

# VOLUNTEER PROGRAM

2024 REPORT



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# REPORT OVERVIEW

## WHAT THIS REPORT ENTAILS

B.C. Wildlife Federation is thrilled to unveil our very first in-depth exploration of our volunteer program! This report dives into the heart of who our volunteers are and what motivates their incredible commitment to making a difference. We will showcase the diverse range of opportunities we offer and highlight the exciting enhancements we have implemented to elevate the experience for all involved.

Join us as we uncover emerging trends and gather insights to empower our organization in strengthening and expanding volunteer engagement. This report celebrates the role our volunteers play as a driving force behind our success.

This report does not encompass every act of volunteerism. It does not take into account of other volunteer initiatives outside of the volunteer program such as our member clubs, Board of Directors, and volunteers that participate in other programs such as Fishing Forever, Learn to Hunt Academy, Women Outdoors, and our Wetlands Programs. As the volunteer program evolves, we are excited to announce plans for collaboration with other programs and departments to track all volunteer activities and include that data in future reports, showcasing the extraordinary impact of our vibrant community's efforts!

# 2024 SUMMARY



8

BCWF Volunteer Opportunities



12

Outside Organization Opportunities



489

New Volunteers



34

Volunteer Participation



665

Total Volunteers



# IMPACTS OF VOLUNTEERING

Volunteering offer a wide range of benefits, for the community, the organization, and for the volunteer.

## VOLUNTEERS

- Enhance sense of purpose and fulfillment
- Foster new connections and strengthen existing relationships
- Develop social skills through diverse interactions
- Broaden perspectives and cultivate empathy and understanding
- Boost confidence and self-esteem
- Facilitate skill development
- Augment resumes
- Improve overall life satisfaction and mental health

## ORGANIZATION

- Networking opportunity
- Alleviate workload of paid staff, allowing the organization to achieve more with limited resources
- Bring diverse skills and expertise to projects
- Engagement with diverse groups in the community and increasing brand awareness

## COMMUNITY

- Increase community unity
- Deliver essential services even when resources are limited
- Inspires people to take ownership of their community's well-being
- Engage with diverse community groups with various backgrounds

# ACTIVITY CATEGORIES

Each volunteer opportunity is divided into four distinct categories:

- Administration
- Education
- Environmental Stewardship
- Outreach

This system enables volunteers to receive notifications regarding specific opportunities aligned with their areas of interest.



Volunteers who engage in administrative and outreach opportunities also play a crucial role in conservation by supporting the organization and freeing up valuable time for our staff to focus on core conservation efforts.

**ADMINISTRATION** opportunities allow those interested in supporting environment conservation to contribute from behind the scenes. E.g. Mail Room Clerk, Life Member Call Campaign



**OUTREACH** opportunities include attending events and tradeshows to spread awareness of the BCWF and its programs. E.g. Holiday Gift-Wrapping Fundraiser, BC Outdoors Show



**EDUCATION** opportunities involve volunteers facilitating educational programming on nature-based subjects to youth and adults. E.g. Paper Mache Workshop, Women Outdoor Workshops



**ENVIRONMENTAL STEWARDSHIP** activities are focused on boots-on-the-ground projects that restore and/or enhance habitats that have been affected by human activity. E.g. Invasive Removal, Planting Events





# FEATURES ON BETTER IMPACT

By leveraging the features of Better Impact, we are able to identify qualified volunteers through the incorporation of eLearning modules and qualification assessments. This approach ensures that volunteers are adequately prepared for their assigned shifts, possess the necessary skills required for various tasks, and allows us to align volunteer opportunities with the skill sets of our volunteers.



## TRAINING

Nine learning modules have been added to Better Impact, providing greater flexibility for training without the need to schedule meetings prior to their shifts.

- All About the BCWF
- BC Coastal Waterbird Survey
- Birding Skills
- Community Cleanup Safety
- Indigenous Awareness and Decolonization Resources
- Invasive Species
- Planning a BioBlitz
- Webinars
- Wildlife Safety



# RECOGNITION

Online badges have been added to honour those with certain certifications like first aid, operator licenses, and badges for volunteer anniversaries and volunteer hours.



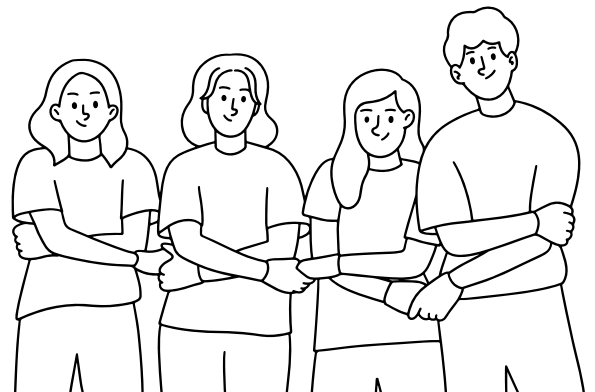
# 2024 VOLUNTEER OPPORTUNITIES

## BCWF

Event	Location	Month
BC Sportsmen's Show	Abbotsford	March
Douglas College Volunteer Fair	New Westminister	October
Ginty's Pond Wetland Planting Event	Cawston	October
Life Member Call Campaign	Surrey	October-December
Pender Island Planting	Pender Island	November
Ginty's Pond Plant Distribution and Planting	Cawston	November
Holiday Gift-Wrapping Fundraiser	Surrey	December

