

2016

VOL UNT EER ISM



A STUDY OF THE SPRINGFIELD, MO AREA
GREENE & CHRISTIAN COUNTIES



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CENTER FOR NONPROFIT LEADERSHIP

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KEY FINDINGS

This report presents evidence to support the tremendous impact of volunteerism in the Springfield area (including Greene and Christian counties).

The first part explores who volunteers are, what they do, their motives for giving, and the importance of their contribution toward building safe, strong, and cohesive communities.

The second part provides insights on how nonprofit and civic organizations rely on volunteers, and how the volunteers' gifts of time and talent are essential to organizations accomplishing their missions.

This study will help create a deeper understanding of volunteerism, providing pertinent information for residents, nonprofit organizations, businesses, government agencies, and legislators.



INDIVIDUAL FINDINGS

- In the Springfield area, the profile of a typical volunteer is a well-educated female older than 40, with an annual income above \$50,000.
- Women serve more often than men (72.9% of respondents), but men tend to serve longer than women. The median years of service for men is 14 years. For women, the median is 10 years.
- Baby Boomers and Generation X are the age groups most likely to serve as volunteers. Nearly 70% of all responding volunteers are 40 years or older.
- Minority groups are underrepresented in the Springfield volunteer sector. Communication challenges, cultural differences, and opportunity awareness may explain lack of involvement.



ORGANIZATIONAL FINDINGS

- There are nearly 55,000 people serving as formal volunteers in the Springfield area, performing more than 155,000 hours of service each month.
- Volunteers serve an average of about 18 hours per month at organizations, or about 96 hours per year. One organization reported having a volunteer who served more than 240 hours per month.
- There is a critical shortage of volunteers in the Springfield area. More than half of the responding nonprofit and civic organizations report needing more volunteers in order to meet the requests for services. To keep pace with current demands, an additional 7,800 volunteers are needed.
- The most important volunteer activity, according to responding organizations, is serving as a board or committee member. The next most important is helping with fundraising.



ECONOMIC VALUE

- Volunteers add great economic value to the region. The annual economic value of formal volunteerism in the Springfield area is over \$43.5 million.¹
- Nonprofit/civic organizations save millions of dollars each year by using volunteers instead of paying for services. The average annual savings is more than \$185,000 per organization.
- There is a clear correlation between those who give their time and financial contributions. More than 90% of volunteers donated money to a charity within the past 12 months. Those with household incomes of \$50,000 or more per year were most likely to donate.

¹ Based on the Independent Sector's estimate of the average value of a volunteer hour.

experience responsiveness

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INTRODUCTION

Today, like most days, extraordinary things are happening in Southwest Missouri. People of all ages, races, educational levels, political affiliations, and economic backgrounds are working side-by-side to hand out food, plant trees, answer phones, help neighbors move, and to complete hundreds of other important tasks.

They are not paid employees. They are passionate volunteers, donating their time, energy, and expertise.

Volunteerism and community service are part of our nation's fabric. From the time of early settlers to 1960 when President Kennedy said, "Ask not what your country can do for you; ask what you can do for your country," community service has helped shaped our country.

Acts of kindness and generosity transcend common differences and barriers. White and black, Democrat and Republican, young and old: people of all backgrounds set aside differences to unite for the common cause of helping those in need or reaching a goal.

Despite the obvious benefits volunteers bring to this region, little is known about how many people are involved, what type of work they do, why they do it, and the value of their service.

This report provides important information on how volunteerism strengthens individuals and organizations, and how essential it is to the health and vitality of our communities.

It is our hope that this study will inspire readers to become active volunteers, inform elected officials and policy makers of the importance and value of civic engagement, motivate business leaders to start employee community involvement, and strengthen current volunteer programs of nonprofit organizations.

Sincerely,

Dan Prater, Executive Director
The Center for Nonprofit Leadership
Drury University

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The Community Foundation of the Ozarks
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VOLUNTEERISM DEFINED

WHAT IS VOLUNTEERISM?

Put simply, volunteerism is any unpaid activity in which a person gives his or her time to help a nonprofit organization, charitable cause, or unrelated individual. It involves a choice to act in recognition of a need, with an attitude of social responsibility, and without concern for monetary profit, going beyond one's basic obligations, and it can include activities performed in both formal and informal settings.¹

Formal volunteering, the primary focus of this report, is typically performed for a nonprofit, civic, public, or government entity. It is undertaken to benefit the community and the volunteer and to serve the common good. Volunteerism must be performed on the individual's own free will, without coercion, and cannot involve actions that incite or cause violence. Although financial payments cannot be offered, volunteering sometimes includes a small stipend or reimbursement for living expenses. Volunteering can also include employees volunteering on company time as long as no additional incentive is provided beyond regular salary or wages.^{1,2,3}

Informal volunteering is not performed for any particular organization or social cause. It includes helping neighbors with various tasks, such as watching children, house sitting, or errands. The Corporation for National and Community Service reports that more than 62.5% of Americans performed informal volunteer activities in 2013.²

Volunteerism in America

About 62.8 million Americans, or 25.3%, engaged in some type of formal volunteer activity in 2014, performing 7.9 billion hours of service with an estimated value of \$184 billion. Missouri ranked 17th among the states in terms of volunteerism, with about 1.3 million, or 30.2%, of residents volunteering 146.1 million hours of service worth an estimated \$3.4 billion, in 2014. Missouri residents contributed 30.9 volunteer hours per capita. About 42.2% of Missourians say they participate in various types of organizations.²

Most popular volunteer activities for Missourians

- | | | |
|--------------------------------|------------------------------------|-----------------------------------|
| 1 Collecting/Distributing food | 4 Tutoring/Teaching | 7 Professional/Managerial service |
| 2 Fundraising | 5 Mentoring youth | 8 Other |
| 3 General labor | 6 Collecting/Distributing clothing | 9 Religious |

In 2013, another 62.1% of Missourians engaged in "informal volunteering" activities, such as doing favors for neighbors or family members. That includes 96% of Missourians who frequently eat dinner with other household members, and 87.3% who frequently talk with neighbors.

Based on information published by the Corporation for National and Community Service, about a third of adult residents in Kansas City and St. Louis volunteered in 2014, providing over \$1 billion worth of service in each city. Kansas City ranked 8th out of the 51 largest MSAs in terms of percentage of residents volunteering, while St. Louis ranked 15th.

BENEFITS

The benefits of volunteering are numerous. Volunteers add immense economic and social value to the Springfield area.

There is a clear relationship between volunteering and personal well-being.

Young workers can gain new skills and make important connections in their community when they give back. One study reported that 62% of unemployed volunteers said their volunteering had helped them obtain a job.¹

Older adults who are active volunteers experience greater life satisfaction and self-esteem than persons of the same age who are inactive.² Service to the community improves their physical and mental health.

Personal benefits are only one aspect of volunteering. Another important value is the development of social capital.

When people volunteer, they form social networks—friendships and contacts with those outside their household. These relations provide people with resources they might otherwise lack.³ For example, individuals learn about job openings, and neighbors keep an eye on one another's homes.

Being active in nonprofits and civic groups causes volunteers to have more trust of others and, as a result, makes them more likely to organize and act collectively to address community needs.⁴

Volunteering builds character. One national study found that adolescents active in community service were more respectful and less likely to engage in destructive behavior than those who had no involvement in volunteer activity. These students also had better attendance and were less likely to use drugs.⁵

TRENDS

Changes in individual lifestyles and societal expectations have triggered shifts in volunteerism.

One trend is episodic volunteerism. While traditional volunteering roles often include long-term commitments, episodic volunteering focuses on one-day or short-term engagement. This popular type of volunteering allows participants to donate time and resources for a brief period while providing them with a clear sense of accomplishment. Another benefit is the social aspect, connecting volunteers with others who share a common passion and willingness to get involved.

This type of volunteerism may be a result of increased time restraints on individuals and changes in work patterns. Many people now work part-time, flex-time, job-share, and telecommute. Those who experience this type of flexibility in the workplace often want the same scheduling options in their volunteer involvement.⁶

A local example of episodic volunteering is the United Way of the Ozarks' Day of Caring. In 2015, more than 2,100 volunteers completed 255 projects for nonprofit groups and schools in the Springfield area, all completed in one day. Local companies donated products and allowed their employees time off to do the work, which included everything from construction, landscaping and painting, to cleaning and office work.

Other examples of episodic volunteering include the Salvation Army's Red Kettle program during the holidays, Convoy of Hope's community outreaches, charity golf tournaments, walk/run events, and disaster responses.

Another shift in volunteerism is the increasing presence of corporate social responsibility (CSR)—companies engaging in social good. Executives help build brand loyalty, strengthen company reputation, and improve employee morale by encouraging volunteerism and participation in the community.

Employee-centered community engagement represents a shift from sporadic, individual involvement to a collective impact shared by coworkers and corporations. Many companies now integrate this ideology into their corporate goals and messaging.

¹ United Nations, 2011

² United States Corporation for National and Community Service, 2014a

³ Volunteering Australia, 2009

¹ National Survey of Giving, Volunteering and Participating

² The Journal of Gerontology: Series B, Volume 55, Issue 5, Pp. S308-S318

³ Volunteers: A Social Profile, Marc A. Musick and John Wilson

⁴ Robert Putnam, Bowling Alone: America's Declining Social Capital, 6 J. DEMOCRACY 65 (1995)

⁵ Urban America as a Context for the Development of Moral Identity in Adolescence, 54 J. SOC. ISSUES 513 (1998)

⁶ <http://www.volunteertoday.com/PDF/multiparadigm%20POLF.pdf>

INDIVIDUAL FINDINGS

A total of 896 individuals replied to the Individual Volunteer Survey, which was distributed through an online survey company—Survey Monkey. The survey revealed a total of 864 respondents who said they had ever performed any type of volunteer work—that's 98.6% of the 876 respondents who answered this question. Another 764 respondents, or 97.3% out of 785, said they had performed volunteer work within the past 12 months.

WHO VOLUNTEER DEMOGRAPHICS

AGE

Participants ranged in age from 15 to 93, with an average age of 49.1 years and a median of 51. Just over half, or 51.6%, of respondents were 50 or older. More than two-thirds, or 67.7%, were 40 or older.

Volunteers come from a wide variety of age groups. Compared with 2013 Census estimates of the Springfield population, persons between the ages of 25 and 74 are overrepresented among individual volunteers, with young adults and those 75 and older being underrepresented.

Baby Boomers (those born between 1945 and 1964) represent the largest group of volunteers. Many in this age group are now retired and may see volunteerism as a way to keep active and socially engaged. Nonprofit organizations actively recruit this demographic group, recognizing the potential they offer. The Census Bureau says the number of volunteers 65 years and older will increase 50% over the next 5 years, to more than 13 million in 2020.

