

NEW VOLUNTEERS & METHODS

**& THE POWER OF
DIGITALISATION**



HONORED TO BE HERE!



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Social Care Network

DUTCH TECH SCALE-UP WITH A BOLD MISSION

10 jaar

social
enterprise^{nl}



“

We believe that everybody has
the potential to do good,
as long as it's easy to do so.

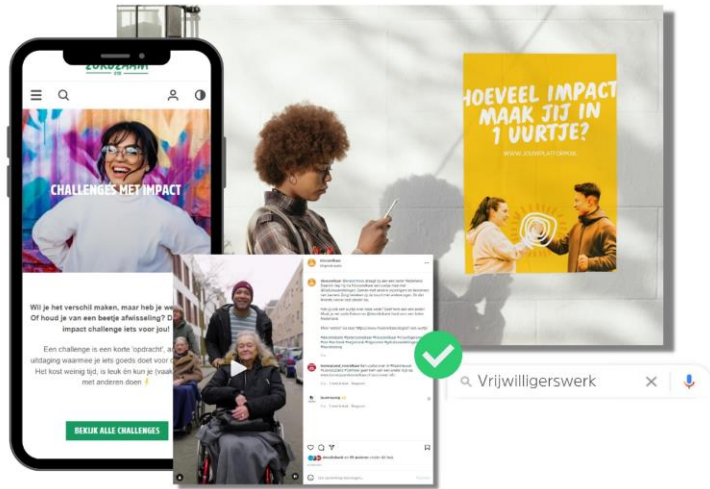
(and online tooling can be of added value)



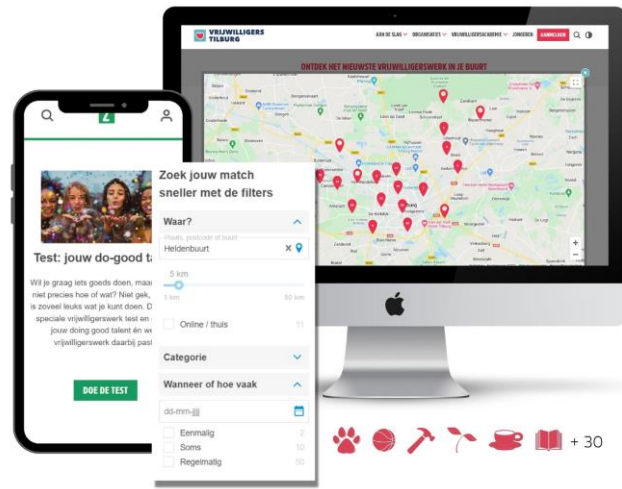
**“DIGITAL WHERE IT'S
POSSIBLE SO IT CAN
BE MORE PERSONAL
WHERE IT'S NEEDED”**



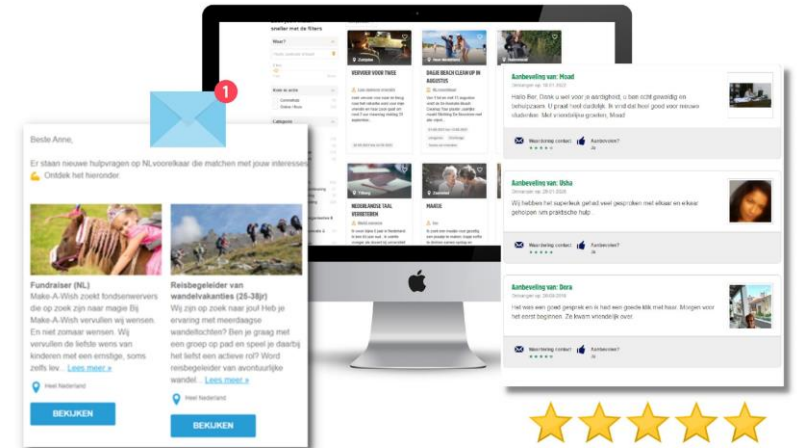
HOW WE BOOST (NEW) VOLUNTEERING POWER...



