



Emma Roberts RSPB. Head of Volunteering Experience and Engagement

Stand up if.....







"THE STORY OF THE EGRET."



Volunteering People Power today

Conservationists of the future



33 volunteers went on to paid employment with RSPB.

- 13 still volunteer with us
- Makes up 5.7% of all new starters

252 went on to employment generally.

- 58 still volunteer with us

285 in total went on to employment.

- 2% of our volunteers

External Landscape

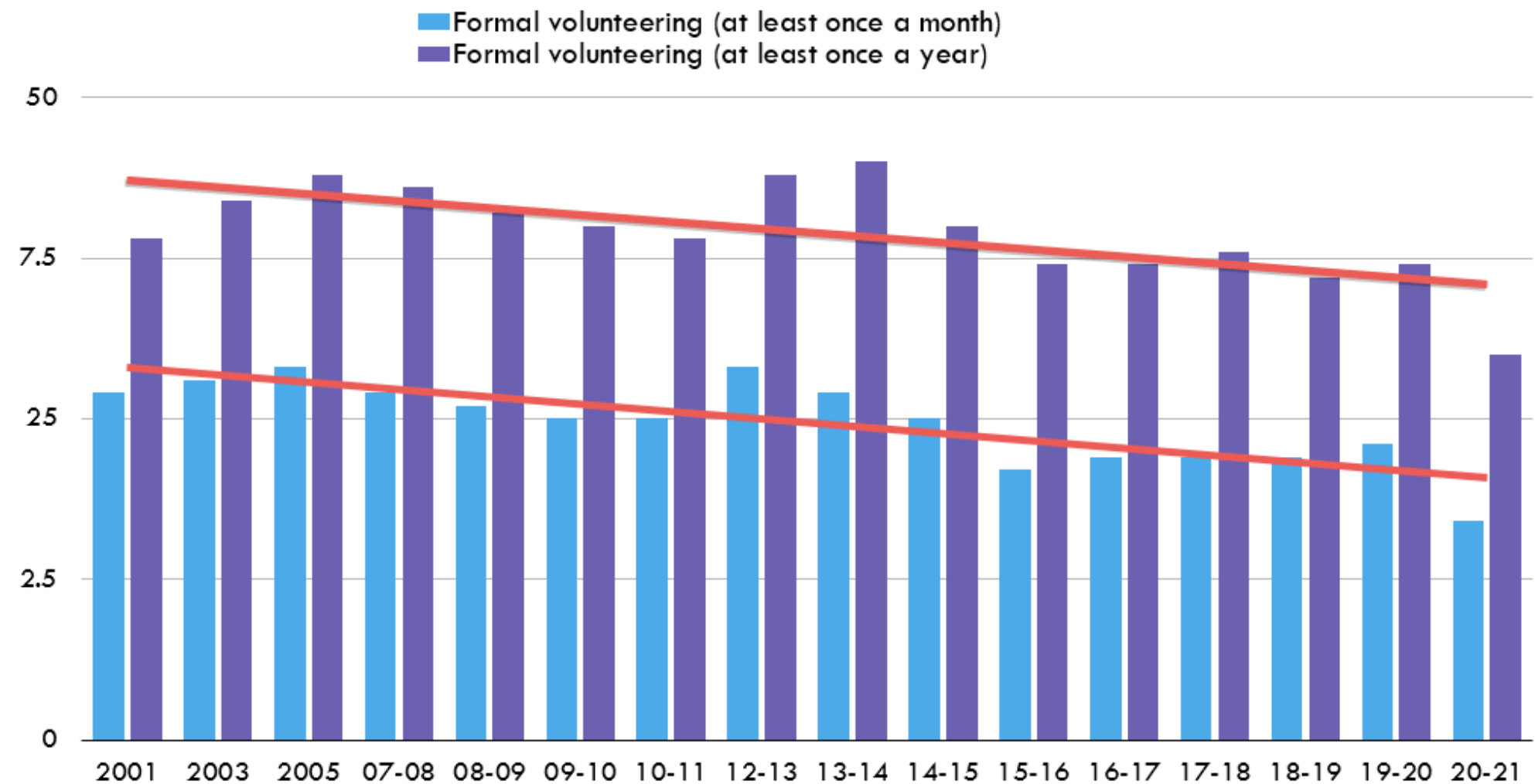


Global Scale & Impact of Volunteering



- **Over 970 million people** worldwide participated in volunteer work in 2024 about **12.5% of the global population**
- Environmental volunteering contributes significantly to national economies, with an estimated **\$390 billion USD** worth of time donated globally
- In OECD countries, volunteering contributes **1.9% to GDP**, showcasing its economic and social value
- **15% of the world's population** volunteers at least once a month, with many supporting environmental causes

