

VOLUNTEER PROGRAM

2025 REPORT



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REPORT OVERVIEW

WHAT THIS REPORT ENTAILS

The B.C. Wildlife Federation (BCWF) is proud to present the second edition of our volunteer program report. Building on last year's foundation, this report offers a deeper look into who our volunteers are, what inspires their ongoing commitment, and how their contributions continue to shape our organization.

In this edition, we examine emerging trends and key insights that will help guide the continued growth and expansion of volunteer engagement across the Federation. Above all, this report celebrates the essential role our volunteers play as a driving force behind our success.

While this report reflects the progress of our formal volunteer program, it does not capture all volunteer contributions across the Federation. It does not include volunteer efforts within member clubs or the Board of Directors. As our volunteer program continues to evolve, we are excited to expand collaboration with other departments and initiatives to better track and represent the full scope of volunteerism in future reports—highlighting the remarkable impact of our community.

2025 SUMMARY



72

Volunteer Opportunities



286

New Volunteers



34

Volunteer Participation



940

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
- Resume enrichment
- 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 play a crucial role in conservation by strengthening our operational foundation, allowing the organization to maximize its direct impact on core conservation efforts.

ADMINISTRATION opportunities allow those interested in supporting environment conservation to contribute from behind the scenes. E.g. Translators, Q1 Membership



OUTREACH opportunities include attending events and tradeshows to spread awareness of the BCWF and its programs. E.g. Earth Day Events, BC Outdoors Show



EDUCATION opportunities involve volunteers facilitating educational programming on nature-based subjects to youth and adults. E.g. Youth camps, Learn to hunt and fish workshops, and more!



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, Litter Clean-ups



2025 VOLUNTEER OPPORTUNITIES

Event	Location	Month
Family Literacy Day Outreach	Abbotsford	January
Community Litter Cleanups	Lower Mainland	January - June
Q1 Membership	Surrey	January - May
Coastal Waterbird Survey	Galiano Island	February - December
Invasive Species Removal	Saanichton Pender Island	March July
Amphibian Survey	Pender Island	March
BC Outdoor Show Outreach	Chilliwack	March
Night Quest Outreach	Vancouver	March
Volunteer & Casual Employment Fair	Galiano Island	March
Earth Day Outreach	Vancouver	April
BC Interior Sportsman Show Outreach	Kelowna	April
Benthic Barrier Installation	Abbotsford	April
Earth Day Outreach	Mission	April
Fingerling Festival Outreach	Burnaby	May

Event	Location	Month
Great Salmon Send-Off Outreach	Burnaby	May
Surrey Urban Farmer's Market Outreach	Surrey	June
Family Fishing Day Outreach	North Vancouver	June
Pollinator Palooza Outreach	Langley	June
Volunteer Translators	Remote	N/A
Headshot Photographer	Surrey	N/A
Volunteer Leads	Lower Mainland	January - June
Seymour River Hatchery Open House Outreach	North Vancouver	September
BCWF Member Beaver-based Restoration Build	Okanagan Falls Kelowna Merritt Goldern	July September
Beaver Dam Analogue Build	Mackenzie	September
Planting at Glen Valley	Abbotsford	October
Mosquito Creek Riparian Planting	North Vancouver	November
BCWF Conservation Lottery Booth at Bass Pro Shops	Tsawwassen	November - December

