



2016 Volunteer Center Impact Report

A Snapshot of Volunteering within Wisconsin
Based on Volunteer Center Data

May 2017

*Compiled by Volunteer Wisconsin
www.VolunteerWisconsin.org*

2016 Volunteer Center Impact Report

The following data and graphs are the result of the latest Volunteer Center Impact Survey administered from February-March of 2017. The goal was to capture and combine data from all volunteer centers in Wisconsin to generate a comprehensive, statewide picture of volunteerism.

The survey consisted of 34 questions, primarily short answer. Questions were consistent with the 2015 Volunteer Center Impact Survey with a few additions recommended by Volunteer Center directors. Definitions for the terms *referrals*, *internal volunteers*, *partner agencies*, and *community initiatives* were also added. The survey questions reflect those measurements directors felt all Volunteer Centers should be tracking and the data collected would serve as both a benchmark for change and a forecaster of trends. All data reflects the 2016 calendar year from January 1 to December 31.

A link to the survey was sent directly to 19 volunteer center directors and Volunteer Wisconsin in February 2017. Seventeen volunteer center directors completed the survey. The last complete survey was received on March 17. It is this data which is captured in this report. Two centers did not submit: (1) Due to a change in leadership, the Volunteer Center of Ozaukee County did not have data available; and (2) Head of the Lakes United Way submitted only service area data. Survey reminders were sent, as needed, before the survey was closed on March 31, 2017.

Select survey data gathered from the 2015 and 2012 Volunteer Center Surveys, conducted by Volunteer Wisconsin, are included. A smattering of data from the shorter 2009 survey conducted by VCAW is also represented where appropriate for comparative purposes.

Some of the 2016 results were surprising. The number of volunteer referrals or connections made tripled from 2015 to 2016! This is partly a result of more Volunteer Centers overall responding, but also due to clearer definitions of what constitutes and should be counted as a referral. Notable is that 60% of these referrals were estimated to have come from online sources.

Correlating with the spike in the number of referrals, the number of volunteers coordinated or managed by volunteer centers similarly rose dramatically, increasing 160% from the 2015 figure. With all the increase in referrals and number of volunteers managed, it may seem logical to assume the number of available volunteer opportunities would have also increased across the state. But that did not occur. Although the number of partner agencies served increase by 38.5%, the actual number of opportunities decreased by 33%. Puzzling, but knowing that from year to year, which volunteer centers choosing to share data changes as well as the staff person pulling the data also changes. This alone could easily account for these swings.

A favorable trend observed was that more and more, our volunteer centers are viewed as key collaborative partners and are being invited to join other stakeholders around the table to find solutions to community problems. That speaks to the growing respect volunteer centers are earning in their communities for addressing real problems through volunteerism. More than half of our Volunteer Centers have served as collaborative partners and in the past year, have focused on 101 unique community initiatives.

Other positive trends suggested by the data are an increase in the number of reported volunteers that received recognition in some form as well as an increase in the number of individuals/ nonprofits reached through trainings. This support of volunteer engagement will help buoy up overall volunteer satisfaction and increase volunteer retention rates; a win-win for nonprofits and volunteers across Wisconsin.

Please share pieces of this report with your boards, funders and your community to support your work and engagement efforts. Volunteerism IS a viable solution and a precious resource. Be inspired by the work being done in other corners of the state and support the efforts of others to grow effective volunteerism by providing strong leadership around volunteer engagement.

A sincere thank you to the Volunteer Center Directors for seeing the value of aggregating volunteer data statewide. And a shout-out to Rachel Jensen, Marshfield Clinic AmeriCorps Volunteer Wisconsin member for all her help in tabulating and graphing the data.

Please contact Volunteer Wisconsin for any questions or comments about the 2016 Volunteer Center Impact Report. Reach out to Shelly Kaiser at kaiser.shelly@marshfieldclinic.org, 715-221-8406 or www.VolunteerWisconsin.org. Forward!

