

Momentum Metropolitan Volunteerism Report 2022

Understanding the future
and current state of
volunteerism in South Africa



01

THE LAY OF THE LAND

- Background and research methodology

02

THE VOLUNTEER CHAMPIONS

- A picture of South African volunteers
- Who volunteers are and why do they volunteer

03

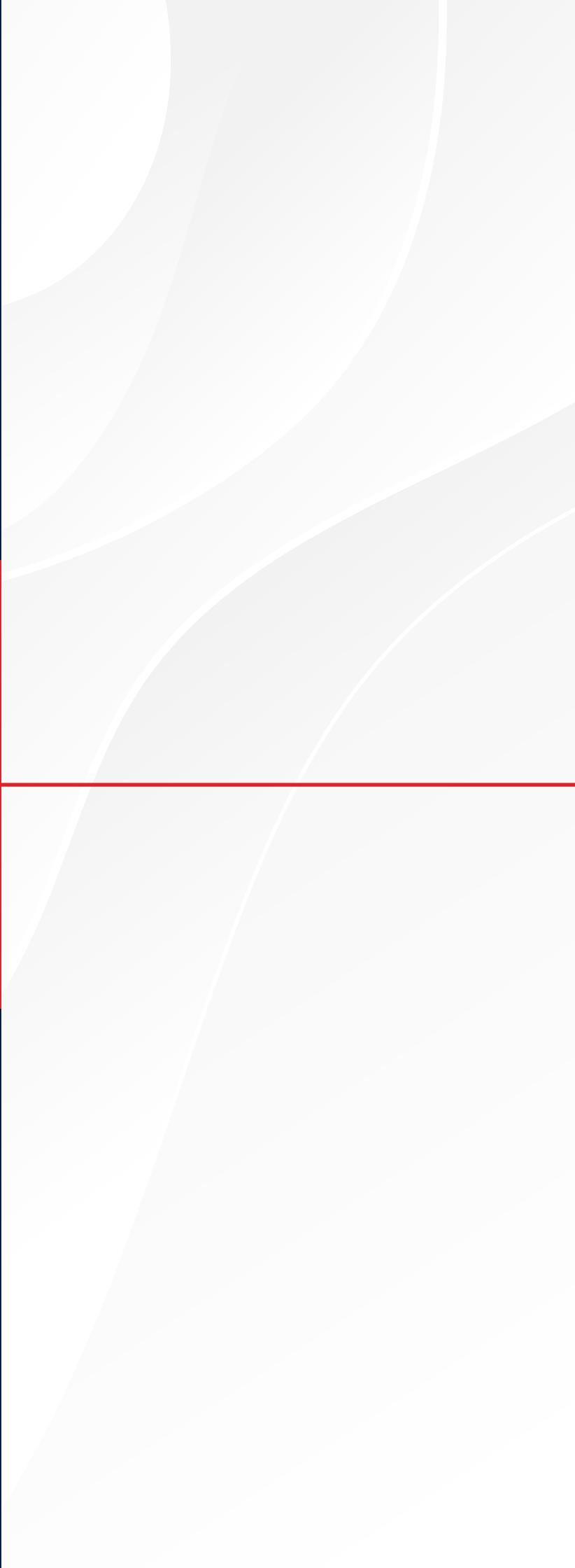
THE JOURNEY: EXPLORING THE LANDSCAPE

- In the beginning
- The volunteer psyche
- Bumps in the journey
- Where are they now?





PART 01





THE LAY OF THE LAND

- Background and research methodology

THE BACKGROUND OF THE PROJECT

Momentum Metropolitan Holdings is championing one of its CSI pillars, staff volunteerism, and has partnered with independent market research company InSites Consulting to conduct further-reaching research to gain a clearer understanding of the state and mindset of volunteering in South Africa.



RESEARCH OBJECTIVES

- 1 Understanding the state of volunteering:**
Momentum Metropolitan wants to understand the current and future state of volunteerism in SA. This includes understanding the landscape and further educating others on volunteerism in SA.
- 2 Creating helpful tools:**
Momentum Metropolitan wants to create a body of research and tools that will help educate various stakeholders around volunteerism in SA.
- 3 Inspiring volunteering:**
With knowledge, research and tools in place, Momentum Metropolitan wants to inspire others to support or start their volunteer journeys.
- 4 Applying the research learnings:**
The research learnings will be applied in Momentum Metropolitan's Staff Volunteer Programme (SVP).
- 5 Highlighting the value and importance of volunteering:**
Momentum Metropolitan wants to emphasise the important role that volunteering has in highlighting and contributing to alleviating societal problems.

“

Volunteers are the backbone of any non-profit charitable organisation. We can't do what we do without volunteers because we just don't have the financial capacity to hire these quality resources.

”



RESEARCH METHODOLOGY

QUANTITATIVE SURVEY

An online quantitative survey was conducted with employee volunteers from several companies, including Momentum Metropolitan's employees, volunteers on the ForGood online platform and active individual volunteers.

Length of survey
10 to 15 minutes



Data collection date
10 to 30 June 2022



Total number of respondents
n = 157



- Momentum Metropolitan volunteers: n = 3
- Other corporate volunteers (including ForGood): n = 52
- InSites Enlighten Panel: n = 102
- In addition- non-volunteers: n = 19

QUANTITATIVE SURVEY

An online qualitative focus group, consisting of seven non-profit organisations (NPOs), was held to understand the perspective from NPOs.

Length of survey
60 to 90 minutes



Data collection date
14 June 2022



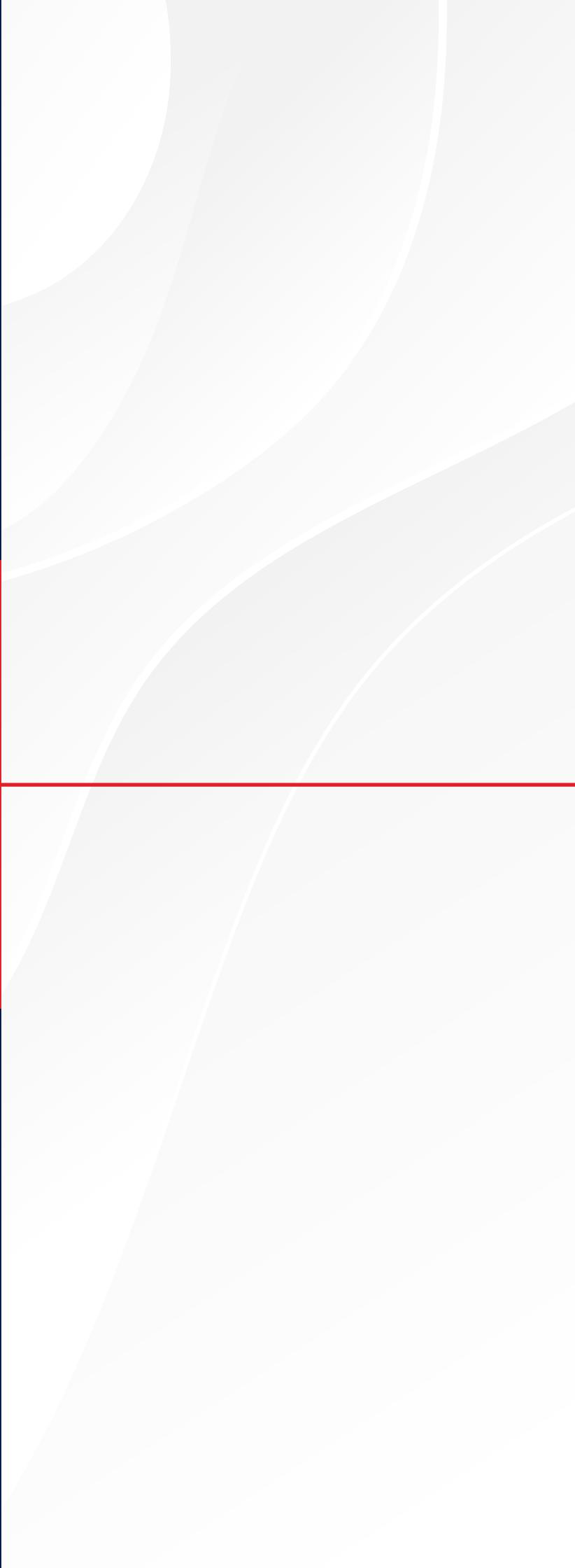
Total number of respondents
n = 7



Focus group insights are indicated with the icon on the left.



PART 02



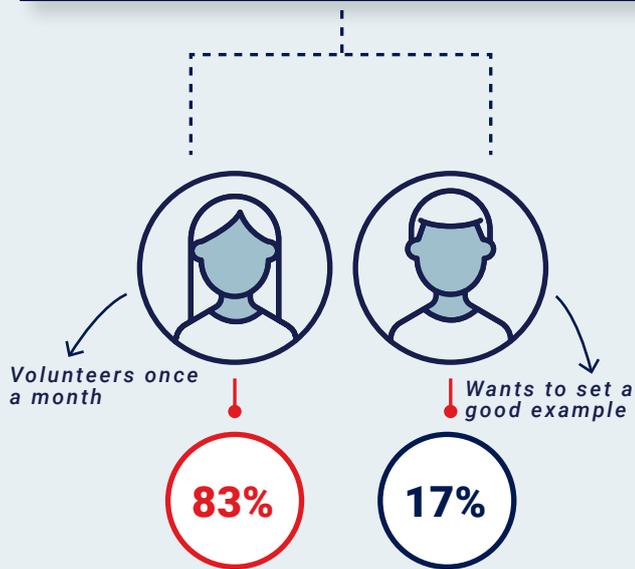


THE VOLUNTEER CHAMPION

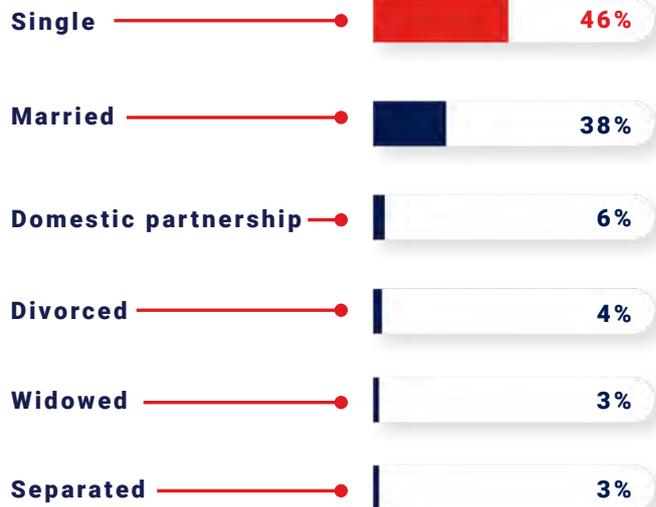
- Who volunteers are and why they volunteer