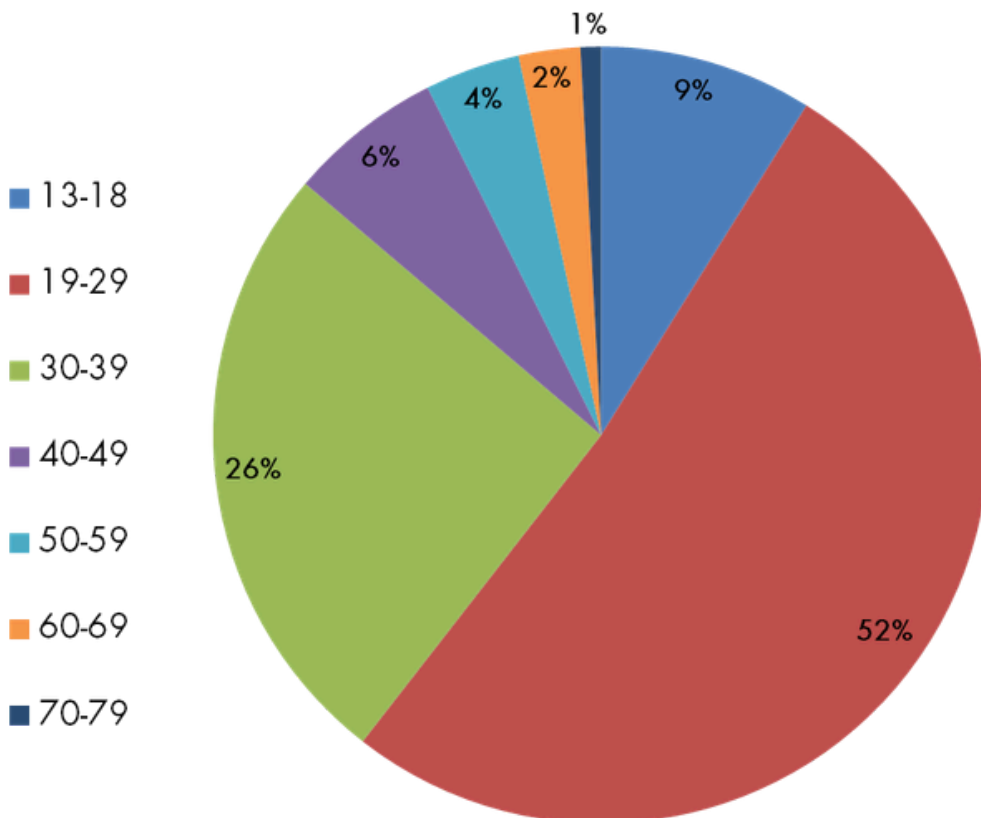
PARTNERSHIPS



VOLUNTEER DEMOGRAPHICS

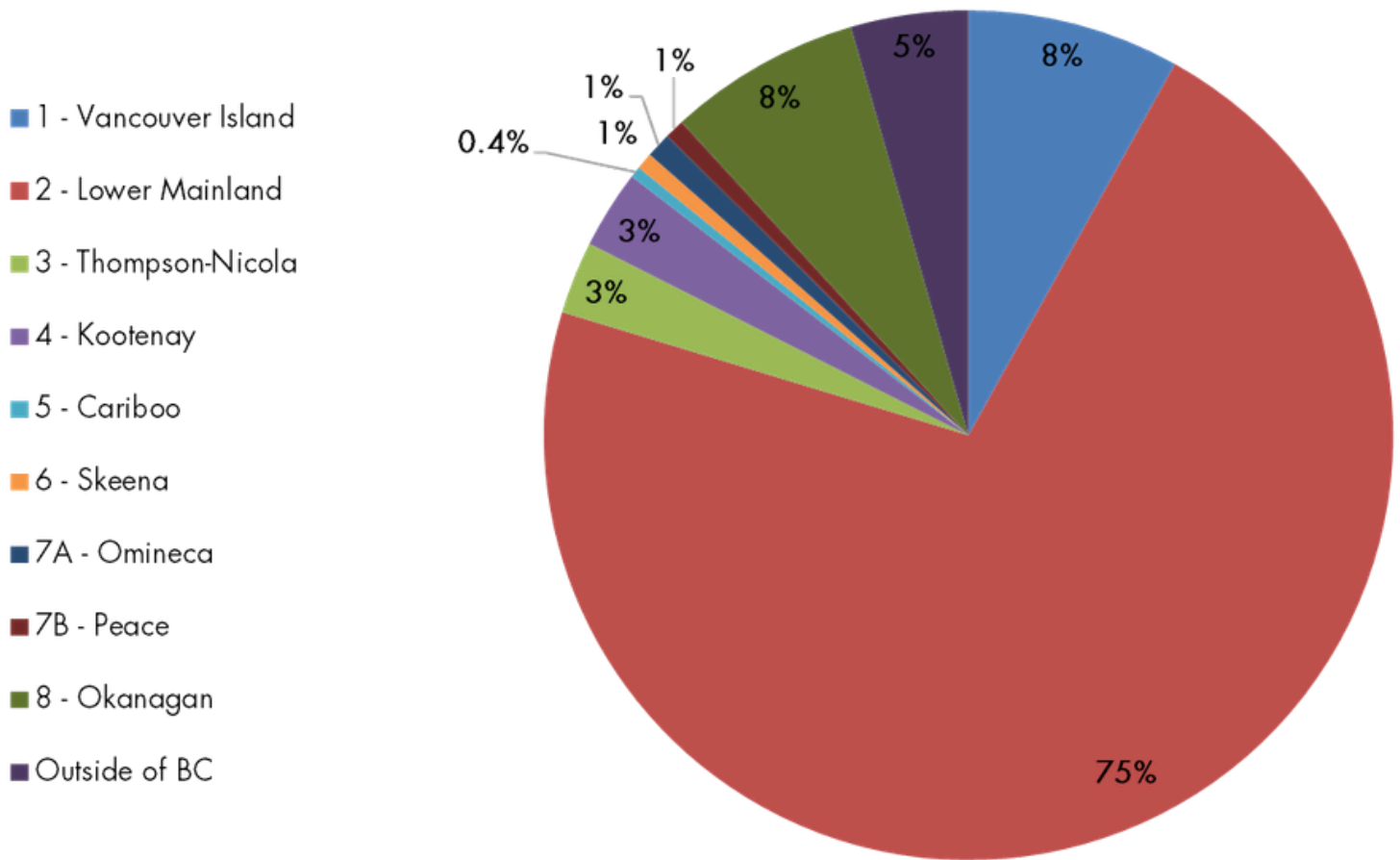
The data presented were drawn from our volunteer portal, powered by Better Impact. As our program relies on this platform, certain groups may be unintentionally underrepresented—particularly individuals without reliable access to the internet or electronic devices, or those who may find the interface difficult to use. In addition, the data does not capture day-of drop-in volunteers. Finally, because volunteers are responsible for logging their own hours, some contributions may not be fully reflected in the dataset.

