

VOLUNTEER MANAGEMENT SERVICES – OUTCOMES REPORT APRIL 1, 2018 – MARCH 31, 2019

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, 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 | 2014 2015 | 2015 2016 | 2016 2017 | 2017 2018 | 2018 2019 | 5 Year Average | Findings |
|---|--------------|--------------|--------------|--------------|--------------|-------------------|--|
| # of male volunteer intakes | 58 | 51 | 100 | 22 | 26 | 51.4 | The 2018-19 reporting period was consistent with 2018-19. The Association previously hosted three large community events in which all of the one-time event volunteers were counted in this category; over 100. The Association has replaced these large community events with smaller events focusing on the recognition and retention of the Association's volunteers in seven different programs. During the 2018-2019 year, 92 volunteers were recruited, screened and placed. |
| # of female volunteer intakes | 192 | 168 | 158 | 60 | 66 | 128.8 | |
| Total | 250 | 219 | 258 | 82 | 92 | 180.2 | |
| 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) | 98 | 64 | 57 | 56 | 71 | 69.2 | The number of CMHA-placed volunteers reflects new volunteers placed in both the East and West Kootenay components. The number of CMHA placed volunteers in the East Kootenay component of our Region has increased compared to last year's data. |

| Key Demographics (continued) | 2014 2015 | 2015 2016 | 2016 2017 | 2017 2018 | 2018 2019 | 5 Year Average | Findings |
|---|--------------|--------------|--------------|--------------|--------------|-------------------|---|
| Number of known externally placed volunteers | 18 | 26 | 29 | 26 | 19 | 23.6 | The number of externally placed volunteers has decreased slightly over the last three years. Staff will continue to monitor for any emerging trends. |
| # of volunteer intakes for whom it is not known if referral(s) resulted in placement(s) | 14 | 9 | 12 | 2 | 2 | 7.8 | The number of volunteers whom it is not known if referrals have resulted in placements has decreased the past two years. |
| Number of known culturally diverse volunteers | 18 | 44 | 17 | 18 | 15 | 22.4 | The number of volunteers who are culturally diverse and/or are persons with a disability remains consistent with the prior year's data. The College of the Rockies, International Program, has always been a strong supporter of the Volunteer Kootenays program and a large percentage of the culturally diverse volunteers are referred to Volunteer Kootenays via the International Program. |
| Number of persons known to have disabilities* | 4 | 11 | 4 | 11 | 10 | 8 | |
| Average known age range of volunteer intakes | 35-50 | 35-50 | 19-34 | 35-50 | 35-50 | 35-50 | The average age range of volunteers remains predominately static year over year at age 35. |
| Key Motivational Factors | 2014 2015 | 2015 2016 | 2016 2017 | 2017 2018 | 2018 2019 | 5 Year Average | Findings |
| Job Seeking, Pre-employment or education requirement | 57 | 56 | 40 | 43 | 35 | 46.2 | Data collected for the key motivational factors in volunteering remain fairly consistent, in all categories, with the exception of Social Activism, Altruistic Reasons and Personal growth which saw a significant increase. |
| Altruistic reasons: concern for others | 20 | 48 | 47 | 38 | 59 | 42.4 | |
| Social Activism | 5 | 25 | 24 | 24 | 44 | 24.4 | |
| Lifelong Volunteer | 5 | 9 | 7 | 8 | 16 | 9 | |
| Remaining Active | 89 | 39 | 41 | 35 | 40 | 48.8 | |
| Personal Growth | 74 | 53 | 54 | 43 | 56 | 56 | |

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 2018-19 fiscal year, there were no volunteers that 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 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 92 new volunteer intakes this year. All 92 new volunteers were screened for on-going, long-term volunteer placements. Of the 92 volunteers screened for on-going volunteer roles, seventy-one (71) were placed in volunteer

positions within Association core programs and nine (9) were known to have secured placements with other health care / human service organizations; ten (10) were placed with other community service agencies; and two (2) volunteers declined placement after the screening process was complete. 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 | 65% | 77% (71 of 92) | ✓ |
| 2. Known health care/human service placements (excludes 1x event volunteers) | % of known placements secured with other healthcare agencies | All volunteer applicants | 25% | 10% (9 of 92) | X |
| 3. Known other service/ community placements | % of known placements secured with other community organizations | All volunteer applicants | 10% | 11% (10 of 92) | ✓ |

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). Efficiency results have been tabulated below. 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 for each CMHA non-seasonal volunteer program

| 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% | 85% (this year total: 92) | X |
| Volunteer Placement Term – Volunteer Assist Shopping Program | Maintain or increase length of volunteer placement term | All new or returning volunteers | 1 years | 1.2 years 8 volunteers departing | ✓ |
| Volunteer Placement Term – Senior Friendly Visitor Program | Maintain or increase length of volunteer placement term | All new or returning volunteers | 1 year | 2.2 years 4 volunteers departing | ✓ |
| Volunteer Placement Term – Senior Friendly Check-In Call Program | Maintain or increase length of volunteer placement term | All new or returning volunteers | 1 year | 0.6 years 3 volunteer departing | X |
| Volunteer Placement Term – Crisis Line | Maintain or increase length of volunteer placement term | All new or returning volunteers | 1 year | 2.3 years 9 volunteers departing | ✓ |

PROGRAM SATISFACTION: 27 volunteer and stakeholder surveys were returned. Of these surveys, 6 were from stakeholders and 21 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 (26 of 26) | 85% | 100% (27 of 27) | ✓ |
| Assistance was provided in a timely fashion | % who answered “Yes” | All who complete this question of the feedback survey (26 of 26) | 85% | 100% (27 of 27) | ✓ |
| Suitable exploration of volunteer options and choices was provided | % who answered positively. | All who complete this question of the feedback survey (21 of 21 - Volunteers only) | 85% | 100% (21 of 21) | ✓ |

| | | | | | |
|--|----------------------|---|-----|--------------------|---|
| 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 (26 of 26) | 85% | 100% (27 of 27) | ✓ |
|--|----------------------|---|-----|--------------------|---|

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 2018-2019 program year, staff did not receive any requests for specific accommodation from a volunteer applicant. 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) | 11% 10 of 92 | ✓ |

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, schools and colleges. | Number of media ads including radio, newspapers, online media & social marketing | General Public | 1 media marketing initiative per month (12) | Daily Radio, Publics Service Ads Weekly Facebook Posts 2 Community Events 1 Community Presentation | ✓ |
| 2. Make available at least two professional development opportunities to staff and senior volunteers by the end of the fiscal year. | Staff and volunteers attend training and/or professional development activities | Staff and Volunteers | 2 training and/or professional development activities | Both staff and volunteers attended training sufficient to meet the standard. Volunteers received a combined total of over 600 training hours over the fiscal year. | ✓ |

Data collected and collated by: Director of Housing Services

Date: April 26, 2019

Reviewed: Executive Director