Adults 50 and older represented 51.6% of volunteers surveyed. Persons aged 55 to 59 accounted for 8.9% and were 38% more likely than average to volunteer. Adults ages 60 to 64 were 10.4% of respondents and individuals ages 65 to 74 were 18.4%.

Generation X, those born roughly between 1965 and 1979, are currently between the ages of 35 and 50. They are in their peak years of working and raising families and, along with Baby Boomers, are more likely to volunteer relative to their share of the Springfield population. In the current survey, individuals 35 to 44 represented 13.9% of volunteers, while those ages 45 to 54 accounted for 18.3%.

Millennials (those born between 1980 and 2004) represent the largest generation in the U.S. Many are in college or are at the beginning of their careers and are looking for ways to make a positive impact on their community. Volunteerism for these emerging leaders is especially important for career growth¹.

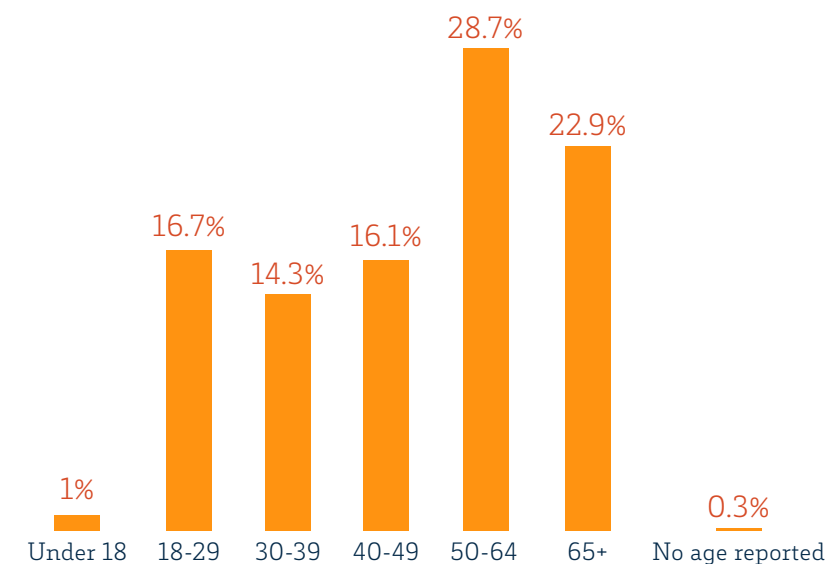
In Springfield, older Millennials ages 25 to 34 showed a higher propensity to volunteer than those under age 25. For example, individuals between the ages of 25 and 34 accounted for 14.9% of volunteers. Those aged 20 to 24, however, accounted for 7.3% and were less likely to volunteer compared with their share of the population. This means there is an opportunity for local nonprofits to grow their volunteer base by reaching out to college-aged young adults between the ages of 18 and 24.

In the United States, 35- to 44-year-olds were the most likely to volunteer (30.6%). Volunteer rates were lowest among 20- to 24-year-olds (18.5%). For persons 45 years and older, the volunteer rate tapered off as age increased. Teens (16- to 19-year-olds) had a volunteer rate of 26.2%².

I CAN'T IMAGINE EVER NOT BEING VERY INVOLVED IN VOLUNTEER WORK.

Volunteer Age Range

Figure 1.1



ETHNICITY

In the present survey, African Americans, Hispanics, Asians, and Multi-Ethnic individuals were underrepresented among volunteers, relative to their share of the Springfield population.

These findings show the multicultural population of Greene and Christian counties is underrepresented in volunteering. This is significant for organizations trying to attract volunteers from various ethnic groups and for groups striving to serve a diverse population.

Studies have shown ethnic minorities are very active in providing informal support and assistance within their families and communities, but are less likely to be involved in formal organizations due to socioeconomic status and other barriers. Beyond differences in education and income, limited-English speakers are less likely to be engaged due to unfamiliarity with the language.

There are other factors which may preclude involvement from certain groups²:

- Failure by organizations to ask certain groups to serve or volunteer
- A lack of knowledge about cultural norms used by the organizations
- Logistical challenges
- Family history
- Access to the resources needed to participate
- Lack of information about the opportunities

GENDER

Almost three-quarters (72.9%) of individual volunteers who responded were female. Springfield's population is 51% female, but females are heavily overrepresented among those who volunteer, while men are significantly underrepresented.

The data clearly show that, in the Springfield area, women volunteer at a much higher rate than men. In Greene and Christian Counties, this is especially true. In fact, data reveal a gender imbalance. Women are 2.5 times more likely than men to be active volunteers.

A 2015 Bureau of Labor Statistics report shows the national volunteer rate for women is 28.3%, and 22.0% for men—with a slim 6% variance between the genders. That rate is comparable to other national studies, where female volunteers outnumber male volunteers by anywhere from 6% to 8%. This compares to the 45% gender variance in this region, seven times higher than the national rate¹.

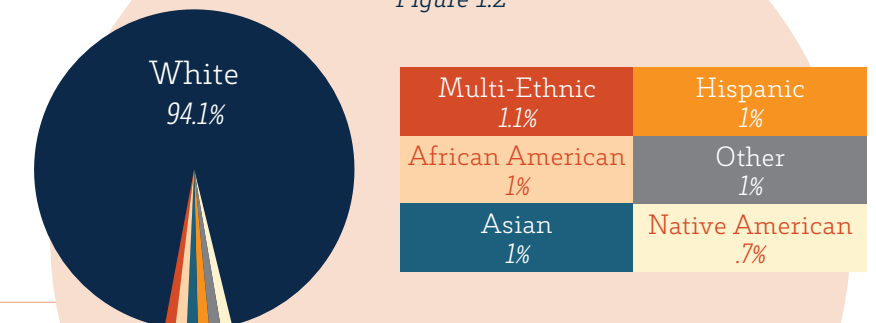


3 OUT OF 4 RESPONDENTS IDENTIFY AS FEMALE



Race of Springfield Area Volunteers

Figure 1.2



¹ U.S. Census Bureau, 2014

² Clolery, 2014; Bureau of Labor Statistics, 2014

¹ Bureau of Labor Statistics, 2015; Choi and DiNitto, 2012

² Chambre, 1987, p.87; Newman, 1997, p. 159; Foster-Bey, J., 2008



LEAD
DO
GIVE
TEACH

OUR THANKS
to volunteers who live
these words each day.

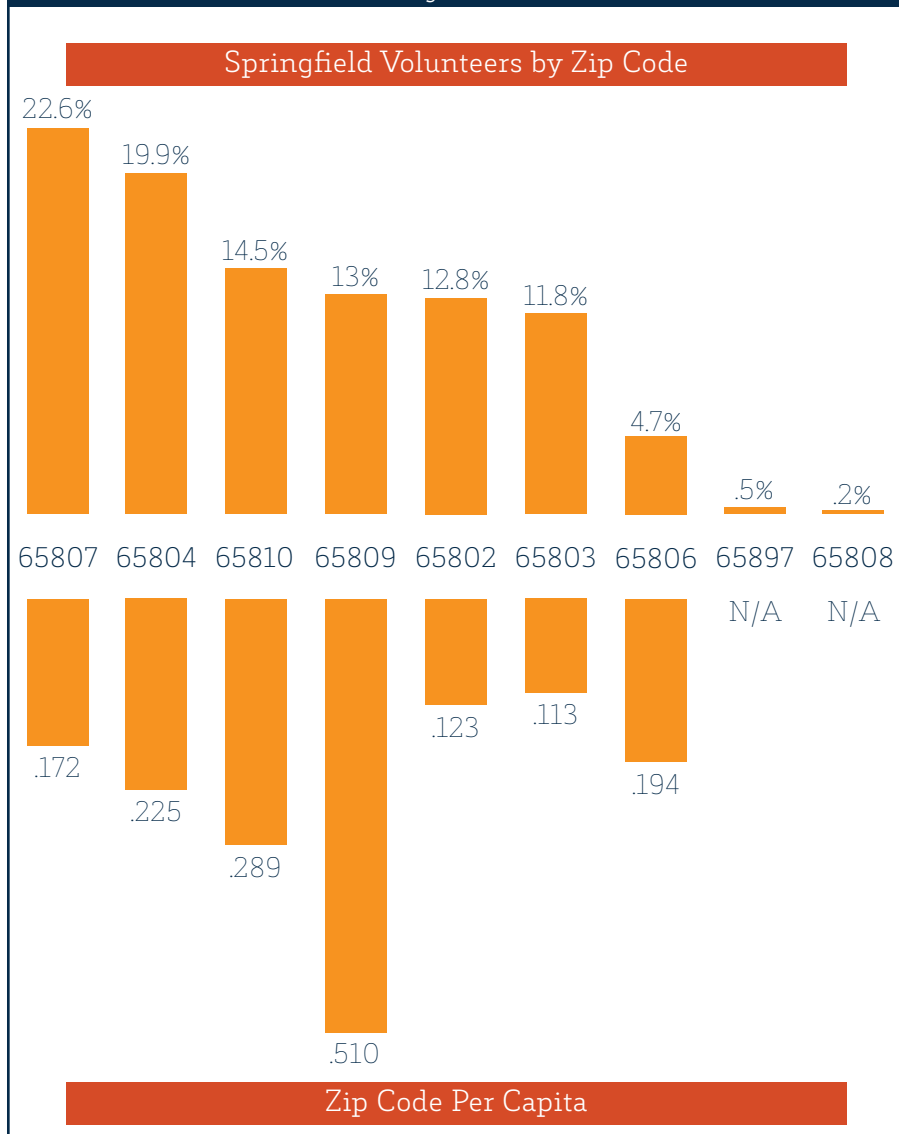
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Springfield Respondent Zip Codes

Figure 1.3



GEOGRAPHIC DATA

Based on zip code data from our survey, 59.8% of respondents live in Springfield, while another 24.3% live in Greene or Christian Counties. When added together, 84.1% of all respondents live in these two counties.

Of respondents with Springfield zip codes, the majority (69.9%) of volunteers come from Springfield's Central and South sides. The northernmost zip code (65803) is the city's second most populous, yet ranks sixth in volunteer rates.

Christian County has strong volunteer representation, primarily due to Nixa and Ozark. While each city has a population under 20,000, both Nixa and Ozark have volunteer totals comparable to areas twice their size (65802 and 65803).

Smaller cities in outlying communities in both counties had significantly lower volunteer rates. For example, the per-capita volunteer rate of residents in Willard, Strafford, and Clever was three times lower than that of Springfield, Nixa, and Ozark.