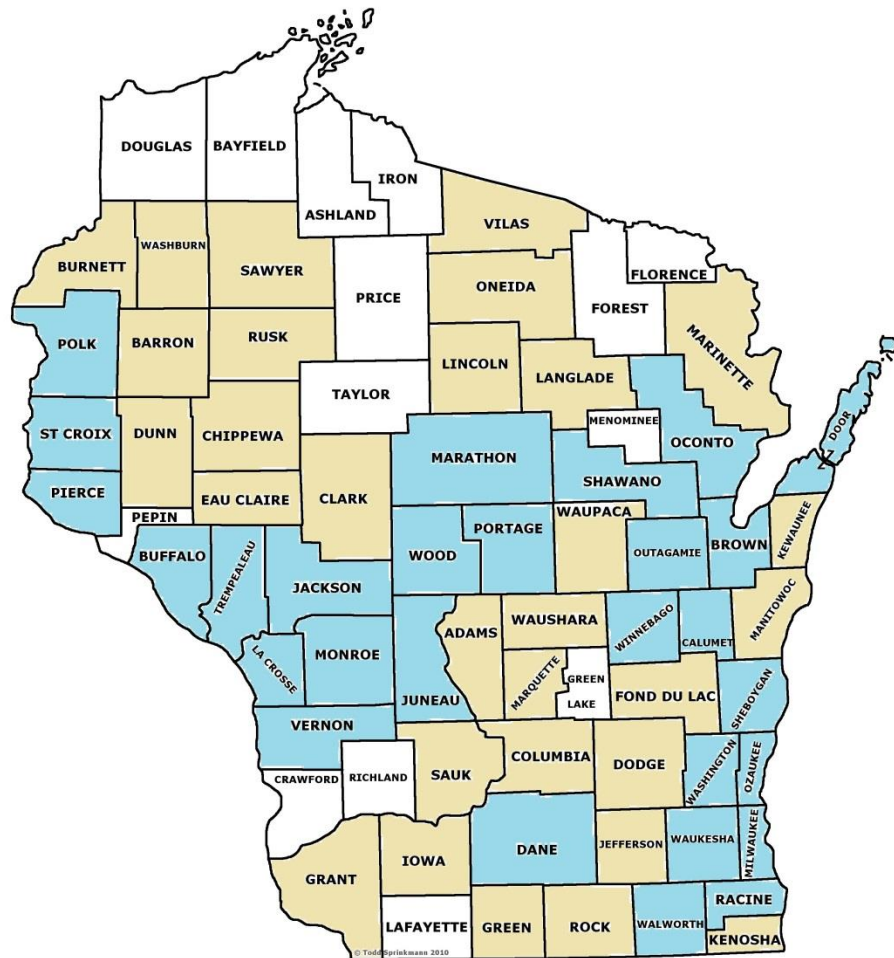
Kind regards,



Shelly Kaiser, Health Educator
Marshfield Clinic Center for Community Outreach



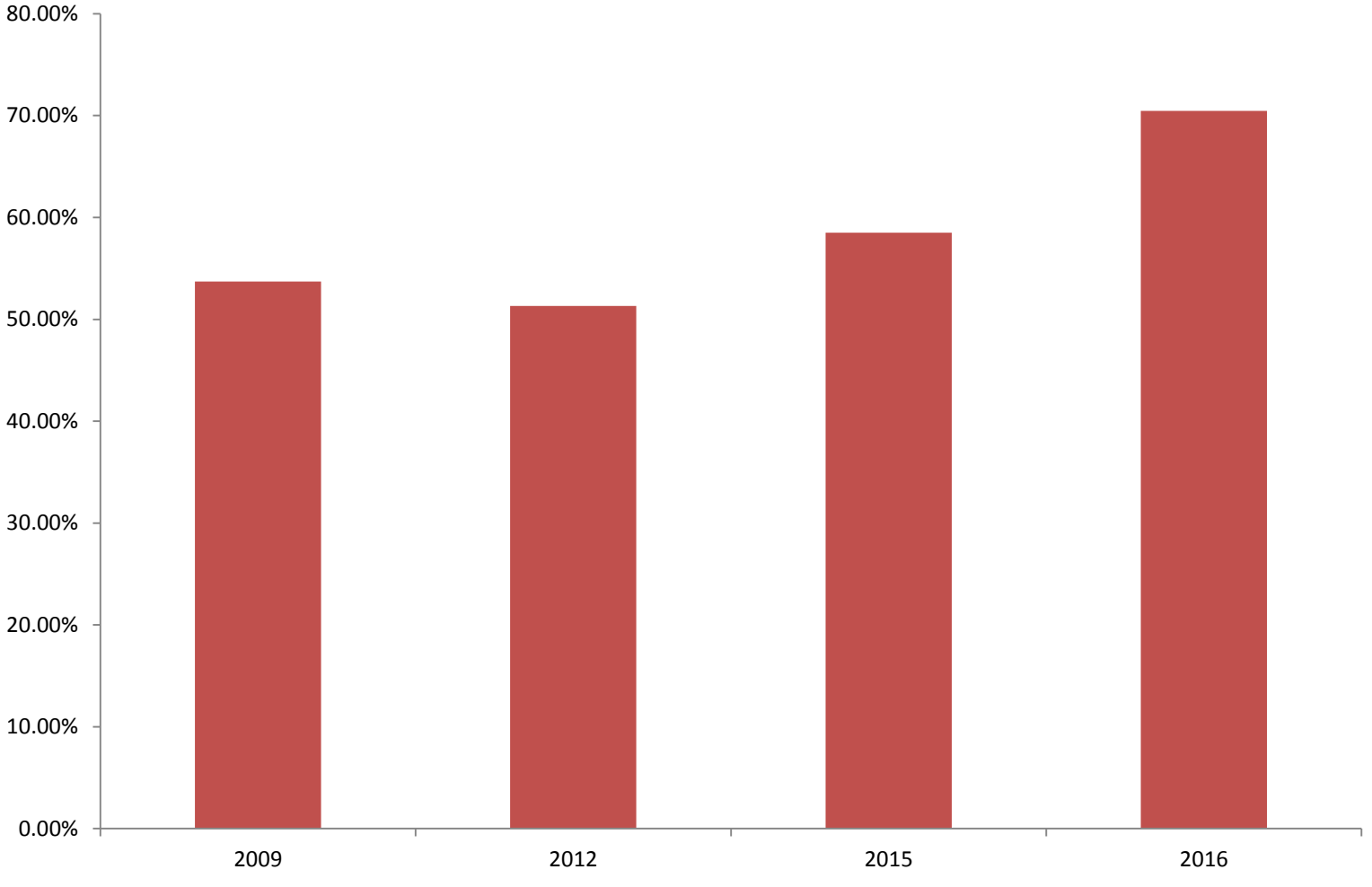
Who is represented in the 2016 Volunteer Center Impact Report?



Served by a Volunteer Center in 2016
 Served by Volunteer Wisconsin in 2016

17 Volunteer Centers completed the 2016 survey. These 17 Volunteer Center’s data represents 69.63% of the population. Volunteer Wisconsin covers additional counties not served by a Volunteer Center. Including Volunteer Wisconsin data, 96.39% of the population is represented.

