INTRODUCTION

This paper is concerned with two areas of civic practice: Volunteering and Philanthropy. The paper has been prepared by a Workgroup led by Jovitia Woodrich with Volunteer Florida convened by the Florida Civic Advance, an initiative to strengthen civic life in Florida. The paper’s purpose is to help to guide discussion and seek input at the Florida Civic Advance Summit in Orlando on November 6 and 7, 2017 and produce a framework paper in early 2018.

BACKGROUND:

Volunteering.

Volunteering has long been a common ethic in the United States, with people each year giving their time without any expectation of compensation. While these volunteer activities may be performed with the core intention of helping others, there is also a common wisdom that those who give of themselves also receive. Researchers have attempted to measure the benefits that volunteers receive, including the positive feeling referred to as “helper’s high,” increased trust in others, and increased social and political participation.

Volunteers in Florida are tackling significant, pressing social and civic issues. This goes beyond just “nice, but unnecessary” presumption, or hours/volunteer hours/number of volunteers metrics. The breadth and depth of volunteerism includes faith-based involvement, community-based, across sectors, across subpopulations, across industries/focus areas (medical field, education, environment, emergency management, etc.). There are ultimately far more ways in which citizens can engage than assumed.

Based on U.S. Census data, the numbers of volunteers age 65 and older should increase 50 percent over the next 13 years, from just under 9 million in 2007 to more than 13 million in 2020. What’s

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1 FCA Volunteering & Philanthropy Workgroup: Chair,
more, that number can be expected to rise for many years to come, as the youngest Baby Boomers will not reach age 65 until 2029.

A growing body of research that indicates volunteering provides individual health benefits in addition to social benefits the volunteer activities contribute to greater levels of trust and norms of reciprocity in a community and the connection of volunteering with other forms of social capital or civic engagement. Research has also established a strong relationship between volunteering and health: those who volunteer have lower mortality rates, greater functional ability, and lower rates of depression later in life than those who do not volunteer.

<table>
<thead>
<tr>
<th>Types of Volunteer Organizations</th>
<th>Volunteer Activity Categories</th>
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<tbody>
<tr>
<td>1) Religious organizations;</td>
<td>1) Coach, referee, or supervise sports teams;</td>
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<td>2) Children’s educational, sports and recreational groups;</td>
<td>2) Tutor or teach;</td>
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<td>3) Other educational groups;</td>
<td>3) Mentor youth;</td>
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<td>4) Social and community service groups;</td>
<td>4) Be an usher, greeter, or minister;</td>
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<td>5) Civic organizations;</td>
<td>5) Collect, prepare, distribute, or serve food;</td>
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<td>6) Cultural or arts organizations;</td>
<td>6) Collect, make, or distribute clothing, crafts, or goods other than food;</td>
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<td>7) Environmental or animal care organizations;</td>
<td>7) Fundraise or sell items to raise money;</td>
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<td>8) Health research or education organizations;</td>
<td>8) Provide counseling, medical care, fire/EMS or protective services;</td>
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<td>9) Hospitals, clinics and healthcare organizations;</td>
<td>9) Provide general office services;</td>
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<td>10) Immigrant/refugee assistance organizations;</td>
<td>10) Provide professional or management assistance, including serving on a board or committee;</td>
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<td>11) International organizations;</td>
<td>11) Engage in music, performance, or other artistic activities;</td>
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<td>12) Labor unions, and business or professional organizations;</td>
<td>12) Engage in general labor; supply transportation for people;</td>
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<td>13) Political parties or Advocacy Groups;</td>
<td>13) Other.</td>
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<td>14) Public safety organizations;</td>
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<tr>
<td>15) Sports and hobby groups; and</td>
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<td>16) Youth services organizations.</td>
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2015-2016 School Volunteer Program Statistics Compiled by the Bureau of Family and Community Outreach

| Registered School Volunteers: 480,893 |
| Volunteering Hours Documented: 15,480,797 |
| Total Value of Volunteer Time: $ 364,727,582.27 |

Philanthropy. Today, philanthropy includes the concept of voluntary giving by an individual or group to promote the common good but more commonly refers to grants of money given by
foundations and corporate giving programs to nonprofit organizations. Philanthropy addresses the contribution of an individual or group to other organizations that in turn work to address social problems such as poverty and access to economic opportunity and improving the quality of life for all citizens. Philanthropic giving supports a variety of activities, including research, health, education, arts and culture, civic life and engagement and social services.