This does not necessarily mean rural residents are less active in volunteering than those in urban areas. In fact, a 2004 study by the Pew Charitable Trust found rural volunteers are more likely than urban or suburban residents to commit to volunteering on a regular basis.

One possible explanation for the difference may be opportunity proximity. Smaller communities typically have fewer places for volunteers to serve, thereby reducing their formal involvement level. Distance and travel may pose obstacles for engagement. A 2004 study by Points of Light Foundation found volunteerism in rural communities is likely to be informal—a tight network of family and neighbors helping each other—rather than through organized groups. An exception is found in churches and schools, often the most prominent organizations in small towns.

EDUCATION

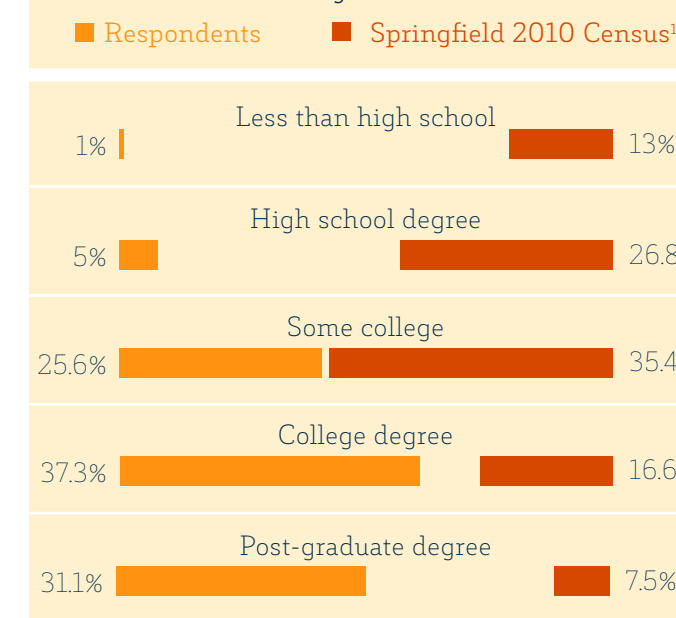
There is a clear correlation between engagement and educational attainment. The higher the education, the more likely one will be involved in volunteerism. More than 90% of the active volunteers in this study have completed some college courses. Of those, nearly 70% have earned a degree. This is in stark contrast to the Springfield population as a whole, with less than a quarter of residents holding a college degree. Additionally, while nearly 40% of Springfield residents have not attended college, only 6% of volunteers have never attended.

The U.S. Census Bureau reports 7.5% of the Springfield population has an earned a Master's or a Doctoral degree. Yet more than 30% of all volunteers in the Greene and Christian County region have attained such a degree—four times higher than the general population average.

The Bureau of Labor Statistics reports that the national volunteer rate of persons 25 years and older with a High School or equivalent degree is 16.7%. Respondents with that level of education in this region represent a much smaller segment—only 5% of all active volunteers.

Volunteer Education Level

Figure 1.4



“MY JOB FEEDS MY WALLET,
VOLUNTEERING FEEDS MY SOUL.”



¹ City Data, 2015

EMPLOYMENT & STUDENT STATUS

More than half (52.4%) of individuals surveyed were employed full-time. About a quarter (26.7%) were retired, while others were employed part-time (12.3%) or unemployed (8.6%).

Just under 15% of volunteers were students.

RELIGIOUS BELIEFS

More than 80% of participants self-identified as Christians, while 9.8% were agnostic (6.6%) or atheist (3.2%). Another 3.6% reported no religious affiliation. The five largest religious groups were as follows:

- 15.7% Christian- Baptist
- 13.4% Christian- Nondenominational
- 12.4% Christian- Methodist
- 10.5% Christian- Catholic
- 8.4% Christian- Assemblies of God

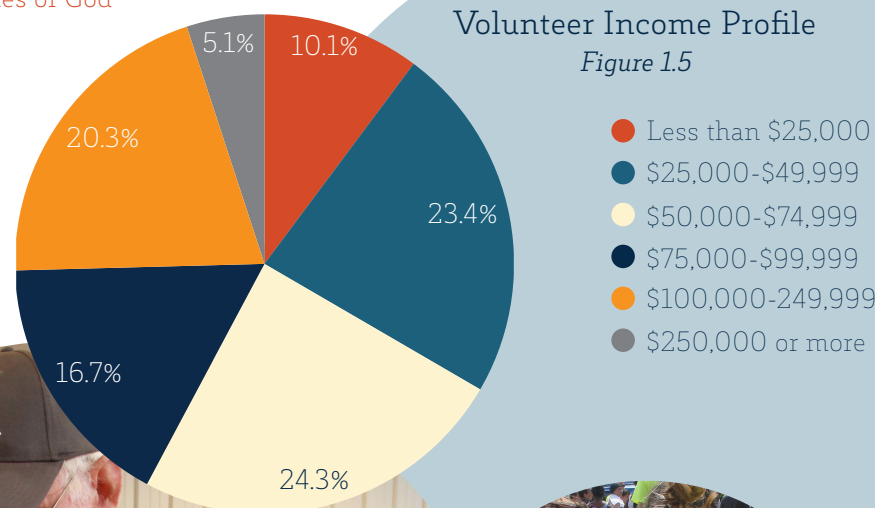
INCOME

About two-thirds, or 66.4%, of volunteers have a household income of \$50,000 or more, while one third, or 33.6%, bring home less than \$50,000.

Volunteerism in Southwest Missouri is largely a middle- and upper-class phenomenon. More than 40% of the volunteers have household incomes between \$50,000 and \$99,999. Another 25% have annual incomes between \$100,000 to \$250,000 or more.

There is a clear relationship between volunteer rates and an individual's socioeconomic status. People with greater resources are frequently asked to actively engage as donors and volunteers. (In this case, resources include finances and important social connections.)

Volunteer Income Profile
Figure 1.5



WHAT VOLUNTEER ACTIVITIES

Of participants who responded to the individual survey, 98.6% said they had performed some type of volunteer work at least once in their life. Another 97.3% replied that they have volunteered within the past 12 months. This included 98.9% of female volunteers and 97.9% of male volunteers who had volunteered within the past year.

LOCATIONS OF VOLUNTEER ACTIVITIES

Participants were asked to provide the zip codes in which they performed volunteer activities. Based on the zip codes provided, 118 different locations were mentioned, and many participants had volunteered in more than one location.

Of the 734 participants who replied to this question, 86.8% had volunteered in a Springfield, Missouri zip code, with another 70 (9.5%) volunteering in other parts of Missouri. Some participants had volunteered out-of-state (5.6%) while six individuals had volunteered outside the United States.

The nearby cities of Ozark, Nixa, Republic, and Branson were very well represented as locations for volunteer activity. Another 10 Missouri cities were mentioned by two respondents and 41 cities were mentioned by just one individual.

Out-of-state volunteer locations included Memphis, Kansas City, Des Moines, and Wichita, along with 37 other cities that were named by one respondent each. Outside the U.S., volunteers performed volunteer services in Nicaragua, Mexico, India, Bahrain, El Salvador, and Haiti.

LENGTH OF VOLUNTEER SERVICE

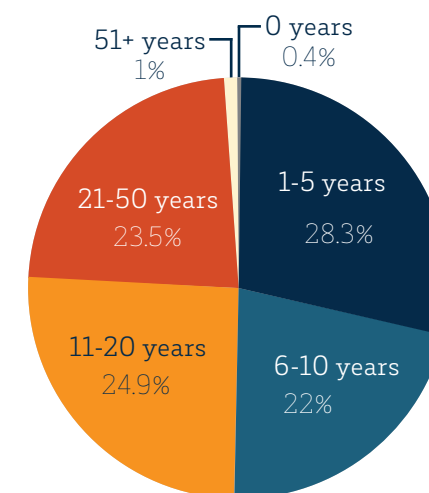
When respondents were asked how long they had been performing volunteer activity, answers ranged from zero to 60 years, with a mean of 15 years and a median of 10 years.

Just over half of respondents (50.7%) have been volunteering for 10 years or less, and three-quarters (75.2%) have been volunteering between one and 20 years.

Although women make up almost three-quarters of volunteers surveyed (72.9%), they tend to have been volunteering for a shorter period of time, with an average of 14.6 years. Even though men make up just over a quarter (27.1%) of volunteers surveyed, they tend to have been volunteering for an average of 17.2 years. The median length of volunteer experience was 14 years for men and 10 years for women.

This pattern continues when we look more closely at the data. Less than half of women volunteers (48.1%) have been volunteering for more than 10 years, compared to 56.7% of men who have been volunteering for more than 10 years. Less than a quarter (23.0%) of women have been volunteering for more than 20 years, while almost a third (30.2%) of men have been volunteering for more than 20 years.

Years of Volunteer Service
Figure 1.6



ORGANIZATIONS HELPED BY VOLUNTEERS

When asked which organizations they volunteered for, participants named 1,045 different organizations or events. Three-quarters of volunteers (75.2%) serve only one organization.

The three responses that garnered more than 100 volunteers among survey participants were Church (named by 154 participants, or 19.4%), Ozarks Food Harvest (127 participants, 16.1%), and Convoy of Hope (109 participants, 13.8%).

Organizations with between 50 and 99 mentions were United Way (71 participants, 9.0%), Habitat for Humanity (59 participants, 7.5%), American Red Cross (54 participants, 6.9%), and Big Brothers Big Sisters (52 participants, 6.6%).