## OTHER ORGANIZATIONS

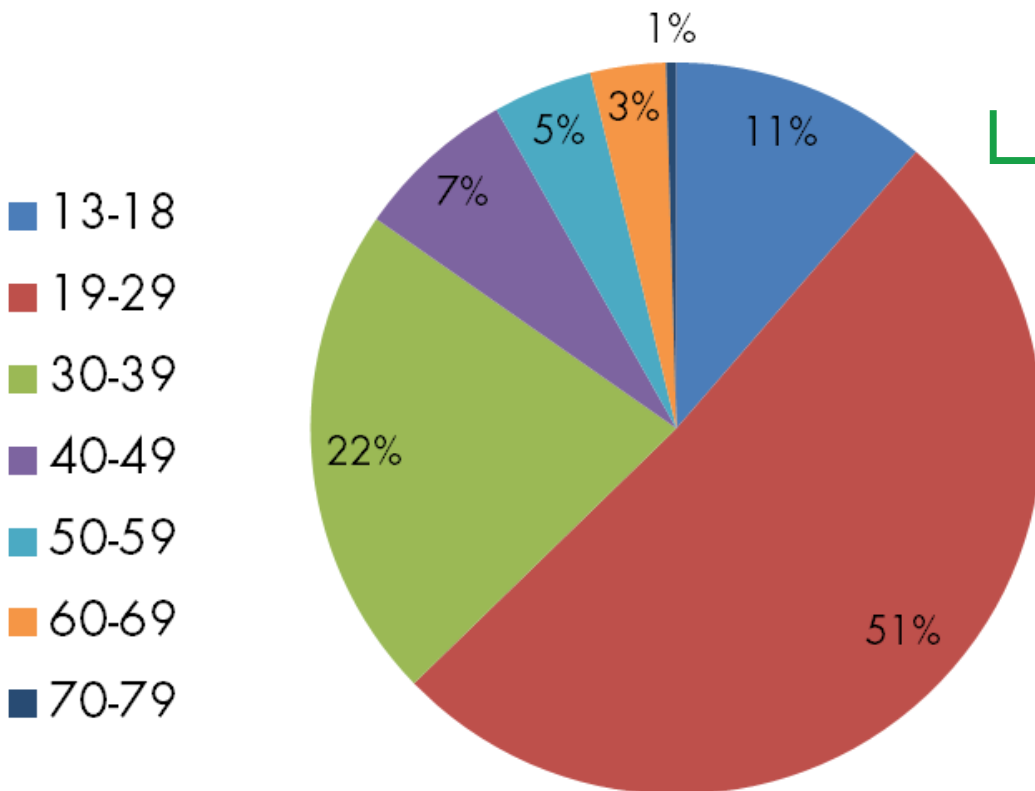
- Maple Ridge Parks, Recreation and Culture
- Fraser Valley Watersheds Coalition
- Friends of Semiahmoo Bay Society
- Galiano Conservancy Association
- The Lower Mainland Green Team
- Nicomekl Enhancement Society
- Cougar Creek Streamkeepers