Wisconsin Population Covered by Volunteer Centers Responding to the Survey



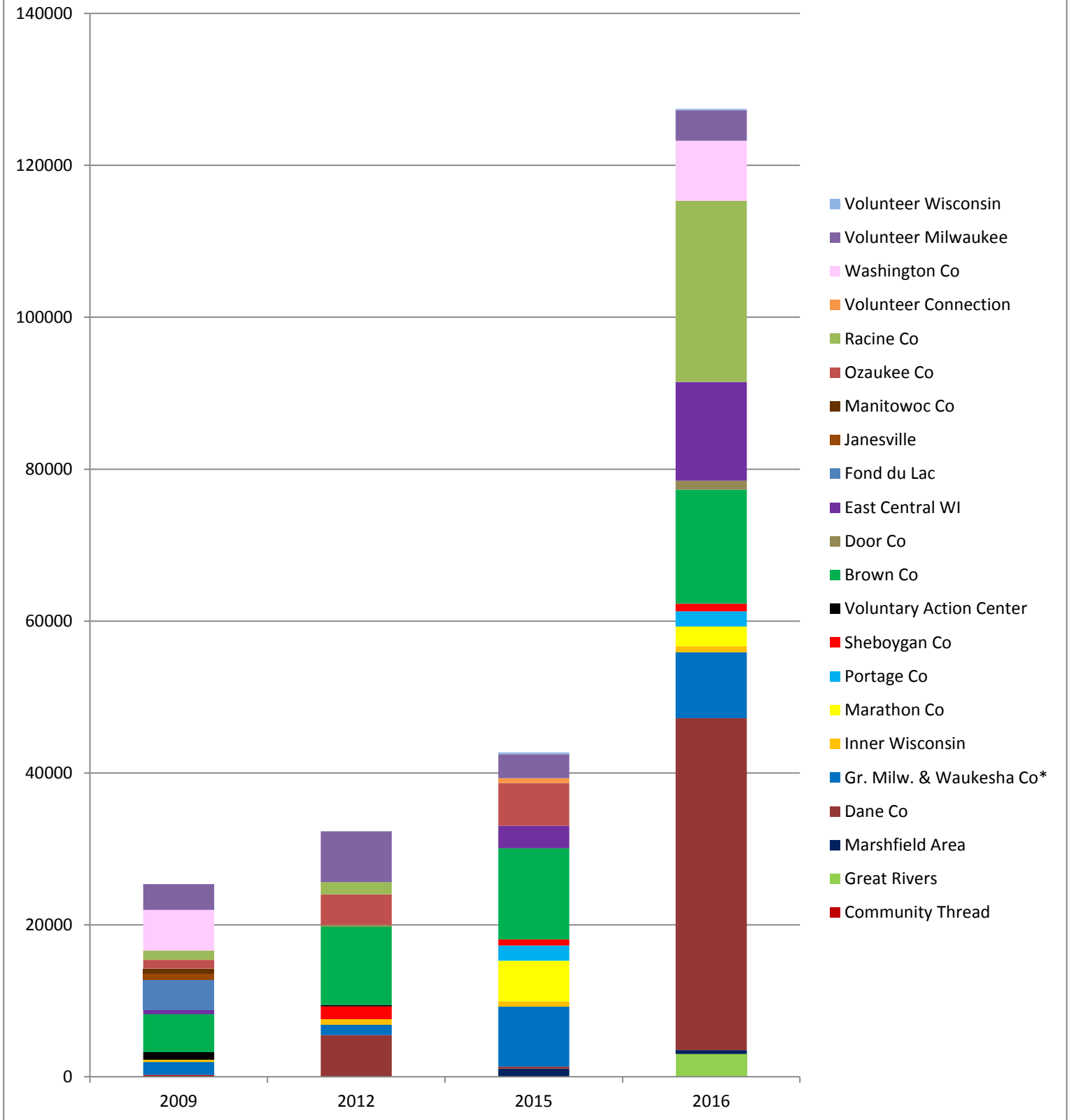
Community Thread
 UW of Waukesha Co
 UW of Inner Wisconsin
 Voluntary Action Center
 VC of Brown Co
 VC of East Central WI
 VC of Fond du Lac
 VC of Janesville
 VC of Manitowoc
 VC of Ozaukee Co
 VC of Racine Co
 VC of Washington Co
 Volunteer Milwaukee

UW of Dane Co
 UW of Waukesha Co
 UW of Inner Wisconsin
 UW of Sheboygan Co
 Voluntary Action Center
 VC of Brown Co
 VC of Door Co
 VC of Marinette Co
 VC of Ozaukee Co
 VC of Racine Co
 Volunteer Connection
 Volunteer Milwaukee

Community Thread
 Marshfield Area UW
 UW of Dane Co
 UW of Waukesha Co
 UW of Inner Wisconsin
 UW of Marathon Co
 UW of Portage Co
 UW of Sheboygan Co
 VC of Brown Co
 VC of East Central WI
 VC of Ozaukee Co
 Volunteer Connection
 Volunteer Milwaukee
 Volunteer Wisconsin

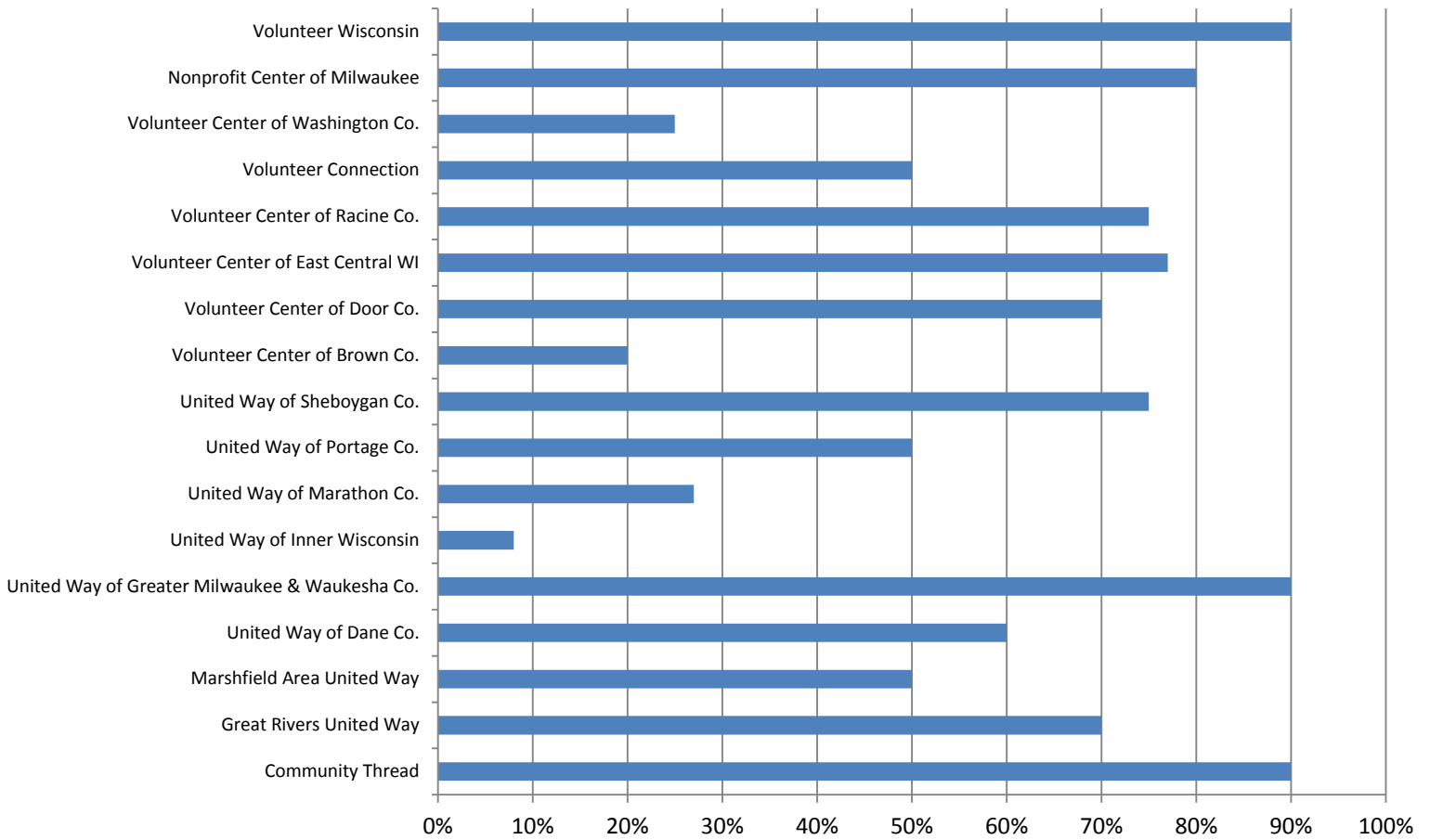
Community Thread
 Great Rivers UW
 Marshfield Area UW
 UW of Dane Co
 UW of Gr Milw & WC
 UW of Inner Wisc.
 UW of Marathon Co
 UW of Portage Co
 UW of Sheboygan
 VC of Brown Co
 VC of Door Co
 VC East Central WI
 VC of Racine Co
 Vol. Connection
 VC Washington Co
 Volunteer Milwaukee
 Volunteer Wisconsin