Levels of formal Volunteering



Volunteer satisfaction in decline



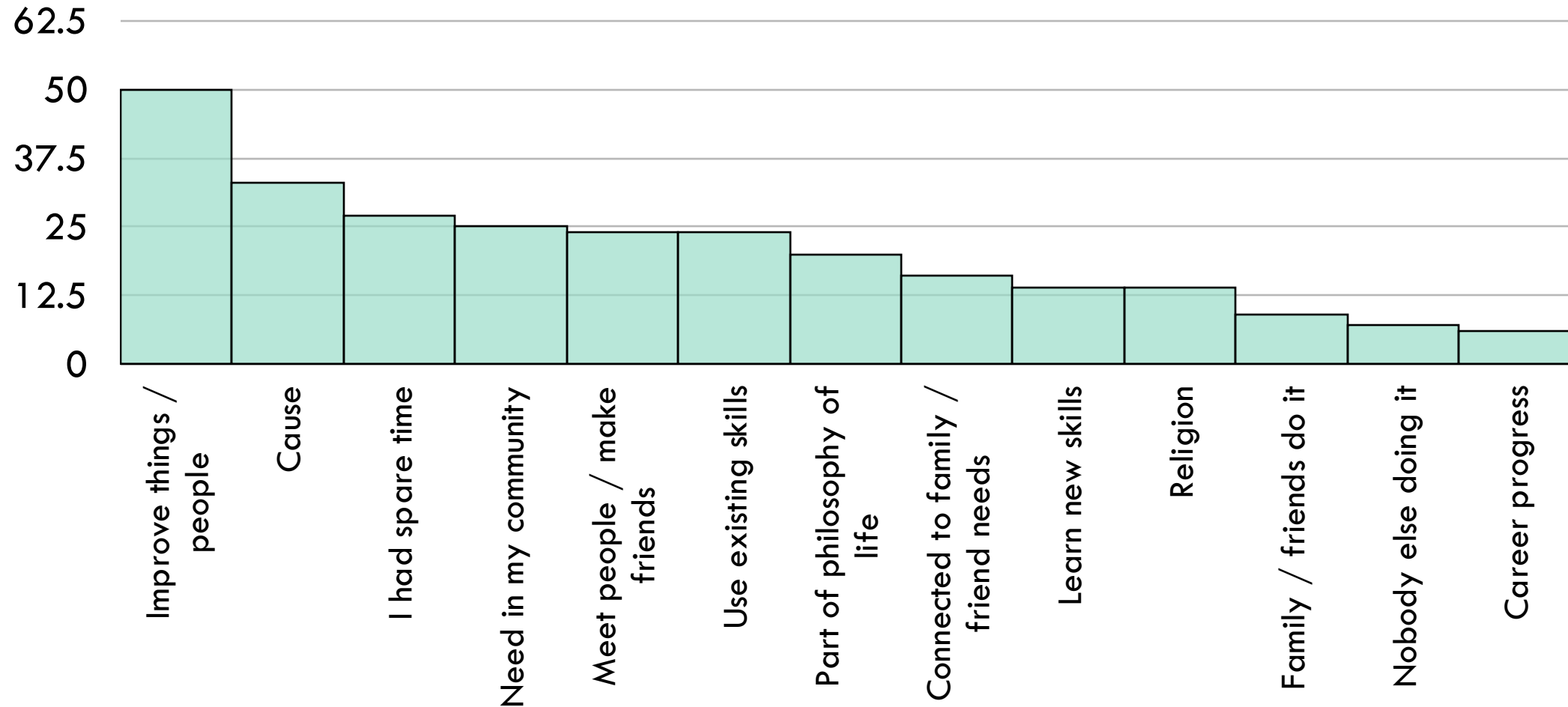
Chart 10: Overall satisfaction with volunteering 2023 vs 2019