YOUNG AND EDUCATED WITH THE NEED TO SET A GOOD EXAMPLE

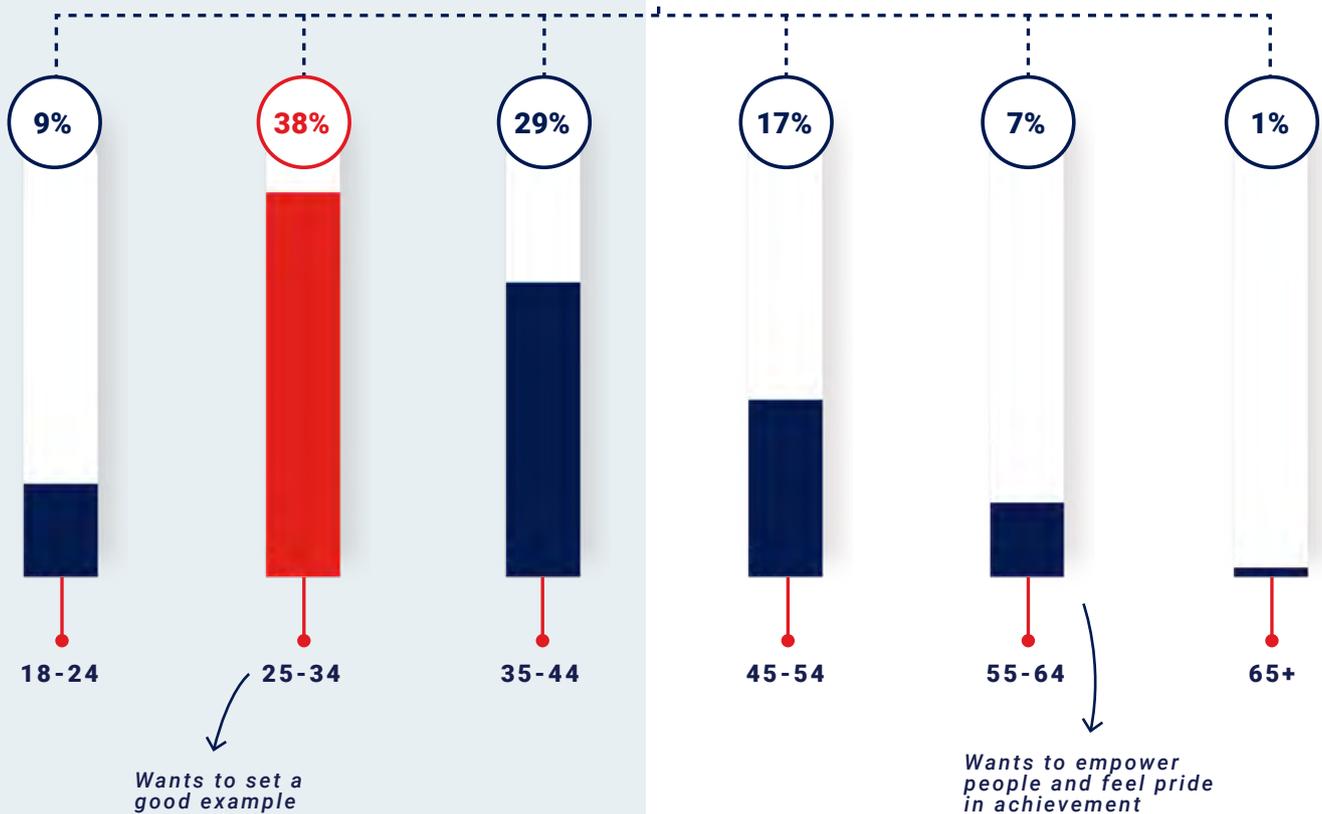
GENDER



MARITAL STATUS

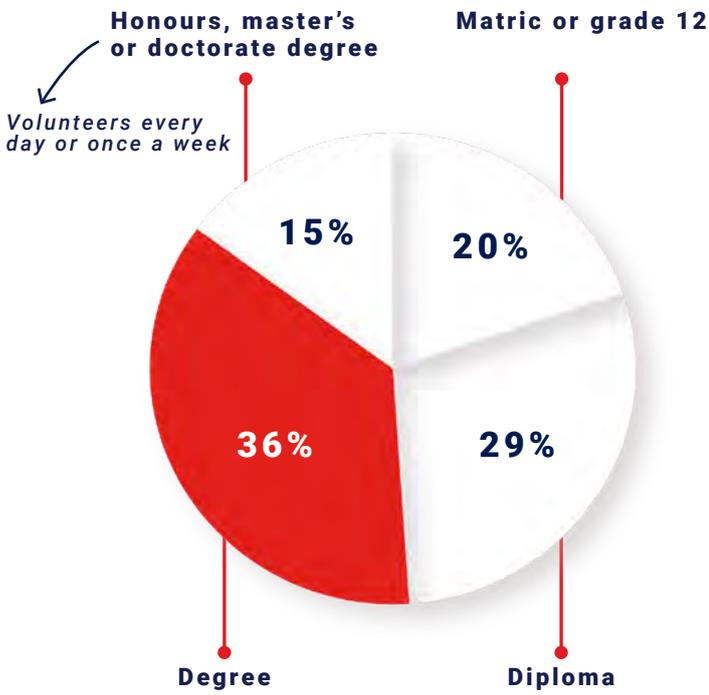


AGE

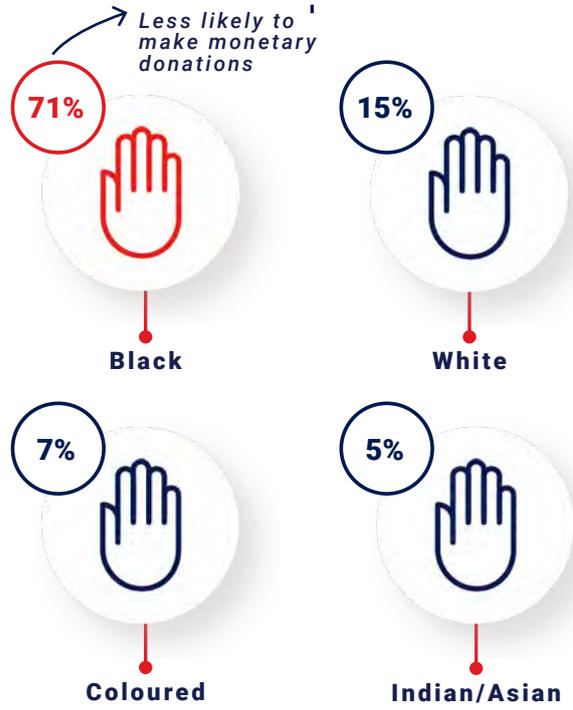


*Please note: Figures do not add up 100% due to rounding.
Base: All respondents / n=157

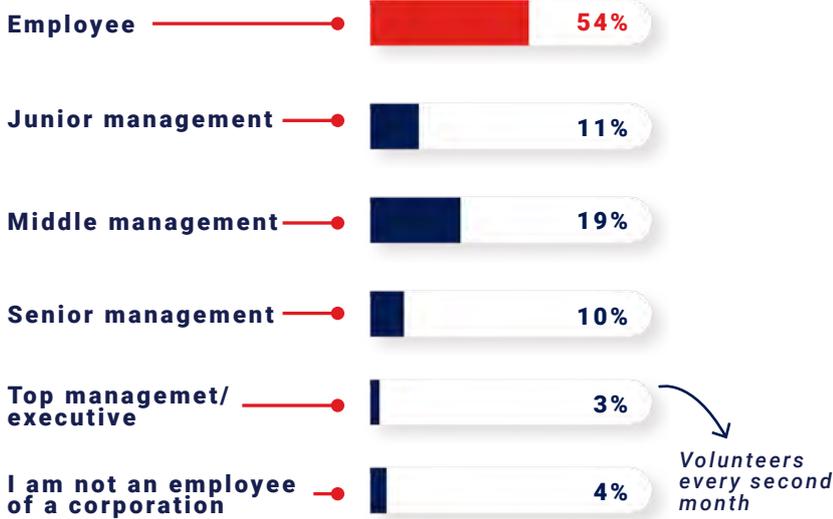
EDUCATION



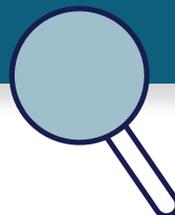
ETHNICITY



JOB LEVEL



Indicates significant difference based on significance testing.