Number of Volunteer Referrals or Connections Made

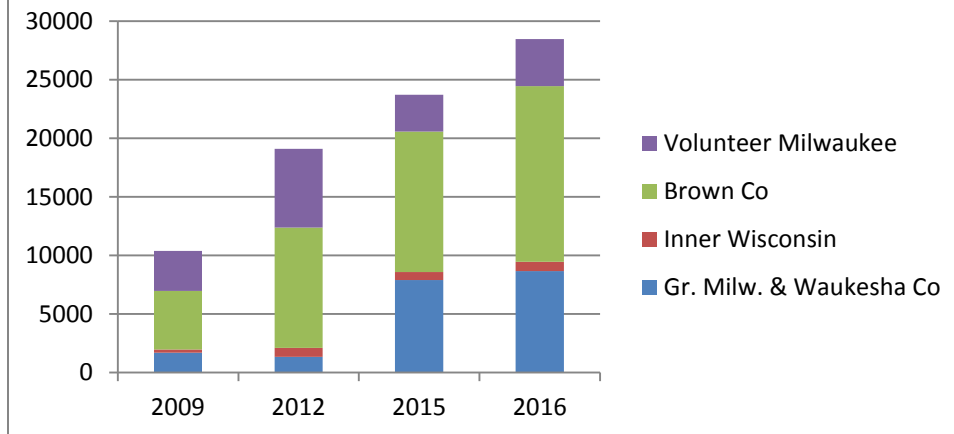


*After 2015, United Way of Waukesha County merged with United Way of Greater Milwaukee. Their data in 2016 has been labeled as United Way of Greater Milwaukee & Waukesha County throughout the report for consistency.