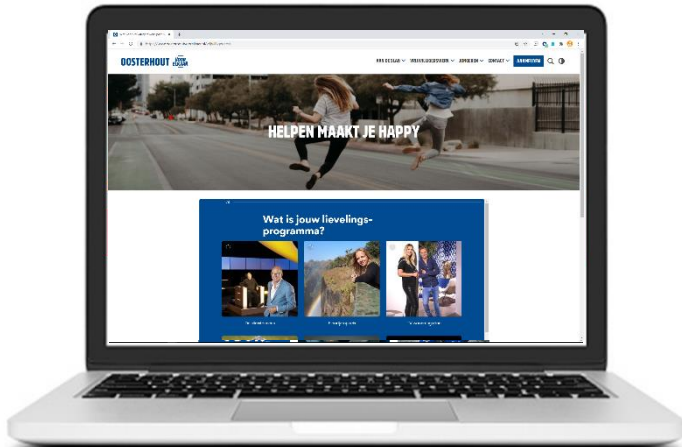
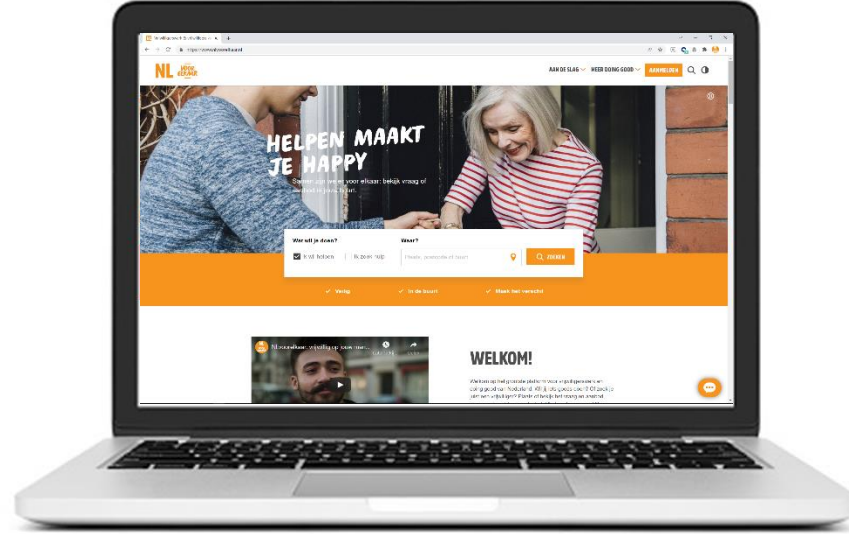
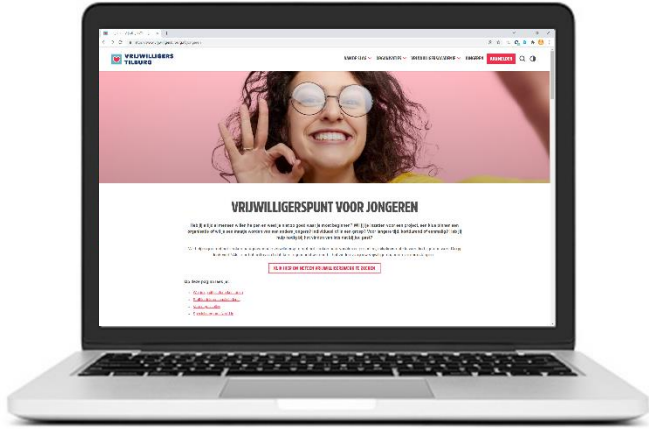
REACH & INSPIRE



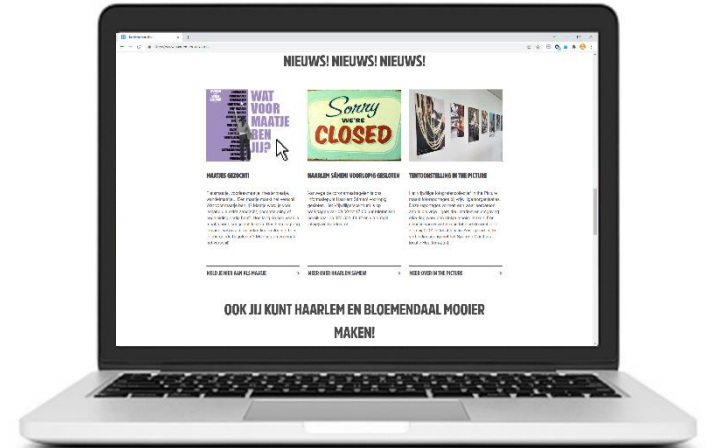
MATCH



(RE)ACTIVATE



1 National platform
70 connected whitelabels
With LOCAL content / campaigns
ALSO P2P HELP



SOME FACTS & FIGURES 2021

All our volunteering platforms

12.000

vacancies live every day

108.500

online matches

180.000

participants

2.250.000

site visits

54%

<40years

25%

<25years



NL
VOOR
ELKAAR

EBOOK TRENDS VRIJWILLIGE INZET 2022



- i.r.w. prof. dr. Lucas Meijs, Erasmus University
- 8th edition

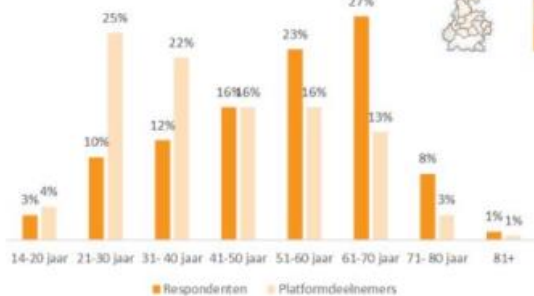
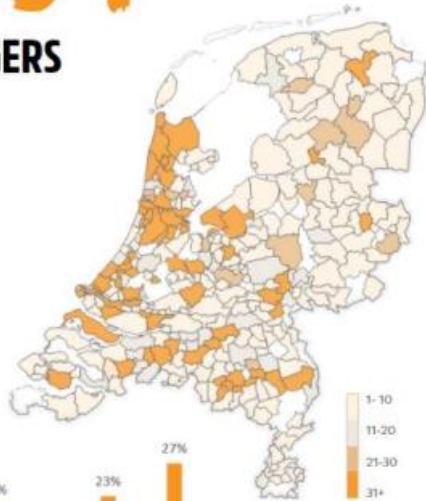
15.249 participants shared their feedback