VOLUNTEERING PREFERENCES: TIME VS SKILLS VS DONATIONS

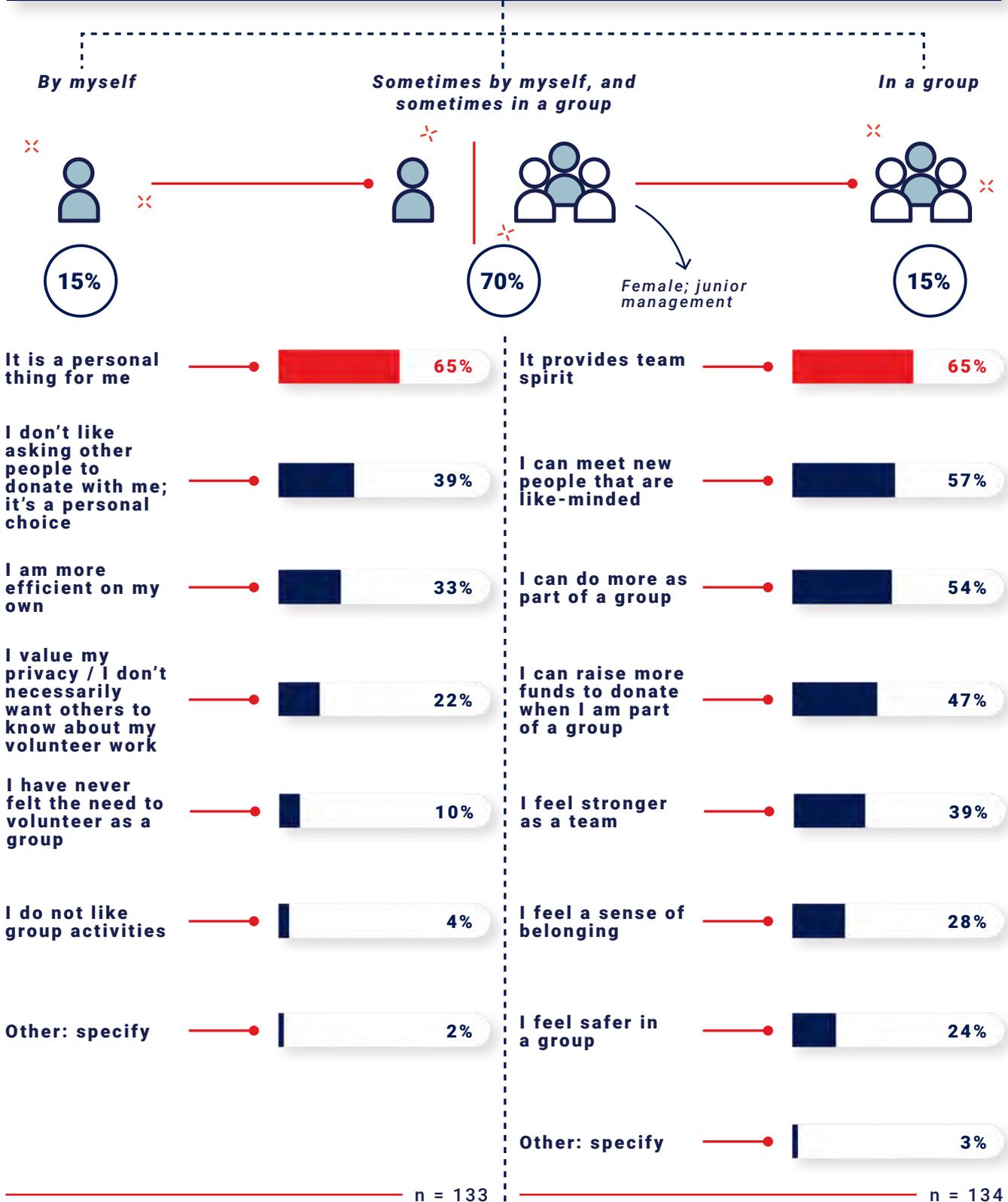
WHAT IS VOLUNTEERED

With time being key, 25 to 34-year-olds are more likely to provide their skills and services when volunteering compared to older volunteers.



* Q21: And in which of the following ways do you volunteer? | Q22: Why do you volunteer by yourself? | Q23: Why do you volunteer in a group? | Q29 to Q35: Only significant demographics indicated
Base: All respondents | n=157

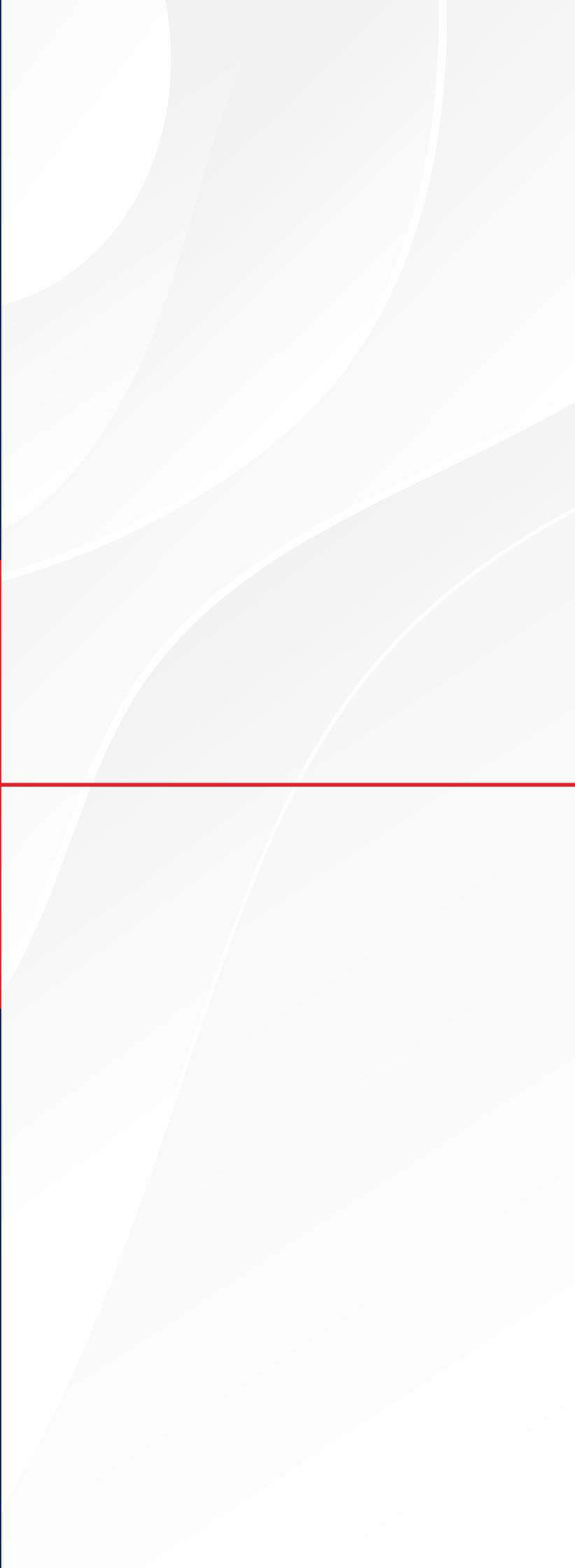
VOLUNTEERING PREFERENCE



Indicates significant difference based on significance testing.



PART 03





THE JOURNEY: *Exploring the journey*

- In the beginning
 - The volunteer psyche
 - Bumps in the journey
 - Where are they now?
-

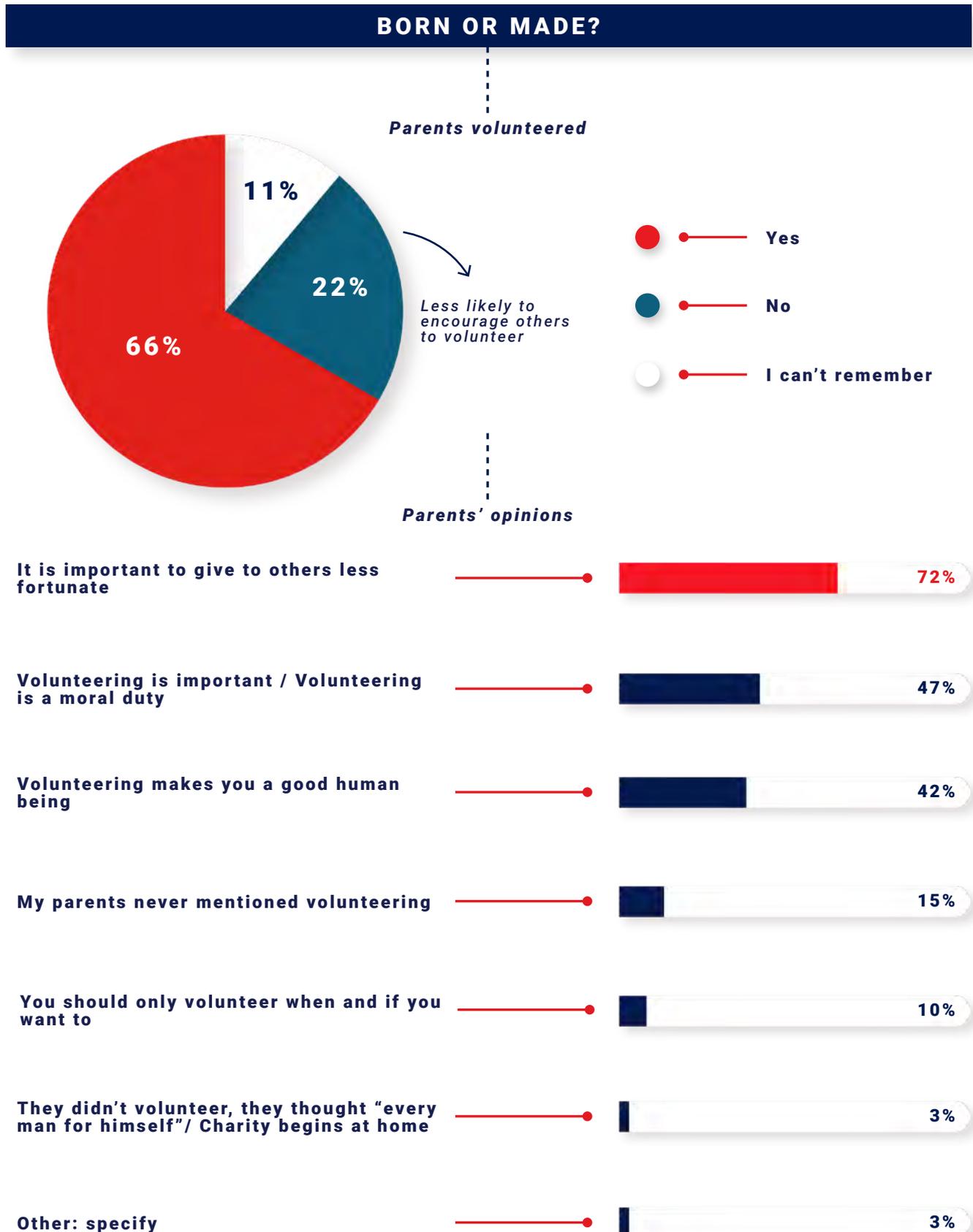
PART 03

In the beginning



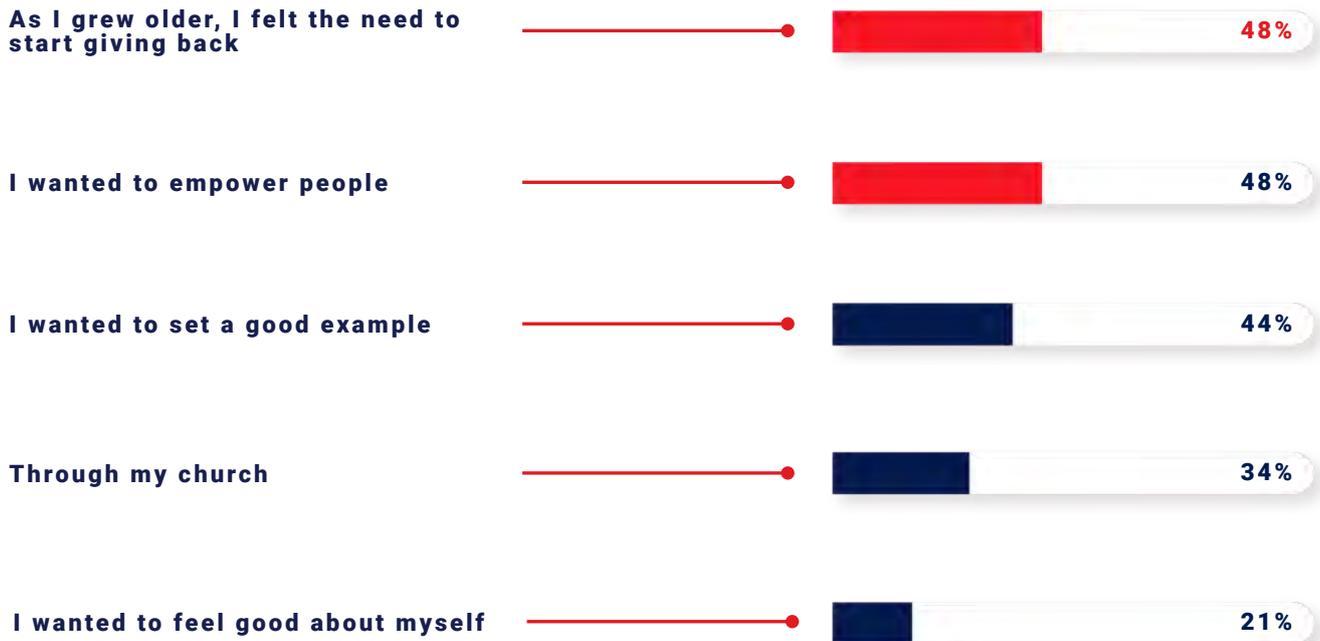
ARE VOLUNTEERS BORN OR MADE?