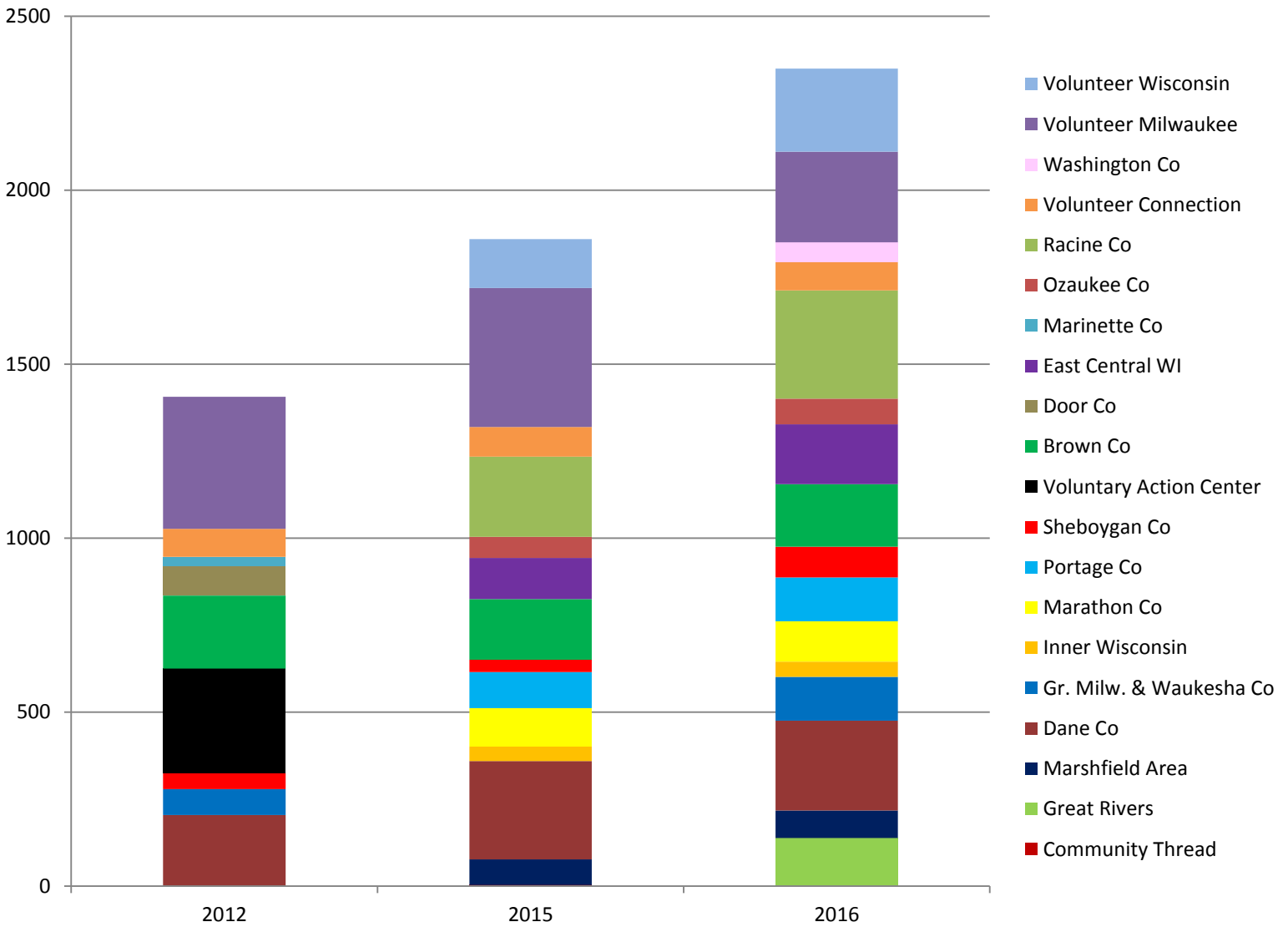
% of Referrals from Online Sources



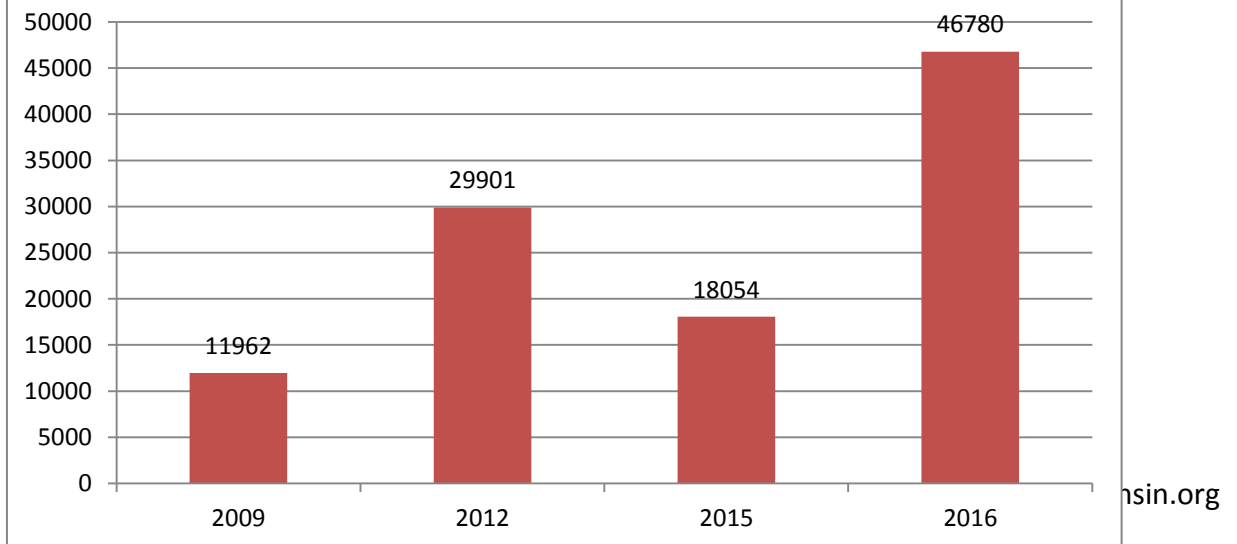
Volunteer Center Referrals Only Centers that have 4 years of Data Included



Number of Partner Agencies Served



Number of Volunteers Coordinated or Managed by Volunteer Centers



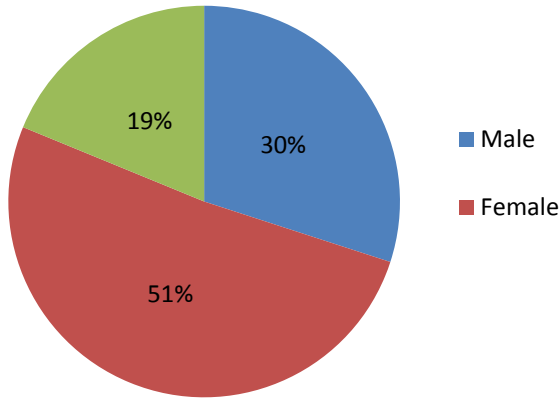
At a Glance

Throughout Wisconsin in 2016:

- **127,453** referrals; the amount **tripled** from 2015
 - An estimated **75,990** of these referrals came from online sources (roughly **60%** of 2016 referrals)
- **46,780** volunteers managed, an **increase** of nearly 160% from 2015 (18,054 managed)
- **271,427** hours were recorded
- **2,275** nonprofit partner agencies served (an **increase** of **633** agencies from 2015)
- **4,554** volunteer opportunities listed on volunteer center websites, a **decrease** of 3,338 from 2015
- **28,542** volunteers were engaged in Day of Service activities
- **6,594** volunteers were recognized or attended volunteer recognition events
- **254** nonprofit trainings were held, with **3,757** people attending
- **31** volunteer ambassador trainings were held with over **185** attendees
- Volunteer centers served as partners in **101** community initiatives, an **increase** of almost 120% from 2015 (46 initiatives)

Volunteer Demographics (Averaged)

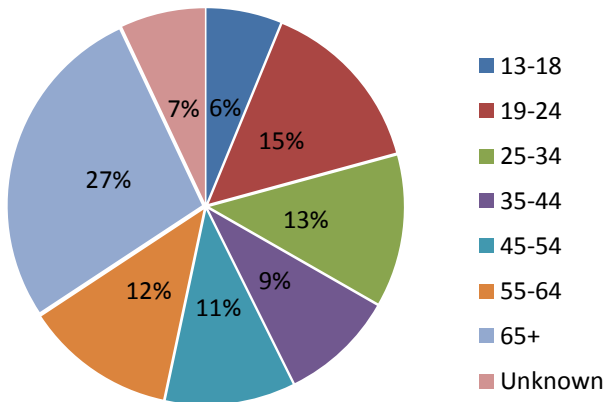
Gender



Data reported by (6):

- Great Rivers United Way
- Non Profit Center of Milwaukee
- United Way of Marathon County
- Volunteer Center of Brown County
- Volunteer Center of East Central WI
- Volunteer Connection

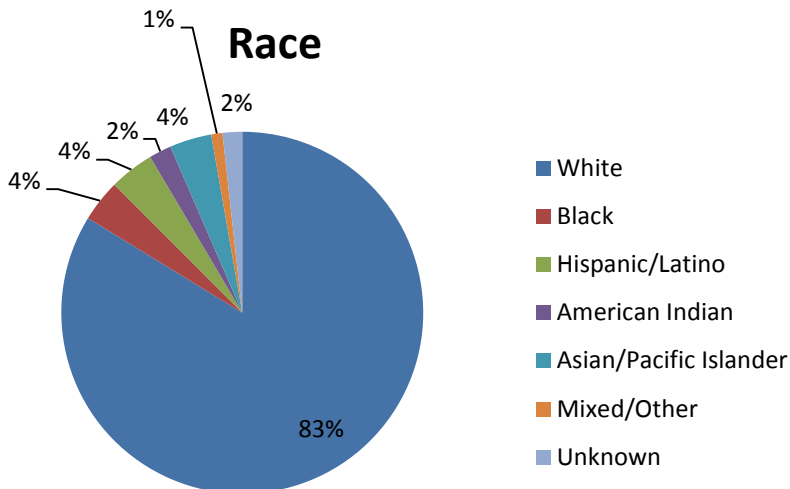
Age



Data reported by (7):

- Great Rivers United Way
- United Way of Dane County
- United Way Volunteer Center of
- Volunteer Center of Brown County
- Volunteer Center of East Central WI
- Volunteer Center of Racine County
- Volunteer Connection