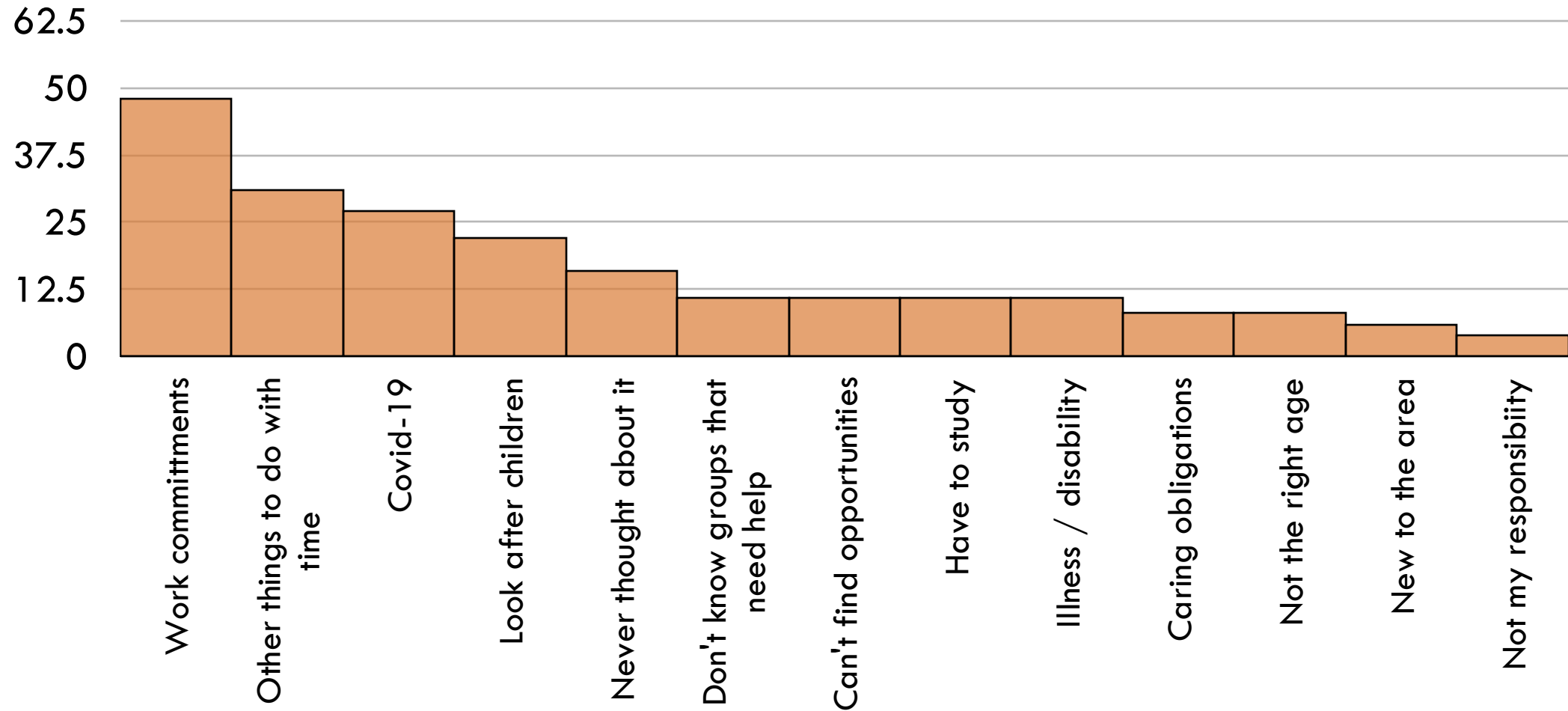
Base: All GB adults who have formally volunteered in 2023 (1,278) & 2019 (3,898)

Source: Time Well Spent 2023; Time Well Spent 2019 • Created with Datawrapper

What motivates people to donate time?



Why people stop volunteering?