Most but not all volunteers have a passion for or interest in volunteering and helping others – nurtured by their parents.



*Please note: Figures do not add up 100% due to rounding.

HOW IT STARTED | TOP FIVE REASONS



Volunteers begin their journey for numerous reasons:

- 1 Students needing to do community service.
- 2 Psychology and law students needing hours for their courses.
- 3 Unemployed citizens wanting experience for CVs.
- 4 People affected by cancer (primary or secondary) - volunteering helps them feel less powerless.
- 5 But the main motivation, **for those volunteers that last**, is a **PASSION** for volunteering and the cause that they have chosen.

Indicates significant difference based on significance testing.



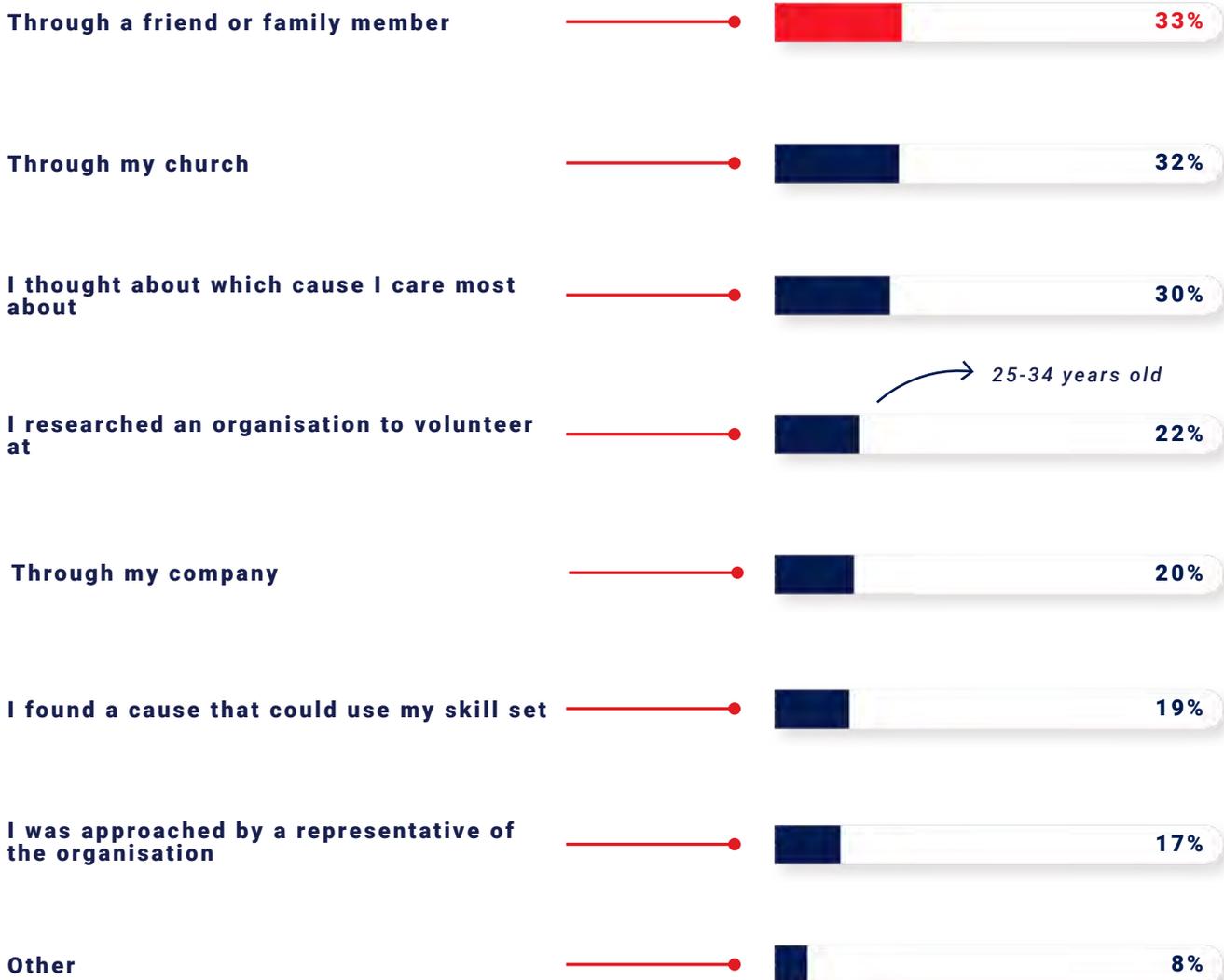
Focus group

WHO SPARKED THE VOLUNTEER FLAME?

Word of mouth is the biggest source of information about where to volunteer – through testimonies, recommendations and direction to websites from veterans.

HOW IT'S GOING - PRESENT

How they began volunteering currently



25-34 years old



The main recruitment strategies for NPOs are:

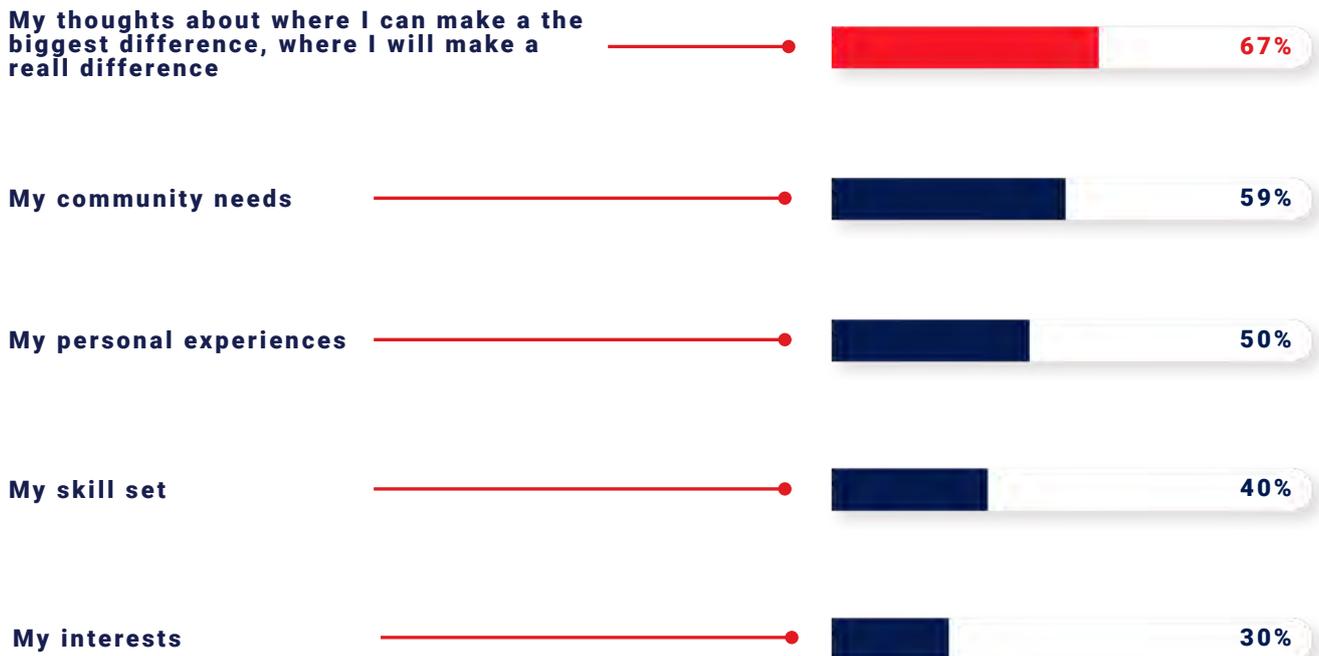
- 1 Their website and application form, which gains the most traction with up to 10 applications per day
- 2 The ForGood platform that links volunteers and corporates to NPOs.



* Q18: How did you get involved with your CURRENT volunteering activity? | Q19: Which of the following factors did you consider when deciding on where to volunteer? | Q29 to Q35: Only significant demographics indicated
Base: All respondents | n=157

FACTORS WHEN VOLUNTEERING

Top 5 considerations when volunteering currently



Whether the volunteering journey is *just beginning (past)* or the volunteer is *experienced (present)*, the factors that influence where and how to volunteer are *deeply entrenched in external influences* like how to make the biggest difference, community needs and personal experiences. Similar to the volunteer motivations described by NPOs.

Indicates significant difference based on significance testing.