# VOLUNTEER DEMOGRAPHICS

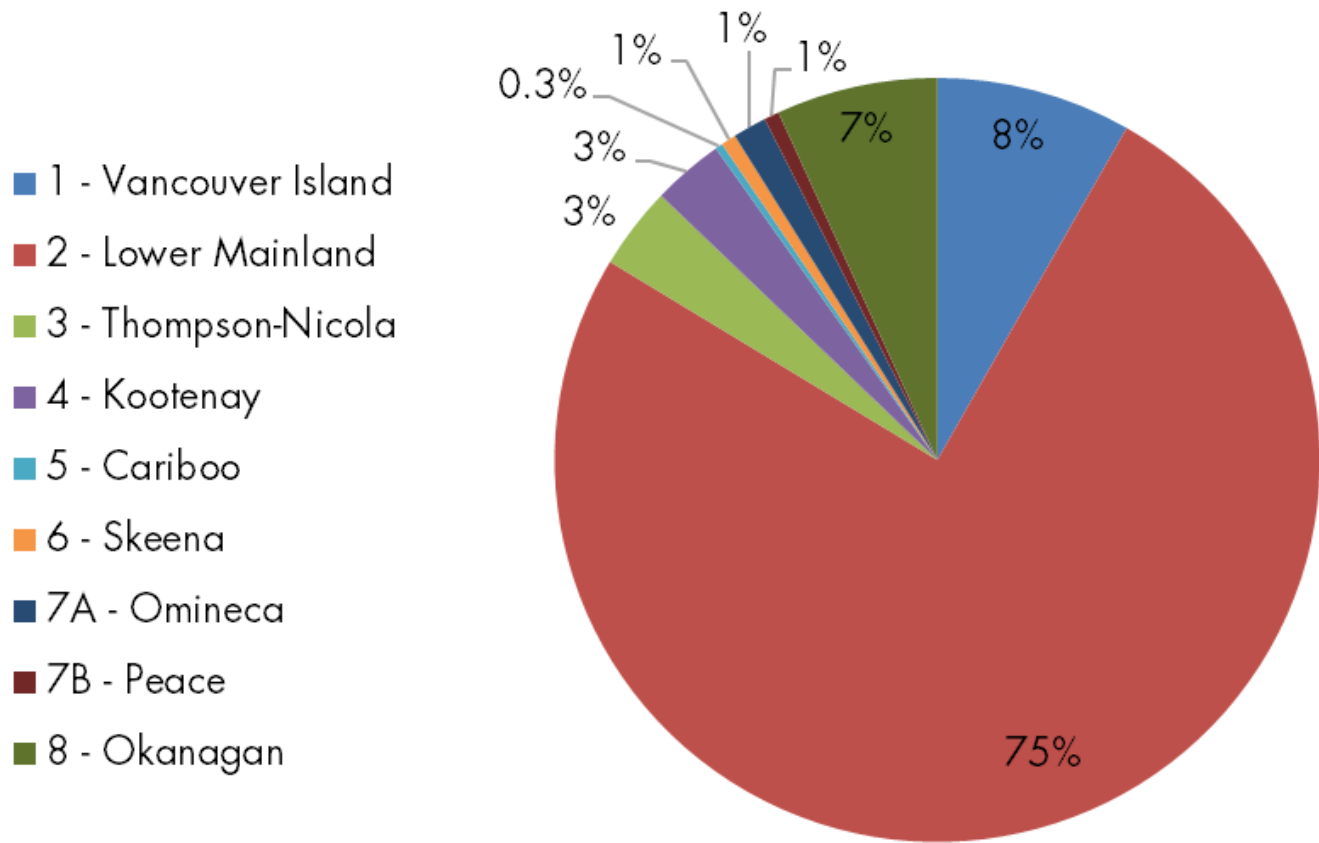
The data presented were extrapolated from our volunteer portal powered by Better Impact. Given that our volunteer program is dependent on this platform, it may unintentionally exclude certain demographic groups—particularly those lacking access to the internet or electronic devices, as well as individuals who might find the interface challenging to navigate. Additionally, the data does not include day-of drop-ins. Lastly, volunteers are responsible for recording their contributed hours, which may result in omissions within the data set.

## AGE RANGE



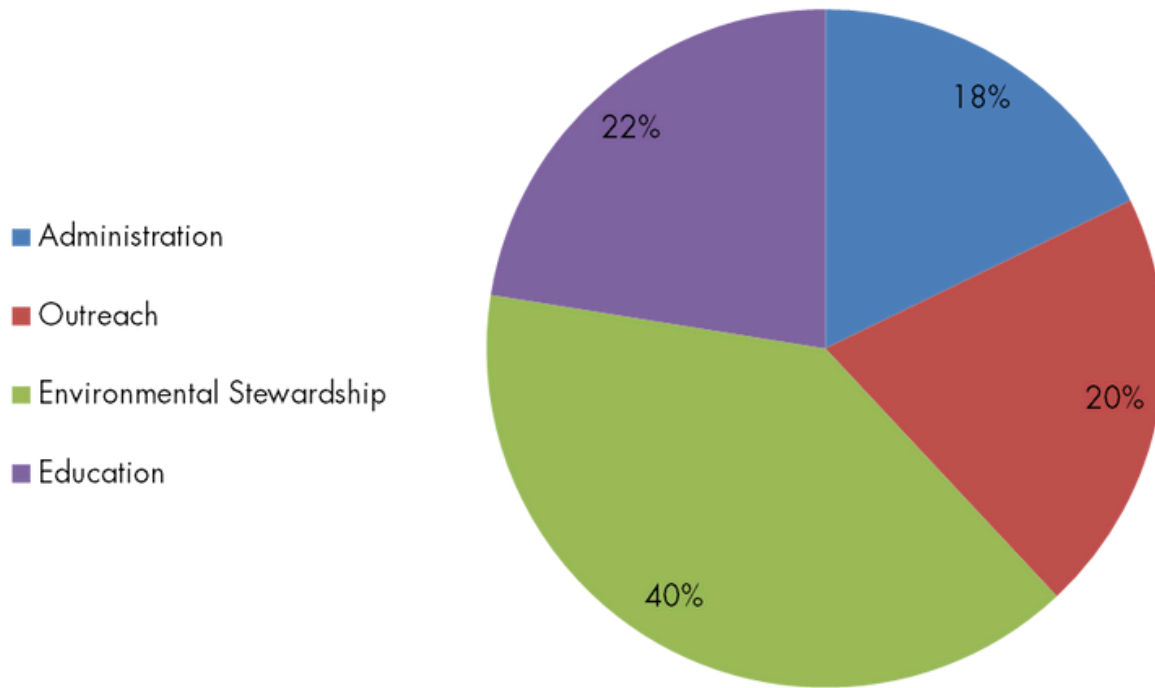
39% of volunteers are currently students.

