

Volunteers Count 2019

List of measures reported in the study



Table Measure

2 PROFILE OF VOLUNTEERS	
2.1	Total number of volunteers (Headcount)
2.2	Annual change in volunteer numbers (Headcount) (%)
2.3	Average number of volunteers over the last year (Headcount)
2.4	Total number of volunteer hours in the last year (hours)
2.5	Average number of volunteer hours per volunteer per annum (hours)
2.6	Average number of volunteer hours per volunteer per month (hours)
2.7	Ratio of volunteers (Headcount) to organisation employees (Headcount)
2.8	Ratio of volunteer hours to organisation employee hours
2.9	Volunteer hours as a percentage of staff hours and volunteer hours combined (%)
2.10	Percentage of volunteers who are General volunteers
2.11	Percentage of volunteers who are Unpaid interns (%)
2.12	Percentage of volunteers who are Trustees (%)
2.13	Percentage of volunteers who are employer supported volunteers (%)
2.14	Do you host employer supported volunteers from other organisations?
2.15	Do you gather data on the gender of some or all of your volunteers?
2.16	Percentage of volunteers who are female (%)
2.17	Do you gather data on the ethnicity of some or all of your volunteers?
2.18	Percentage of volunteers who are from an ethnic minority (%)
2.19	Do you gather data on the socio-economic grouping of some or all of your volunteers?
2.20	Do you gather data on the age of some or all of your volunteers?
2.21- 2.32	Percentage of volunteers from various age groups
2.33	Average age of volunteers (years)
2.34	Do you gather data on disability amongst some or all of your volunteers?
2.35	Percentage of volunteers who consider themselves to be disabled (%)
2.36	Do you gather data on the sexual orientation of some or all of your volunteers?
2.37	Percentage of volunteers who are LGBT (Lesbian, Gay, Bisexual or Transgender)
2.38	Do you gather data on the employment status of some or all of your volunteers?
2.39- 2.42	Percentage of volunteers who are: Students, In full or part time employment, Not employed, Retired
2.43	In relation to volunteer diversity, what have been your most successful two or three initiatives in the last three years?
2.44	Do you gather data on the length of time some or all of your volunteers have been volunteering for the organisation?
2.45- 2.52	Percentage of volunteers who have been volunteering with the organisation for various lengths of time
2.53	Do you gather data on how regularly some or all of your volunteers volunteer?
2.54- 2.61	Percentage of volunteers who volunteer with the organisation for various frequencies e.g. a few times a week
2.62	Do you gather data on the number of hours given by some or all of your volunteers?
2.63- 2.69	Percentage of volunteers who volunteer in a typical month for various numbers of hours e.g. less than 4 hours
2.70- 2.76	Do you involve volunteers in the following areas? e.g. fundraising
2.70.1- 2.76.1	Percentage of volunteers involved in the following areas e.g. fundraising

Table	Measure
2.77.2	If you have retail volunteers, do the majority of your shops have one or more paid member of staff?
2.77	Percentage of volunteers who are E-volunteers (%)
2.78	Percentage of volunteers who are remote volunteers (%)
2.80	Do you gather data on the number of volunteers who manage other volunteers for some or all of your volunteers?
2.81	Percentage of volunteers who manage other volunteers (%)
2.82	Do you gather data on the number of volunteers (excluding trustees) who manage staff for some or all of your volunteers?
2.83	Percentage of volunteers (excluding trustees) who manage staff (%)
2.84	Do you encourage beneficiaries / service users to become volunteers?
2.85	Number of service users at year end who volunteer
2.86	Number of service users in total at year end
2.87	Percentage of total staff recruits in the last year who were (or previously had been) volunteers for the organisation (%)
2.98	In relation to your volunteer management database / systems, what have been your most successful two or three initiatives in the last three years?
2.99	In relation to gathering, collating and analysing data on volunteers, what have been your most successful two or three initiatives in the last three years?
3 RECRUITMENT AND SELECTION	
3.1	Do you accept all volunteers who apply to volunteer with your organisation regardless of their skills, experience, availability or suitability?
3.2	Do you try your best to involve all volunteers who apply but recognise that some are not suitable and signpost them to other appropriate organisations?
3.3	Do you only accept volunteers who apply for the particular volunteer roles advertised?
3.4	Do you consider creating new volunteering roles to make the most of applicants with a particular set of specialist skills?
3.5	Number of volunteers recruited as a percentage of total volunteers (%)
3.6	Do you gather data on the cost of recruitment advertising for some or all of your volunteers?
3.7	Cost of recruitment advertising per 1,000 volunteers recruited (£)
3.8 - 3.14	Selection techniques used
3.15	Do you gather data on how volunteers hear about volunteering opportunities with your organisation?
3.16	Top five sources for recruiting new volunteers:
3.97	In relation to managing offers of volunteering, what have been your most successful two or three initiatives in the last three years?
3.98	In relation to recruitment of volunteers, what have been your most successful two or three initiatives in the last three years?
3.99	In relation to selection of volunteers, what have been your most successful two or three initiatives in the last three years?
4 EXPENSES	
4.1	Do you have a policy for reimbursement of volunteer expenses?
4.2-4.7	Do you offer to reimburse volunteers for X e.g. travel
4.8	Approximately what percentage of volunteers are aware of your expenses policy?
4.9	Approximately what percentage of volunteers claim expenses?
4.10	Do you pay volunteers the same mileage rate as you pay staff?
4.11	What mileage rate do you pay volunteers per mile?
4.99	In relation to volunteer expenses, what have been your most successful two or three initiatives in the last three years?

