the duration of the 2015-16 fiscal year.
Number of CMHA 1x event volunteers	142	161	170	120	120	148	The number of one-time event volunteers remains consistent with the prior year. This static count is due, in part, to the fact that many of CMHA's on-going program-placed volunteers also choose to volunteer in the Agency's annual signature events.

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Key Demographics (continued)	2011 2012	2012 2013	2013 2104	2014 2015	2015 2016	5 Yr. Comp. Avg	Findings
Number of known externally placed volunteers	40	16	44	18	26	29	This year, there was a slight increase in the number of externally placed volunteers. The increase of 11% is specifically representative of the expanded number of placements made to other community health care and human service organizations. The number of external placements made to non-health or non-human service organizations remained the same.
Number of known culturally diverse volunteers	17	16	16	18	44	22	The number of culturally diverse volunteer intakes and volunteers with a disability increased substantially, this year. This increase came about as a result of the intake form redesign. The revised intake form asks more direct questions to ascertain more information, most specifically related to the applicant's cultural background and any disability he or she may experience. The goal of the adaptations made to the Intake Form was to ultimately increase successful volunteer position matches which staff anticipate will be evidenced by longer volunteer placements.
Number of persons known to have disabilities*	13	12	3	4	11	9	
Average known age range of volunteer intakes	19-34	35-50	19-34	35-50	35-50	36	While it appears the average age range of volunteers remains predominately static year over year, it is of interest to note that in the Agency's Cranbrook volunteer based programs, there is an equal balance in the number of 18-25 year old student volunteers and the number of 55 (plus) age category volunteers. The resulting average, however, remains static at age 36.
# of volunteer intakes for whom it is not known if referral(s) resulted in placement(s)	18	34	21	14	9	19	There is a noticeable decrease in this statistic which staff find encouraging and attribute the reduction to more consistent follow up and communication with community placement agencies.
Key Motivational Factors	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016	5 Yr. Comp. Avg	Findings
Job Seeking, Pre-employment or education requirement	31	31	34	57	56	42	Significant increases are noted in the "Altruistic" category. It is the opinion of staff; the increase in this motivational factor is due to the added definition which states a "concern for others". Going forward this phrase will replace the word "altruistic" on the Volunteer Application Form.  The significant increases this year in the "social activism" and "lifelong volunteer" categories are attributed to the fact that these options were added to the "Reasons For Volunteering" portion of the Volunteer Application Form.  Also of note are the large decreases in the classifications titled "Remaining Active" and "Personal Growth" under the Reasons For Volunteering category of the Intake Application Form. Staff remain unsure as to why there are rapid declines in this statistic, and will monitor going forward any corresponding or emerging trends.
Altruistic reasons: concern for others	44	39	52	20	48	40	
Social Activism	18	20	4	5	25	14	
Lifelong Volunteer	13	14	6	5	9	10	
Remaining Active	37	42	54	89	39	55	
Personal Growth	58	62	64	74	53	64	

**REFERRAL ELSEWHERE:** Whenever risks and barriers to volunteering become prevailing factors (such as mental health, addictions issues, etc.) program staff work closely with these potential volunteers and with community service providers, to ensure appropriate supports are identified. During the 2015-16 fiscal year, two volunteers were referred to other community services in order to access continuing supports prior to furthering their pursuit of a volunteer placement.

**PROGRAM EFFECTIVENESS:** Service outcomes are intended to assess volunteer placement rates in the following areas: within the Association; in other local/regional health care & support services agencies; and in other humanitarian community service agencies. There were 219 new volunteer intakes this year. Of these 219 new volunteers, 120 were one-time CMHA event volunteer placements and the remaining 99 were screened for on-going, long-term volunteer placements. Of the 99 volunteers screened for on-going volunteer roles, sixty-four (64) were placed in volunteer positions within Association core programs; seventeen (17) were known to have secured placements with other health care / human service organizations; nine (9) were placed with other community service agencies; and nine (9) volunteers were on an approved wait list pending selection of an appropriate placement which best suited their specific area of interest. The table below details the achievement ratios of targeted effectiveness measures.

Objective: Effectiveness Measures	Indicator	Who applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
1. CMHA placements in core programs (excludes 1x event volunteers)	% of placements secured within CMHA	All volunteer applicants (99)	45%	65% (64 of 99)	✓
2. Known health care/human service placements (excludes 1x event volunteers)	% of known placements secured with other healthcare agencies	All volunteer applicants (99)	9%	17% (17 of 99)	✓
3. Known other service/ community placements	% of known placements secured with other community organizations	All volunteer applicants (99)	6%	9% (9 of 99)	✓
4. CMHA one-time event volunteers (includes all volunteers screened)	% of placements secured within CMHA one-time events	All volunteer applicants (219)	40%	55% (120 of 219)	✓
<b>Effectiveness Findings:</b> Staff report they are extremely pleased with the consistent number of CMHA service-based volunteer placements, and attribute this to consistent follow up with volunteers throughout the placement process, enhanced on-going supervision and more direct, personal, one to one marketing initiatives. These systems or processes appear to result in strengthened volunteer placement satisfaction levels and longer volunteer terms.		<b>Recommendations:</b> Staff will continue to monitor these effectiveness measures at the current target rates of 45%, 9%, 6% of volunteers screened for on-going volunteer positions. The one-time event volunteer target will remain at 40% of the overall volunteer applicant ratios. In the coming fiscal year, should targeted achievement ratios continue to be exceeded staff will respond by increasing established targets for the subsequent year.			

**PROGRAM EFFICIENCIES** – The number of new volunteers was recorded and monitored throughout the fiscal year. The target goals established was to screen and refer a minimum of 9 new volunteers per month (108 annually). Efficiency results have been tabulated below.