8.954

VRIJWILLIGERS

36% Dorp

64% Stad

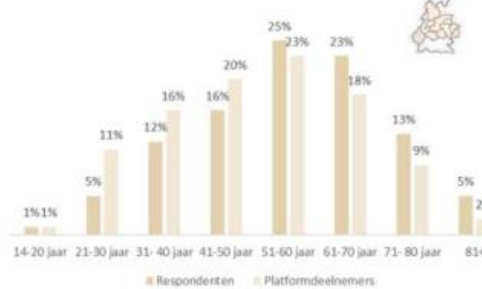


2.606

HULPVRAGERS

38% Dorp

62% Stad

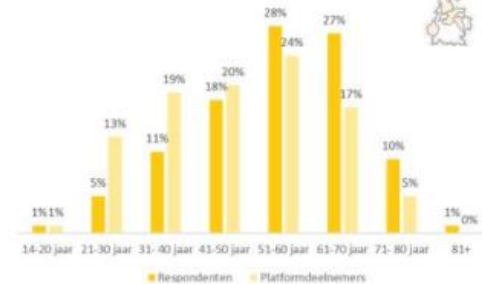


3.689

MAATSCHAPPELIJKE ORGANISATIES

40% Dorp

60% Stad



SOME INSIGHTS
ON DIGITALISATION
AND VOLUNTEERING...

SOCIAL IMPACT

Every match on the platform has 2x impact:
for demanders for and providers of help



LESS LONELINESS

88% claims to be less lonely
thanks to volunteering



MORE SELF-RELIANT

52% says a online platform is
essential for them to find help



FLIP THINKING

71% solves it's own need for help
by doing voluntary work (double impact)



NEW FACES

36% claim they do voluntary work
for the first time



NEW FACES

29% say they do more voluntary work,
because they are triggered online



SOCIAL COHESION

62% is volunteering because
they want to meet new people



DIFFICULT TIMES ACCELERATE THE EVOLUTION OF DOING GOOD

- New ways of volunteering are 'born'
 - From home/online: Last year 21% of all our volunteering activities
 - And it increases accessibility/ diversity

LOWER THE HURDLES IS KEY

Availability of choice is of big importance

- Highest score in the research
- 3x as much '1-off' volunteering matches than in previous years
- Present a calendar

Tip!

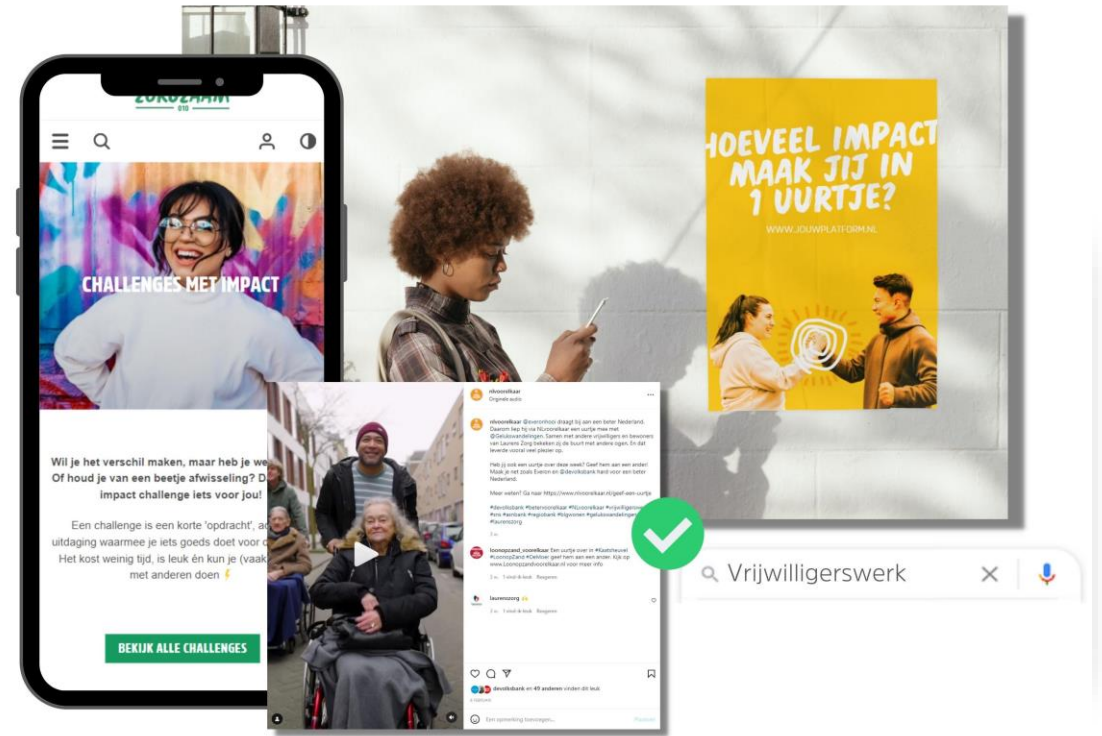
- How to eat the elephant
 - Split tasks or dates
- Organise activities so people can 'taste'





