

VOLUNTEER MANAGEMENT SERVICES – OUTCOMES REPORT APRIL 1, 2020 – MARCH 31, 2021

PROGRAM DESCRIPTION - The focus of Volunteer Kootenays 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, Sexual Assault Response Team 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	2016 2017	2017 2018	2018 2019	2019 2020	2020 2021	5 Year Average	Findings
# of male volunteer intakes	100	22	26	16	7	34.2	The number of intakes has significantly dropped over the past 5 years. In the past fiscal, the numbers are low as our office was closed from mid-March to mid-June and we didn't start taking new volunteers until July. We will need to enhance our marketing efforts to increase the number of referrals.
# of female volunteer intakes	158	60	66	42	36	72.4	
Total	258	82	92	58	43	106.6	
CMHA-placed volunteers (i.e. Crisis Line, Sexual Assault Response Team, Senior Shopping, Senior Visiting; Telephone Check In, Tax Program, Snow Angels, Board of Directors)	57	56	71	45	37	53.2	The number of CMHA-placed volunteers reflects new volunteers placed in both the East and West Kootenay components. The number of volunteers decreased compared to last year's data due to COVID-19 as we were not accepting new volunteers from mid-March to mid-June 2020.

Key Demographics (continued)	2016 2017	2017 2018	2018 2019	2019 2020	2020 2021	5 Year Average	Findings
# of volunteer intakes referred externally	14	11	19	18	6	13.6	The number of referrals referred to other organizations has dropped in the past fiscal which could be due to COVID-19 and less intakes completed. The numbers for volunteers who are culturally diverse or have disabilities are fairly consistent with past fiscals. However, we have seen an increase of cultural diversity over the past fiscal and a decrease in number of people with disabilities.
Number of known culturally diverse volunteers	17	18	15	9	12	14.2	
Number of persons known to have disabilities*	4	11	10	4	2	6.2	The average age of volunteers in over the past 5 years.
Average known age range of volunteer intakes	33.5	35.2	38.8	38.7	33.7	36	
Key Motivational Factors	2016 2017	2017 2018	2018 2019	2019 2020	2020 2021	5 Year Average	Findings
Job Seeking, Pre-employment or education requirement	40	43	35	40	32	38	All motivational factors are lower this fiscal compared to the past four years; however, this could be due to COVID and less intakes completed this year as well as the provincial restrictions which are limiting person-to-person contact.
Altruistic reasons: concern for others	47	38	59	44	30	43.6	
Social Activism	24	24	44	29	22	28.6	
Lifelong Volunteer	7	8	16	13	10	8.8	
Remaining Active	41	35	40	24	15	31	
Personal Growth	54	43	56	42	31	45.2	

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 this fiscal year, no volunteers required referrals 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 placements within the Association or who are referred out to other community / regional service providers. 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 who were placed in CMHA programs	65%	86% (37 of 43)	✓
2. Referred out to other service/ community placements outside of CMHA Kootenays	% of known placements secured with other community organizations	All volunteer applicants who were referred out	10%	14% (6 of 43)	✓
Effectiveness Findings: Targets have been exceeded for the number of internal and external referrals.		Recommendations: Maintain existing target goals. The Volunteer Kootenays contract indicates we are to recruit volunteers for other Cranbrook service organizations; therefore we will increase our marketing efforts to increase our overall number of intakes and those we refer outside of CMHA Kootenays.			

PROGRAM EFFICIENCIES – The number of new volunteers was recorded and monitored throughout the fiscal year. The target goal established was to screen and refer a minimum of 9 new volunteers per month (108 annually). All CMHA volunteers, departing non-seasonal CMHA programs, were monitored for length of volunteer placement term within the programs they served. Efficiency results have been tabulated below.

