

# VOLUNTEER COMMUNITY SURVEY 2024



Bailiwick of Guernsey

## About the survey:

The Survey was conducted by the Association of Guernsey Charities (AGC) with the aim to provide better insight into the Community's perspective on volunteering and to help inform the first Bailiwick's Volunteer Strategy.

The survey was promoted to the wider community and aimed at those with current or previous volunteer

experience as well as those who have never volunteered. The survey was available online and received 350 responses.

The survey participants broadly reflect the demographic make up of the community. However, there is an overrepresentation of respondents aged 55 and older, as well as a higher proportion of female participants compared to the overall population.

## KEY FINDINGS



The overwhelming majority of current volunteers report having a good or very good experience, indicating that charities are generally **successful in retaining their volunteer base**.

However, the survey reveals a **reliance on a core group of highly active volunteers**. A large proportion of those who volunteer do so regularly and often volunteer for several organisations, yet there is a **notable lack of gender and demographic diversity**.

Feedback suggests that the **absence of an effective volunteer promotion platform presents a barrier**

to more open and accessible recruitment. As a result, word-of-mouth remains the primary recruitment method, which may further exacerbate the diversity gap within volunteer groups.

The survey also highlights a clear potential to **expand and strengthen ESV programs** which, to date, appear underused.

**Flexibility and better role promotion** were identified as the two key areas to make volunteering more attractive and viable to those groups not currently volunteering.

**90%** of those volunteering are either satisfied or very satisfied with their volunteering experience.

**97%** are intending to continue volunteering in the next 12 months.



**CHARITIES ARE GOOD AT RETENTION**

“I applied, had an interview, started training. It was straightforward.”

“I work with a good bunch of people, both staff and other volunteers. I feel valued.”

“I have a set morning every week which fits in really well with my life style.”

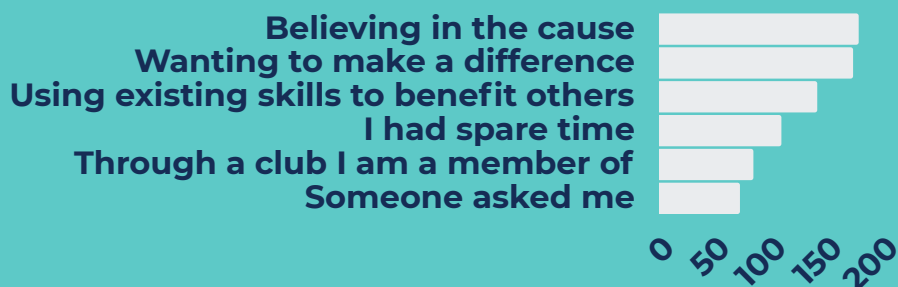
“If I am unable to help due to other commitments then this is understood.”

“I am always encouraged to take part in new experiences.”

“I would recommend that if you have the time you give it a try. You will be surprised at how good it makes you feel, and what a difference you make to the people that you are helping.”



**PEOPLE VOLUNTEER BECAUSE THEY CARE ABOUT THEIR COMMUNITY**



**60%** of those volunteering regularly do so weekly and the majority of those volunteer for several organisations.

**RELIANCE ON A CORE GROUP OF VOLUNTEERS**



“There are people who struggle to manage in the cost of living crisis who do more than one job to survive. Many would love to volunteer and use their lived experience. We need to find a way to make volunteering possible for the whole community.”

“I think we need to look at ways to bring younger people in to volunteering. Many of the team say that they should give up but know there is no one to replace them . My team leader is 83 !“

“I see the same faces at different charity events, you have the same pool of people working for various charities and giving so much.”

“We need to find a way to get younger people involved. Most of the people I come across are well over 70 and won't be around for ever!”

“On Alderney it is the same people who volunteer who are generally the 60+ age group who hold a great sense of community.”