TIPS

Finding young volunteers



Furthermore:

- Use the right channels
- Ask a youngster to write your text
- Be clear and precise (and flexible afterwards)



TIPS

Accessible for EVERYONE



Text to Speech for Google Chrome™

<https://texttospeech.freebusinessapps.net>

★★★★★ 208 | Productiviteit | 70.000+ gebruikers

ONTDEK ALLE VRIJWILLIGERSWERK, CHALLENGES EN DOING GOOD ACTIES VAN NEDERLAND

11.621 hulpvragen gevonden

Sorteer op: Nieuwste

Bekijk op kaart

Waar?	Kom in actie	Categorie
Haarlemmermeer	Online / thuis	Praktisch
Heel Nederland	Online / thuis	Sociaal
Zoetermeer	Online / thuis	Sociaal

- GASTVROUWEN GEVRAAGD**
Ben jij de gastvrouw die wij zoeken?? Een Alzheimer Café is een ontmoetingsplek in de buurt voor mensen met een vorm van dem...
- 15 MINUTE COACHES WANTED!**
Na het succes van vorig jaar dit jaar weer een ronde 15 minute coaching. Daarvoor zoeken we joul Heb jij in de week van 9 mei 15 minute...
- GEZELLIGHEID IN DE BOOMGAARD?**
Gezelligheid en natuur, dat vinden we belangrijk in De Hof van Seghwaert. In onze groene boomgaard organiseren we wekelijks activite...

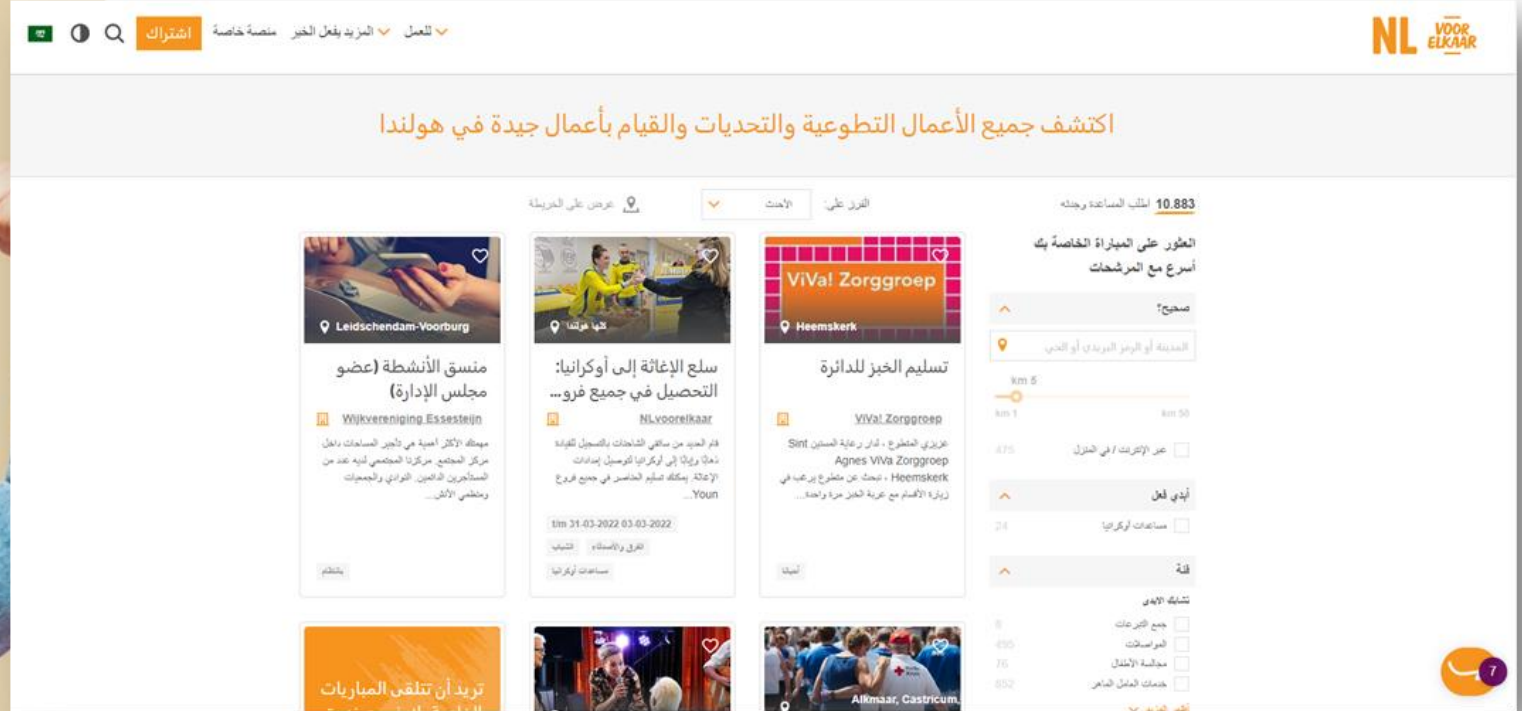
SPAANSE LES AAN EEN

VRIJWILLIGERS GEZOCHT

JOUW MATCHES ONTVANGEN IN JE INBOX?