Focus group

PART 03

The volunteer psyche



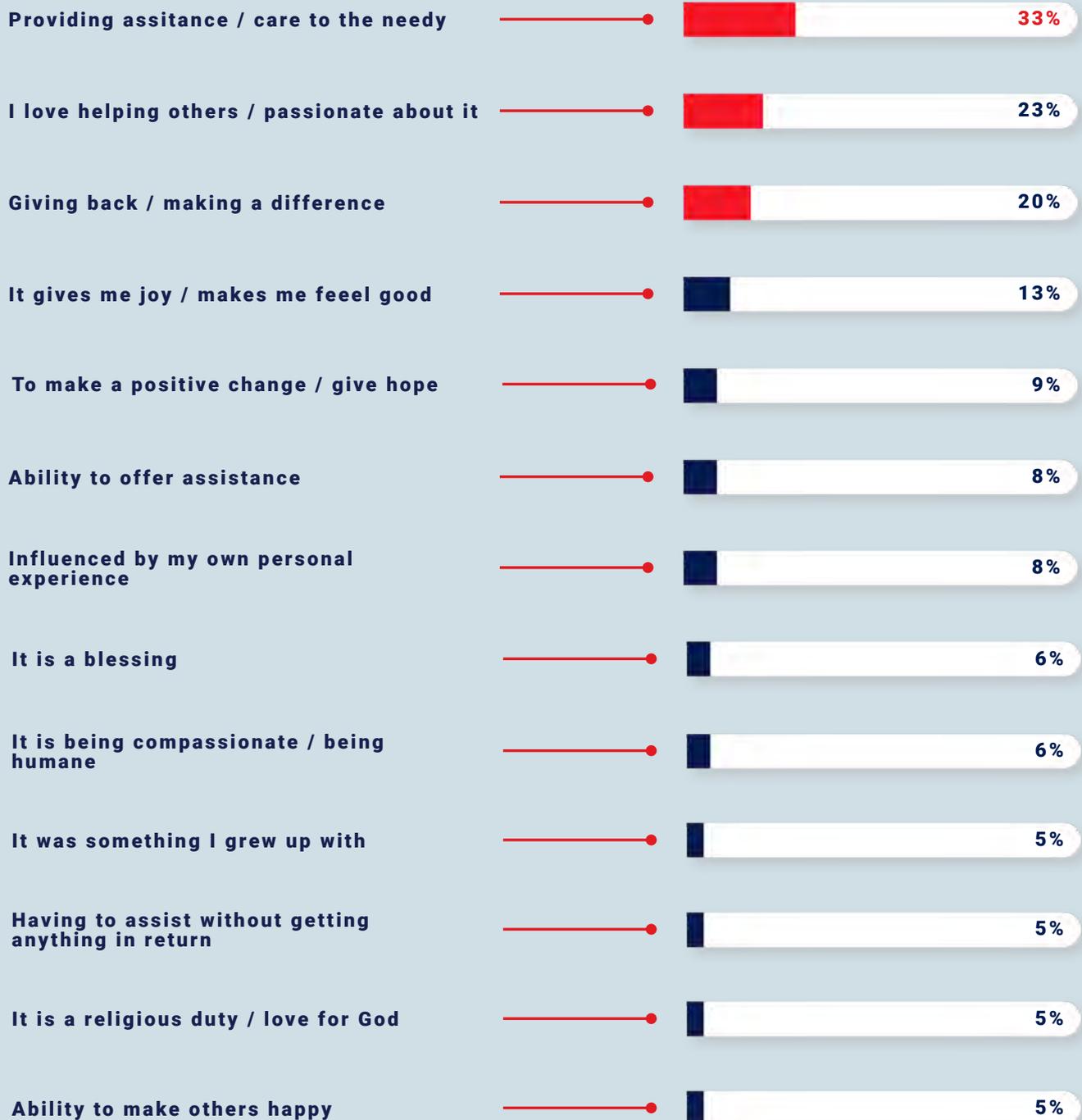
DONATIONS

SELFLESSNESS AND GIVING BACK

The volunteer psyche is selfless and motivated by giving back and helping others.

HOW IT'S GOING - PRESENT

Why do you volunteer?



**5% and more mentioned*

* Q4: Why do you volunteer?
Base: All respondents | n=157



Volunteering simply means I can help those less fortunate without expecting any income for the help I provide.



People generally don't understand that volunteering is no money. They come with the expectation of "I'm going to give my time and you need to reimburse me something".



While individual volunteers have unrealistic expectations of being "paid" to volunteer, corporate volunteers do not hold the same sentiment.



A love for helping others originates from a need to give back, which either stems from personal experience or because this was nurtured by parents or grandparents.



I love to give back. There was a time when I didn't have as much as I now have, and my company gave me the opportunity to volunteer my services.



I volunteer because I love helping out. My grandparents and parents taught me to always lend a hand to the needy.



People laugh about volunteers getting to paint the same wall over and over again. But we have a lot of walls. Painting walls is actually a critical thing for volunteers to do.



Giving back even a little goes a long way. Nothing is too small or inconsequential when volunteering.



I volunteer because I believe with the little contribution I'm making, I can make a difference in the world.



Insight



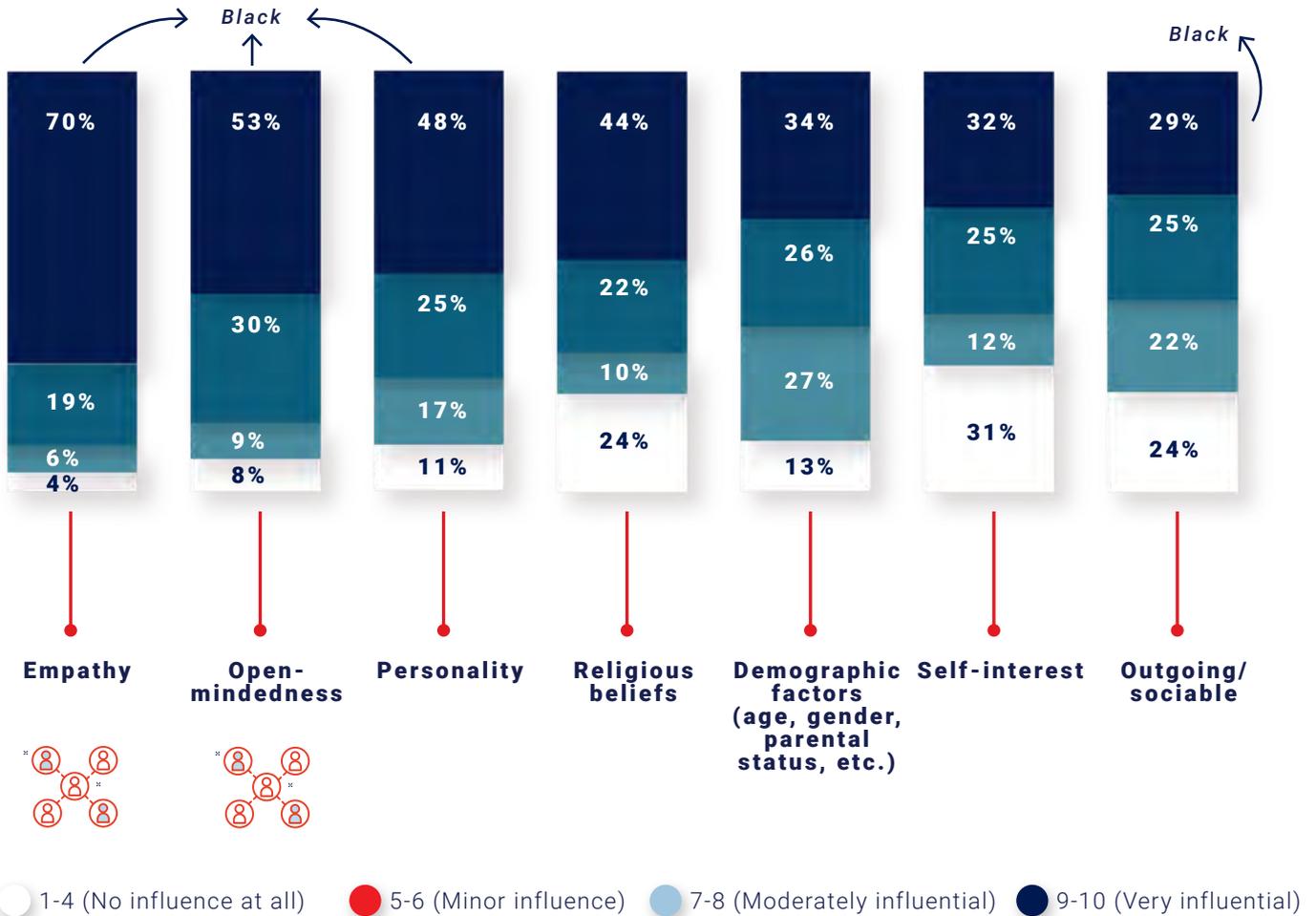
Focus group qualitative verbatim



Qualitative survey verbatim

MIND-SET OF EMPATHY AND OPEN-MINDEDNESS

This motivation comes from a strong sense of empathy and an open-mindedness that is often embedded in their personality.



Empathy and open-mindedness are the key traits that volunteers need. When it comes to open-mindedness in particular, NPOs stress that this characteristic is one of the most important to have as it can make or break the impact a volunteer has in the organisation.

Communicate this critical trait to employee volunteers as open-mindedness is critical, and too many employees believe it has no influence at all when volunteering.

* Q20: Please rate how much influence the following factors had on your decision to volunteer, where 0 means no influence at all and 10 means very influential. | Q29 to Q35: Only significant demographics indicated
 Base: All respondents | n=157. Please note: figures do not add up 100% due to rounding.

“

*If you're gonna be a skills-based volunteer, you need to really understand the organisation. **You can't come in with your skill and not listen to what the organisation is needing** and how it can use your skill.*

”

“

*I'm like, are you honestly gonna tell me what I need? Sorry, **attitude of learning is coming in and learning what the organisation is, it's not puffing up your muscles.***

”



Indicates significant difference based on significance testing.



Focus group

THE FOCUS OF VOLUNTEERS

Once again, volunteers are more focused on being better people than improving their social lives or careers.