AGE RANGE



44% of
volunteers are
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.

HOW THEY DISCOVERED THE BCWF

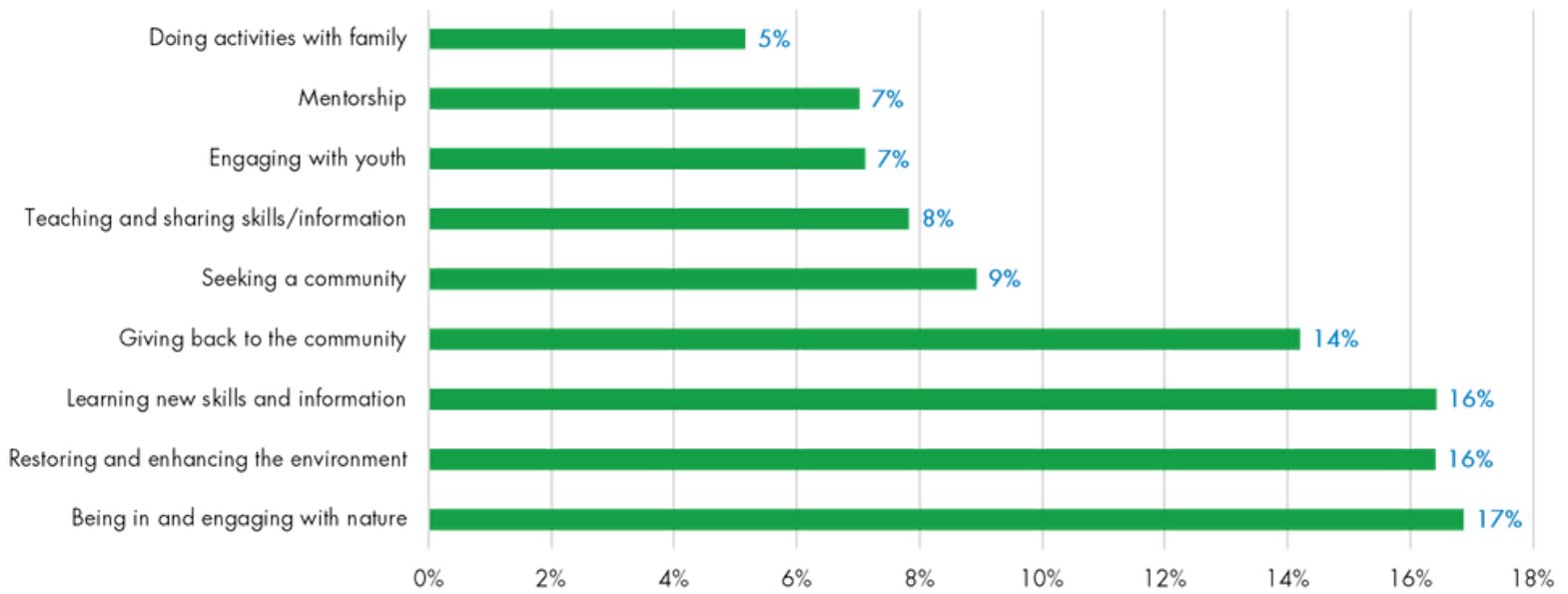
Online Search Engine	255
BCWF Website	184
Word of Mouth	175
Instagram	87
Advertisements	81
Facebook	65
School	51
LinkedIn	51
CORE or PAL	35

