

GREATER VANCOUVER FOOD BANK VOLUNTEER POOL ANALYSIS



Greater Vancouver Food Bank (GVFB) Mission: To create empowering environments that provide and promote access to healthy food, education, and training.¹

BACKGROUND

- GVFB distributes approximately 4.4 million pounds of food annually.¹
- GVFB wishes to learn more about demographics & motivations of their 1700 volunteers.

SIGNIFICANCE

- It is important for non-profit organizations to understand what motivates volunteers to donate their time.²
- This data may help GVFB achieve greater organizational sustainability, indirectly enhancing food security for vulnerable communities.³

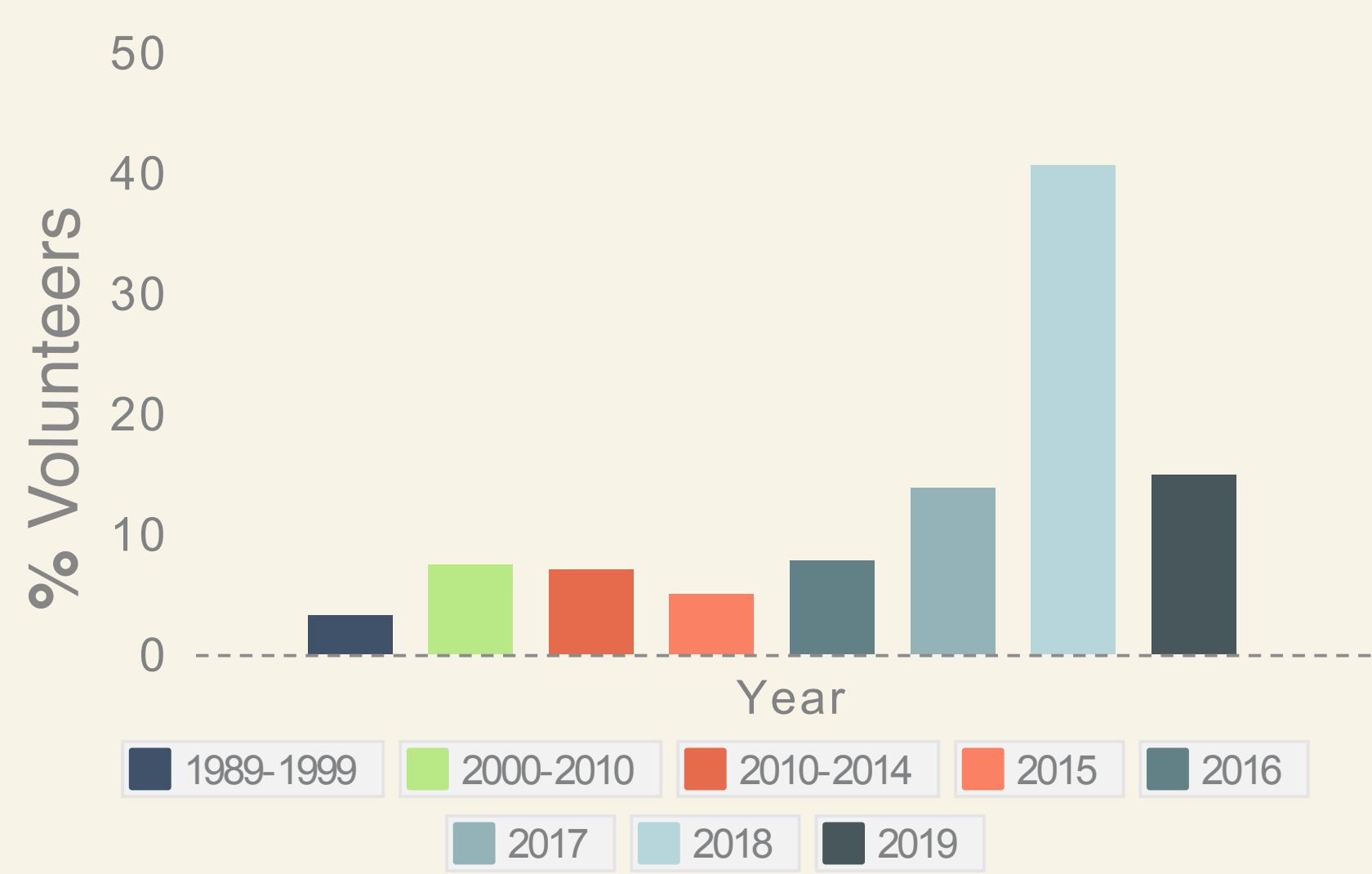
METHODS

- We designed and distributed a 26 question survey through SurveyMonkey™ to ~400 volunteers via email
- We visited 13 food distribution hubs over 2 weeks in March to distribute survey for volunteers without email