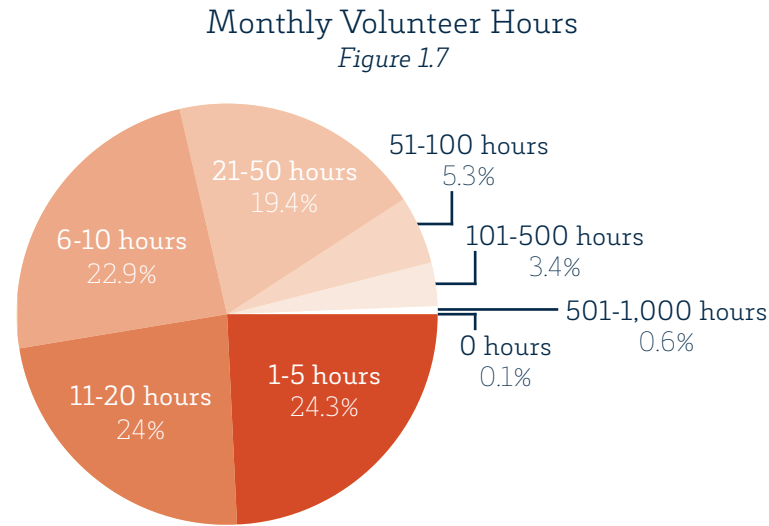
1/4
RESPONDENTS WHO HAVE BEEN VOLUNTEERING BETWEEN 11-20 YEARS



MONTHLY VOLUNTEER HOURS

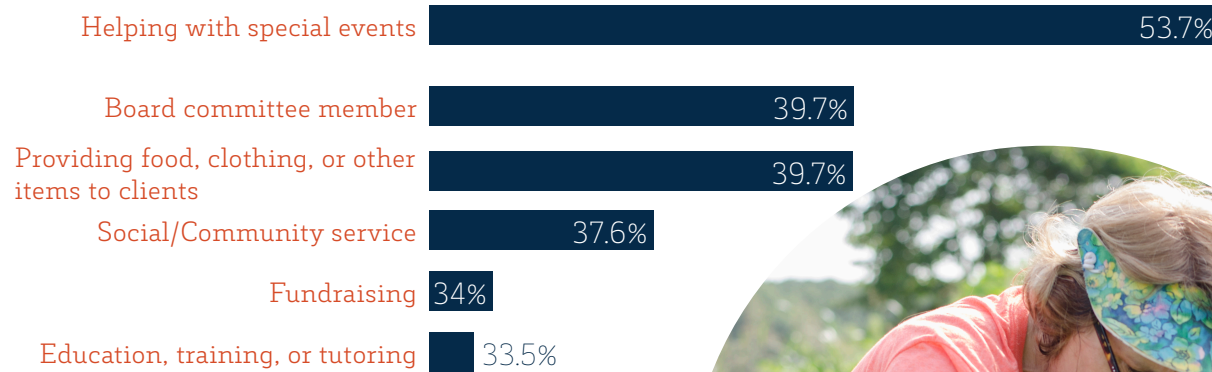
Both male and female volunteers serve an average of close to 30 hours per month, with a median of 12 hours and a mode of 10 hours. The average hours per month for women is 30 (rounded up from 29.97), and the average hours per month for men is 30.8.

However, a closer look reveals that although men only make up about a quarter of all volunteers, they spend slightly more hours per month volunteering than women. For example, 31.7% of men volunteer more than 20 hours, compared with 27.5% of women, and men are almost twice as likely to spend more than 100 hours per month volunteering (5.9% versus 3.2%). Conversely, 48.8% of women volunteer 10 hours or less per month, compared with 43% of men. When we look at individuals volunteering 20 hours or less, we see 72.3% of women and 68.3% of men.



TYPES OF VOLUNTEER ACTIVITY

Participants were asked to check all that applied when responding to this question. The most popular types of volunteer activities include the following:



There were some noticeable differences in the top five volunteer activities for male and female participants. Women were more likely to help with office or clerical work, youth and educational activities, healthcare related service, providing food or clothing to individuals in need, art activities, and political initiatives. Men were more heavily represented in sports-related volunteer activities, as well as civic organizations, technology-related services, performing manual labor, or participating in religious-oriented volunteerism.



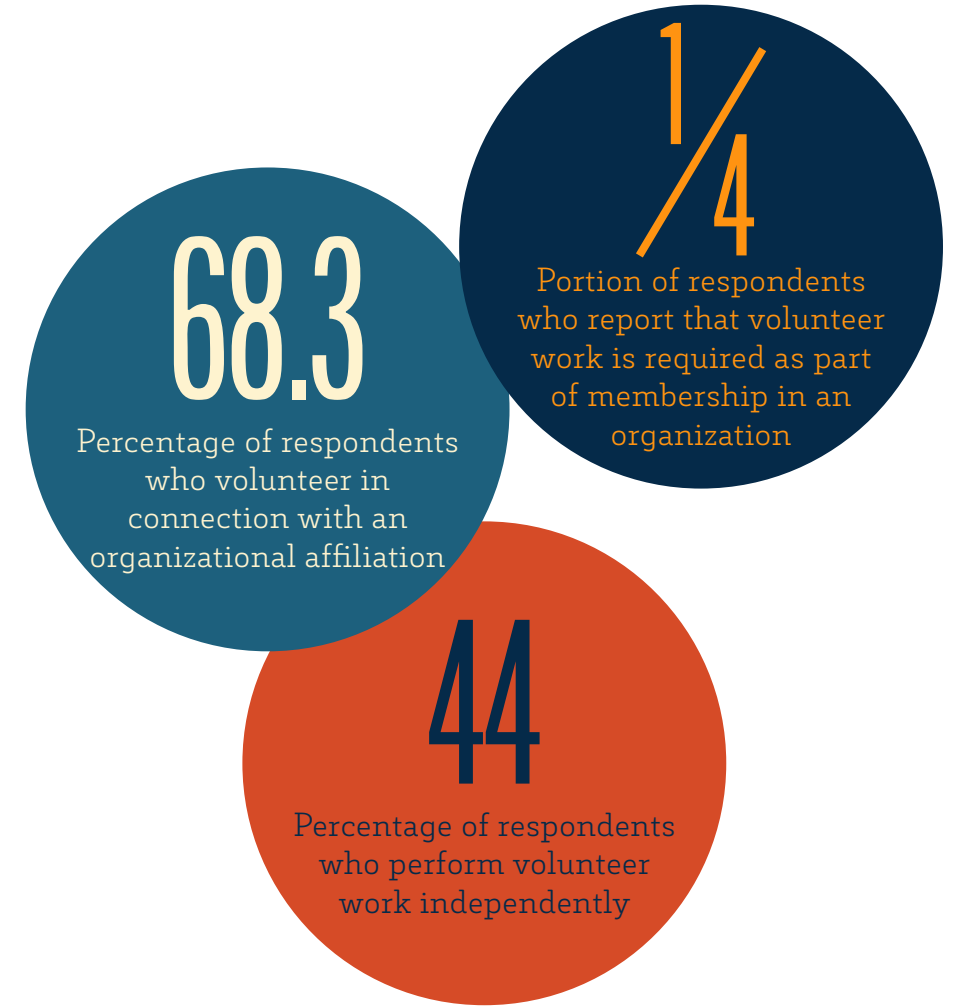
“ I JUST WANTED TO GET BACK TO SOMETHING THAT MADE ME FEEL GOOD, TO START. AND AFTER A FEW MONTHS, I FELL IN LOVE WITH EVERYTHING I WAS DOING. ”

VOLUNTEERISM CONNECTED TO ORGANIZATIONAL AFFILIATION

Participants were asked whether they currently engaged in volunteer activity that was connected to membership or affiliation with any organization – such as civic, political, religious, or social organizations. About two-thirds of respondents (68.3%) say they perform volunteer activity in connection with an organizational affiliation. Although majorities of men and women answered yes to this question, men are slightly more likely to do so. About three-quarters (75.8%) of men answered yes to this question, compared with about two-thirds of women (66.8%).

Only a quarter (25.1%) of respondents say that volunteer work is required as part of membership in an organization. Although a higher proportion of women (26.7%) than men (22.7%) have volunteer work as a membership requirement, the percentage remains at about a quarter of all volunteers.

About 44% of respondents perform volunteer work independently, not connected with any particular nonprofit or other organization. A similar proportion of women (45.3%) and men (42.5%) responded the same way.



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INFORMAL VOLUNTEER ACTIVITIES

When asked about informal volunteer activities performed in the past 12 months, respondents were encouraged to select all that apply. That's why percentages will not add up to 100%. More than half (57.7%) of participants report that, in the past 12 months, they have helped a family member, friend, or neighbor with household chores without compensation.

Men were more likely than women to have informally helped a family member, friend, or neighbor with household chores (65.1% versus 54.5%), while women were more likely to have helped with food preparation (49.9% versus 40.9%).

A higher percentage of women than men reported that they had informally helped with shopping (37.0% versus 34.9%), child care (41.9% versus 38.7%), or house sitting (17.8% versus 16.1%), but the percentages were closer on these three activities.

Three-quarters (75.2%) of respondents talk to their neighbors either sometimes (43.1%) or frequently (32.1%), indicating that volunteers are engaged with their neighbors and aware of things going on in their communities.

A similar pattern holds for both men and women, although men are more likely to say they speak with neighbors frequently or sometimes (81.2% versus 72.7%). Men are especially more likely to talk to neighbors frequently (39.8% versus 29.6%). While about a quarter (25.3%) of women say they rarely speak to neighbors, only 16.7% of men say the same.

The bulk of volunteers say they discuss politics with family members only sometimes or rarely (70.5%), while about two-thirds (62.9%) say frequently or sometimes. Although 77.3% of volunteers who help with political activities were women, men are more active when it comes to discussing politics with family. While women were more likely than men to answer sometimes or rarely (72.3% versus 67.2%), men were more likely to say they frequently or sometimes discuss politics with family (70.9% versus 59.7%). Although the percentages were small, women were almost twice as likely as men to say they never discussed politics with family (7.5% versus 3.8%).

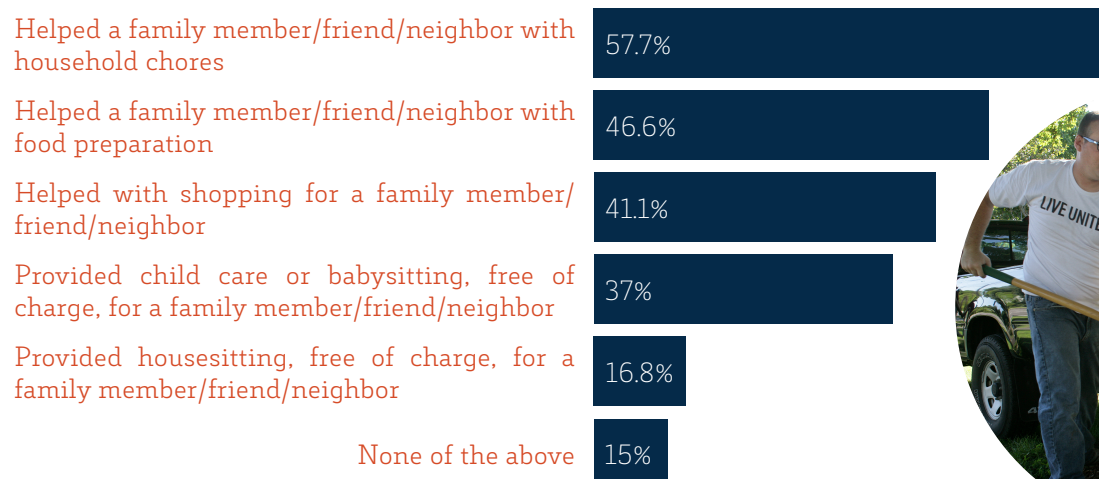
Volunteers appear to be more likely to talk about politics with family members than with others outside

the family. While almost two-thirds (62.9%) of volunteers said they discuss politics with family members frequently or sometimes, only 54.2% discuss politics with persons outside the family.