# WHERE VOLUNTEERS LIVE



There is a bias towards the recruitment of volunteers from the Lower Mainland, primarily due to the BCWF office's location and the concentration of staff members there. Consequently, the majority of volunteer opportunities thus far have been centered within this area. However, the objective is to broaden opportunities to encompass additional regions, thereby enhancing our volunteer base and engagement across the province.

# ACTIVITY INTEREST



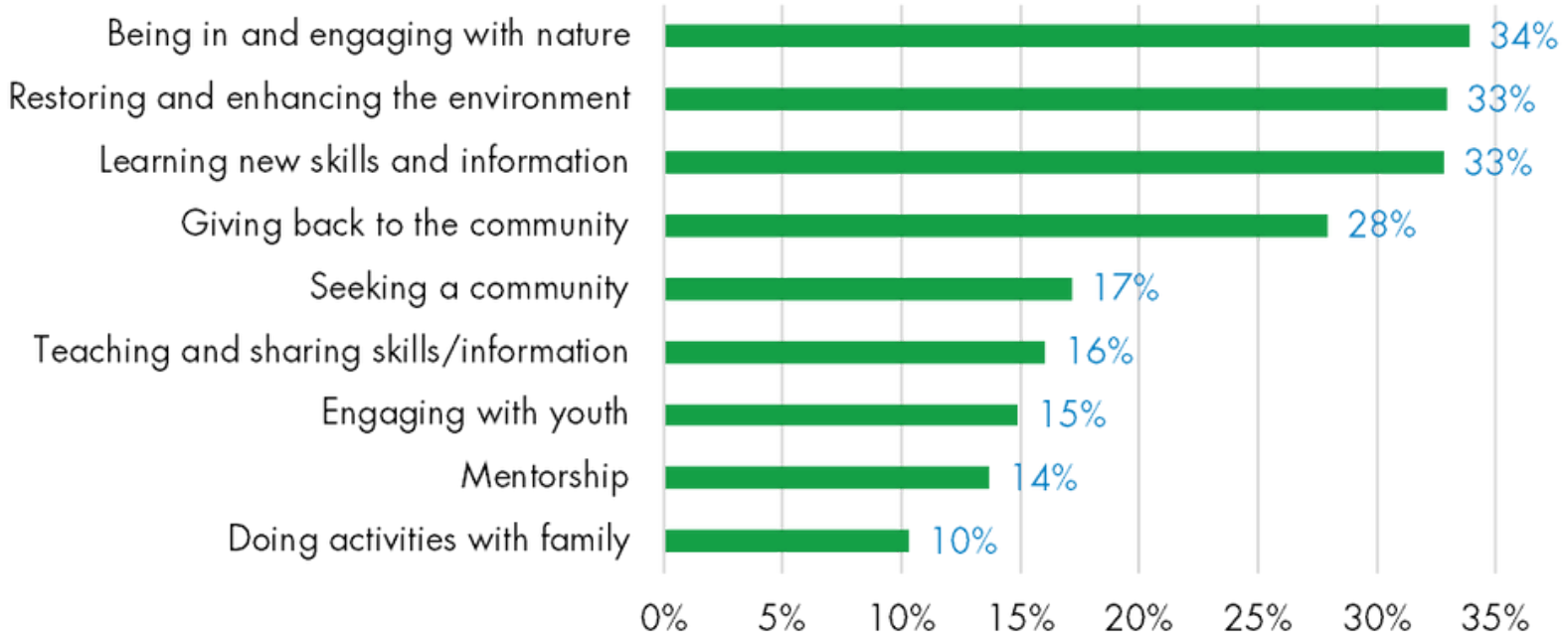
## HOW THEY DISCOVERED THE BCWF

Online Search Engine	128
Word of Mouth	125
Advertisements	79
Instagram	61
Facebook	59
School	36
LinkedIn	33
BCWF Website	28
Print Media	26

Outreach Event	14
CORE or PAL	14
Job Applications	11
Television	6
Club	5
Radio	2
Podcast	1
TikTok	0
X (formerly, Twitter)	0

This dataset provides valuable insights into the effectiveness of advertisements and communication of various platforms.

# GENERAL INTEREST



This inquiry aims to gain insight into the motivations of volunteers. Analyzing their responses reveals that volunteers are mainly driven by the desire to engage in outdoor activities and acquire new skills.