Print Media	31
Job Applications	22
Club	19
Outreach Event	14
Television	8
Radio	2
Bluesky	0
TikTok	0
X (formerly, Twitter)	0

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



GENERAL INTEREST

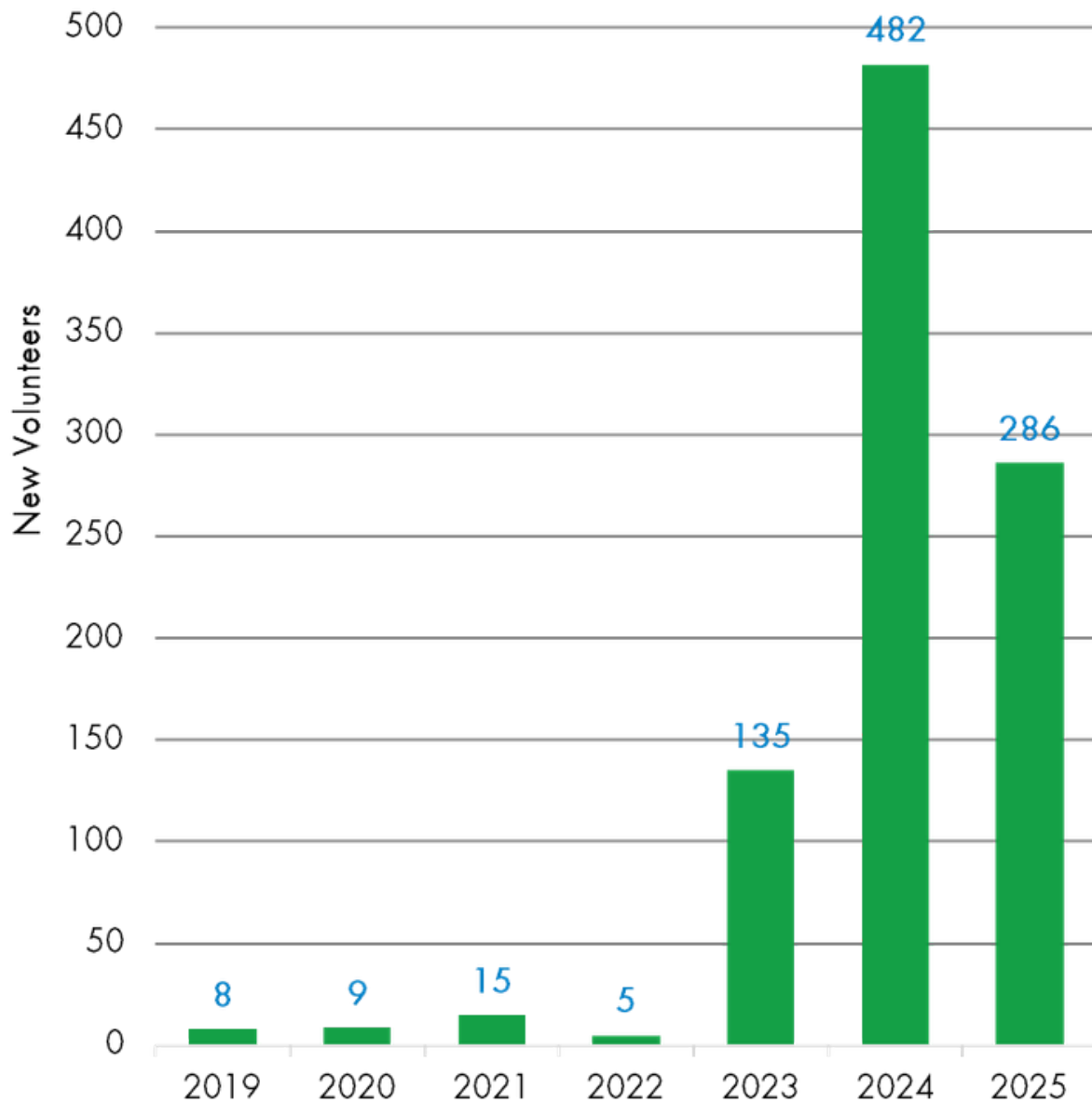


This inquiry aims to gain insight into the motivations of volunteers. Analyzing their responses reveals that volunteers are mainly driven by the desire to engage in outdoor activities and acquire new skills.