Objective: Efficiency Measures	Indicator	Who Applied To	Target Goal Expectancy	Actual Result	Met or Exceeded
Screen and refer volunteers to CMHA programs and community organizations	Complete 108 new intakes annually (average of 9 per month)	All new or returning volunteers who are screened	100%	40% (43/108)	X
Volunteer Placement Term – Volunteer Assist Shopping Program	The length of time a volunteer has volunteered prior to departing from VASP	All volunteers departing a non-seasonal CMHA program	1 years	5.3 years 4 volunteers departing	✓
Volunteer Placement Term – Senior Friendly Visitor Program	The length of time a volunteer has volunteered prior to departing from SFVP	All volunteers departing a non-seasonal CMHA program	1 year	3.6 years 7 volunteers departing	✓
Volunteer Placement Term – Senior Friendly Check-In Call Program	The length of time a volunteer has volunteered prior to departing from CIC	All volunteers departing a non-seasonal CMHA program	1 year	1.15 years 3 volunteer departing	✓
Volunteer Placement Term – Crisis Line	The length of time a volunteer has volunteered prior to departing from Crisis Line	All volunteers departing a non-seasonal CMHA program	1 year	0.6 years 2 volunteers departing	X
Findings: Only 43 volunteers were screened and referred to a volunteer position as our office was closed from mid-March to mid-June due to COVID-19 and limited marketing for new volunteers has been completed in the past fiscal. All programs met their length of service target except Crisis line.		Recommendations: Increase marketing efforts to obtain a minimum of 108 intakes per year. Remove the efficiencies of calculating length of service per program. Add the efficiency of tracking volunteer hours and ensuring 4800 hours per year (400 hours per month) are maintained for CMHA Kootenays programs (VASP, SFV, CIC, CL, and SART) combined.			

PROGRAM SATISFACTION:

Objective: Volunteer 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 volunteers who completed the survey	85%	100% (2 of 2)	✓
Suitable exploration of volunteer options and choices was provided	% who answered "yes".	All volunteers who completed the survey	85%	100% (2 of 2)	✓
Volunteers who are happy with the volunteer match/placement & feel it is a "good fit"	% who answered "Yes"	All volunteers who completed the survey	85%	100% (2 of 2)	✓
Objective: 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 stakeholders who completed the survey	85%	83% (5 of 6)	X
Staff were available when needed and provided program information and responded to inquiries	% who answered "Yes:	All stakeholders who completed the survey	85%	83% (5 of 6)	X
Stakeholders who feel the volunteers referred to them were a "good match"	% who answered "Yes"	All stakeholders who completed the survey	85%	67% (4 of 6)	X
Findings: Volunteers are satisfied with the staff and services. Stakeholders that did not respond positively, remarked due to COVID volunteers were not accepted; however, in the past program was a success.		Recommendations: Continue to monitor satisfaction rates for both volunteers and stakeholders at the established 85% targets. Increase a higher rate of survey returns received from volunteers 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. 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% (# volunteers referred out compared to total volunteers)	14% (6 of 43)	✓
Findings: Of the total 43 volunteer intakes there were 6 volunteers referred for placement in smaller rural communities of our region. Volunteers were referred out to: Nelson, Castlegar and Fernie.		Recommendations: 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. Promote Volunteer Kootenays and its various services by maximizing media & community exposure. Seek out opportunities to present to qualified groups, schools and colleges.	Number of media ads including radio, newsletters, newspapers, online media & social marketing	General Public	1 media marketing initiative per month (12)	One e-newsletters was distributed to 200+ email addresses recruiting for Check-in volunteers.	X
2. Make available at least two professional development opportunities to staff by the end of the fiscal year.	Staff attend training and/or professional development activities	Staff	2 training and/or professional development activities	Staff attended 4 webinars and a two day Volunteer Symposium.	✓
3. Make available training opportunities for volunteers.	Number of training hours provided to volunteers	Volunteers	950 hours of training per fiscal	Volunteers received a combined total of 970.55 training hours over the fiscal year	✓
Findings: Due to COVID, program staff did not complete any marketing or distribution of materials in the past fiscal. Staff and volunteers were provided with applicable trainings.		Recommendations: Enhance marketing efforts by distributing posters and brochures within the community, and increasing social media and radio ads. Maintain 2 trainings/ professional developments for staff and 950 training hours for volunteers.			

Data Prepared by: Lori Bender, Director of Business and Administration Services
Reviewed by: Carey Fraser, Executive Director
Data Source: Excel tracking sheets and monthly reports

Date: May 7 2021