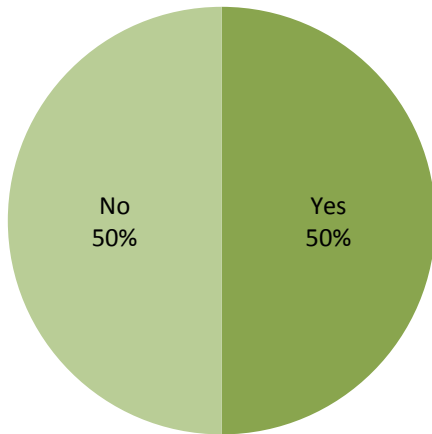
Race



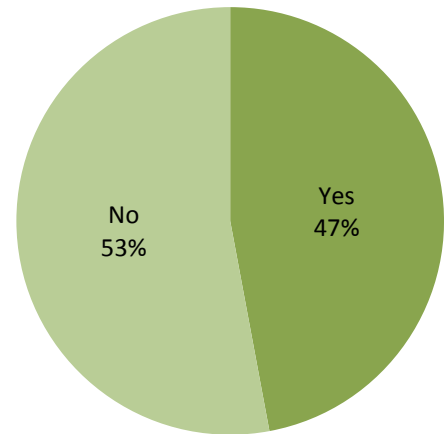
Data reported by (4):

- United Way Volunteer Center of Sheboygan County
- Volunteer Center of Brown County
- Volunteer Center of East Central WI
- Volunteer Connection

Facilitates a Business Volunteer Council-2015



Facilitates a Business Volunteer Council-2016

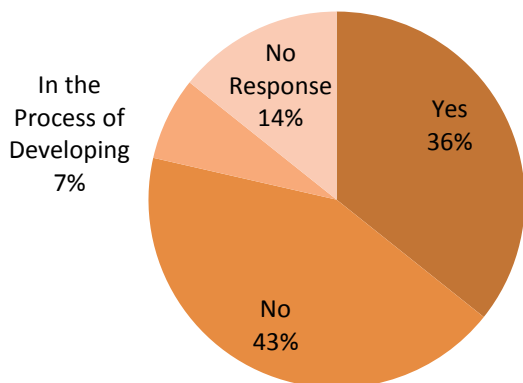


In 2016, seven Volunteer Centers facilitated a Business Volunteer Council or similar initiative.

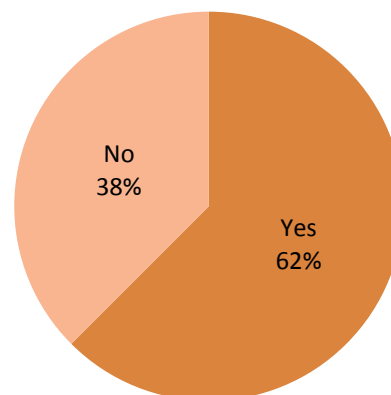
- United Way of Dane County Volunteer Center
- United Way of Marathon County
- United Way of Portage County
- Volunteer Center of Brown County
- Volunteer Center of East Central Wisconsin & RSVP
- Volunteer Center of Racine County
- Nonprofit Center of Milwaukee

Despite a decline in the number of Volunteer Centers facilitating Business Volunteer Councils, the number of actual businesses participating in such initiatives with Volunteer Centers nearly doubled. In 2015, over 200 businesses in the state were part of a Business Volunteer Council and in 2016, the number rose to 398 businesses.

Center Has a Targeted Strategy for Skills-Based Volunteers-2015



Center Has a Targeted Strategy for Skills-Based Volunteers-2016

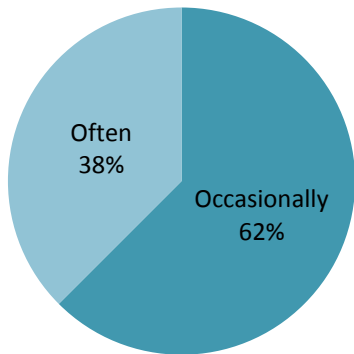


In 2016, ten Volunteer Centers had a targeted strategy for recruiting and placing skills-based volunteers.

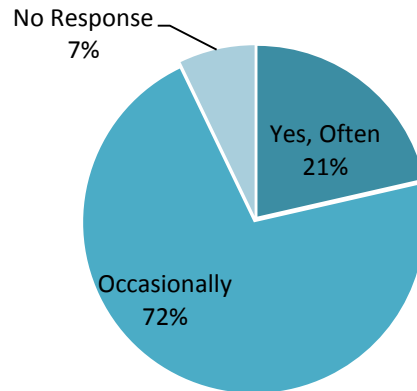
- Community Thread
- Great Rivers United Way
- United Way of Dane County Volunteer Center
- United Way of Greater Milwaukee & Waukesha County
- United Way of Marathon County
- United Way of Portage County
- United Way Volunteer Center of Sheboygan County
- Volunteer Center of Brown County
- Volunteer Center of East Central Wisconsin & RSVP
- Volunteer Center of Racine County

In 2015, just five Volunteer Centers had such strategies.

Faith-based Groups Utilize Volunteer Center Services - 2016



Faith-Based Groups Utilize Volunteer Center Services - 2015



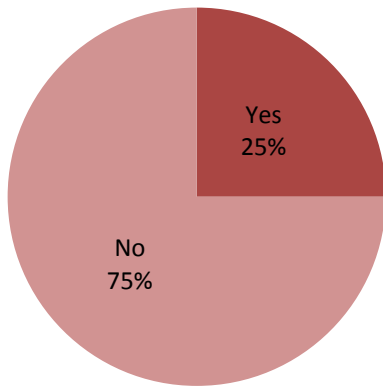
In 2016, six Volunteer Centers reported working often with faith-based groups. Ten Volunteer Centers were occasionally viewed as a source for community engagement by faith-based groups.

In 2015, only three Volunteer Centers reported working often with faith-based groups and nine Volunteer Centers reported occasionally engaging with faith-based groups.