Men appear to be far more likely to discuss politics with individuals outside the family. Less than half of women (49.4%) said they discuss politics outside the family frequently or sometimes, compared with two-thirds of men (66.7%). Furthermore, more than twice as many men (23.1% versus 9.9%) do so frequently, while twice as many women (10.5% versus 5.4%) say they never talk about politics with non-family members.

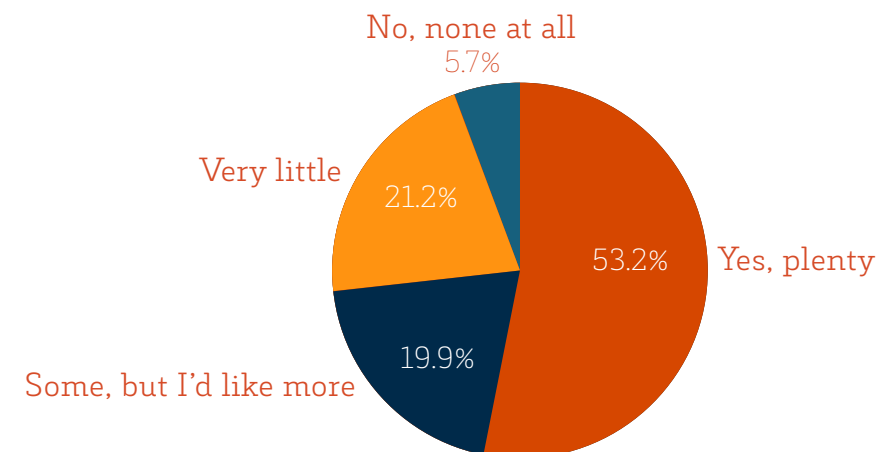
Summary of Informal Volunteer Activities

Figure 1.8



Organizational Feedback for Volunteers

Figure 1.9



ORGANIZATIONAL SUPPORT FOR VOLUNTEERS

Out of 722 participants who responded to this question, a total of 584, or 80.9% reported that they had received volunteer training from at least one organization where they served. About two-thirds of respondents (and 84.8% of those who had received training) said they received the right amount of training.

About the same proportion of men (81.2%) and women (81.3%) had received some sort of volunteer training. Women were more likely to say they received the right amount of training, while men were more likely to feel that they hadn't received enough training.

Over half (53.2%) of respondents had received plenty of feedback from organizations where they had volunteered, while only 5.7% had received none. About one-fifth (19.9%) felt like they had not received enough feedback.

Women were more likely to feel like they'd received adequate feedback for their volunteer activities (54.7% versus 50% for men), while men were more likely to want more feedback (24.7% versus 17.8% for women). In addition, women (7.1%) were twice as likely as men (2.7%) to say they had received no feedback.

Organizations are doing a great job of expressing gratitude towards volunteers, according to our respondents. A substantial majority, 86.8% said organizations where they volunteered expressed "plenty" of gratitude, while less than one percent said they saw no gratitude on the part of their volunteer organizations.

The same pattern holds true for male and female volunteers. None of the men and less than one percent of women reported that organizations where they volunteered had expressed no gratitude. Clear majorities of both genders (87.7% of women and 83.9% of men) said they had received "plenty" of gratitude for their volunteer efforts.

One answer where there appeared to be a significant difference was that men (6.5%) were twice as likely as women (2.8%) to feel that organizations where they volunteered expressed "very little" gratitude for volunteers.

CHARITABLE DONATIONS

More than 90% of all volunteers say they have donated money to nonprofit organizations in the past 12 months, along with similar percentages of men and women.

Among volunteers who participated in the survey, solid majorities of all income groups donated money to nonprofit causes. That includes almost three-quarters of individuals making less than \$25,000 per year.

More than half (53.0%) donated less than \$1,000 to charitable organizations. Almost a quarter (23.4%) donated between \$1,000 and \$4,999.

In general, women were more likely to donate less than \$1,000 per year, while men were more likely to donate \$1,000 or more.

By far the most common beneficiary of charitable donations was Church, which was mentioned by 269 respondents (41.1%).

91.4
Percentage of respondents who reported to have donated to a nonprofit in the past year

41.1
Percentage of respondents who reported to have donated to a church in the past year

25.4
Percentage of respondents who reported to have donated between \$100-\$499 within the past year

WHY: ATTITUDES TOWARD VOLUNTEERING

PERSONAL BENEFITS

Participants listed many personal benefits when asked what they gained as a result of volunteer service. The top benefits included personal satisfaction/fulfillment from helping others (32.4%); giving back or helping the community (12.2%); and seeing improvement or positive changes occurring with respect to the causes they were volunteering for (11.2%).

Both male and female volunteers gave the same top three answers, although men were more likely than women to give personal satisfaction and fulfillment as their number one reason (36.2% of men versus 30.9% of women). Women were more likely to say that joy, enjoyment, or fun was their main personal benefit of volunteering (6.8% of women versus 2.7% of men), while men were more likely give religious reasons or faith fulfillment as a main benefit (7.0% of men versus 4.4% of women).

CHANGES IN VOLUNTEER ACTIVITY

About two-thirds of participants had increased their volunteer activity over the past five years. A quarter of individuals said their volunteer activity had stayed about the same, while 15.3% said they volunteer less than five years ago. Responses were very similar for men and women, although a higher percentage of women reported that they currently volunteer more than five years ago (62.0% versus 56.8%).

Participants were asked why their level of volunteer activity had changed. There were more answers related to why individuals had increased the amount of time spent volunteering than why they had decreased. The top five answers indicate that increased time availability was the key factor in the decision to increase time spent volunteering.

1. Retired or fewer work/school responsibilities (9.8%)
2. Due to unemployed or retired (9.4%)
3. Free time, unspecified why (9.1%)
4. Fewer or different family responsibilities (8.5%)
5. Discovered new opportunities

Women whose volunteer activity had increased were more likely than men to give time-related answers. Such answers included: (a) retired or fewer work/school responsibilities (12.0%); (b) fewer or different family responsibilities (10.7%); (c) free time, unspecified why (9.4%); and (d) due to unemployed or retired (7.1%). These four answers combined for a total of 39.2%.

Men whose volunteer time had increased were more likely to give answers related to interest in volunteering in general or interest in a specific cause. While 39.2% of women gave time-related answers to this question, only 24.9% of men did.

For men and women, primary reasons for volunteering LESS have to do with time availability—namely, more work or school responsibilities and more family responsibilities. Men were more likely than women to volunteer less because of age (3.6% versus 2.6%) or because the organization upset them (2.9% versus 0.8%).

EARLY INFLUENCES ON VOLUNTEERING

Participants were asked to think back to when they were growing up and to assess whether volunteerism or community service was either modeled and/or encouraged by their parents or other adults in their lives. About half of participants said older adults had both practiced and encouraged volunteering. Just over a quarter (28.4%) said older adults had neither practiced nor encouraged volunteering when participants were growing up.

Almost two-thirds (63.1%) of respondents said that parents or other adults had influenced their desire to volunteer either very much or some.

MOTIVATIONS FOR VOLUNTEERING

Participants were asked their primary motivation for performing volunteer work in the past 12 months. The top answers were that individuals care about helping people and meeting needs (21.7%), the importance of giving back to community or society (16.7%), and personal satisfaction (11.6%). Men and women reported the same top three answers.

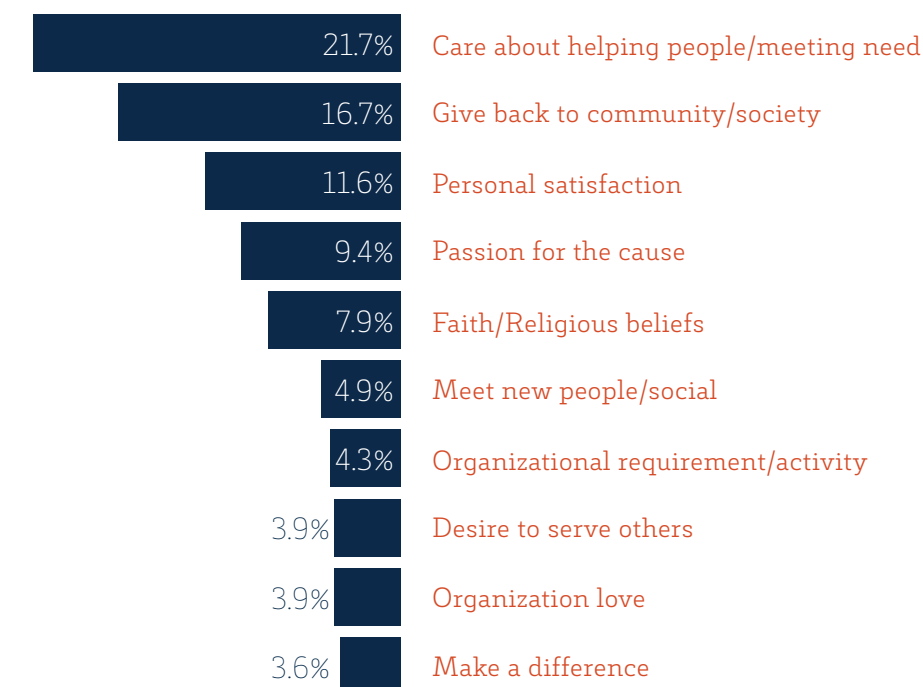
Although the percentages were small, women were more likely to mention passion for the cause (11.4% of women versus 4.2% for men), desire to make a difference (4.1% versus 2.1%), and desire to serve other people (4.5% versus 2.1%) as primary motivations to volunteer. Men were more likely to say faith or religious beliefs (10.5% versus 6.9%) and personal satisfaction (14.2% versus 10.6%).

Participants were asked a multiple choice question about factors that influenced their decision to volunteer in the past 12 months. They were asked to select all options that applied. The most common answer was personal experience with an issue or cause, with more than two-thirds of participants giving this response. For example, if someone had experienced cancer, or if a loved one had experienced it, that individual might be more inclined to volunteer for organizations that raise money for research or to provide assistance for individuals and families affected by the disease.

Men were slightly more likely to select personal experience with an issue or cause (68.4% of men versus 66.3% of women); a recommendation from someone they know (40% of men versus 33.5% of women); and a desire to contribute professional expertise to the issue (42.1% versus 33.1%). Women were more likely to say they were influenced by information learned from media sources (20.6% versus 15.3%). Responses were widely varied when participants were asked what factors would likely cause them to volunteer

Top 10 Primary Motivations for Volunteering in the Past Year

Figure 2.2



or continue volunteering in the future. This is of special interest to nonprofit organizations who not only face the challenge of recruiting new volunteers, but the need to retain current volunteers as well. Top answers were time schedule or availability (13.5%) and personal satisfaction or enjoyment (10.8%).