Table Measure

5 RETENTION	
5.1	Volunteer turnover rate - overall (%)
5.2	Volunteer turnover rate - they were on a time limited project / arrangement (%)
5.3	Volunteer turnover rate - they decided to stop volunteering for your organisation (%)
5.4	Volunteer turnover rate - your organisation ended the arrangement because the volunteering role was no longer required (%)
5.5	Volunteer turnover rate - dismissal (%)
5.6	Leavers as a percentage of starters (%)
5.7	Average Length of service of volunteers (months)
5.8	Average Length of service of leavers (months)
5.9	Do you carry out exit interviews with leavers?
5.10	Percentage of leavers for whom there is written information about reasons for leaving (%)
5.11	Top five reasons for volunteers leaving
5.99	In relation to retention of volunteers, what have been your most successful two or three initiatives in the last three years?
6 LEARNING AND DEVELOPMENT	
6.1	Do you have an induction for new volunteers?
6.2	Is your induction compulsory for all new volunteers?
6.3	Do you offer learning and development opportunities to your volunteers?
6.4	Do you have a learning and development plan or policy for volunteers?
6.5	Is there any mandatory training for volunteers?
6.6	Do you support volunteers to gain formal qualifications connected to their volunteering?
6.7	Do you have a separate budget for volunteer learning and development?
6.8	Spend on learning and development per volunteers (Headcount) (£)
6.9-6.24	Learning methods offered
6.25	Is your organisation (or part of your organisation) accredited to Investing in Volunteers (IIV)?
6.99	In relation to learning and development, what have been your most successful two or three initiatives in the last three years?
6.100	Do you undertake a skills audit of your volunteers?
6.101	What is the best thing you have done to use your volunteers' skills and experience?
7 SUPPORT AND SUPERVISION	
7.1	Do you offer volunteers an annual review / appraisal?
7.2	Percentage of volunteers who received an annual review / appraisal last year (%)
7.3	Do you offer volunteers regular one-to-ones?
7.4	Percentage of volunteers who received at least two one-to-ones in the last year (%)
7.5	Percentage of your volunteers who have a named line manager or key contact (%)
7.6-7.13	Review / appraisal methods
7.14	Do you have a process or mechanism for dealing with poor performance or inappropriate behaviour amongst volunteers?
7.15	Are volunteers able to access the same support services as employees?
7.16	Percentage of staff who line manager volunteers
7.17	Do you offer any formal training in volunteer management to staff and volunteers who line manage volunteers?
7.98	In relation to training in volunteer management to staff or volunteers who line manage volunteers, what have been your most successful two or three initiatives in the last three years?