Recent decline in giving


THE VISION OF WHAT COULD BE FOR PHILANTHROOPY AND VOLUNTEERING

The following aspirational statement was developed by the Florida Civic Advance Volunteering and Philanthropy Workgroup:

“Within each community, there are stakeholder individuals and groups who regularly volunteer and engage in philanthropic activities that effectively address critical local, regional and statewide needs. Businesses, nonprofit organizations, and public sector entities foster volunteerism among employees and consider appropriate ways to encourage philanthropic activities. There is widespread collaboration within the volunteer and philanthropic sectors that produces relevant, realistic best practices, innovation, impact and advancement. Organizations use evidenced-based methods and cultural competence to determine how best to address local and statewide needs.”

THE CHALLENGES FACING VOLUNTEERING IN FLORIDA

- The decreasing membership in traditional civic organizations such as service clubs and fraternal organizations.
- Less participation in adult team sports and leagues (Robert Putnam’s now infamous “Bowling Alone” article) in favor of individual recreational activities.
- Reduced expectations of longevity in where we live, for whom we work, and even for our marriages—all of which tend to lessen community loyalty.
- Adopting unified, meaningful metrics statewide other than number of hours, number of volunteers and volunteer satisfaction.

THE CHALLENGES FACING PHILANTHRHOPY

VOLUNTEER QUESTIONS AND STRATEGIES TO HELP US GET THERE

- Why is volunteering important to American life and culture, and why is it important to Florida’s future?
• What are the biggest obstacles in getting people to volunteer in Florida?
• What are the best examples of strategies or methods to overcome these obstacles?
• What is being done in Florida to promote and improve volunteering?
• What more can and should be done?

• Promote an active and visible culture of volunteerism in local government and among key community stakeholders, consistent messaging from those entities about the importance of volunteering.

• Cultivate widespread understanding and implementation of volunteer management best practices, importance of strategic planning. Example- Corporation for National and Community Service's "Volunteering Reinvented" paper:
  o Market Research and Community Needs Assessments
  o Strategic Planning to Maximize Volunteer Impact
  o Recruiting and Marketing to Prospective Volunteers
  o Interviewing, Screening, and Selecting Volunteers
  o Orienting and Training Volunteers
  o Ongoing Supervision and Management
  o Recognition and Volunteer Development
  o Measuring Outcomes and Evaluating the Process

• Educate and inform about the breadth of volunteer opportunities for citizenry, development of outside-of-the-box volunteer opportunities in organizations: Episodic, single opportunities, service projects, virtual volunteerism

• Promote a comprehensive understanding of the term "volunteer", connect to broader importance of social fabric, citizen empowerment
  o Debunking myths about volunteerism: Volunteers are free, nice but unnecessary, wealthy individuals with available time, etc.
  o Volunteering Reinvented areas, importance of strategy

• Develop and implement best practices re: engaging various Florida subpopulations- messaging, outreach, value proposition
  o Race, ethnicity, SES, language, faith-based
  o Involving recipients/clients/volunteers in research, planning, implementation
  o Intergenerational connections
  o Boomers who migrate to Florida- how to engage?

• Develop and grow networks/relationships among volunteer managers. Form local or regional associations, collaboration

• Innovation in outreach/marketing for volunteer opportunities is needed as much of the current marketing strategies are ineffective and outdated.

• Promote the measurement of volunteer impact beyond number of hours, number of volunteers and volunteer satisfaction surveys.
KEY QUESTIONS FOR VOLUNTEERING STRATEGIES

KEY QUESTIONS FOR PHILANTHROPY STRATEGIES

- What are our greatest challenges in assuring that our giving has the maximum impact?
- What areas of need in Florida are most and least adequately served?
- What are some of the best and promising examples of increasing giving in Florida?
- What is being done in Florida to increase and improve giving? What more can and should be done? What do we need to learn that we do not know?

KEY QUESTIONS FOR RESEARCH TO INFORM STRATEGIES

VOLUNTEERISM:

- What are the important facts about volunteering in Florida? How many people are engaged, in what kinds of activities, and through what kinds of institutions?
- How do we compare with other states?
- What are some examples of volunteers making a big difference or impact?
- What are the biggest obstacles in getting people to volunteer in Florida?
- What are the best examples of strategies or methods to overcome these obstacles?
- What is being done in Florida to promote and improve volunteering?
- What more can and should be done?
- What do we need to learn that we do not know?

PHILANTHROPY:

- What do we know about philanthropy in Florida? How much is given by whom, through whom, and to whom? Who are the most important institutional players?
- How do we compare with other states?
- What are the most important challenges we face in increasing philanthropic giving?
- What are our greatest challenges in assuring that our giving has the maximum impact?
- What areas of need in Florida are most and least adequately served?
- What are some of the best and promising examples of increasing giving in Florida?
- What is being done in Florida to increase and improve giving? What more can and should be done? What do we need to learn that we do not know?

RESOURCES TO HELP US GET THERE

Volunteer Florida
Florida Philanthropic Network
Florida Nonprofit Alliance