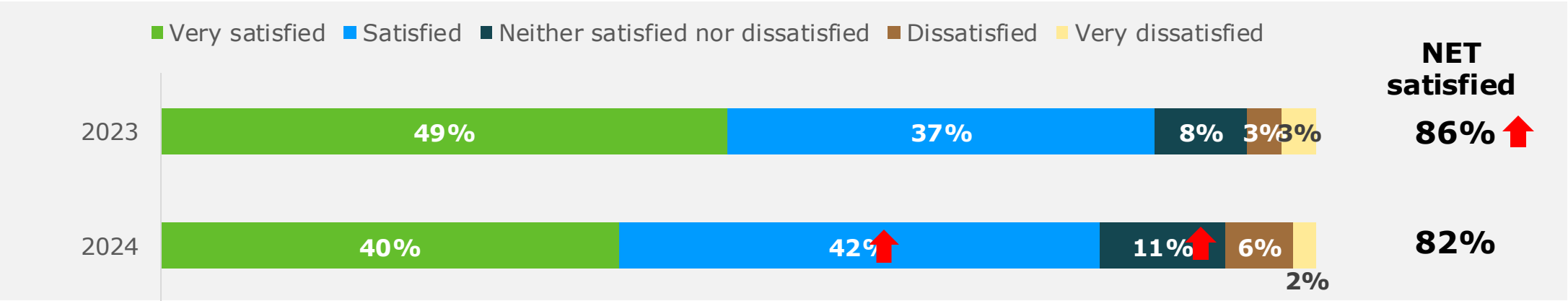
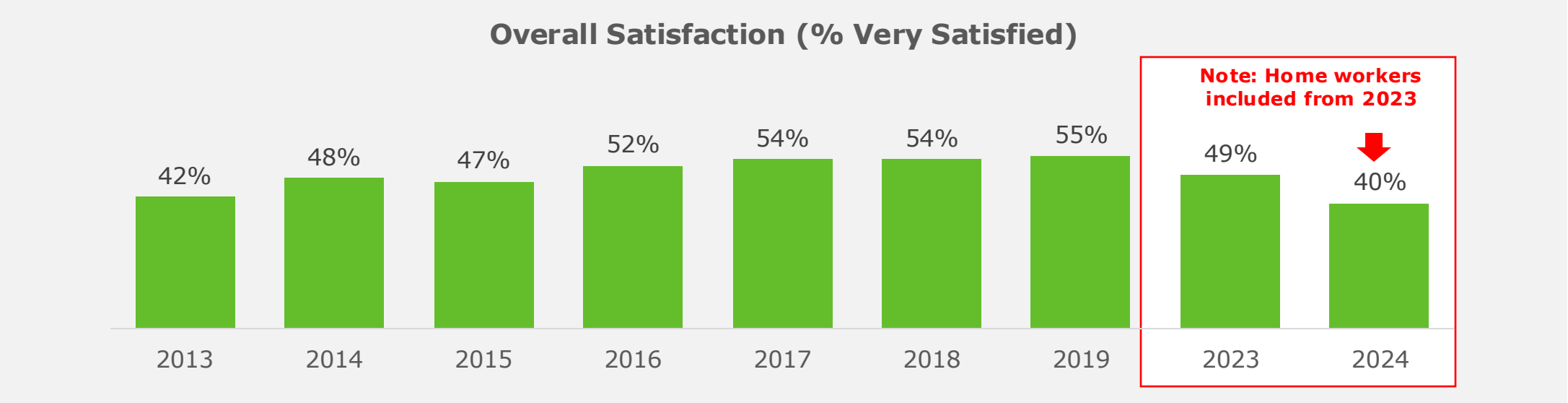