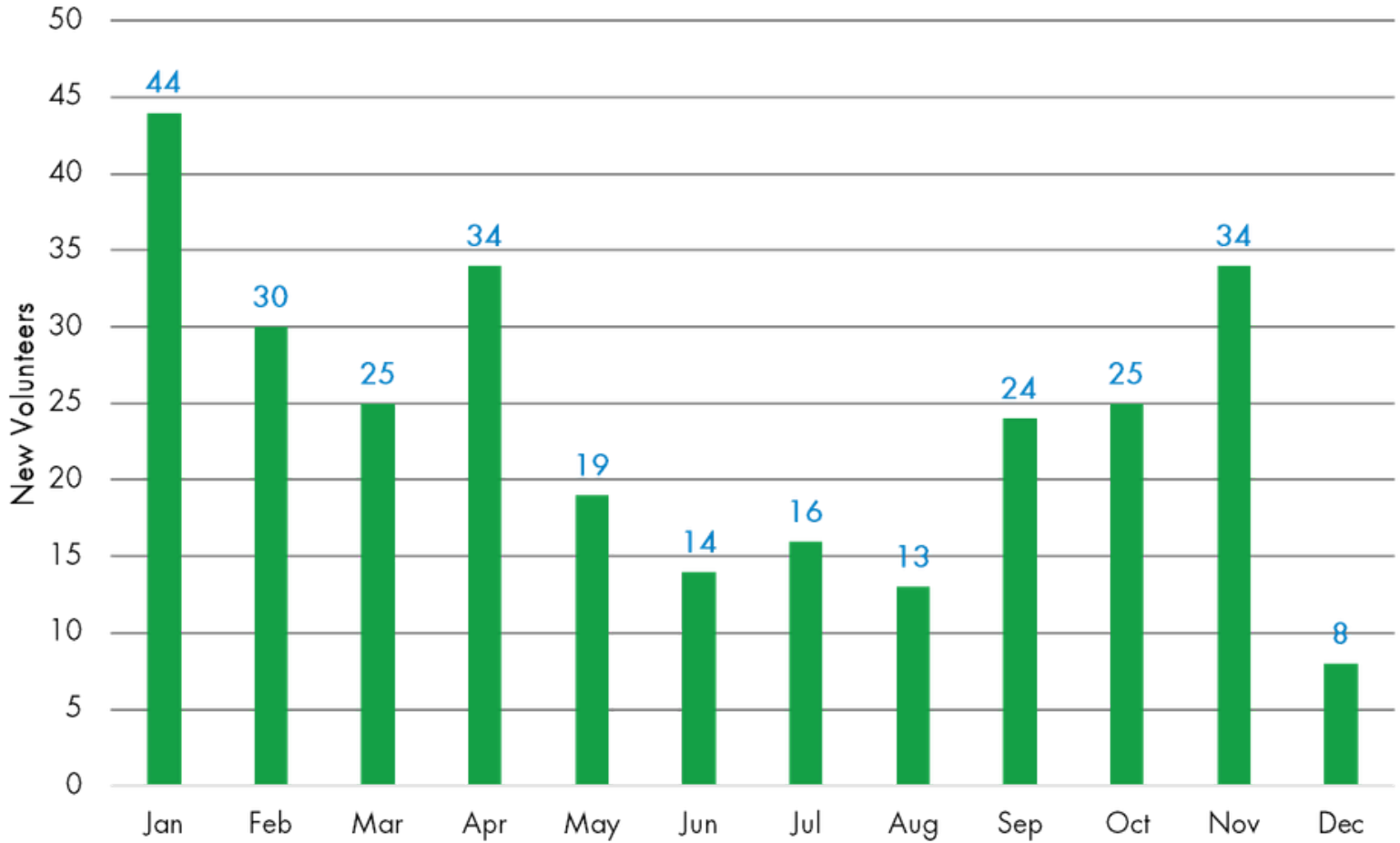
RECRUITMENT

RECRUITMENT YEARS



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

2025 MONTHLY RECRUITMENT