Table	Measure
7.99	In relation to support and supervision of volunteers, what have been your most successful two or three initiatives in the last three years?
8 COMMUNICATION AND RECOGNITION	
8.1-8.12	Communication methods
8.13-8.21	Do you use the following method to recognise your volunteers?
8.22	Have you undertaken a formal volunteer survey in the last three years?
8.23	How useful was the formal volunteer survey?
8.24	Response rate to latest volunteer survey
8.25	How often do you intend to conduct a formal volunteer survey?
8.26	Are volunteers (excluding trustees) able to contribute to the development of organisational strategy?
8.27-8.30	If so, how do you enable them to contribute?
8.31	In relation to enabling volunteers (excluding trustees) to contribute to the development of organisational strategy, what have been your most successful two or three initiatives in the last three years?
8.32-8.35	Do you invite some or all of your volunteers (excluding trustees) to various meetings/conferences/social events
8.36	For what percentage of volunteers do you have an email address?
8.37	Do you have a separate budget for volunteer reward and recognition?
8.99	In relation to communication and recognition, what have been your most successful two or three initiatives in the last three years?
9 PROFILE OF THE STRATEGIC VOLUNTEERING DEVELOPMENT FUNCTION	
9.1	How long has your organisation had a Strategic Volunteering Development Function? (Years)
9.2	Number of employees and volunteers in the Strategic Volunteering Development Function (Headcount)
9.3	Number of employees and volunteers in the Strategic Volunteering Development Function (FTE)
9.4	Percentage of Strategic Volunteering Development Function employees and volunteers who are volunteers (Headcount) (%)
9.5	Number of volunteers (Headcount) per Strategic Volunteering Development Function employees and volunteers (FTE)
9.6	Number of volunteer hours per year per Strategic Volunteering Development Function employees and volunteers (FTE)
9.7	Ratio of volunteer hours to Strategic Volunteering Development Function people's hours
9.8	Staffing cost of the Strategic Volunteering Development Function per volunteer (Headcount)
10.4.1	Staff costs of the Strategic Volunteering Development Function per 1,000 volunteer hours (£)
9.10	Staffing cost of the Strategic Volunteering Development Function as a percentage of organisation expenditure (%)
9.11	Is the most senior Strategic Volunteering Development Function person a member of the Senior Management Team?
9.12	Who does the most senior Strategic Volunteering Development Function person report to?
9.13-9.21	Strategic Volunteering Development Function FTE for various activities per 100,000 volunteer hours (FTE)
9.22	Do any (one or more) of your organisation's strategic KPIs relate exclusively to volunteering?
9.23	If any (one or more) of your organisation's strategic KPIs relate exclusively to volunteering, please describe

Table	Measure
9.24	Do you have a formal structure through which volunteers can influence the strategic direction of the organisation?
9.25	If you have a formal structure through which volunteers can influence the strategic direction of the organisation, please describe
9.26	What is the main system you use to manage your volunteer data?
9.27	Is your volunteer management system cloud based?
9.28	Does your volunteer management system permit the following? E.g. Enable you to log and track volunteers' hours
9.98	What have been your 2 or 3 most successful initiatives in ensuring that the Strategic Volunteering Development Function is involved in the organisation wide business planning process?
9.99	In relation to the organisation of the Strategic Volunteering Development Function, what have been your most successful two or three initiatives in the last three years?
10 RETURN ON INVESTMENT	
10.1	Total cost of volunteers in the last year (£)
10.2	Total cost of volunteers per volunteer (headcount) (£)
10.3	Total cost of volunteers per 1,000 volunteer hours (£)
10.4 - 10.9	Cost of X per 1,000 volunteer hours (£)
10.4.1- 10.9.1	Cost of X per volunteer (headcount) (£)
10.15	Total contribution of volunteers in the last year based on national minimum wage (£k)
10.16	Total contribution of volunteers in the last year based on national median wage (£k)
10.17	Total contribution of volunteers in the last year based on average staff wage (£k)
10.18	Do you measure the financial value of volunteers to the organisation?
10.19- 21	Use of various measures to measure the financial value of volunteers to the organisation
10.22	Ratio of volunteer contribution (based on national minimum wage) to total cost of volunteers
10.23	Ratio of volunteer contribution (based on national median wage) to total cost of volunteers
10.24	Ratio of volunteer contribution (based on average staff wage) to total cost of volunteers
10.25	Ratio of volunteer contribution (based on national minimum wage) to total cost of volunteers excluding line manager costs
10.26	Ratio of volunteer contribution (based on national median wage) to total cost of volunteers excluding line manager costs
10.27	Ratio of volunteer contribution (based on average staff wage) to total cost of volunteers excluding line manager costs
10.28	If you have a formula by which you calculate the Financial Return on Investment for volunteers, what is it?
10.29	Do you measure the impact of volunteering on the volunteer?
10.30	Do you measure the impact of volunteering on the organisation?
10.31	Do you measure the impact of volunteering on the beneficiaries of the organisation?
10.32	If you have a formula by which you calculate the Social Return on Investment for volunteers, what is it?
10.33	Has your organisation undertaken a VIVA (Volunteer Investment and Value Audit) in the last three years?
10.34	If you have undertaken a VIVA in the last 3 years, what was your ratio?
10.99	In relation to measuring and reporting Financial and / or Social Return on Investment, what have been your most successful two or three initiatives in the last three years?
11 FUTURE DEVELOPMENTS	
11.1	Areas in which significant changes are planned

Table Measure

11.2 Looking forward, what do you see as the three main issues/challenges for the Strategic Volunteering Development Function in your organisation in the coming year?