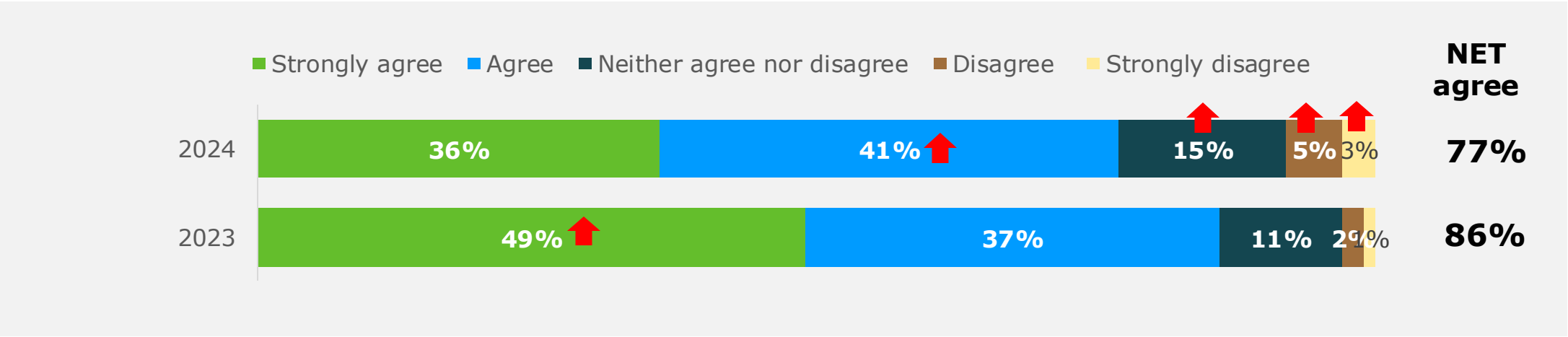
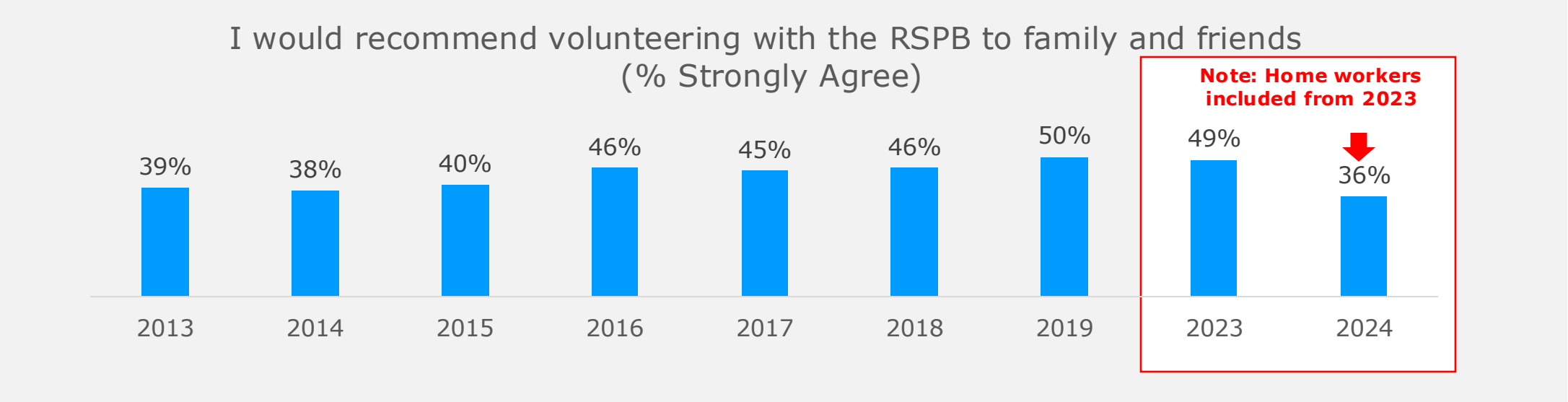
Volunteer Engagement Survey



Overall satisfaction is significantly lower than last year, but 8 in 10 volunteers are satisfied



This year also sees fall in proportion who would recommend volunteering at the RSPB, still around 8 in 10 would



An aerial photograph of a woman lying on her back on a grassy lawn. She is wearing a green t-shirt, denim overalls, and blue rubber boots. Her hands are behind her head, and she has a relaxed expression. To her right, a shovel is stuck upright in the grass. To her left is a raised garden bed with various plants, including large-leafed green vegetables. The background is a dense field of green plants.

