

2023

**Analysis of Charity
Selection Patterns:
Insights from
Volunteer
Preference**

Authored by:

Kaylene Howe



Index

Executive summary.....	3
Volunteering Success.....	5
Introduction.....	5
Charity Choice.....	6
Organisational choice chart.....	6
Charity choice table.....	8
Regularity by Charity.....	9
Regularity by Charity chart.....	9
Regularity by Charity table.....	10
Time given to Charity.....	11
Total hours volunteered by regularity & Charity chart.....	11
Total hours per year volunteered table.....	11
Total hours volunteered for the year chart.....	12
Total hours volunteered by regularity & Charity table.....	12
Response Breakdown.....	13
Methods of Interaction with website.....	13
Http_user_agent - top 20 - chart.....	13
Http_user_agent - limited to top 20 - chart.....	14
Digital Locations of Respondents.....	15
Respondents IP chart.....	15
Respondents IP - limited to top 20 - table.....	16
Conclusion.....	17
References:.....	18
To find out more head to the website.....	18

Executive summary

This report presents an analysis of volunteer engagement and charity selection patterns based on data logged from the website '[Prioritising what counts!](#)'. The objective of this analysis is to gain insights into volunteer preferences and understand the possible factors that may influence their choices when selecting a charity to volunteer at.

The data collected spans a four week period, from May 23rd to June 20th, and includes information on volunteers' demographic details, their selected charities, and various engagement metrics. A total of sixty-five records were logged, providing a rich dataset for analysis. The analysis focuses on three main areas: charity choice, regularity of volunteering, and time commitment.

In terms of charity choice, the data reveals that Meals on Wheels Australia was the most popular choice among respondents, about a quarter of the total responses. Women's Community Shelters, The Smith Family, and the Australian Red Cross were also among the top choices.

Regarding the regularity of volunteering, weekly volunteering emerged as the preferred option for the majority of respondents. Meals on Wheels Australia was again the top choice for weekly volunteering, while DV Connect exclusively received responses for weekly commitment. The remaining charities showed a distributed range of frequency choices.

When examining the total hours volunteered per year, Meals on Wheels Australia stood out with the highest total volunteer hours, primarily driven by a significant weekly commitment. Other charities, such as Womens Community Shelters, YWCA Australia, Australian Red Cross, and DV Connect, demonstrated similar levels of annual volunteer hour pledges.

Furthermore, the data reveals variations in volunteer engagement levels across different charities. Some organisations attracted a higher number of volunteers, while others experienced lower participation rates. By examining the engagement metrics, such as hours volunteered or frequency of participation, it is possible to identify potential factors influencing volunteer commitment and satisfaction.

Based on the findings, recommendations for enhancing volunteer recruitment and retention strategies can be made. These may include improving visibility and awareness of lesser-known charities, fostering partnerships with relevant community organisations, and leveraging targeted marketing campaigns to reach diverse audiences.

Analysis of Charity Selection Patterns: Insights from Volunteer Preference

This report provides valuable insights into volunteer preferences and behavior, serving as a foundation for informed decision-making and the development of effective strategies to optimize volunteer engagement. Further analysis, including longitudinal studies and deeper exploration of specific demographics, could provide additional insights to enhance the understanding of volunteer motivations and preferences.

It is important to note that this analysis is based solely on the data collected from the specified website, and further research and data collection may be required to generalize the findings to a broader context. It should be noted that age, gender or location is not known of the respondents.

Overall, this report highlights the popularity of Meals on Wheels Australia as the preferred charity choice and the significance of regular and sustained volunteer engagement. The findings demonstrate respondents' dedication to community service and provide valuable information for organizations and individuals interested in supporting charitable causes.

Volunteering Success

Introduction

Volunteering plays a vital role in fostering community engagement, social impact, and personal development. It allows individuals to contribute their time and skills to causes they care about while making a positive difference in society. In this report, we delve into the concept of volunteering success by examining the perspectives from data of sixty-five respondents who participated in choice of volunteer activities.