# HOBBIES

Hiking	534
Wildlife Viewing	510
Watercraft Activities	403
Gardening	391
Frontcountry Camping	364
Backcountry Camping	335
Nature Photography	320
Swimming/Diving	314
Winter Sports	302
Foraging	283
Angling	234

Offroading	190
Hunting	163
Bushcraft	162
Cycling	10
Climbing	7
Horseback Riding	6
Recreational Sports	5
Archery	3
Orienteering	3
Running	3

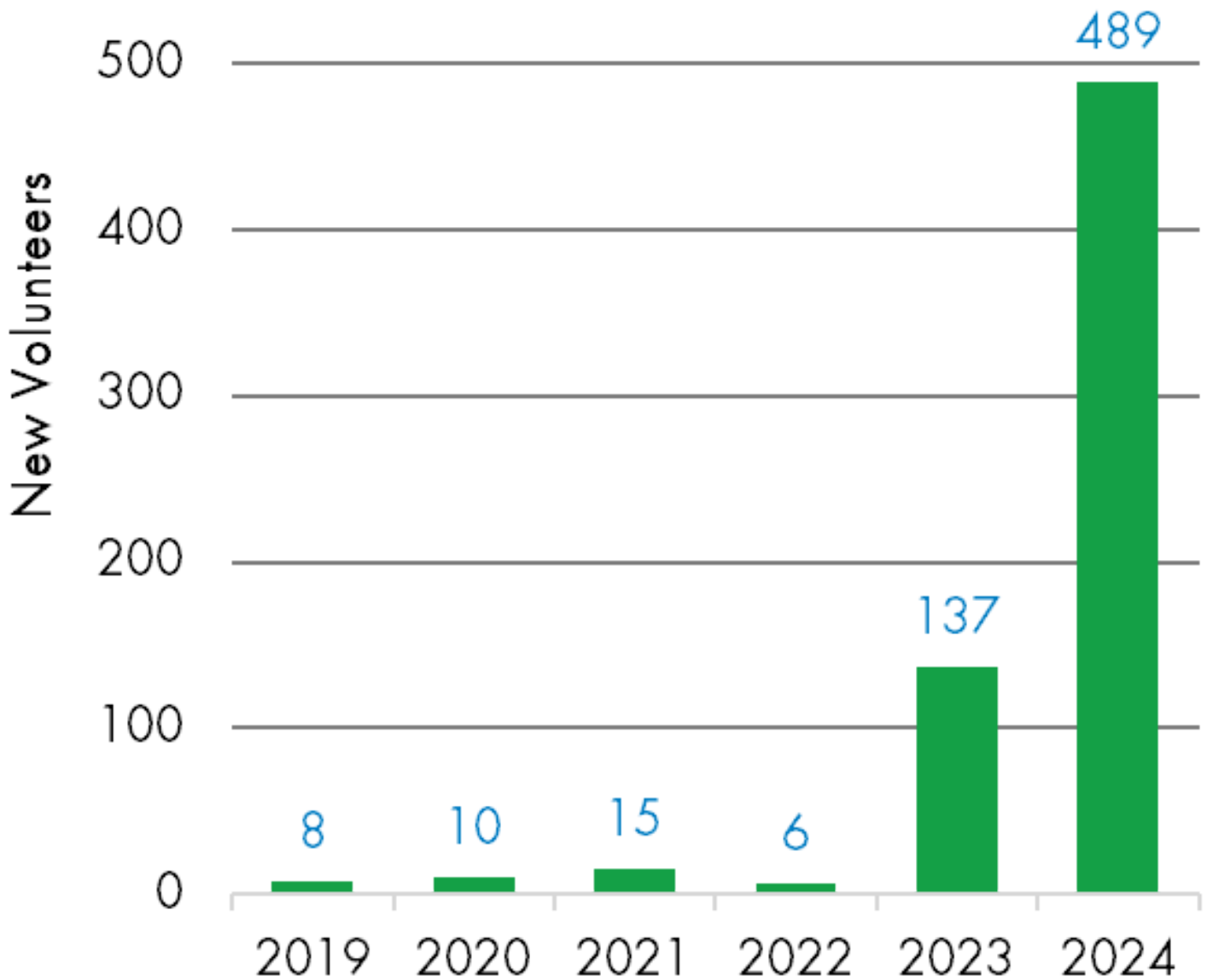
By understanding our volunteers and what they like to do in their free time can help us cater our programming such as our Learn to Hunt and Fish Series, and the Women Outdoors Skills and Experience Program.