Objective: Efficiency Measures	Indicator	Who Applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
Volunteer intakes (excludes 1x event volunteers in this count)	Maintain or increase % of volunteer intakes recorded from the prior year	All new or returning volunteers	100%	92% (this year total: 99)	X (almost met)
<b>Findings:</b> Staff noted a slight decrease in the achievement of this identified efficiency measure target (service utilization). However, it appears that this may be the result of increased volunteer satisfaction levels in that volunteer placement terms are longer this year, resulting in less turn over.		<b>Recommendations:</b> Going forward the service utilization target will be to achieve 108 new or returning volunteers for the 2016-17 fiscal year (this number excludes 1x event volunteers). An additional efficiency measure considered, that may be added in the coming year, will be to record and monitor the length of volunteer placement terms.			

**PROGRAM SATISFACTION:** One-hundred and eight (108) volunteer/stakeholder surveys were distributed (this number excludes 1 time event volunteers). Ninety (90) surveys were returned. Of these surveys, twenty six (26) were from stakeholders and sixty four (64) were from volunteers.

Objective: Volunteer & Stakeholder Input	Indicator	Who Applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
Staff responded to requests/inquiries in a timely way.	% who answered "Yes"	All who complete this question on the feedback survey (90 of 90)	85%	100% (90 of 90)	✓
Assistance was provided in a timely fashion	% who answered "Yes"	All who complete this question of the feedback survey (90 of 90)	85%	100% (90 of 90)	✓
Suitable exploration of volunteer options and choices was provided	% who answered positively.	All who complete this question of the feedback survey (86 of 90)	85%	96% (86 of 90)	✓
Those who are happy with the volunteer match/placement & feel it is a "good fit"	% who answered "Yes"	All who complete this question on the survey (81 of 90)	85%	90% (81 of 90)	✓
<b>Findings:</b> Staff reported they are highly pleased with the results of the achievement ratios of volunteer satisfaction levels (combined average at 97%).		<b>Recommendations:</b> Continue to monitor satisfaction rates with both volunteers and stakeholders at the established 85% targets. Going forward, continue to strive for sustained high rates of survey returns received from volunteer and stakeholders.			

**PROGRAM ACCESSIBILITY** - Program staff have determined that every reasonable effort will be made to accommodate prospective volunteers. "Reasonable accommodation" is typically evaluated as part of the volunteer screening process. Referral and/or placement recommendations are made on an individualized basis with due consideration to identified special needs/requests as part of the core service. During the 2015-2016 program year, staff received one (1) request for specific accommodation from a volunteer applicant. Upon review, this request was deemed reasonable and as such, staff undertook the necessary measures to accommodate. The specifics of the request for accommodation were for a volunteer in our seniors' check in program who was legally blind. The volunteer required accommodating actions including: the recording of client call check-in assignment telephone numbers in large font on separate phone tabs in all the client check in files; and that staff commit to guide her access in & out of the building, and escort her to the washroom or to other building areas as required. Overall, program accessibility was measured throughout enhanced and concentrated marketing initiatives intended to promote broader awareness and therefore enhanced regional access to Volunteer Kootenays.

Objective Access Measures	Indicator	Who Applied to	Target Goal Expectancy	Actual Result	Met or Exceeded
1. Increase access by enhancing marketing to remote communities in our region	% of volunteers in rural communities of our catchment area (population less than 8,000)	volunteers in rural communities populations 8,000 or less	10% (total volunteers)	7%	X
<b>Findings:</b> Of the total 99 volunteer intakes (this # excludes 1x event volunteers) there were 7 volunteers placed in smaller rural communities of our region. Although we didn't achieve the established target 10% placements in rural communities, we did successfully place three (3) volunteers in Trail serving clients through the Volunteer Program located at our Silver City Gardens worksite; and four (4) new volunteers were placed in Nelson in a variety of community programs. Staff noted an increase in community members from Nelson contacting Volunteer Kootenays for information regarding volunteer placements. As a result some staff time has been dedicated to compiling volunteer information for organizations specifically in Nelson.		<b>Recommendations:</b> Continue to provide support to and, make volunteer placements, in the more rural communities of our region in the coming fiscal year. The target will remain at 10% of the total number of volunteer intakes recorded for the fiscal year.			

**ADMINISTRATIVE OBJECTIVES**

Objective: Administrative Key Tasks	Indicator	Applied To Whom	Target Goal Expectancy	Actual Result	Met or Exceeded
1. Continue to promote Volunteer Kootenays and its various services by maximizing media & community exposure. Seek out opportunities to present to qualified groups (i.e. service clubs)	Number of media ads including radio, newspapers, online media & social marketing	General Public	1 media marketing initiative per month (12)	10 Newspaper Ads 1 Radio Ads/Interviews 11 Facebook Posts 2 Service Presentations 2 Community Events	✓
2. Continue the redesign of Volunteer Kootenays through rebranding efforts.	Increase one-to-one contact with stakeholders	Potential volunteers and referral sources	Daily one-to-one volunteer and referral source contact or connections (231) (formula 1 per day minus stats and vacation)	351	✓
<p><b>Findings:</b> Program staff indicate they are pleased with these results and with media and community support in general.</p>		<p><b>Recommendations:</b> a. Ensure all program staff and volunteers continue to be knowledgeable of and meet all accreditation standards throughout the year. b. Make available at least two professional development opportunities to staff and senior volunteers by the end of the fiscal year.</p>			

**Data collected and collated by:** Lori Stolson, Administrator of Volunteer Services

**Reviewed:** Janice Ivan, Executive Director

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