MOST IMPORTANT

T2B scores



Mind and body

21%



Social

14%

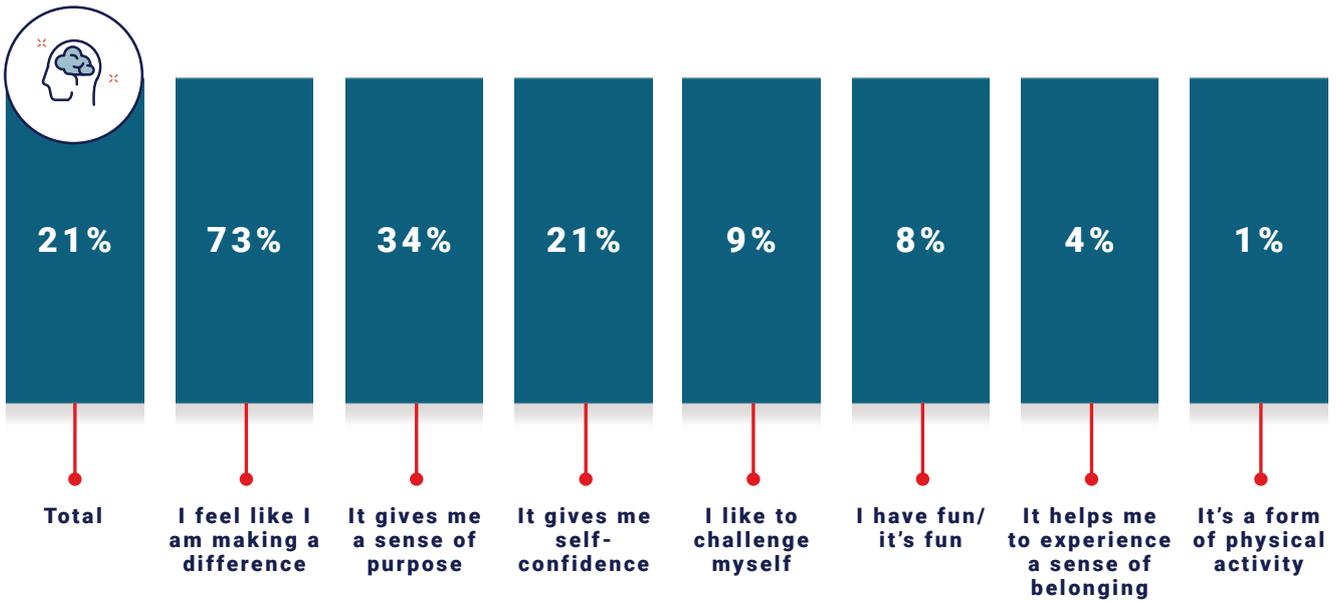


Career

4%

LEAST IMPORTANT

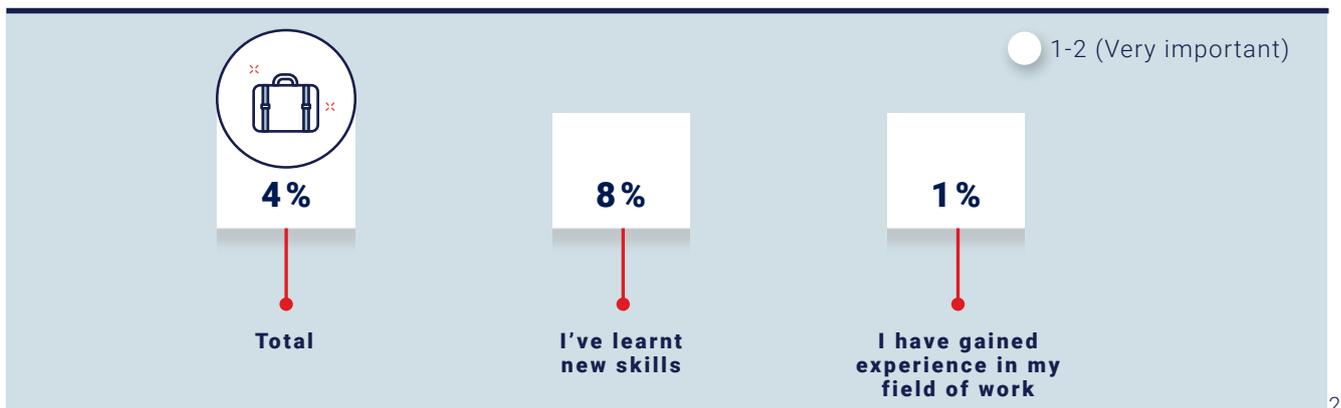
* Q10: Please rank each of the personal benefits of volunteering in order of importance to you, where 1 means the most important and 12 means the least important benefit to you. | Q29 to Q35: Only significant demographics indicated. Base: All respondents | n=157



T2B scores

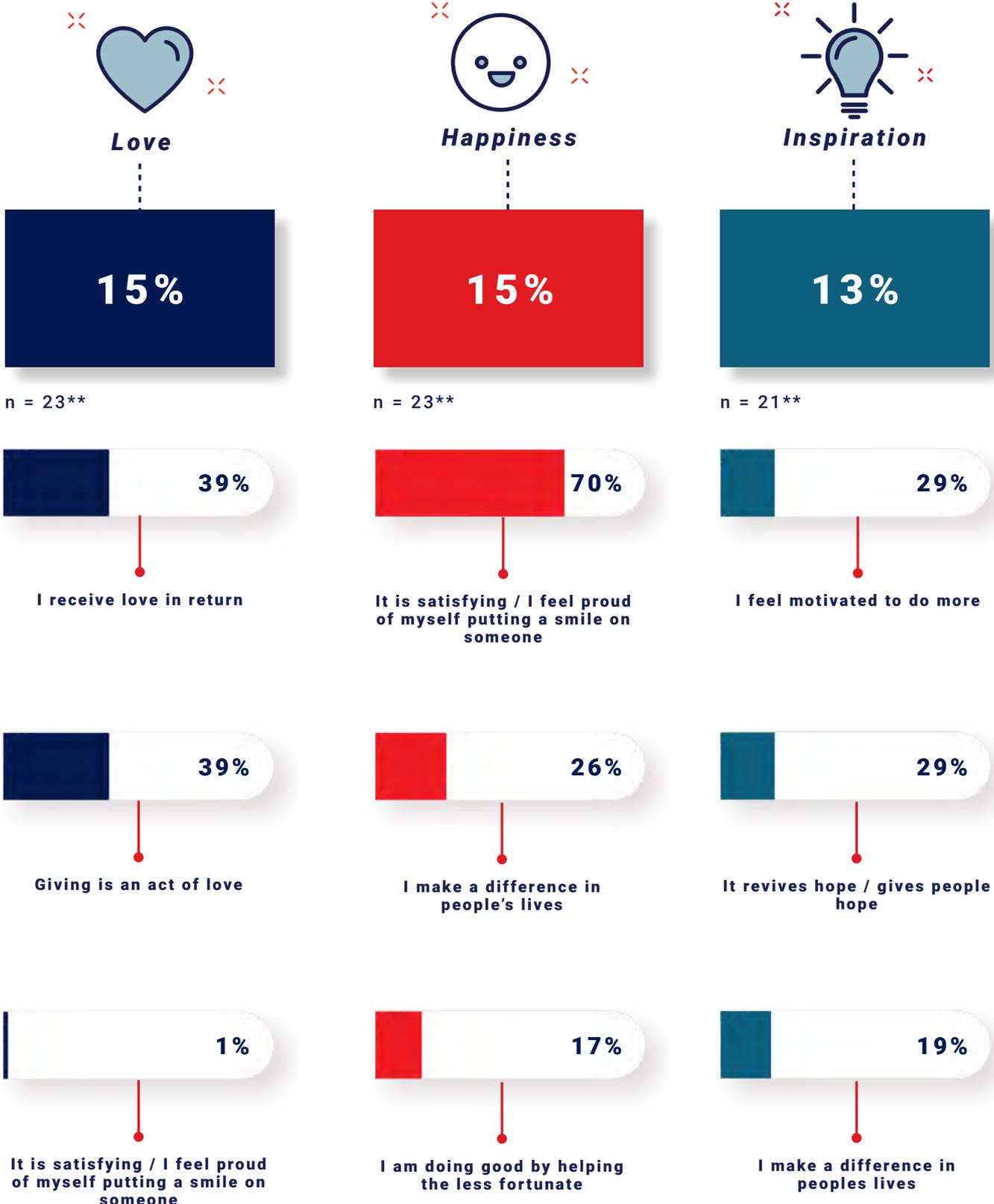


T2B scores



THE FULFILLING BENEFITS OF VOLUNTEERING

Love, happiness and inspiration are the most common emotional benefits volunteers gain when giving back.



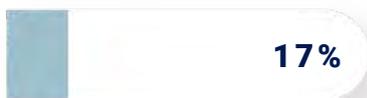
* Q11: Which of the emotions below best describes how you feel after volunteering or donating? Top 5 shown | Q12: Why do you feel this emotion after volunteering or donating? Top 3 reasons shown
Base: All respondents | n=157



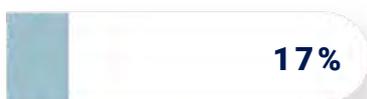
n = 18**



It is satisfying / I feel proud of myself putting a smile on someone



It is self-assuring / make one a better person



I feel at peace when helping with no expectations



n = 18**



I feel at peace when helping with no expectations



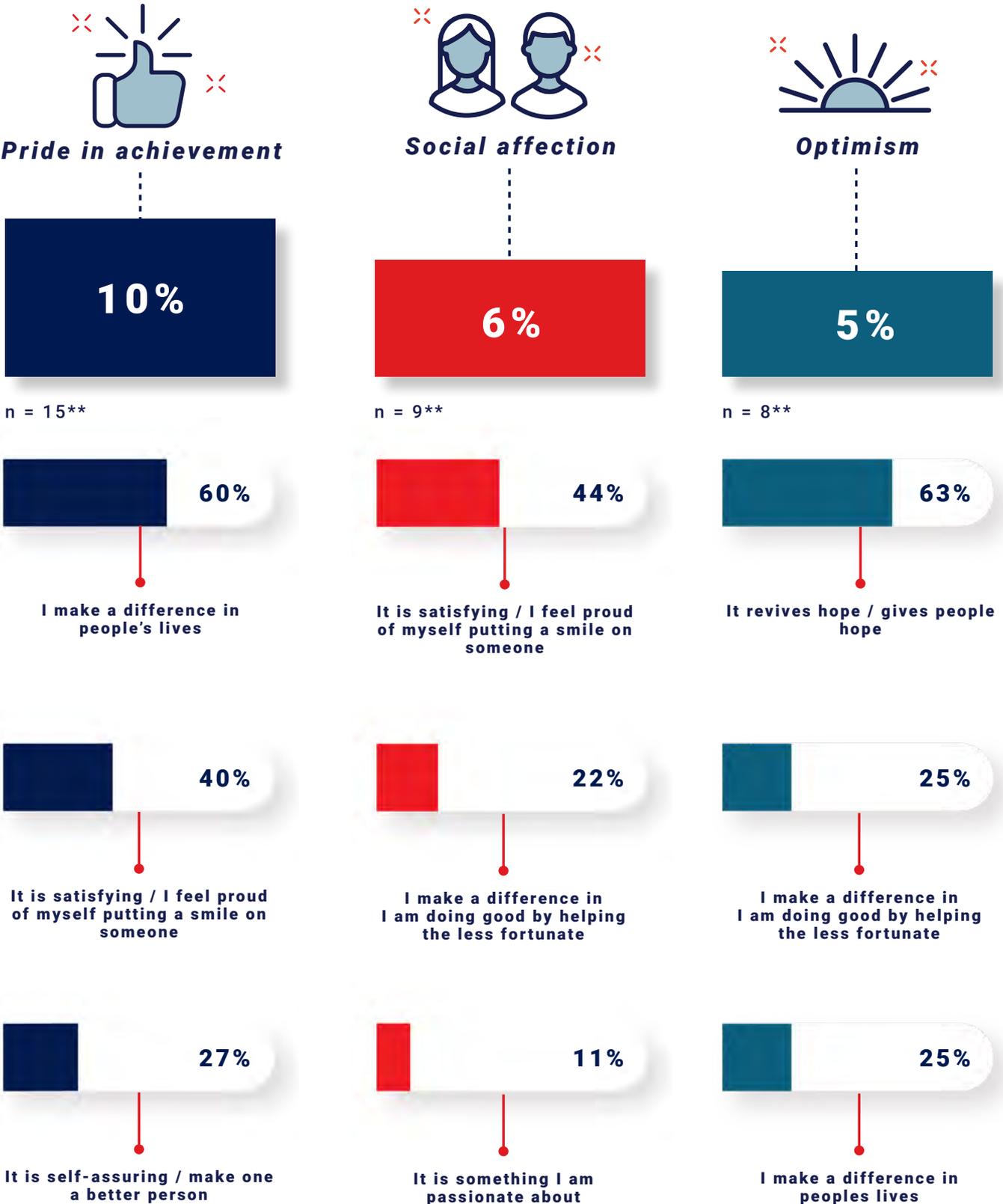
I am doing good by helping the less fortunate



I make a difference in peoples lives

AND MORE...