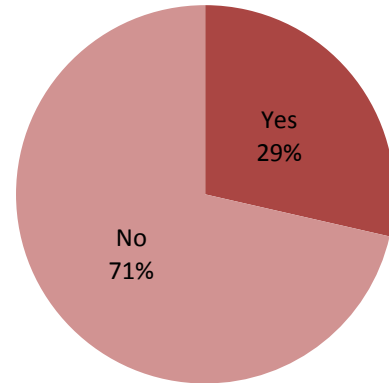
The Volunteer Centers that report they often work with faith-based groups include:

- Marshfield Area United Way
- United Way of Dane County Volunteer Center
- United Way of Marathon County
- United Way of Portage County
- Volunteer Center of East Central Wisconsin & RSVP
- Volunteer Center of Racine County

Center Hosted Volunteer Reception Center Training in 2016



Center Hosted Volunteer Reception Center Training in 2015



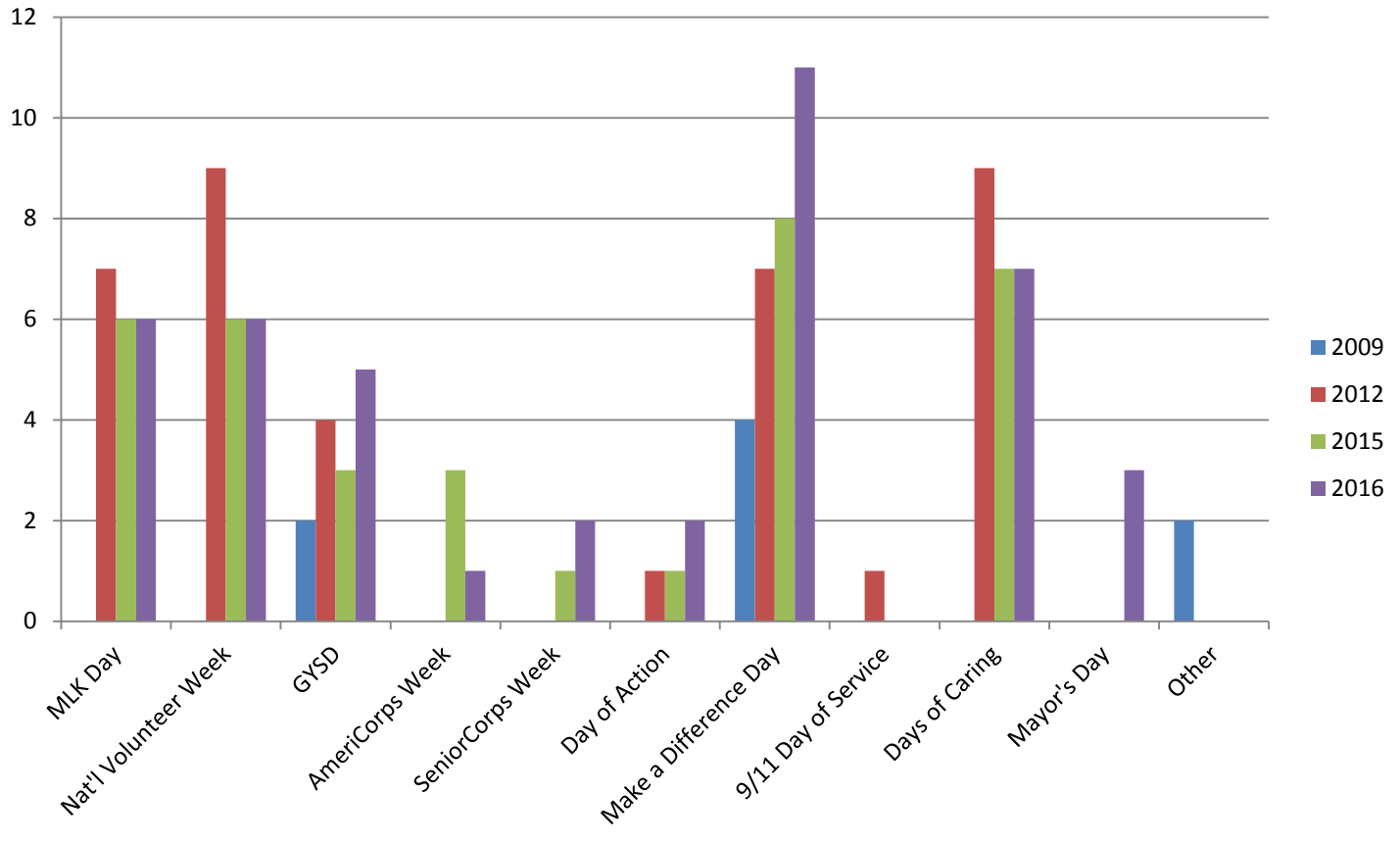
In 2016, four of 17 Volunteer Centers offered Volunteer Reception Center trainings for volunteers wishing to assist after a large scale disaster, compared to three of 13 Volunteer Centers in 2015 that offered trainings.

- Marshfield Area United Way
- United Way of Inner Wisconsin’s Volunteer Center
- United Way of Marathon County
- Volunteer Center of East Central Wisconsin & RSVP

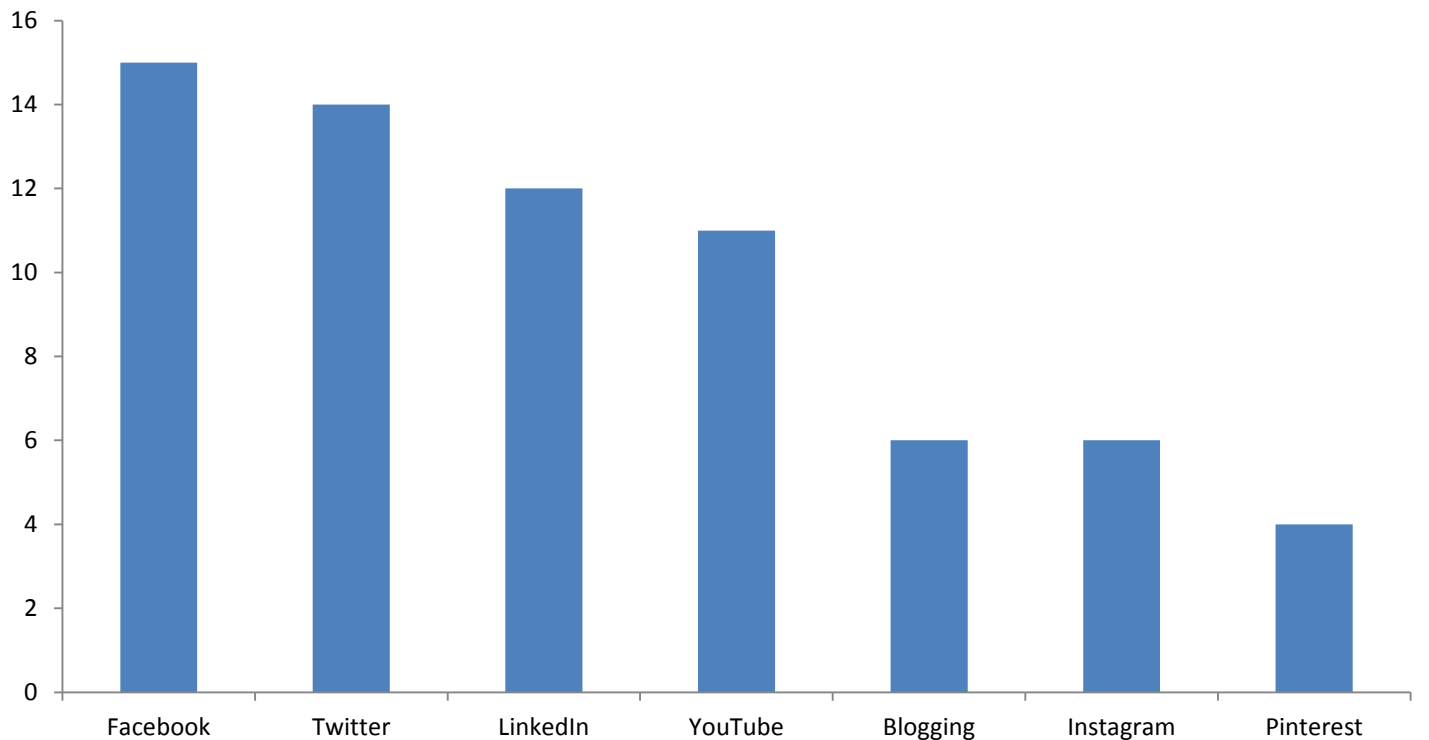
Six Volunteer Centers offered 31 volunteer ambassador trainings in 2016 with over 185 attendees.