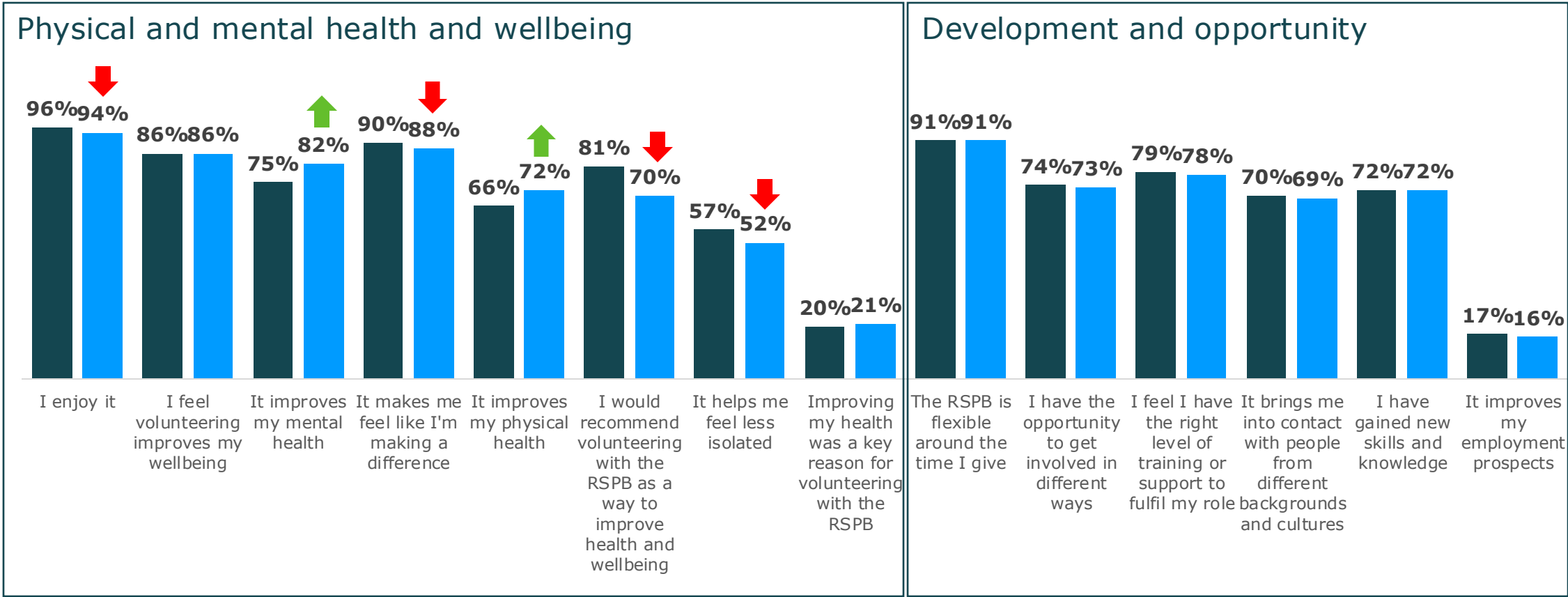
Wellbeing

Compared to 2023, more believe volunteering improves mental and physical health; less agreement in other areas



Wellbeing statements (strongly agree/ disagree)

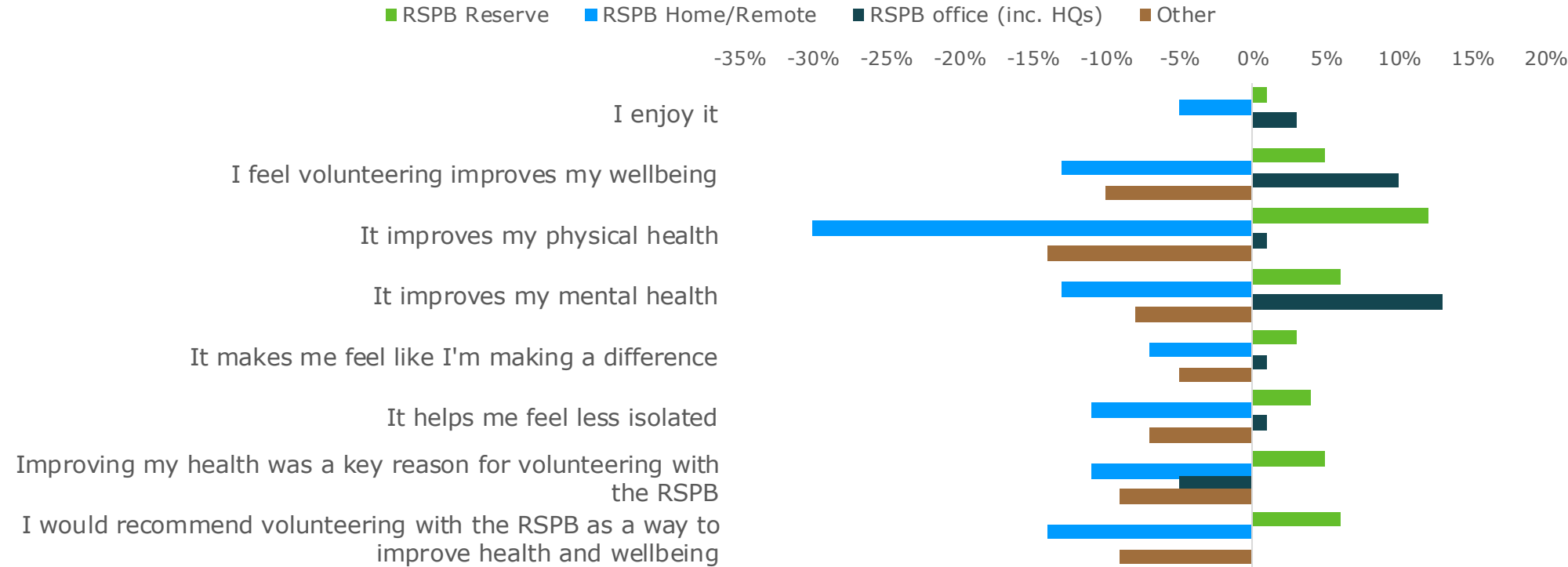
■ 2023 ■ 2024



Place of work has big influence on wellbeing; less agreement toward wellbeing benefits among those working remotely