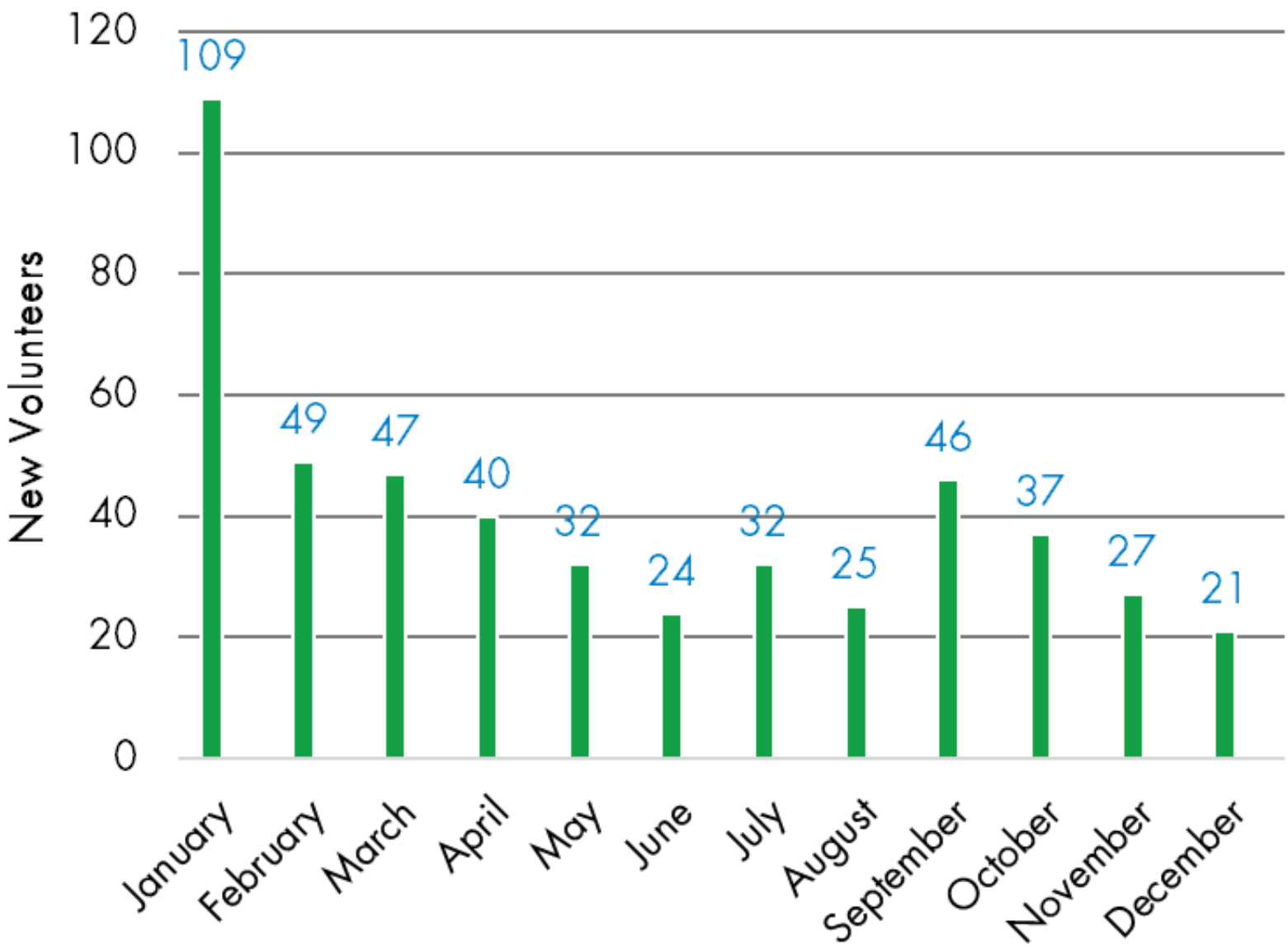
# RECRUITMENT

## RECRUITMENT YEARS



Our Better Impact account has been active since 2019 but was officially launched for the BCWF volunteer program in December 2023.