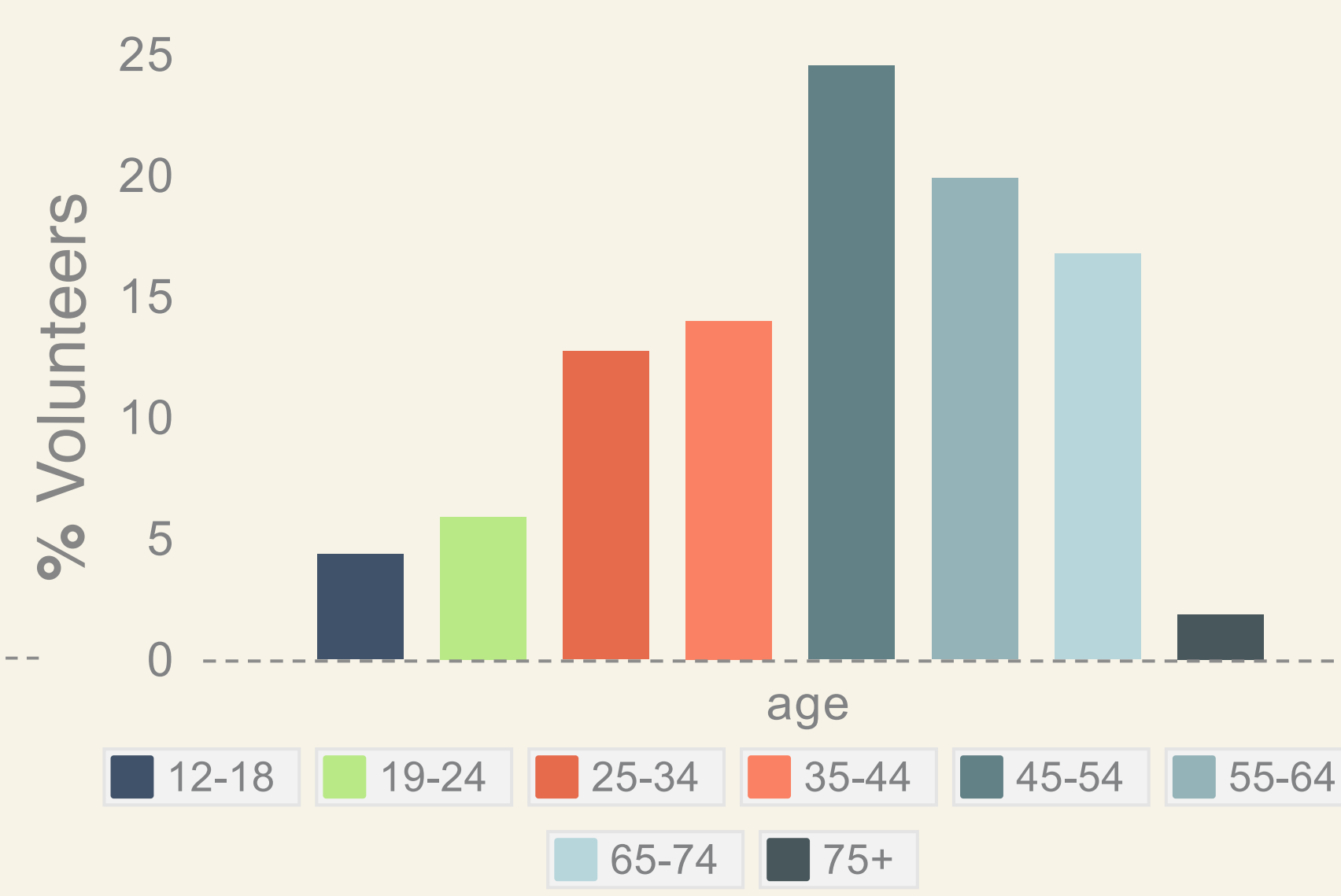
SURVEY RESULTS

Respondents: 324

VOLUNTEER START DATE



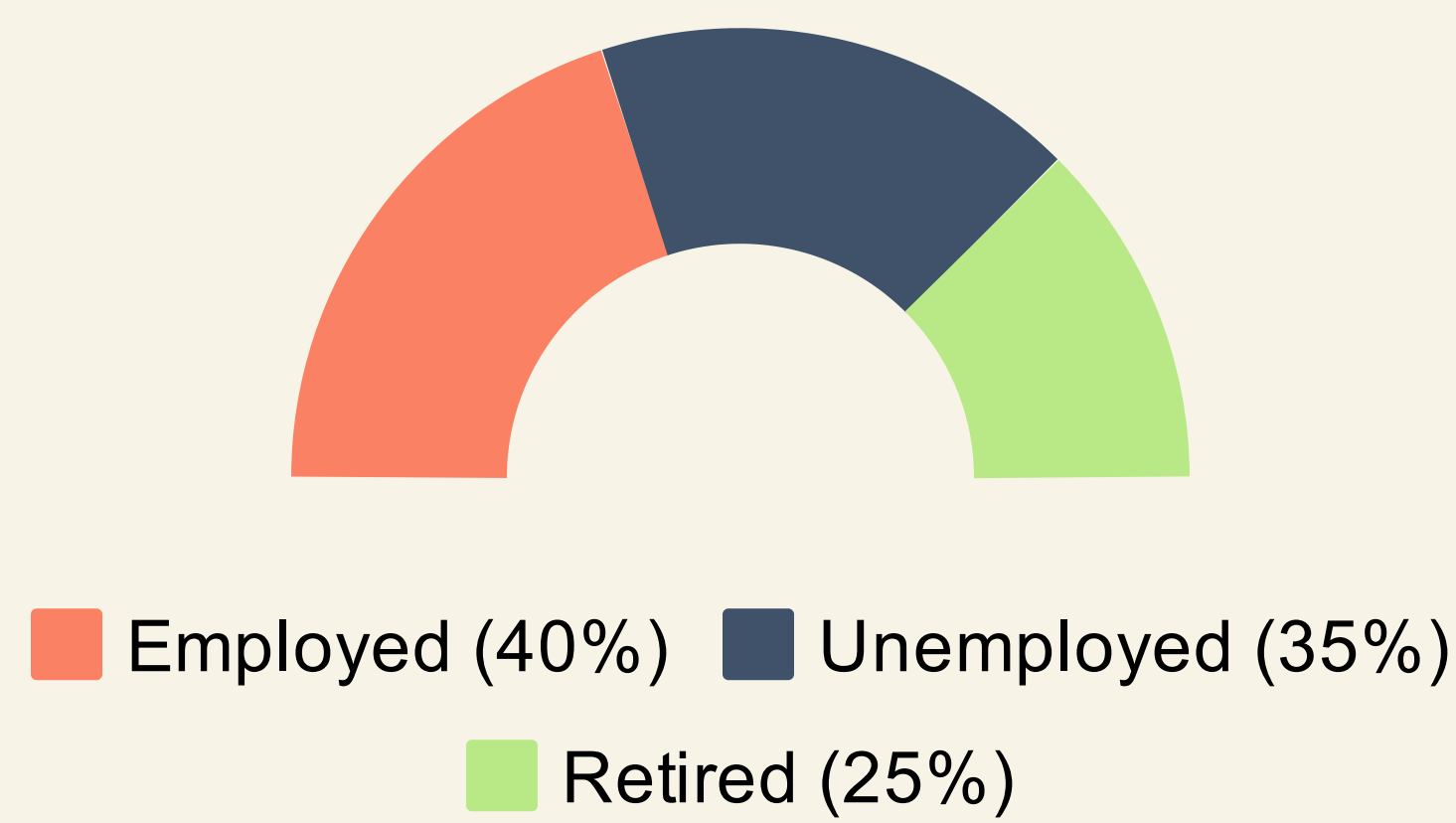
AGE



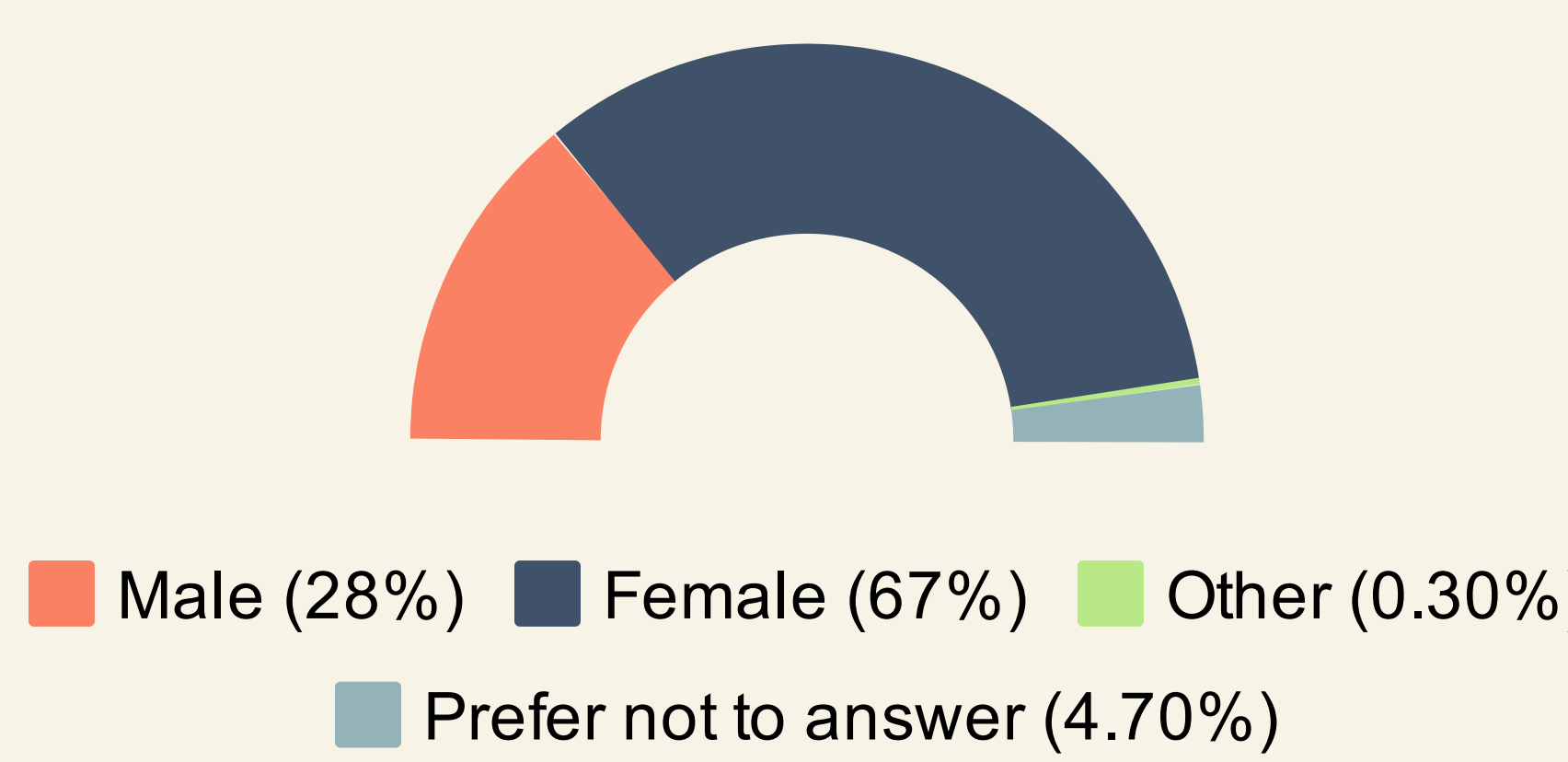
MOTIVATIONS TO VOLUNTEER



EMPLOYMENT STATUS



GENDER



DISCUSSION:

Close to 2/3 of volunteers are middle-aged or older adults. Future recruitment strategies could target young adults.

Enhancing roles pertinent to volunteer motivations may be an opportunity to increase satisfaction and help retain volunteers.⁴

NEXT STEPS:

Enhanced understanding will allow GVFB to recruit new volunteers, support their team, and make adjustments to better suit demographics of current volunteers.

GVFB may use this survey in the future to understand how volunteers change.

"GVFB is doing a great job. I enjoy volunteering. Keep up the good work!"
- Anonymous respondent

Want to donate or volunteer?
Learn more at [foodbank.bc.ca!](https://foodbank.bc.ca/)

References
 1: Greater Vancouver Food Bank (2018). Retrieved March 20th from <https://foodbank.bc.ca/about-us/>
 2: Brand M., et al. (2008). Public health's response: citizens' thoughts on volunteering. *Disaster Prevention and Management* 17: 54-61.
 3: Agostinho, D., & Paço, A. (2012). Analysis of the motivations, generativity and demographics of the food bank volunteer: Analysis of the food bank volunteer. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(3), 249-261.
 4: Corporation for National and Community Service. (2016). State Rankings by Volunteer Retention Rate. Retrieved March 25, 2019, from <https://www.nationalservice.gov/vcla/state-rankings-volunteer-retention-rate>