TIPS

Language partner volunteers: last year rise in demand +42%



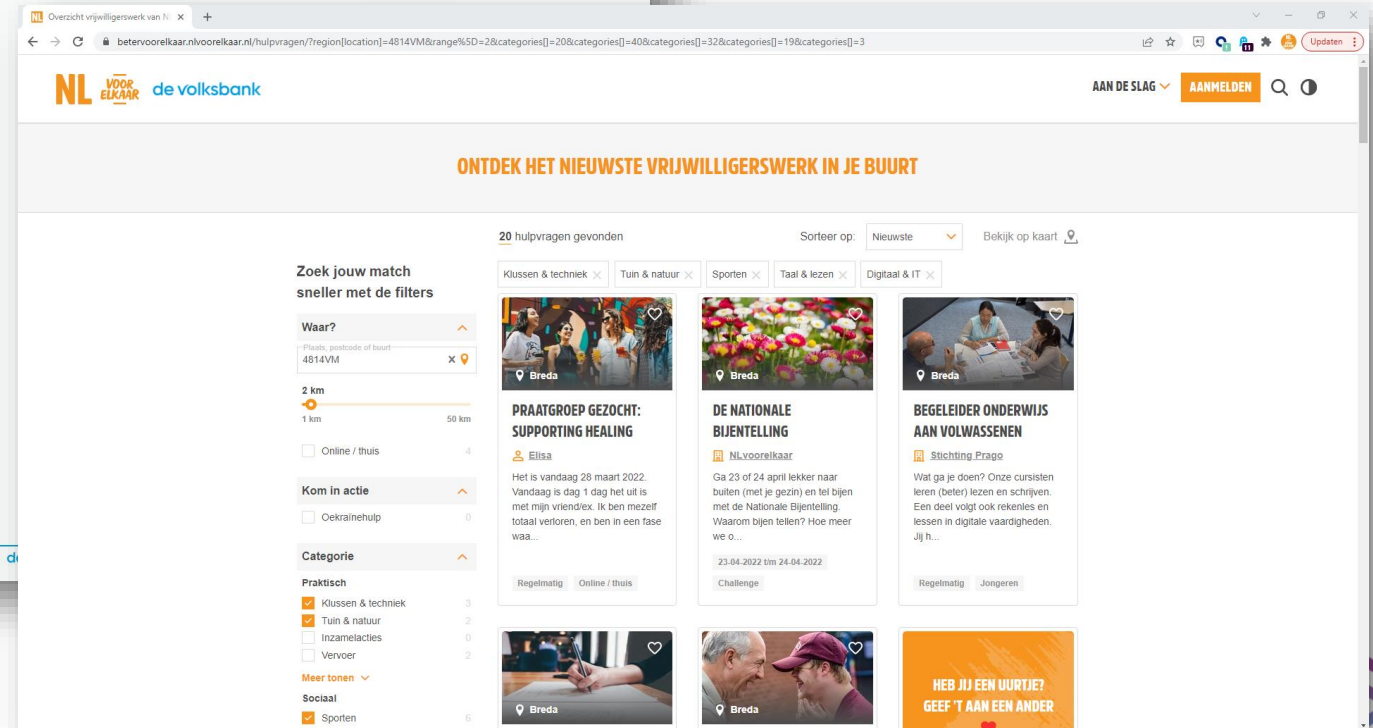
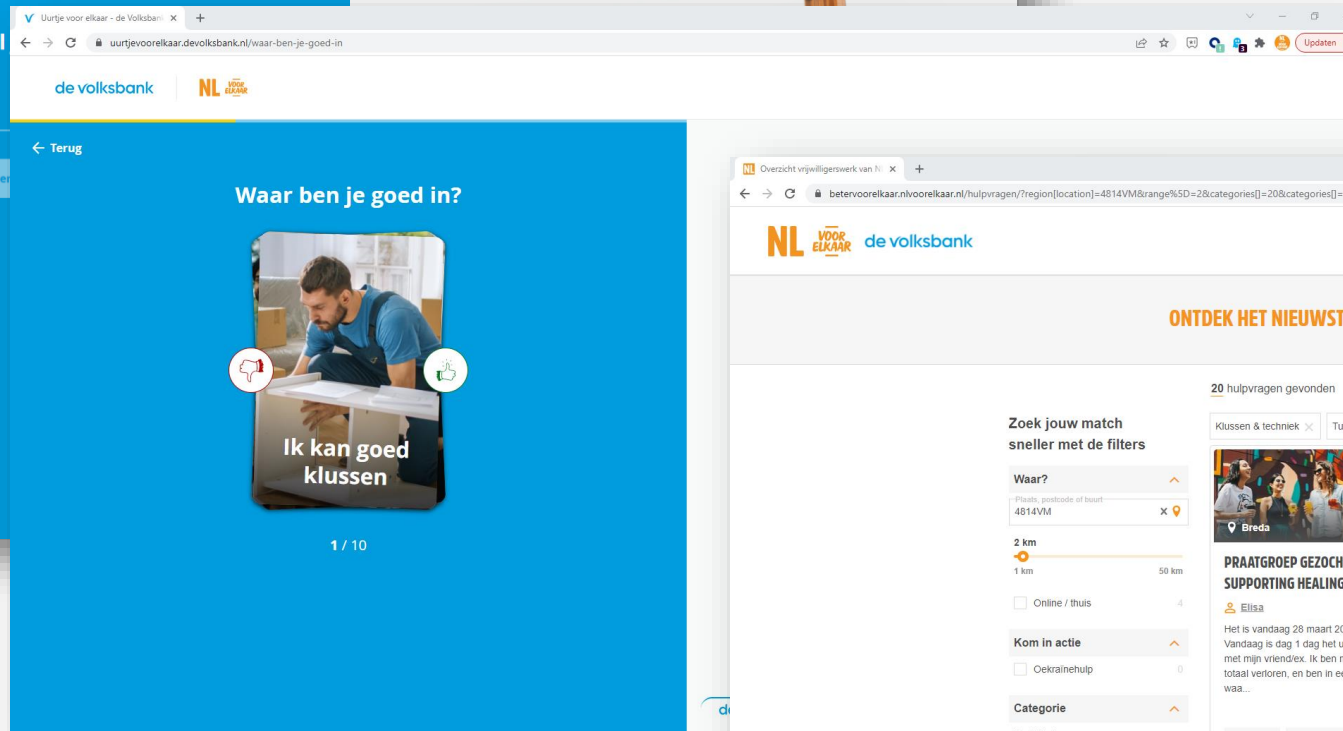
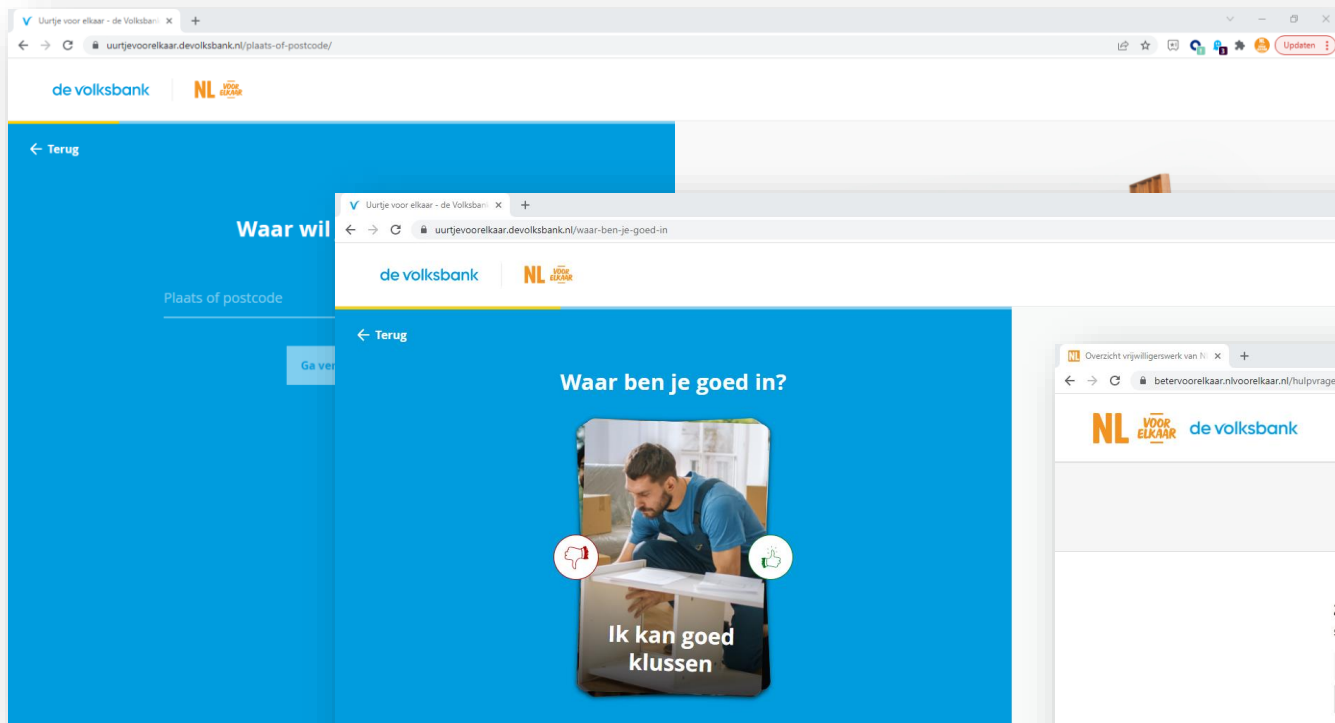
The screenshot displays the NL Voor Elkaar website interface. At the top, there is a navigation bar with a search icon, a language dropdown set to Arabic, and the NL Voor Elkaar logo. The main heading reads "اكتشف جميع الأعمال التطوعية والتحديات والقيام بأعمال جيدة في هولندا". Below this, there are three featured volunteer opportunities:

- Leidschendam-Voorburg:** "متسق الأنشطة (عضو مجلس الإدارة) - Wijkvereniging Essesteijn". Description: "مهمته الأكثر أهمية هي تجميع المساعدات داخل مركز المجتمع. مركزنا المجتمعي لديه عدد من المتطوعين الذين التوازي الجمعيات وتنظمي الأثر..."
- Leidschendam-Voorburg:** "سلع الإغاثة إلى أوكرانيا: التحصيل في جميع فروج... - Nlvoorelkaar". Description: "قام العديد من سفري الشاحنات بالتسجيل للقيادة ناعماً وزيلاً إلى أوكرانيا لتوسيع إمدادات الإغاثة. يمكنك تسليم العناصر في جميع فروع... - Youn".
- Heemskerk:** "تسليم الخبز للدائرة - Vival Zorggroep". Description: "عزيري المطروح - دار رعاية المسنين Sint Agnes Viva Zorggroep - Heemskerk. تحدث عن مطروح برعبا في زبارة الأقسام مع تجربة الحذر مرة واحدة..."

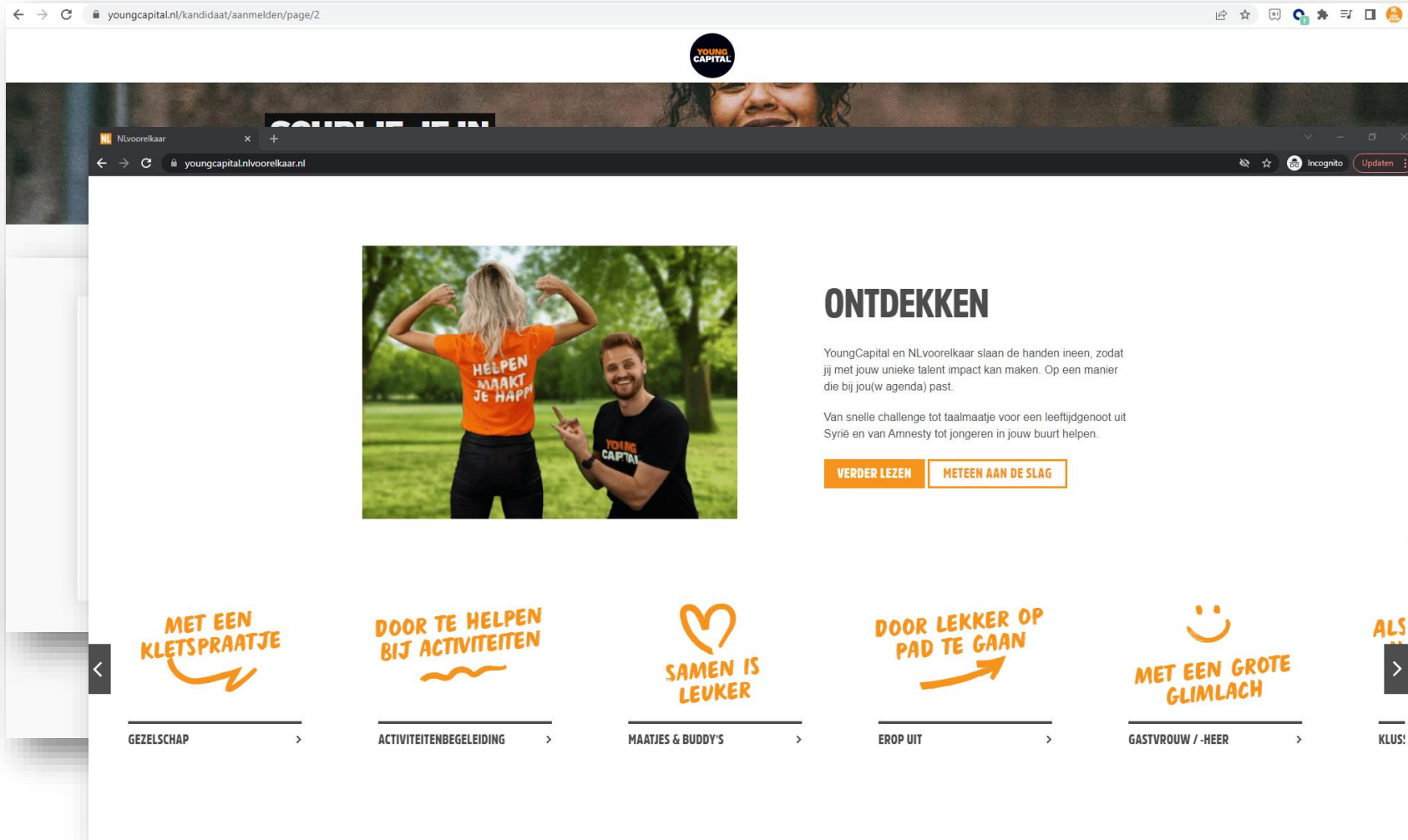
On the right side, there is a sidebar with filters and search options, including a search for "10.883" and a location filter for "المدينة أو الرمز البريدي أو الحي". At the bottom, there are more volunteer opportunities listed with images and titles like "تريد أن تتلقى المباريات" and "Alkmaar, Castricum".