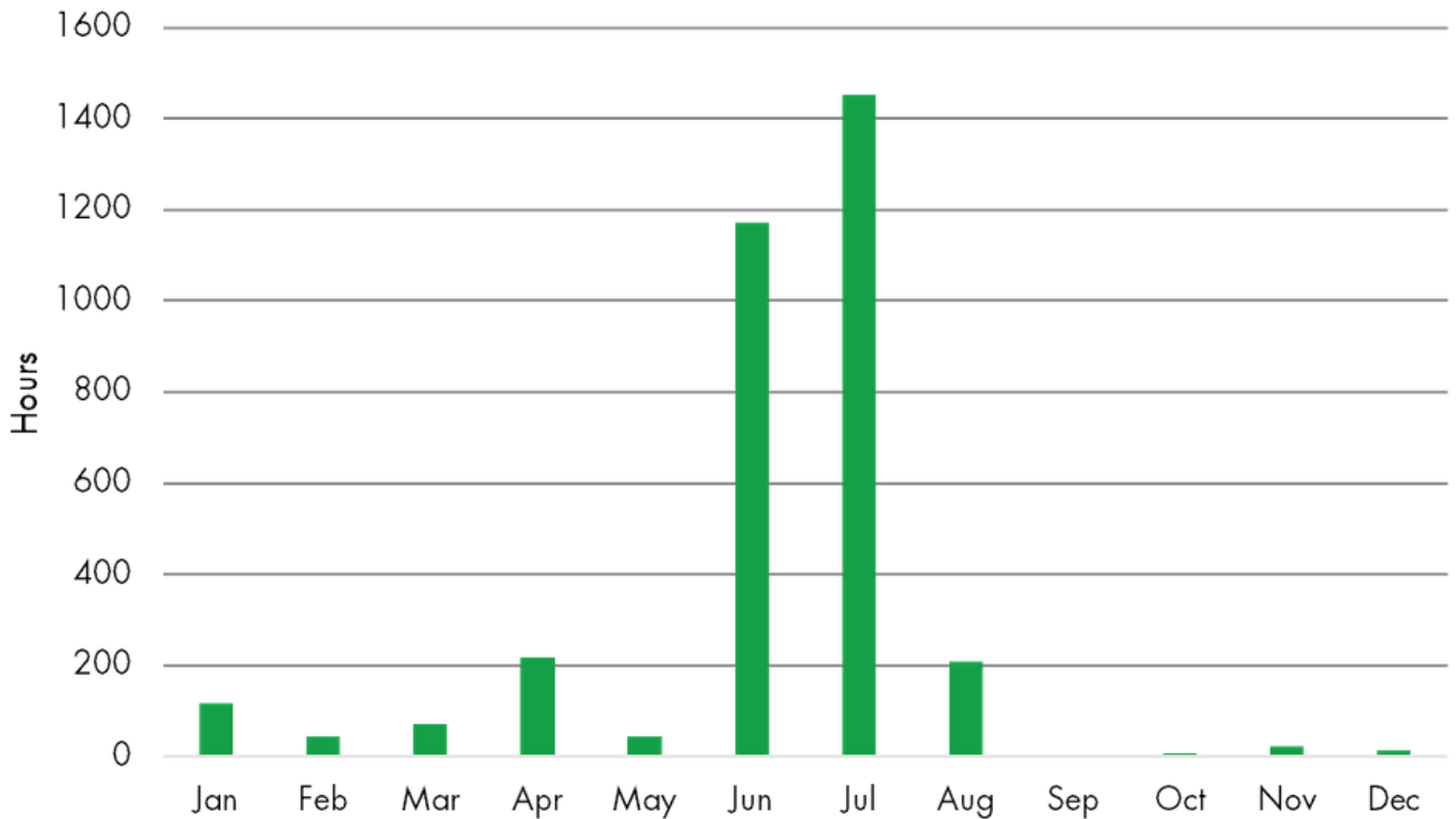


The monthly influx of recruitment is influenced by advertisements and the volunteer opportunities offered.