# 2024 MONTHLY RECRUITMENT

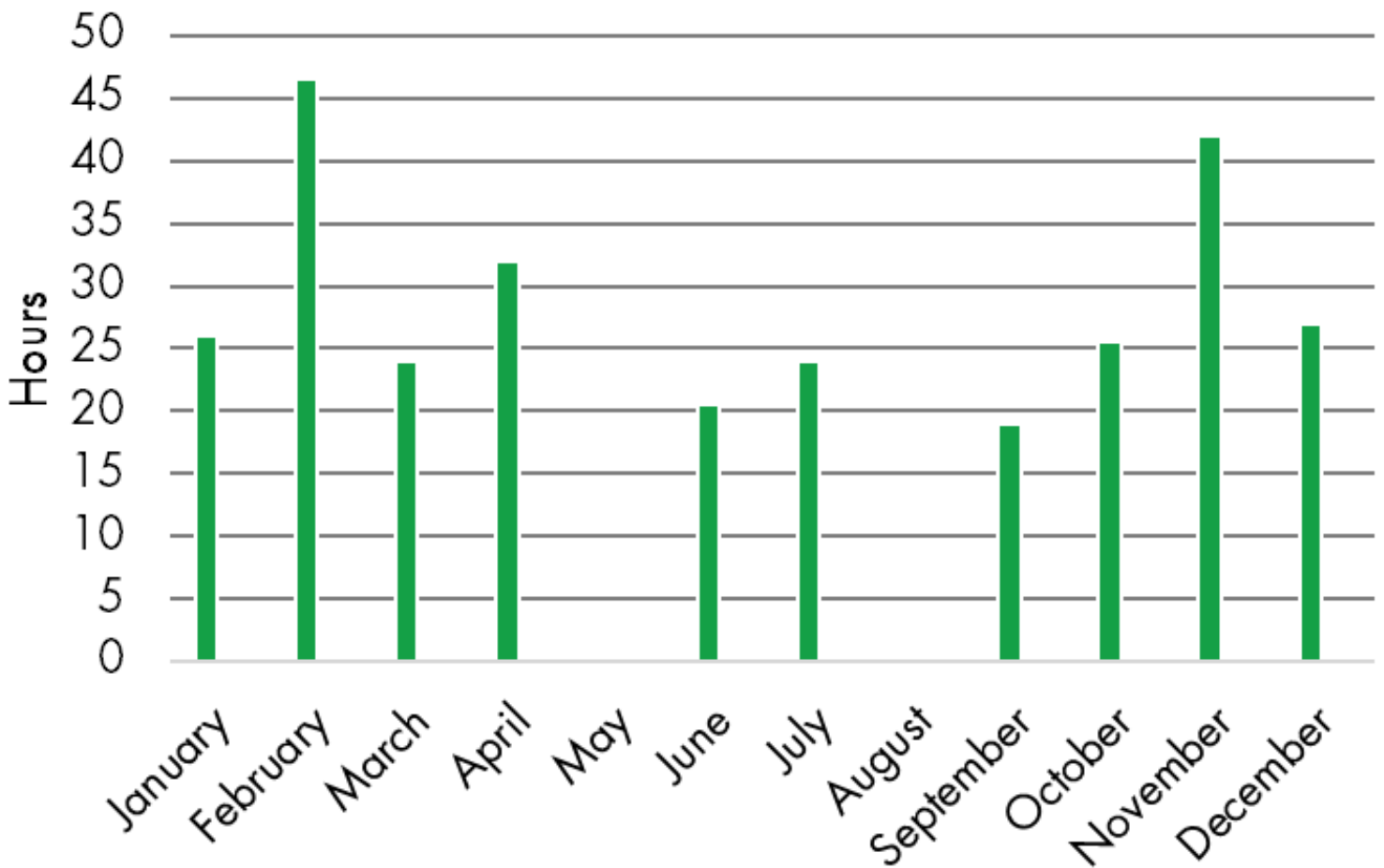


The monthly influx of recruitment is influenced by advertisements and the volunteer opportunities offered.

Sum of volunteers:

**665**

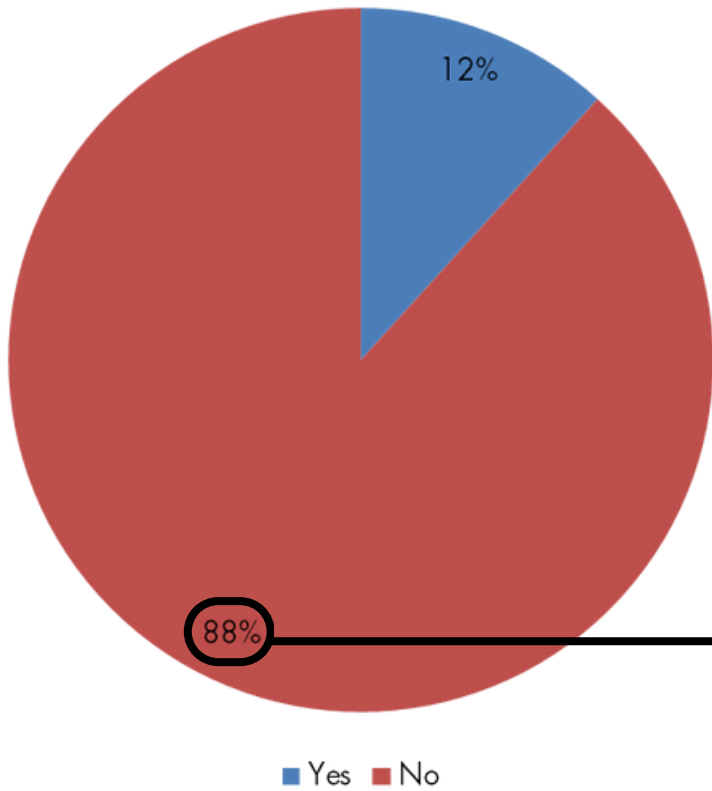
# HOURS VOLUNTEERED



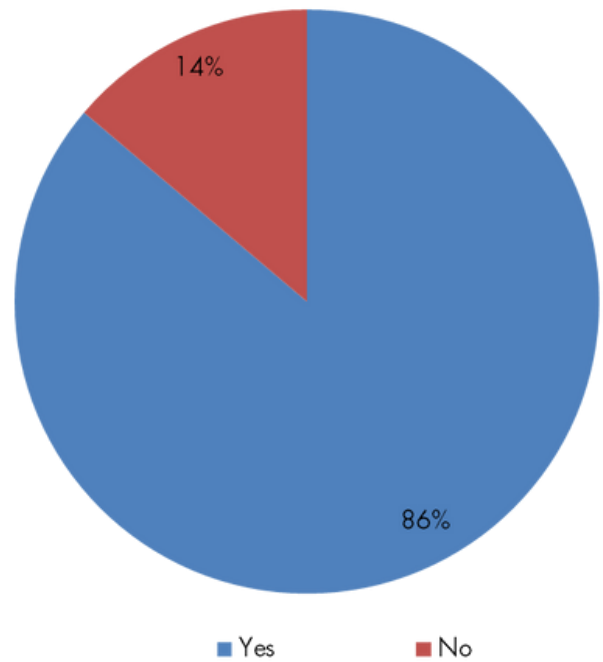
It's essential to highlight that the hours contributed by our dedicated volunteers are likely underestimated in this data set. This figure does not take into account the many initiatives beyond the volunteer program itself, including our member clubs that support the BCWF, the Board of Directors, and volunteers in programs like Fishing Forever, Learn to Hunt, Women Outdoors, and Wetlands Programs. As this program develops, we hope to track all volunteers that participate in other BCWF programs.



Sum of volunteer  
hours in 2024:  
**286**



*Are you interested in becoming a BCWF member?*



The majority of non-member volunteers are interested in becoming a BCWF member.

In 2025, we will focus on enticing interested volunteers into BCWF members. By collaborating with the Membership Department, we aim to expand membership benefits that appeal to our volunteers. Additionally, we will send post-event emails highlighting these benefits, ensuring our volunteers are well-informed and motivated to join.

# SUMMARY

## Key Highlights

- 86% of non-member volunteers are interested in becoming BCWF members.
- Volunteers contributed 286 hours in 2024.
- 489 new volunteers were recruited in 2024.
- January had the highest recruitment.

## Volunteer Motivations

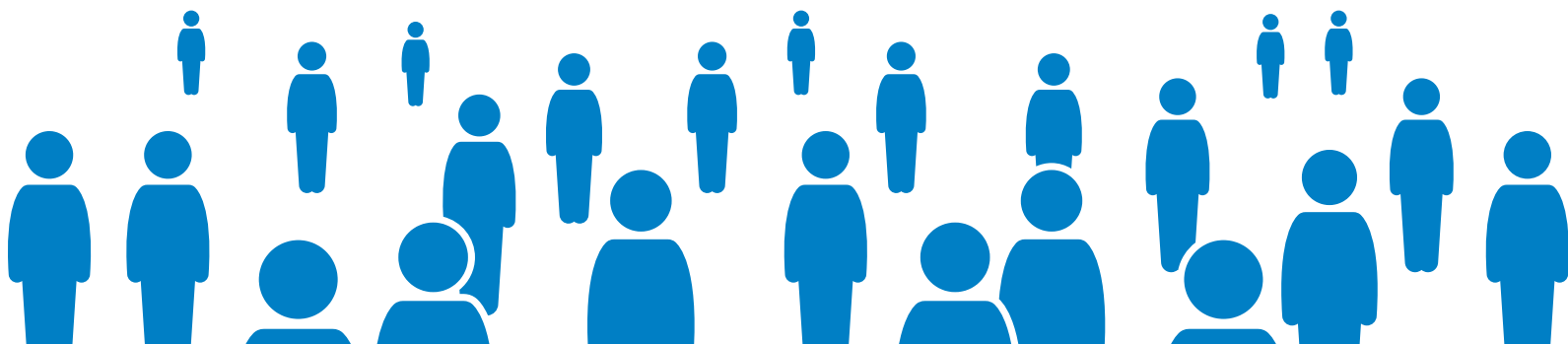
- Driven by a desire to engage in outdoor activities and acquire new skills.
- Majority are interested in Environmental Stewardship opportunities.

## Volunteer Demographics

- Most volunteers are from the Lower Mainland.
- Largely in the young adult age bracket.

## Recruitment Insights

- Most volunteers found out about BCWF through an online search engine while looking for BC-based environmental non-profits.





The volunteer program possesses significant potential for growth, evidenced by a consistent influx of new volunteers as additional volunteer shifts are integrated into the platform.

The objective for 2025 is to enhance the diversity of the volunteer base, focusing on varying age groups, geographical locations, and skill sets, while simultaneously increasing memberships and donor contributions to the B.C. Wildlife Federation through the volunteer program.

To effectively broaden the reach of volunteers, it will be essential to establish connections with membership clubs, collaborate with other departments within the B.C. Wildlife Federation, and engage with external organizations.