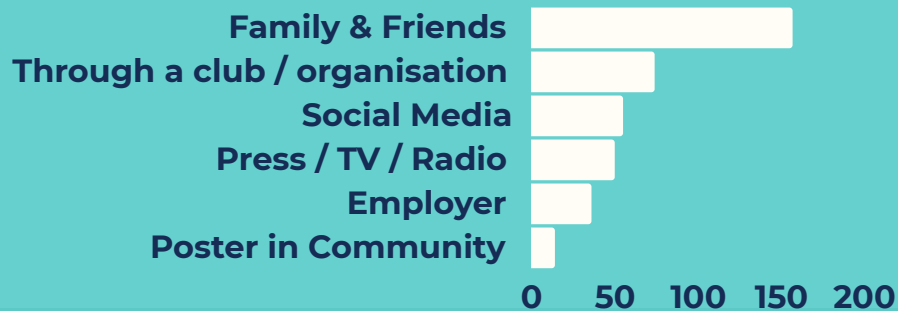
**A LACK OF DIVERSITY**



**44%** of current volunteers are females aged 55 +.

# Word of mouth

is the most popular recruitment channel.



## A NEED FOR ACCESSIBLE RECRUITMENT



“More advertising of opportunities - one place for all of them, maybe a website or page in the press which is updated regularly and has a wide range of opportunities.”

“We need more visibility about the type of roles available, time commitments and more information about what we would lose from the island if there were no volunteers.”

“I think having a hub or information on the various ways to volunteer would be helpful as I don't know what options there are.”

“I'm not sure the volunteer.gg platform works too well - it doesn't reach a broad enough audience of prospective volunteers?”

“Improved Volunteer.gg. It would work better if the platform had a similar look and feel to Jobs.gg, where vacancies are distinct and you can filter by type.”

**34%** of those volunteering are in full time employed.

**17%** are employed part-time.

**EMPLOYMENT IS NOT A BARRIER AS SUCH**



“If working from home is an option for some roles (such as admin) that would also be useful to know, as people may be able to undertake some tasks in the evening to fit around their full time job.”

“It is important to let people know that even a couple of hours a week or month or just collecting on a flag day are vital and worth the time.”

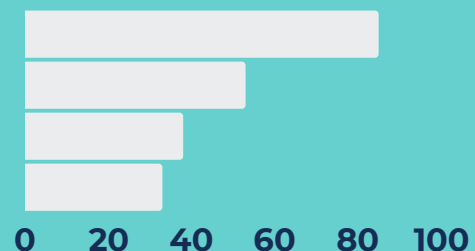
“A more detailed description of the requirements and expectations, a bit like a job description will help potential volunteers understand if the role is suitable for them and they can consider if they can fully commit to the requirements / role required.”

“I work a full-time job around some significant volunteering commitments and the flexibility allows me to do both.”

**FLEXIBILITY AND BETTER ROLE PROMOTION SEEN AS KEY TO ATTRACT NEW VOLUNTEERS**



**Flexibility with time commitment**  
**More details about available roles**  
**If my employer supported it**  
**If someone I know asked me**



**67%** say Employer Supported Volunteering was not offered to them.



**MORE SCOPE FOR EMPLOYER  
SUPPORTED VOLUNTEERING**

“It is really hard to fit it in with working full time and having a young family. It would be good if businesses could give their employees 1 hour per week to volunteer for a charity of their choice. My struggle is making up the time at work, whereas if work said I don’t need to make up my time then it would massively take the pressure off me.”

“Employers to have more flexibility in how they offer paid volunteering opportunities for employees. E.g., in hours per year rather than days so support can be offered more frequently throughout the year rather than a couple of days on a specific project.”

“More need to be done through employers CSR. More people are working longer or looking after grandchildren to enable the parents to work so the untapped source is via the workforce.”

“Many businesses have CSR policies but these are usually to facilitate their employees to do one off projects or beach cleans, which is great, but it doesn’t help people who want to volunteer weekly for a crucial service/club.”

“Businesses should be encouraged to give their employees 1 hour per week to volunteer regularly.”