Sum of volunteers:
286



HOURS VOLUNTEERED

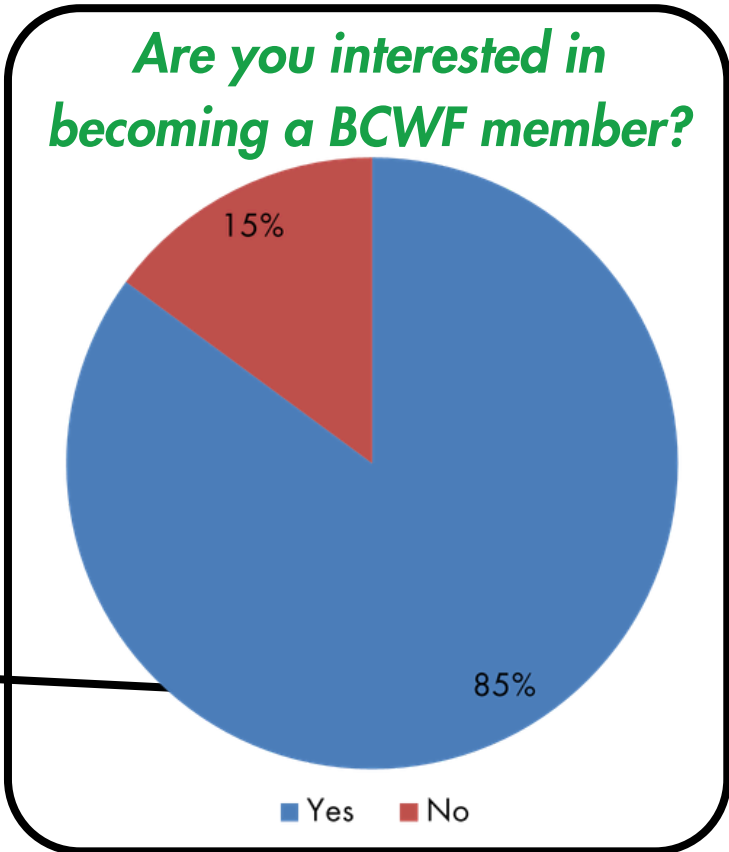
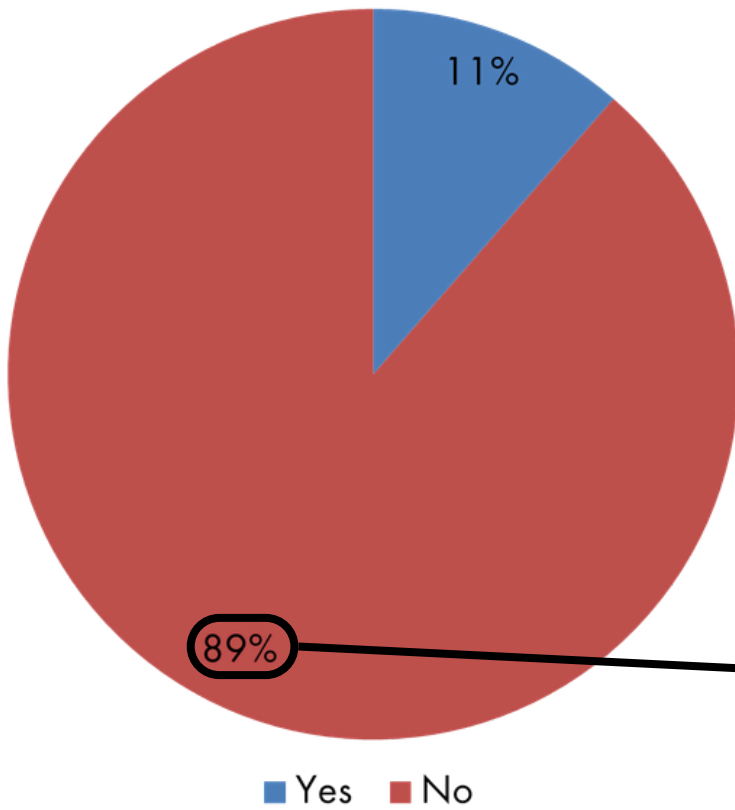