Women were more likely than men to give time availability as an important factor in their decision of whether to volunteer or continue volunteering (14.4% of women versus 9.8% of men). Women were also more likely to list personal experience (7.3% versus

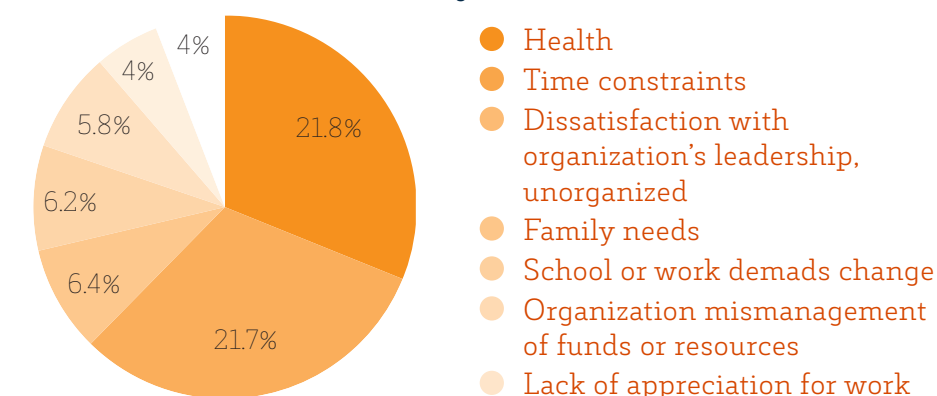
4.1%), while men were more likely to mention a desire to give back (10.7% versus 6.5%).

Health issues and time constraints were by far the biggest reasons why someone would either stop volunteering or decline to volunteer in the first place. More than 40% of responses reflected these two reasons, far outnumbering responses related to the organization itself. Other than time and health, feeling dissatisfied with the organization's leadership or a lack of structure and organization were popular responses.

What Factors Would Cause You to Not Volunteer/Discontinue Volunteering?

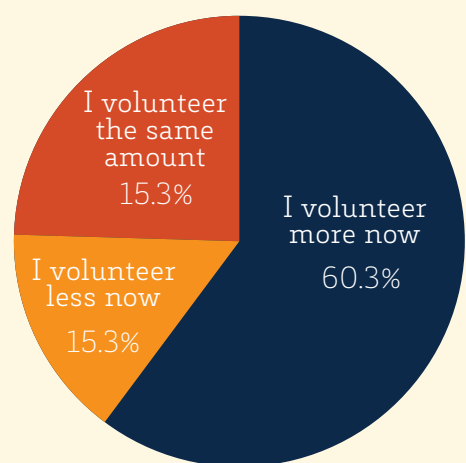
Top Seven Answers

Figure 2.3



Current Volunteering Compared to 5 Years Ago

Figure 2.1



ORGANIZATIONAL FINDINGS

ORGANIZATION CHARACTERISTICS

IRS TAX DESIGNATION

Most of the responding organizations (86.7%) were classified as tax-exempt nonprofits. The remaining were tax-supported government (12.3%) or civic groups.

TYPE OF WORK

The most common type of work or activity performed by responding nonprofit organizations was in the area of education (36.5%). This category includes some universities and private schools. It also includes organizations that support various educational and extracurricular activities such as band boosters, athletic supporters, and parent-teacher groups.

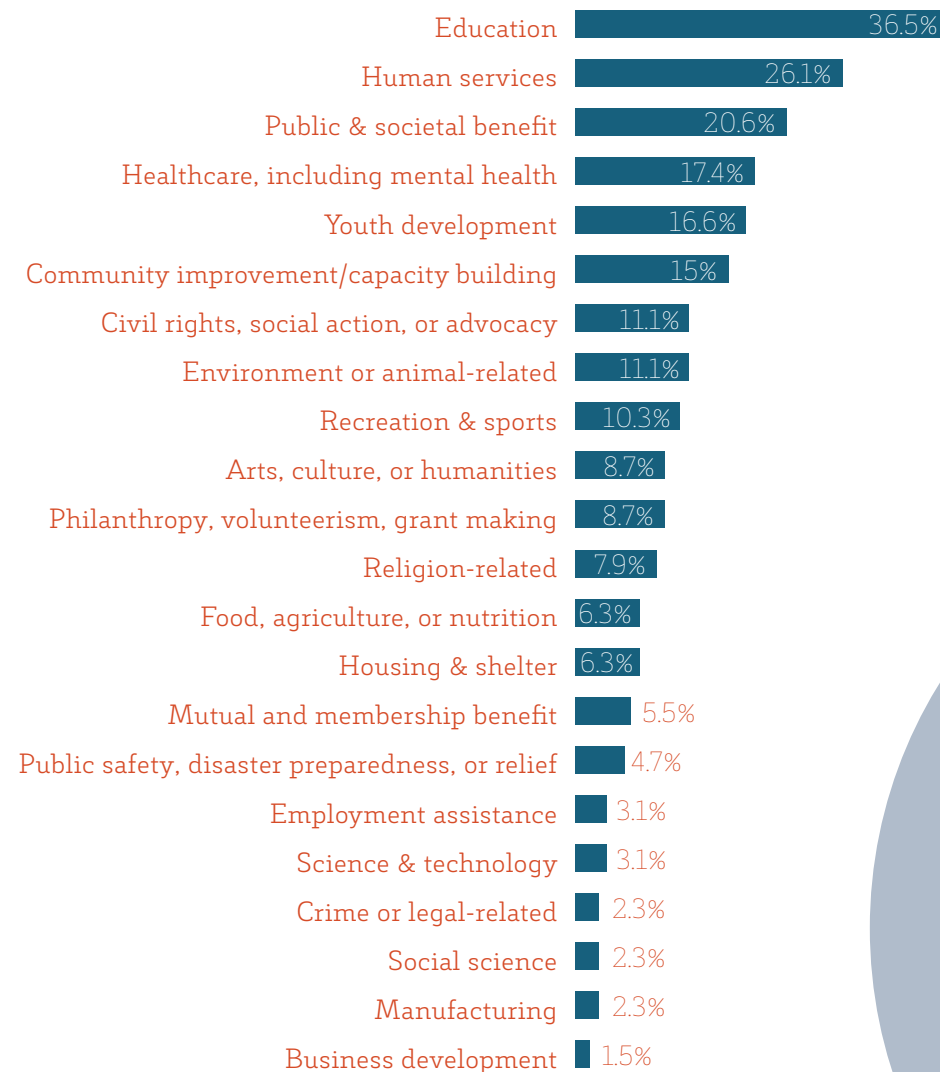
Human services and public and societal benefit groups were also well represented. Science and technology, crime, manufacturing, and business development were the least common types of work represented.

ANNUAL BUDGET

The annual operating budget of responding organizations was equally represented: very small organizations operating on less than \$50,000 per year (15.9%), medium-sized groups in the \$500,000-\$1,000,000 range (13.2%), and organizations with budgets of \$10,000,000 or more (13.2%).



Types of Work
Figure 2.4



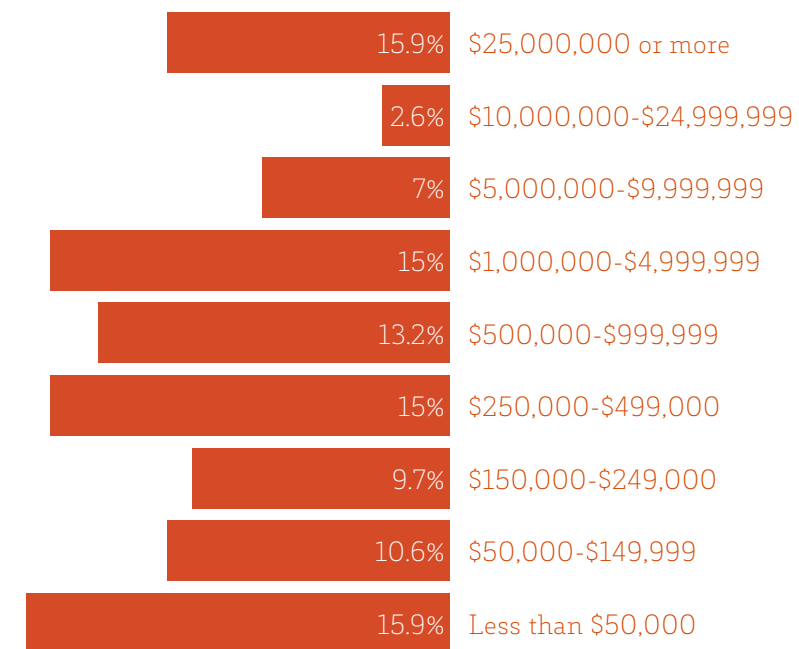
NUMBER OF PAID STAFF

Most of the responding organizations were small. More than half (54.7%) of the groups have nine or fewer paid employees. Nearly 20% have no paid staff, relying entirely on volunteers. This is consistent with findings from the 2014 Nonprofit Impact Study conducted by Drury University that showed most nonprofit groups in the Springfield region operate on an annual budget of less than \$150,000.

At least 10 responding groups (8.8 %) are large operations, with 500 or more paid employees.

Annual Budget of Responding Organizations

Figure 2.5



“LIFE IS HARD. IF I CAN HELP SOMEONE WITHIN MY REALM OF INFLUENCE, I WANT TO DO WHAT I CAN.”



- 173 guestrooms, including five lavish suites
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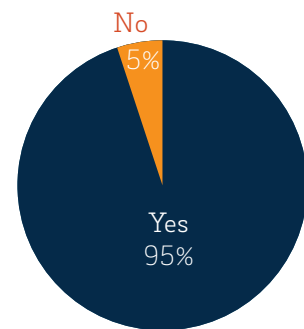
HOW ORGANIZATIONS USE VOLUNTEERS

Nonprofit and civic groups frequently operate on scarce resources. As stated previously, more than one-third (36.2%) of the responding organizations have an annual budget under \$250,000. To meet the demands for their service, the majority of these smaller groups turn to volunteers for gifts of time, treasure, and talent.

WHETHER THEY USE VOLUNTEERS

Organizations that Use Volunteers for Any Activities

Figure 2.6



If no volunteers are used, the primary reason why was a lack of need.

CURRENT NUMBER OF VOLUNTEERS

Of the nearly 55,000 volunteers represented in this study, the largest group was from organizations that have between 20 and 49 total volunteers. Surprisingly, 16 organizations in the Springfield area have 1,000 or more volunteers. This speaks to the size of the health care institutions and some large social service agencies, both of which rely heavily on volunteers to carry out their missions.