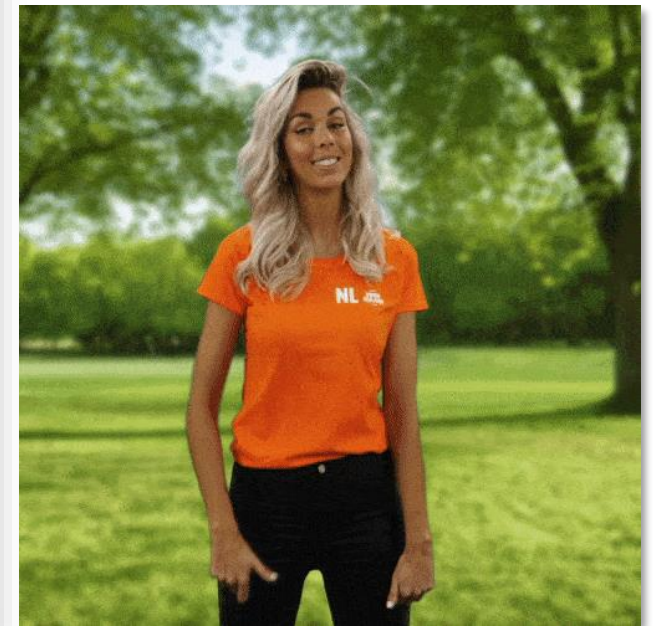
New volunteers: Employee volunteering



New volunteers: Employment agency



>10.000 matches
< 2 years



Free copy!



Young people do want to volunteer, the sector is not aging.

This beautiful statement by Lucas Meijjs will return to our platforms as a trend this year. Some framing is important: The Netherlands is aging, that's a fact. And because half of the Netherlands volunteers, they are also aging. But volunteers on our platforms are certainly not aging faster than the demographic trend! In fact, in 2021 the influx of new volunteers was younger than ever.

2021: YOUNGEST VOLUNTEERS EVER

The average age of new volunteers will remain 40 in 2021. The fact that the average remains the same is because more people over 80 are also taking part. Because the percentage of younger volunteers is higher than ever. **56% are younger than 40** and 25% are even younger than 25. Our platforms match the needs of this group well; for example, young people give finding volunteer work through our platform an 8.0.

The **willingness** of young people to volunteer more in 2022 is also again **the highest** of all age groups. A whopping 54% of volunteers under twenty say they want to volunteer more in 2022 than in 2021. 43% of those in their twenties and 47% of those in their thirties want to do more. That's a lot higher than average (39%).

Among the "new faces", people who have never volunteered or have not volunteered in the past 5 years, we find strikingly the same distribution under

and over the age of 40. Only volunteers up to 20 years of age are relatively more likely to be unfamiliar with volunteering, logical given their age.

REALLY NICE THAT THERE IS A LOT OF OPPORTUNITY FOR YOUNG PEOPLE TO GET INVOLVED! THERE IS A LOT OF DIVERSITY IN THE DIFFERENT TYPES OF VOLUNTEER WORK. I ENDED UP CHOOSING TO HELP OUT IN A CARE CENTER.

Where you do see the influence of age is when you look at the total realized hours of volunteering from the age groups. It's logical too: after retirement, you easily achieve 8 hours or more of volunteer work per week while younger people (as in: under 50) really have to prioritize to set aside an average of 2 hours per week for this.

CHALLENGES POPULAR WITH YOUNG PEOPLE

In 2021, we introduced impact challenges on our platforms: a low-threshold way to do something good where you can get started independently (together with friends) and make a difference within an hour. In total, 8% of the matches made by volunteers on NLvoorelkaar.nl were made on an impact challenge. **But challenges are more popular among young people: 21% of the matches of volunteers under 40 were made on a challenge. Among people in their twenties, this even rises to 32%!**

Writing a card for the lonely elderly, for imprisoned activists through Amnesty International and the neighborhood clean up were the most popular impact challenges in 2021. This was the same for young people, however, the Amnesty challenge stands out: 14% of challenge participants under twenty participated in this vs. an average of 7% of all participants. Among people in their thirties, the online mapping of a disaster proved very popular: this challenge finished in second place with 7% of all participations in this age group. Challenges such as Garden Bird Day and children's stray book library were not at all popular with younger challenge participants.





Thanks!

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