While positive reinforcement of volunteer personalities is a secondary benefit.



* Q11: Which of the emotions below best describes how you feel after volunteering or donating? Top 6 – 10 shown | Q12: Why do you feel this emotion after volunteering or donating? Top 3 reasons shown
 Base: All respondents | n=157



(Self) Admiration



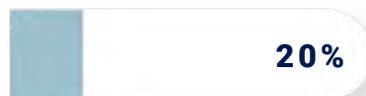
n = 5**



Giving is an act of love



I make a difference in people's lives



Animals are vulnerable/ not harmful



Confident



n = 4**



It is satisfying/ I feel proud of myself putting a smile on someone



It is self-assuring / makes one a better person



I feel at peace when helping with no expectations

THE WIN-WIN BENEFITS OF VOLUNTEERING

Volunteering not only helps those in need, but it also creates a more positive emotional state for the volunteers themselves

INTERNAL FOCUS



The volunteer psyche is mainly led by an internal locus of control. This means their emotional state and motivations while volunteering, is dominated by intangible but positive emotions like **love, happiness, and inspiration**. These are benefits that are **shared between both volunteers and beneficiaries**. Love begets love, the happiness of others begets happiness, and so on.

This makes internal locus of control a **more reliable and consistent motivator, according to NPOs**.

EXTERNAL FOCUS



A secondary and less dominant psyche for volunteers is linked to slightly more tangible feelings, influenced more by an external locus of control. Feelings like **pride, self-admiration, and confidence** are created because the act of helping others makes volunteers feel more positive about themselves. These are also closely linked to social and career benefits. While this emotional state is equally beneficial, volunteering actions are being driven by this feedback.

This means that **if this feedback is missing, it may lead to a decrease in volunteering efforts**.

An internal locus of control lies at the heart of volunteers' passion for helping others.

However, an external locus of control is led not by this passion, but more by what the volunteer can get emotionally by helping others.

Thus, there needs to be a delicate balance between these two loci of control: the internal must weigh more than the external (however, this does not mean the external needs to be completely absent – it is also a good thing).



Insight



Focus group qualitative verbatim



Qualitative survey verbatim

PART 03

The bumps in the journey



NOT WITHOUT FRUSTRATIONS

Volunteers' biggest frustration is finding a way to balance their work, personal lives and volunteering, which has a negative impact on NPOs.

Lack of means to contribute more/ lack of resources/ no funding

21%

Lack of time to go volunteer

10%

Conflict of interest when working in a group

7%



Seeing the things needed but can't afford it for them.



The key gap is around with corporate volunteers. It's the timing and availability. You know, the timing and availability becomes a major, major challenge.



The biggest frustration for volunteers AND NPOs is limited time and resources. This is a pain point on both the NPO and volunteer side with which corporates can perhaps assist.



It can sometimes be difficult to always show up, and at times where I'm unable to, the guilt that comes after is almost unbearable.



I think that is the part where I feel, as a leader, you have to find a way that the corporates can listen to the NPO needs, but also listen to what the corporate can offer.



The time constraints felt by volunteers are felt by NPOs exponentially. Corporates can help create a synergy between NPOs, communities and volunteers.



When there are people that think they are better than others and they put themselves on a pedestal. They are arrogant and don't respect others' opinions.



And I believe that it's around having a headspace of listening and also finding what people's strengths are ... to purposefully give back to any organisation.



Both NPOs and volunteers expect their fellow volunteers to be open-minded and to work together as a team to make the biggest change for the beneficiaries.



MIND-SET SYNERGY NEEDED

There are misconceptions between volunteers and NPOs that need to be neutralised to have a more positive and productive relationship.

**Unappreciative organisations/
hard to please**

6%

**When I run out
of time / not
assisting
everyone due
to time**

4%

**Unkind treat-
ment from
organisations**

4%



Feeling unappreciated and getting disrespected by staff at NPOs. They often think you are there to take their jobs and want to implement changes which interfere with their work.



We still keep everything in-house. In other words, we still manage our own website, our own social media. What we do get is advice and support from volunteers.



Misconception: while volunteers think NPOs feel their jobs are being threatened, the reality is that NPOs' biggest time constraints come from having to do everything in-house.



Sometimes I don't have as much time as I'd like to.



You were reliant on this group of people to support the initiative of the campaign that you're running, and then they're no longer there.



Volunteers' struggle to balance work, home and volunteering has a negative impact on NPOs, leaving NPOs with little time to compromise or make up for last-minute changes.



Some owners or founders of the NPOs feel like you're invading their personal space. Some feel they own the NPO, thus you cannot tell them what to improve or implement in their organisation. Some feel you must just give the money and walk away.



I'm like, are you honestly gonna tell me what I need? Sorry, attitude of learning is coming in and learning what the organisation needs, it's not puffing up your muscles.



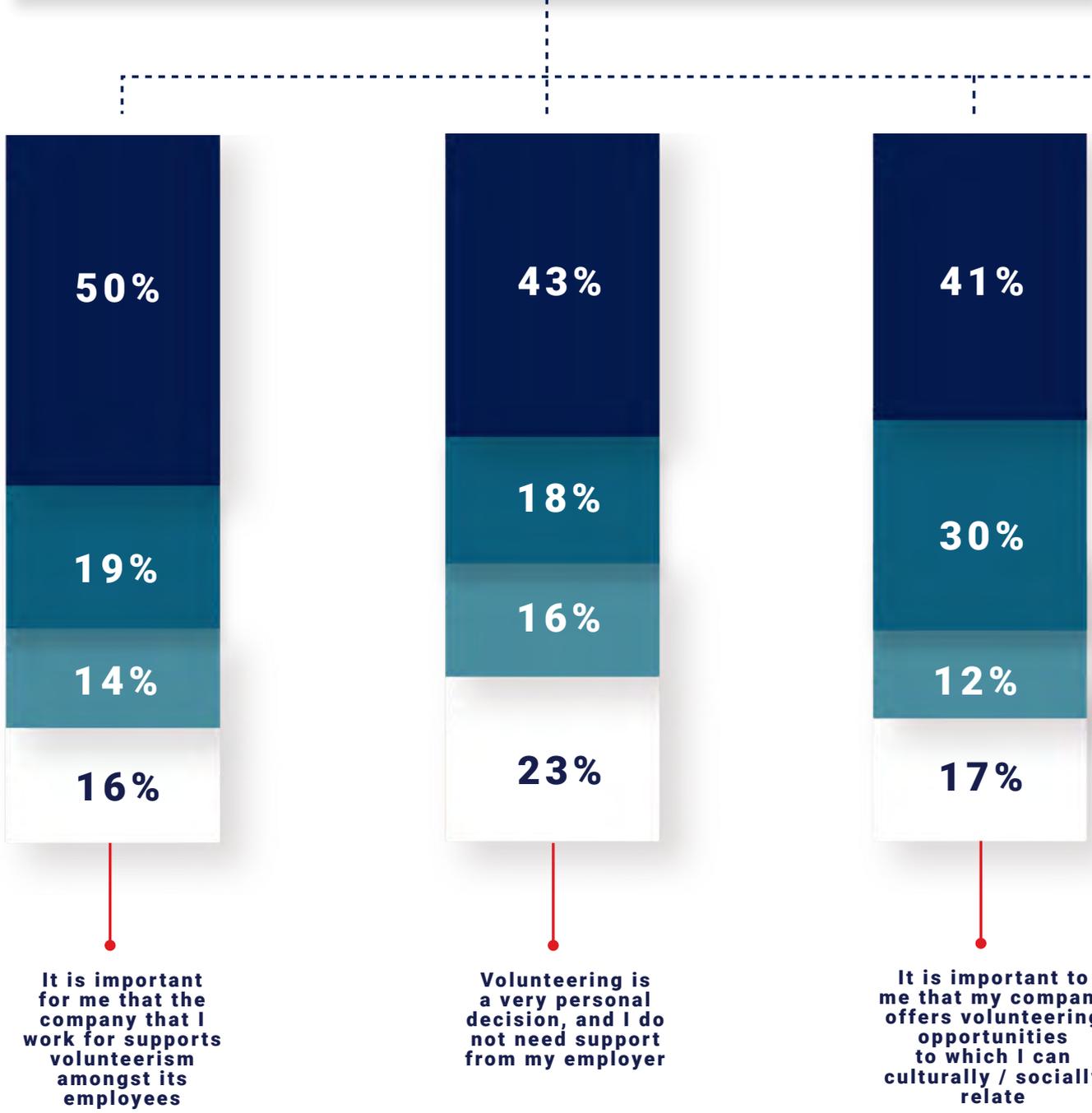
There is a conflict between NPOs and volunteers around expertise and what is needed, with both parties feeling the other is not being open-minded.



WORK TIME OR MY OWN TIME?