Physical and mental health and wellbeing statements
(Difference to average - Strongly agree / agree)



What our Volunteers tell us



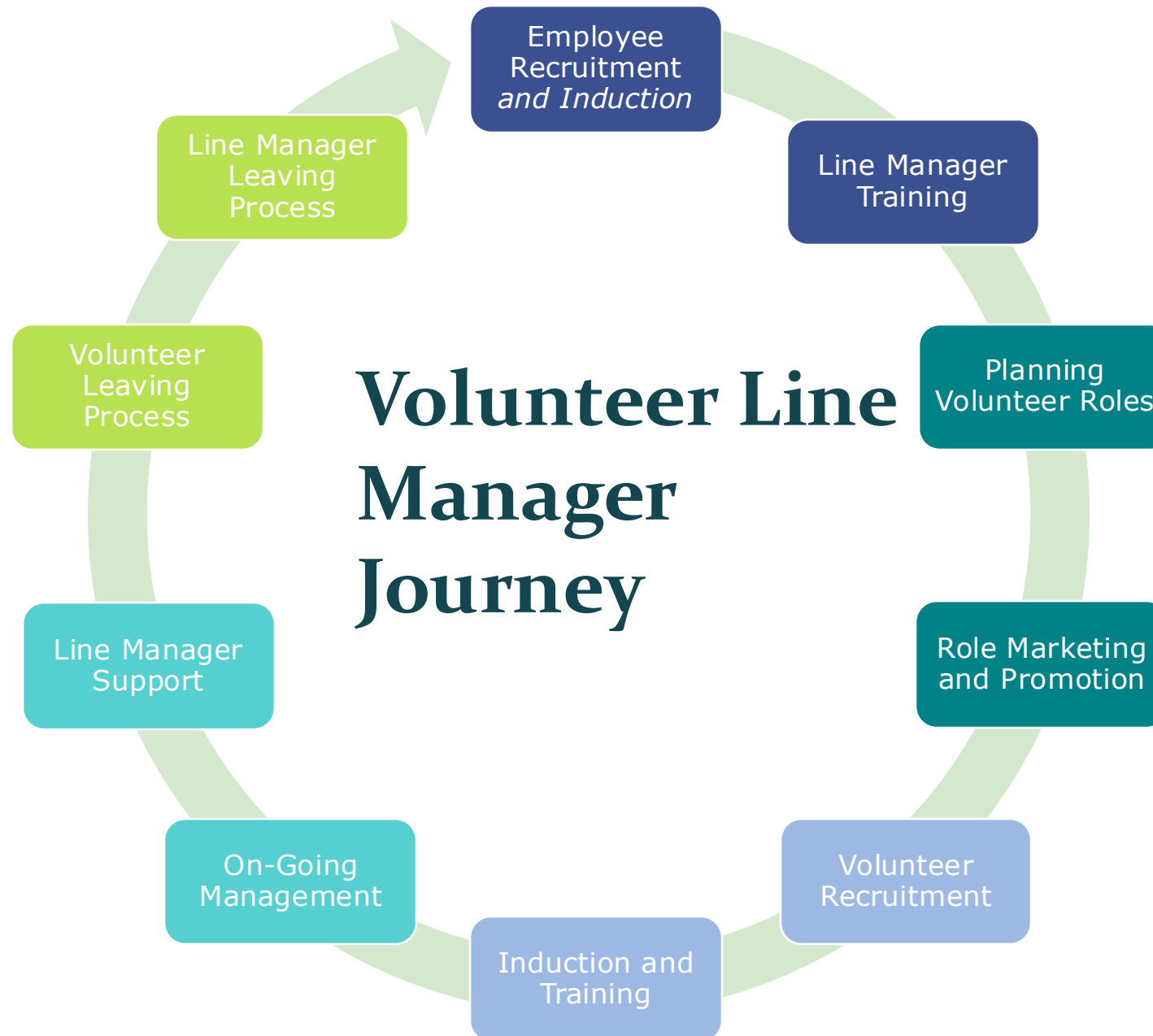
'Thanks for setting out the many reasons for my nomination it nearly brought a tear to my eye. It prompted many memories, and I am so grateful to the many people I have worked with for the opportunities over the years to use my skills and knowledge to good effect and at the same time get so much satisfaction out of the many the experiences I have had.'

'Life has a way of leading us down unexpected paths, and for me, a period of profound personal struggle ultimately led to a surprising rediscovery of purpose and joy, all thanks to volunteering at the RSPB.'