ORGANIZATIONS WITH AN ADEQUATE NUMBER OF VOLUNTEERS

There is a significant shortage of volunteers in the Springfield area. More than half of the responding organizations (50.9%) report having a shortage of people needed to meet their programs' current needs and demand for services.

This presents a serious dilemma for organizations and civic groups that are primarily powered by volunteers. More importantly, the shortage has a direct impact on the people who rely on the organizations' help. For example, homebound senior citizens may not receive meals or children may not receive tutoring if volunteers aren't available. In many rural communities, fire departments cannot protect homes without volunteers.



Average number of volunteers needed:

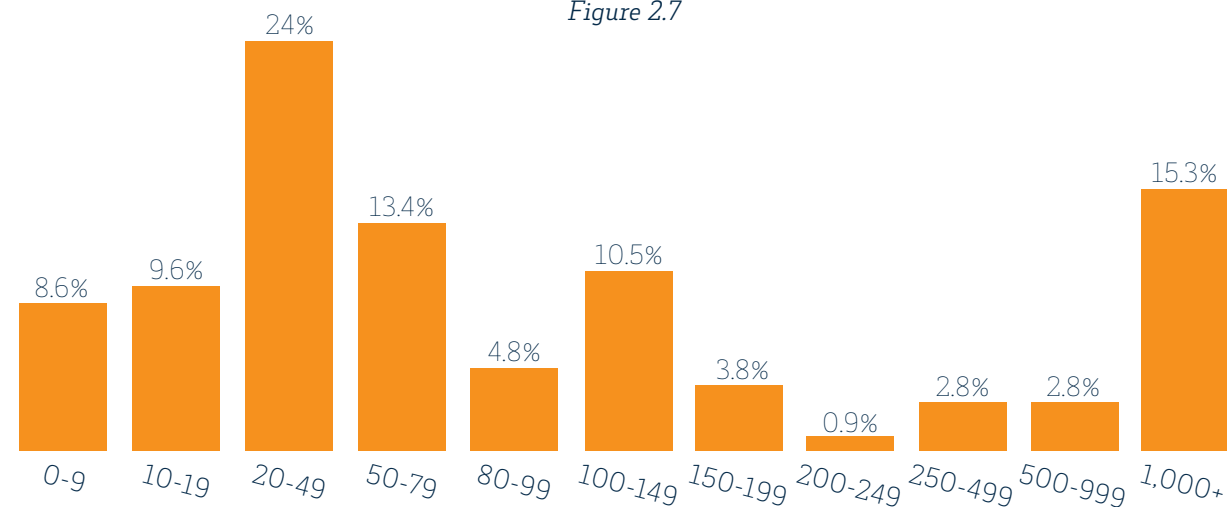
Nonprofit or civic organizations:

207
PER ORGANIZATION

Government or tax-supported agencies:

61
PER AGENCY

Total Number of Volunteers
Figure 2.7



TYPES OF VOLUNTEER WORK

Volunteer roles and responsibilities vary widely. Their activities depend on the needs of the organization, demands for services, and individual desire and availability.

Responding organizations report the volunteer activity performed most frequently at their agency relates to special events (84.7%). This might include planning, coordination of set up, food, and registration at 5K runs, galas, golf tournaments, and community outreaches.

Other common volunteer work includes serving as a member of the board or on a committee, assisting with fundraising activities, providing clerical support, and helping with the organization's marketing and public relations.

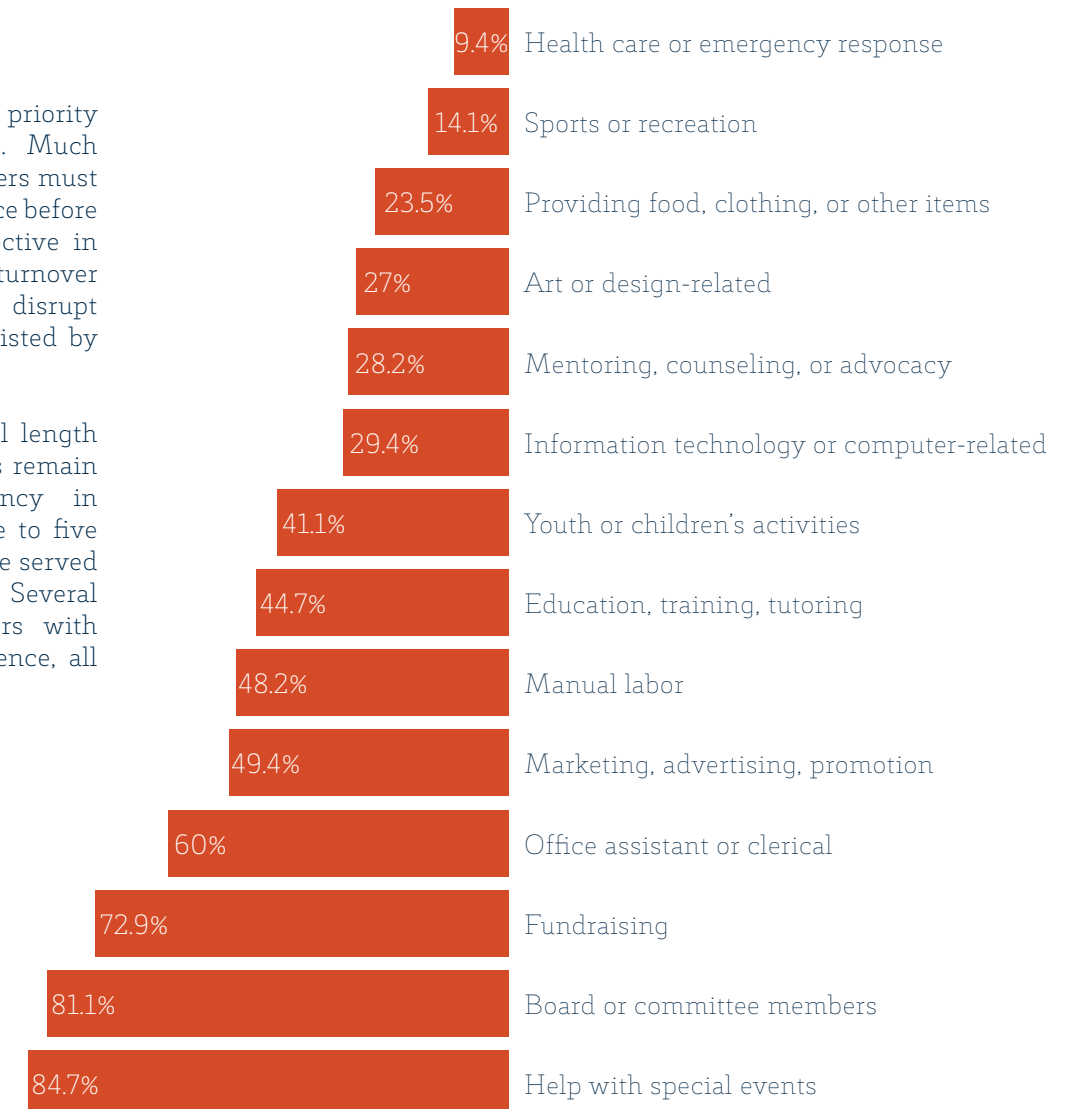
LENGTH OF SERVICE

Volunteer retention is a high priority for nonprofit organizations. Much like paid employees, volunteers must be trained and gain experience before they are confident and effective in their roles. High volunteer turnover can be costly and can disrupt services for those being assisted by the organization.

Respondents say the typical length of time that most volunteers remain with an organization/agency in the Springfield area is three to five years. Nearly 30% (28.2) have served between 6 and 10 years. Several respondents have volunteers with more than 25 years' experience, all with the same organization.



Volunteer Activities Performed
Figure 2.8



RANKING OF ACTIVITY IMPORTANCE

Among the dozens of different roles volunteer have, responding organizations ranked the position of board or committee member as the most important of all volunteer activities in their organization.

Although board members may not be considered traditional volunteers, these men and women serve critical roles in guiding nonprofits and providing technical expertise - all without monetary compensation.

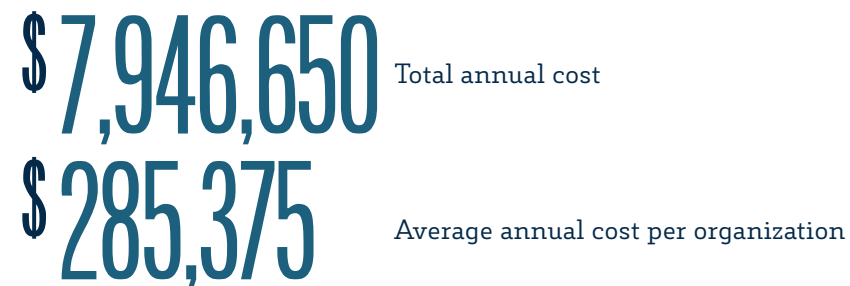
Top 5 Most Important Volunteer Activities

- 1 Board or committee members
- 2 Fundraising
- 3 Education, training, tutoring
- 4 Youth or children's activities
- 5 Help with special events

MONETARY VALUE OF VOLUNTEER ACTIVITIES

Volunteers bring immense value to organizations and communities.

We asked organizations and agencies about the monetary value of volunteers. These totals represent how much organizations reported it would cost if they had to pay for the services currently provided by their volunteers (approximate dollar value, per year, to each organization/agency).



Independent Sector, a leading philanthropic organization in Washington, D.C., produces a report each year that calculates the value of volunteer time. The value of volunteer time is based on the average hourly earnings (approximated from yearly values) of all production and non-supervisory workers on private non-farm payrolls (based on yearly earnings provided by the Bureau of Labor Statistics) for the national average. Independent Sector indexes this figure to determine state values and increases it by 12 percent to estimate for fringe benefits.

It is important to recognize that when certain professionals (doctor, lawyer, etc.) serve as volunteers, the value of their time donated is not the same as their earning power. In other words, a person with a Ph.D. donating time to do landscaping is not performing his or her specialized skill as a volunteer. Therefore the hourly value for that person is no higher than someone with a high school diploma.

Independent Sector reports that the value of volunteer time in Missouri is \$23.30 per hour. Based on the findings reported in our study, the annual value of volunteer time in Greene and Christian Counties is just over \$43.5 million.