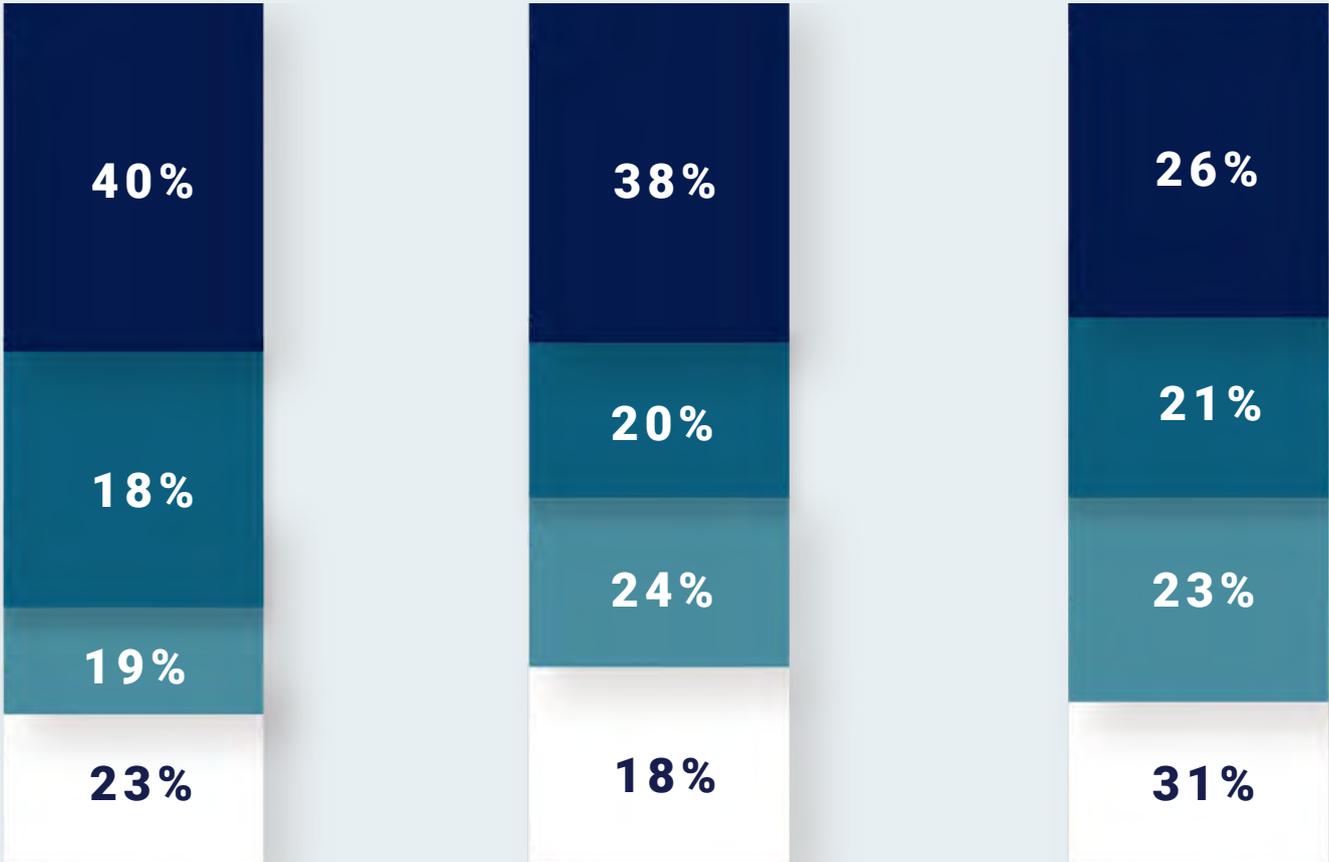
While most employees expect or require corporate support for volunteering, a second group feel work and volunteering should remain separate.

CORPORATE VOLUNTEER SUPPORT



1-4 (Strongly disagree)
 5-6 (Neutral)
 7-8 (Agree)
 9-10 (Strongly agree)

* Q25: Please rate the below statements on a scale of 0 – 10, where 0 means Strongly disagree and 10 means Strongly agree. | Q29 to Q35: Only significant demographics indicated
 Base: All respondents | n=157. Please note: figures do not add up 100% due to rounding.



I would be more likely to volunteer if my company supported a greater variety of opportunities to volunteer

My colleagues would be more willing to volunteer if our company supported volunteering

I need support (time off etc.) from my employer in order for me to be able to volunteer

PART 03

Where are they now?



A BRIGHT FUTURE FOR VOLUNTEERING

The current state of volunteerism is a positive one, with volunteerism on the rise and more options available for how to volunteer.

According to NPOs, volunteerism has increased compared to 10 years ago.

1

CORPORATE PARTNERSHIP

Part of this increase is due to the involvement of corporates that provide access to numerous volunteers and skills that were not easily accessible before.



And over the years, volunteer support for what I have been responsible for and specifically towards the fundraising and donor acquisition, has been very, very good.

2

COVID-19

COVID-19 has also led to an increase in volunteerism as citizens had unexpected time on their hands and were prompted to assist people that may have been struggling during the pandemic.



And now the context is much more strategic. It's more around corporates who have volunteer programmes, which means that they often come with expertise, often budgets because a lot of the projects that you wanna do or can coordinate or want to use volunteers for need budgets.

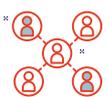
3

EVERY LITTLE THING STILL COUNTS

Selling hotdogs or goods to raise money still occurs and still counts. Along with this, volunteers can help by raising awareness on social media or in person.



I think initially with volunteering, we certainly started with people helping out and, umm, you know, selling hot dogs and selling curry and rice and selling books for us and this and that, you know, at kind of anywhere and everywhere.



CAUSES SUPPORTED AND HOW THEY ARE SUPPORTED

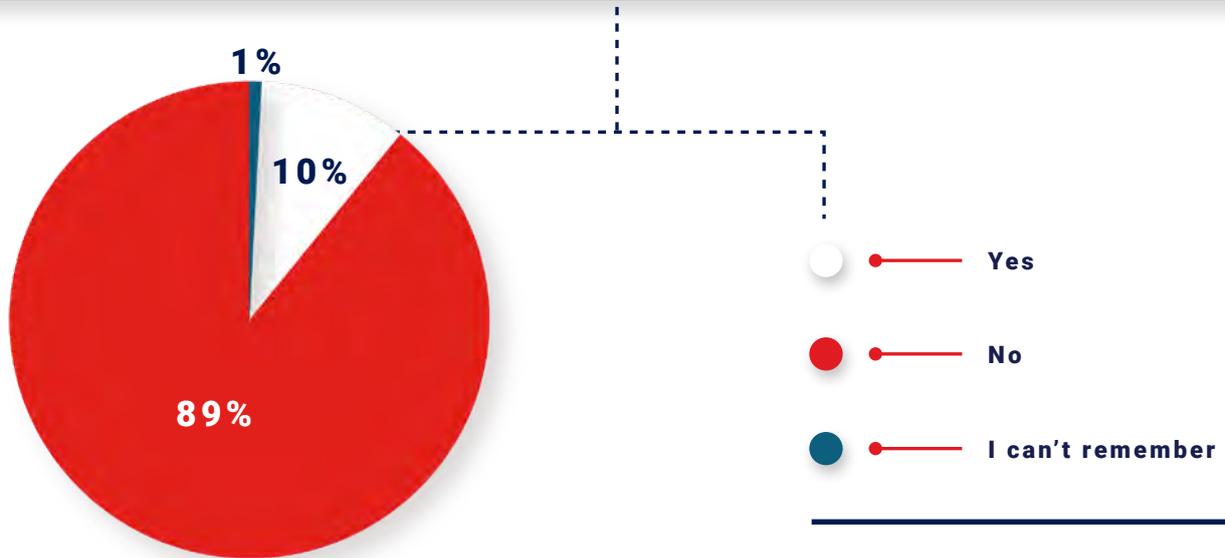
Here's how these volunteers are currently donating their time, skills and money

My levels of volunteering have progressed from sporadic involvement to more consistent commitment over the years.



1-2 (Do not agree) 3 (Neutral) 4-5 (Agree)

MONEY TO VOLUNTEER



Volunteer perceptions of what they need in order to volunteer are aligned with those of NPOs. The smallest act, such as painting a wall, is enough; however, any monetary aid that can be given will always be appreciated.

* Q7: Please indicate your level of agreement with the following statement, by selecting 1 – 5, where 1 means do not agree and 5 means completely agree. | Q14: Do you need to have money to volunteer? | Q8: What type of volunteer work do you do? Top 6 shown | Q29 to Q35: Only significant demographics indicated
Base: All respondents | n=157

TOP SIX CAUSES VOLUNTEERS SUPPORT

Community development



Babies, children and youth



Schools



Women empowerment



Teaching / educating



Work with the elderly



SO, HOW CAN YOU GET STARTED?

No matter the motivation, all volunteers need some guidance and direction when starting out their journey.

1

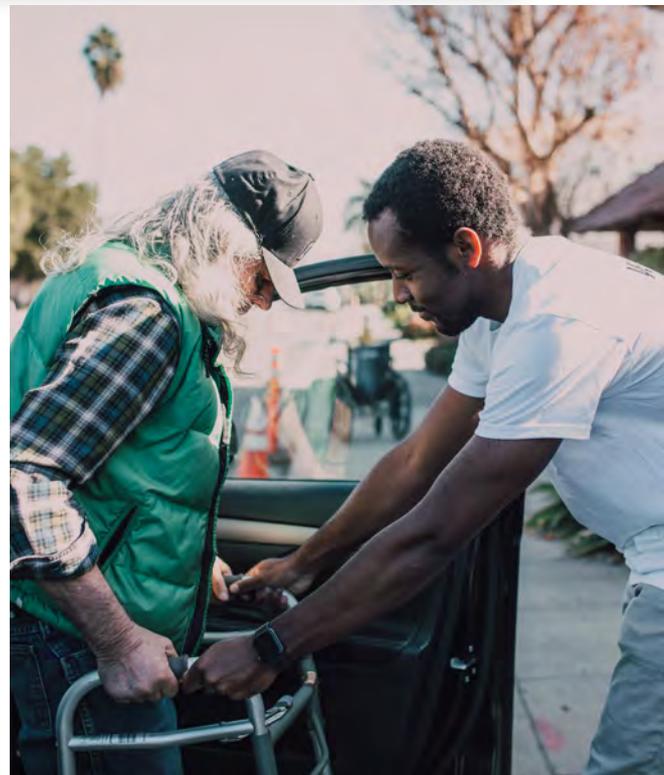
Given that the main need is to find a cause or organisation where they can use their skills to help people the most, volunteers need assistance in finding the cause and organisation best suited to their passions and skill set.

2

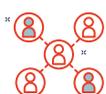
Seek out recommendations and testimonies from veteran volunteers from different organisations and causes to guide decision-making.

3

Seek access to veteran volunteers as mentors, with whom volunteers can chat to find their direction and best fit.



Indicates significant difference based on significance testing.



Focus group



Momentum Metropolitan Volunteerism Report 2022