It's essential to highlight that the hours contributed by our dedicated volunteers are likely underestimated in this data set. This figure does not take into account the many initiatives beyond the volunteer program itself, including our member clubs that support the BCWF and the Board of Directors.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



Sum of volunteer hours in 2025:
3369

BCWF MEMBERS



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

With the integration into MyBCWF in 2026, 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 continue sending post-event emails highlighting these benefits, ensuring our volunteers are well-informed and motivated to join.

SUMMARY

Key Highlights

- 85% of non-member volunteers are interested in becoming BCWF members.
- Volunteers contributed 3369 hours in 2025.
- 286 new volunteers were recruited in 2025.
- January had the highest recruitment.

Volunteer Motivations

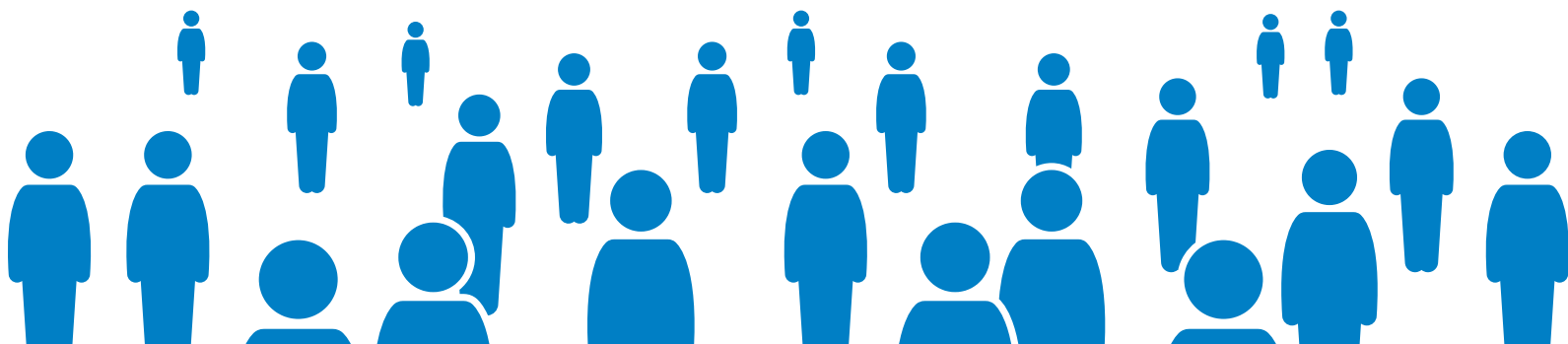
- Driven by a desire to engage in outdoor activities and acquire new skills.

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 shows strong potential for continued growth, demonstrated by a steady increase in new volunteers as more opportunities are offered.

In 2026, the goal is to further diversify the volunteer base by expanding across different age groups, geographic regions, and skill sets, while also leveraging the program to increase memberships and donor support for the B.C. Wildlife Federation.

To successfully broaden volunteer engagement, it will be important to build stronger connections with member clubs, collaborate across departments within the B.C. Wildlife Federation, and foster partnerships with external organizations.



FUNDERS