- United Way of Dane County Volunteer Center
- United Way of Greater Milwaukee & Waukesha County
- United Way of Inner Wisconsin’s Volunteer Center
- United Way Volunteer Center of Sheboygan County
- Volunteer Center of East Central Wisconsin & RSVP
- Volunteer Center of Racine County

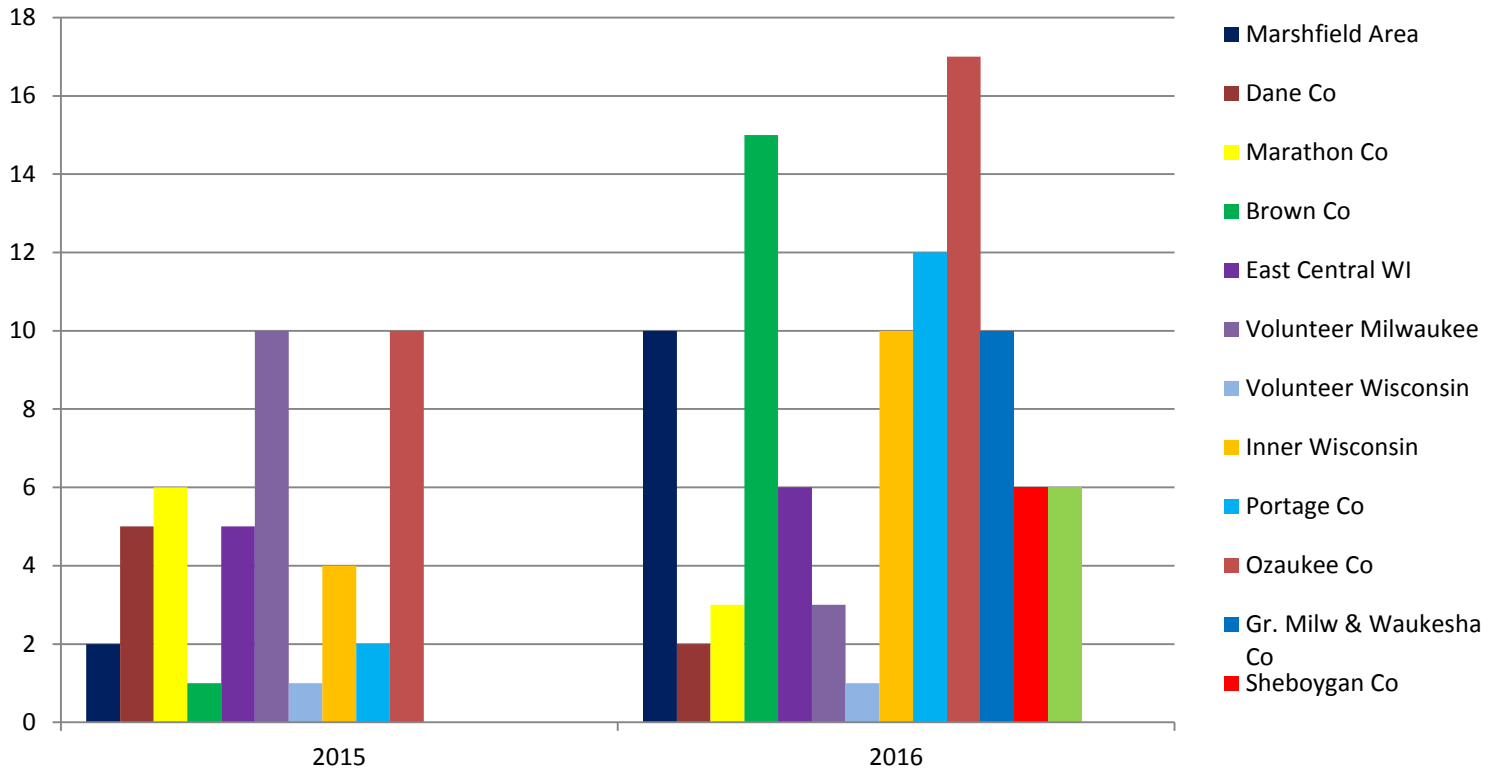
Which Days of Service do Volunteer Centers Sponsor?



Social Media Presence



Number of Community Initiatives in which Volunteer Centers Served as a Collaborative Partner



In 2016, 12 Volunteer Centers served as collaborative partners in 101 community initiatives. That includes such efforts as food drives and other events addressing hunger issues, efforts to increase student literacy, actions to start up a senior or community center, or engagement with leadership programs and more.

On average, Volunteer Centers served as a collaborative partner on 7 distinct initiatives. The median number of partnerships was 6. Compare this to 2015 data, when the average number of initiatives was 3.83 and the median number of partnerships was 3.

The following 12 Volunteer Centers served as collaborative partners on community initiatives in 2016:

- Great Rivers United Way
- Marshfield Area United Way
- United Way of Dane County Volunteer Center

- United Way of Greater Milwaukee & Waukesha County
- United Way of Marathon County
- United Way Volunteer Center of Sheboygan County
- Volunteer Center of Brown County
- Volunteer Center of East Central Wisconsin & RSVP
- Volunteer Center of Racine County
- Volunteer Center of Washington County
- Nonprofit Center of Milwaukee
- Volunteer Wisconsin