'It was hard work on a hot and sunny day but it was deeply fulfilling and a chance to talk about the RSPB, and conservation more generally, with people who care, understand, and have important views and opinions. I left with plenty to think about and an overwhelming feeling of support and camaraderie within the Middleton Lakes team'

How we manage our volunteers?







Species volunteers

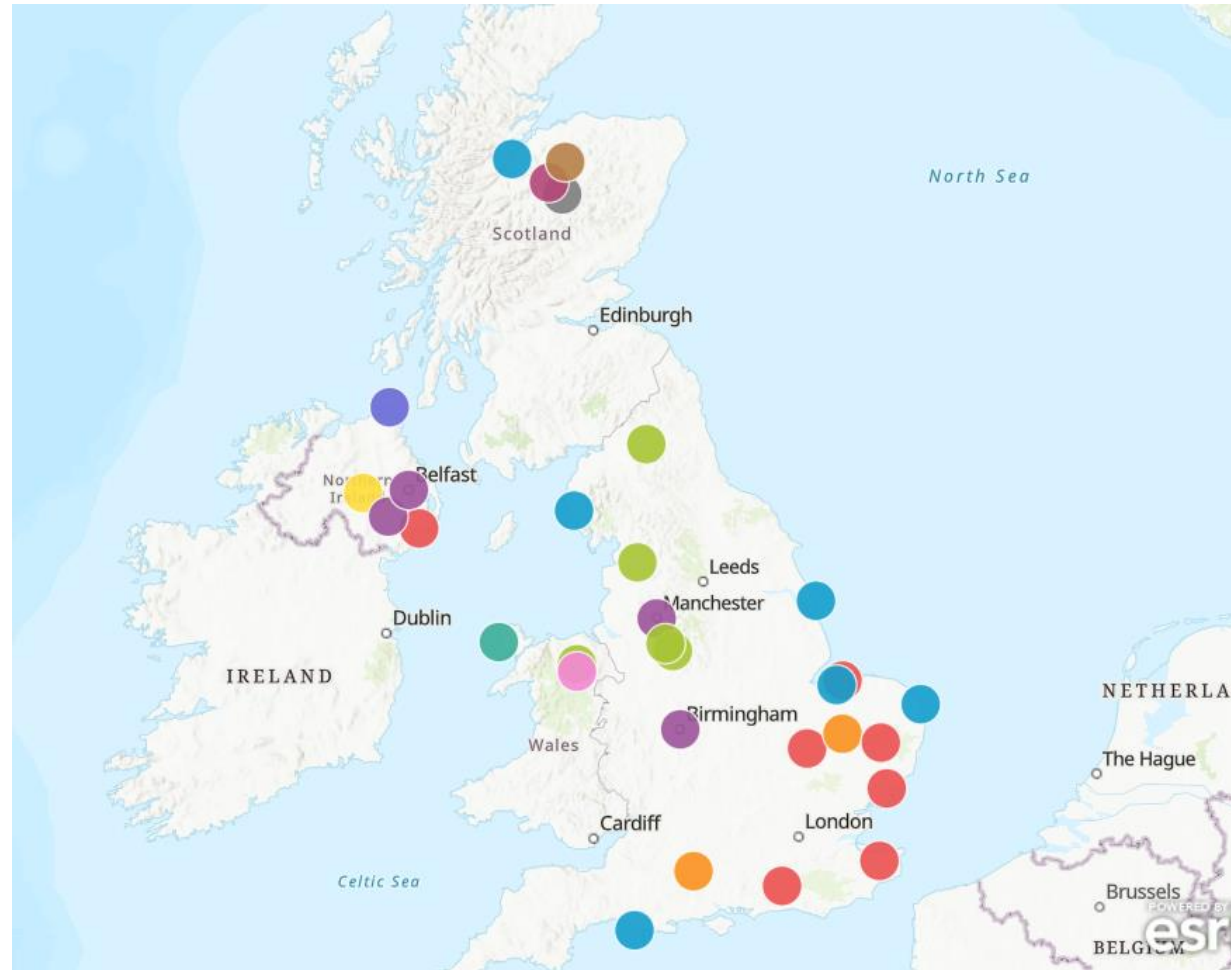




Swinton Swift Streets

A community in action

Species Volunteer Network





Our reserve volunteers













Any questions?

Thank You.

Emma Roberts

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Stay connected

Keep up to date with the latest thinking, news, events, and information from the RSPB in your local community.



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