\$43,565,035.20

Annual value of volunteer time in Greene and Christian counties



ORGANIZATIONAL VOLUNTEER POLICIES AND PROCEDURES

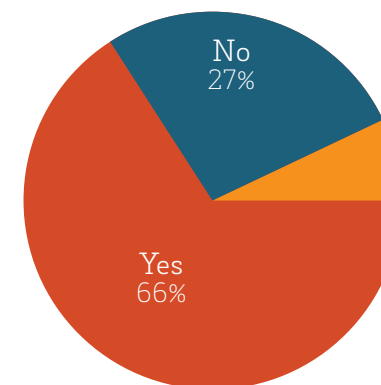
FORMAL VOLUNTEER POLICIES

A study by the Corporation for National & Community Service¹ said four out of five charitable groups in the United States use volunteers. But only one-fourth of the groups are effective managers of their volunteers, and often lack a strategy to manage and retain this valuable resource.

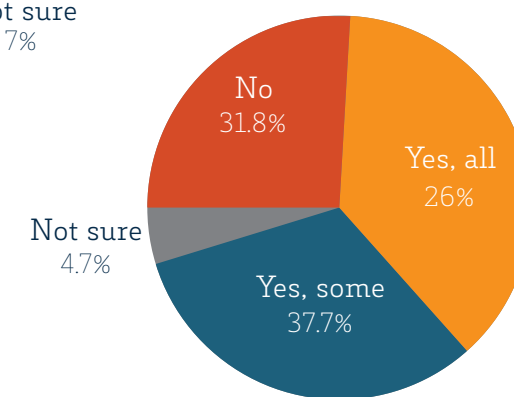
Most Springfield area organizations surveyed (65.8%) have a structured volunteer management system with written policies and procedures. These systems provide clarity for volunteers concerning their roles, communication, and expectations.

However, more than one-third (34.1%) of the responding groups have no written policy or are not sure if they have one - which indicates

Written Volunteer Policies
Figure 2.9



Criminal Background Checks for Volunteers
Figure 3.1



the organizations are probably not using one, even if such a document exists. This lack of structure can lead to volunteer uncertainty, dissatisfaction, and high turnover.



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BACKGROUND CHECKS

Volunteers often work with vulnerable population groups and have access to confidential information. Organizations are faced with the growing challenge of using volunteers while protecting the people they serve.

As acts of violence and terrorism have increased, many state and federal laws have been passed that require background screening for volunteers.

While some Springfield-area nonprofit organizations and agencies require all volunteers to pass criminal background checks, many do not. This is likely due, in part, to the nature of the volunteer activity. Some volunteer jobs do not interact with other people, or if they do have contact it may be in an open public setting.

Around two-thirds of organizations responding to our survey require criminal background checks on at least some of their volunteers.

Background checks may be required either by law, or by an accrediting organization.

More than one-fourth (27.7 %) of the responding organizations are required by law to perform background checks on volunteers, about one-fourth (24.07%) conduct them to meet the requirements of a parent organization or another accrediting body, and about one-third (31.7%) do not perform background checks.

TRAINING

Volunteers perform varied tasks; some are simple and can be accomplished with minimal training, while some are complex and require technical knowledge and intense preparation.

It is clear from this study and other research that training programs provide many volunteer benefits:

- Knowledge to effectively carry out tasks
- Familiarity with the organization, program, and community need
- Clear communication among colleagues and the broader community

More than 80% of the responding organizations and agencies have mandatory training for volunteers.

In addition, most organizations and agencies provide the required training for new volunteers.

ATTITUDES TOWARD USE OF VOLUNTEERS

Responding organizations were clear: Volunteers are critically important. A resounding 97% said they needed volunteers to accomplish their mission.

Top 10 Keys to Retaining Good Volunteers

- 1 Thanking them, showing appreciation, making them feel appreciated
- 2 Providing meaningful work, making them feel they made a difference
- 3 Good communication so volunteers feel like they're in the loop
- 4 Getting their input
- 5 Recognition
- 6 Connecting the mission to the volunteer work
- 7 Providing clear job descriptions/expectations
- 8 Matching job to their skill set/interest
- 9 Showing politeness and respect
- 10 Training them properly

CONCLUSIONS

INDIVIDUAL VOLUNTEERS

- 1 Springfield area volunteers are primarily women over 40. While it's essential to maintain volunteerism among these segments, there is also an opportunity for local nonprofits to recruit more volunteers among men and young adults under 35.

Men make up only about a quarter of area volunteers participating in our individual survey, but those who did participate had been serving longer and devoted slightly more time per month to volunteer activities than women respondents. This means that men have the potential to become very loyal volunteers once they come on board.

Adults under the age of 35, especially those between 18 and 24, represent another growth opportunity. Young adults stand to gain many potential benefits from participating in volunteer activities. For example, volunteering could be an excellent opportunity for a student to apply some of the skills pertaining to his or her major in a "real world" setting. It could also give young professionals a great way to expand their network of contacts in the community by interacting with nonprofit leaders, their fellow volunteers, and the clients they serve through their volunteer activities.

- 2 Nonprofits should also reach out to individuals who have had some personal involvement with the issue being addressed by the volunteer work. About two-thirds (66.3%) of respondents said that personal experience with a particular issue influenced their decision to volunteer. For example, individuals who have had cancer or had loved ones affected by the disease may be particularly interested in helping to raise money for research and promote public awareness. Other common motivators were the desire to help people meet their needs (21.7%), the desire to give back to the community (16.7%), and personal satisfaction (11.6%).

- 3 It is crucial for organizations to offer as much scheduling flexibility as possible when recruiting volunteers. Respondents listed time (21.7%) and health (21.8%) as the most important reasons they would choose not to volunteer.

- 4 Organizations should target recruiting efforts by matching specific activities with individuals most likely to be interested. For example, the most popular volunteer activities differed among men and women. Men were interested in volunteering for activities related to sports or recreation, civic organizations, information technology, manual labor, or religion. Women, by contrast, were more interested in opportunities involving clerical work, children's activities, education, healthcare, providing food or clothing to individuals in need, art-related, or political activism.

“ I USE FREE TIME TO HELP PEOPLE INSTEAD OF BINGE-WATCHING NETFLIX, PARTYING, OR OTHER TIME-WASTING ACTIVITIES ”



“Doing nothing for others is the undoing of ourselves.”

— Horace Mann, American education reformer for whom a Springfield elementary school is named.

We appreciate the volunteer leaders who govern the Community Foundation of the Ozarks and its 49 affiliate foundations across the Ozarks, along with those who serve as committee members.

We salute all volunteers who share our mission of improving the quality of life across our region.



CONCLUSIONS

ORGANIZATIONS

- 1 Volunteers are critical to organizations of all types and sizes. Groups with no paid employees as well as those with thousands of employees all need volunteers to accomplish their missions.
- 2 There is a need for increased volunteer recruitment to meet the growing demand for services. With a local shortage of nearly 8,000 people, organizations are unable to keep up with the requests for their services, thus leaving a gap.
- 3 Organizations that use volunteers must recognize a growing trend away from long-term volunteer commitments, and an increase in episodic, short-term commitments. Geographic and employment mobility make it difficult for some people to make long volunteer commitments. In response, organizations may want to create more short-term volunteer opportunities that accommodate these preferences.
- 4 Organizations must find ways to recruit and retain a diverse volunteer base. Developing a diverse pool of volunteers will bring a wider range of perspectives and will help the organization be more effective in serving and relating to all sectors of a community. Organizations should make concerted efforts to communicate with members of underrepresented groups and present them with volunteer opportunities that match their skills and cultural backgrounds. Electronic recruitment efforts should be combined with face-to-face meetings, on-site presentations, and display booths at events.
- 5 Serving as a board member is, according to organizations, one of the most important of all volunteer roles. Since the position is so critical to the health and success of the organizations, board members must receive adequate training concerning their core roles and responsibilities.
- 6 Groups must have clearly defined job descriptions for volunteers. Yet more than one-third (34.12%) of the responding groups in this study said they didn't have a written volunteer management policy or were not sure if they had one. Clear job descriptions and policies help prepare volunteers for their jobs, clarify expectations and help measure their effectiveness. As volunteers understand their roles and have a sense of accomplishment, they are much more likely to continue serving.
- 7 People who donate their time are likely to donate their money as well. Those who are personally engaged with the mission and inner workings of an organization are likely to make a financial investment. Considering this potential, nonprofits should provide clear opportunities for their volunteers to make donations. Conversely, when recruiting volunteers, organizations should reach out to individuals who are already making donations to see if they would be interested in getting more involved by giving their time in addition to their money to support the cause.



I'VE BECOME ADDICTED TO
ACTIVISM AND FURTHERING
COMMUNITY IN SPRINGFIELD. I
WANT TO BE THE PERSON I NEEDED
WHEN I WAS YOUNGER.



METHODOLOGY

INDIVIDUAL VOLUNTEER SURVEY

A questionnaire was designed and uploaded to an online survey tool, Survey Monkey, to be completed by individual volunteers in the Springfield area.

Items included in the questionnaire addressed the following topics:

- Overall volunteer activity including how long participants had volunteered
- Volunteering in the past 12 months including which organization(s) participants volunteered for and types of activities performed
- Informal volunteer activity including helping family, friends, or neighbors with chores, preparing food, shopping, or childcare, and discussing politics with other individuals
- Volunteer support such as whether participants had received training from nonprofits they volunteered for, whether they received feedback for volunteering, and whether they had received gratitude for their service
- Changes in volunteer activity in the past 5 years
- Influences on volunteer activity such as parents or other influential adults when participants were younger
- Attitudes and motivation for volunteer activity including factors influencing participants' decision to volunteer or continue volunteering
- Charitable donations
- Demographics including religious beliefs, age, gender, education, ethnicity, zip code, household income, employment, and student status

A link to the survey was emailed to 2,350 individuals in the Springfield area, and a total of 896 individuals responded, for a response rate of 38.1%.

ORGANIZATIONAL VOLUNTEER SURVEY

A questionnaire for Springfield area nonprofit organizations was designed and uploaded to Survey Monkey.

The nonprofit questionnaire included items addressing the following topics:

- General information such as the organization's IRS tax designation, type of work performed, budget, and number of paid employees
- Questions about the organization's use of volunteers, such as whether they use volunteers, whether they have an adequate number of volunteers, types of work performed by volunteers, hours performed by volunteers, volunteer policies, background checks, volunteer training, and support of volunteers
- Attitudes toward the use of volunteers including the importance of volunteers and keys to retaining volunteers
- Volunteer demographics such as age, gender, education, and ethnicity

A total of 344 nonprofit organizations were contacted. Surveys were completed by 125 of the organizations, for a response rate of 36.3%.



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Through diverse offerings and personalized approaches, the Center meets nonprofit leaders, nonprofit staff, board members and nonprofit students where they are and gives them the tools to take their work to the next level.

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