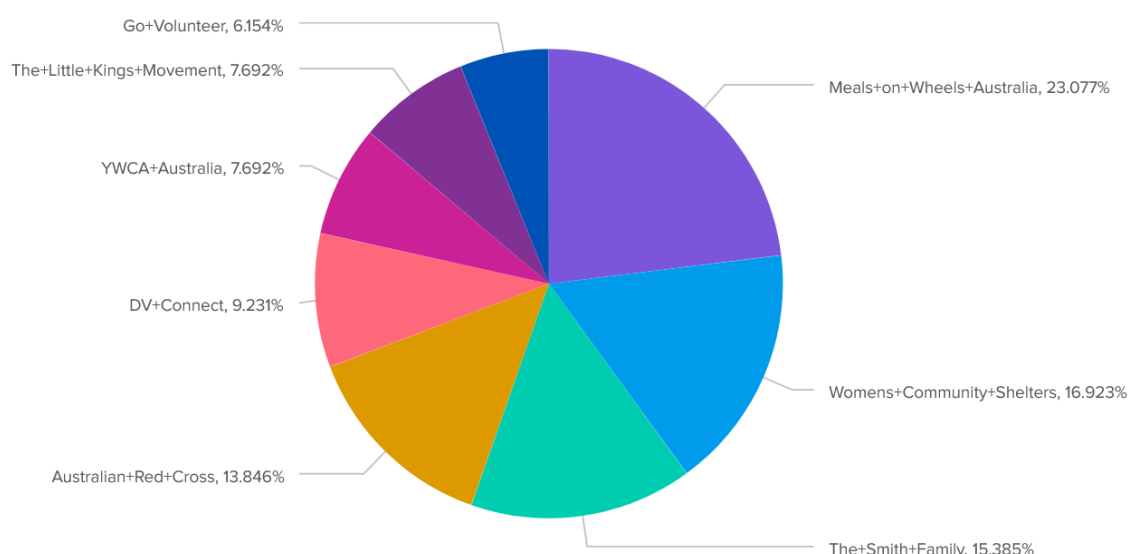
It is important to note that the findings presented in this report are specific to the data collected from the respondents through the website mentioned above. While the insights derived from this analysis are valuable within this context, further research and data collection may be necessary to generalize these findings to a broader population.

The subsequent sections of this report will delve into the analysis of the data, presenting key findings to enhance the volunteering success of both the respondents and similar volunteer programs. By understanding the factors that contribute to volunteer satisfaction and community impact, we can lay the foundation for fostering a vibrant and successful volunteer ecosystem.

Charity Choice

The chart below provides a breakdown of the count and percentage distribution among the chosen charity. The accompanying table is at the end of this section.

Organisational choice chart



Meals on Wheels Australia: This charity had the highest count of 15, representing approximately 23.08% of the total responses. It is the most popular choice among the respondents, indicating a significant preference for volunteering with Meals on Wheels Australia.

Womens Community Shelters: With a count of 11, this charity accounted for around 16.92% of the responses. It was the second most chosen option, indicating a considerable interest in volunteering with Women's Community Shelters.

The Smith Family: The Smith Family received a count of 10, representing approximately 15.38% of the total responses. It was the third most selected charity, suggesting a notable level of interest in volunteering with this charity.

Australian Red cross: With a count of 9, the Australian Red Cross accounted for around 13.85% of the responses. It was a popular choice among the respondents, signifying a significant level of interest in volunteering with this charity.

DV Connect: DV Connect received a count of 6, representing approximately 9.23% of the total responses. It was the fifth most selected charity, indicating a moderate level of interest in volunteering with DV Connect.

YWCA Australia & The Little Kings Movement: Both charities received a count of 5, each representing around 7.69% of the responses. They were equally popular choices among the respondents, suggesting a comparable level of interest in volunteering with these charities.

Go Volunteer: With a count of 4, Go Volunteer accounted for approximately 6.15% of the responses. It was the least chosen option among the respondents, indicating a relatively lower level of interest in volunteering with Go Volunteer.

These findings provide insights into the preferences and choices of the respondents regarding volunteer's chosen charity. The data strongly suggests that Meals on Wheels Australia stands out as the most popular choice. This observation raises an interesting point: despite the website's primary focus on promoting local assistance for women and their families, it appears that the respondents were equally enthusiastic about volunteering at an organization that provides essential support to all individuals in the local community in need by supplying basic necessities, such as food and nutrition.

One surprise observation was that Australian Red Cross was the fourth most popular charity, despite its widespread recognition, this could be attributed to various factors such as the specific volunteer opportunities offered by other charities, personal experiences or affiliations, alignment with target audience or focus areas, and potential differences in volunteering requirements or accessibility.

Analysis of Charity Selection Patterns: Insights from Volunteer Preference

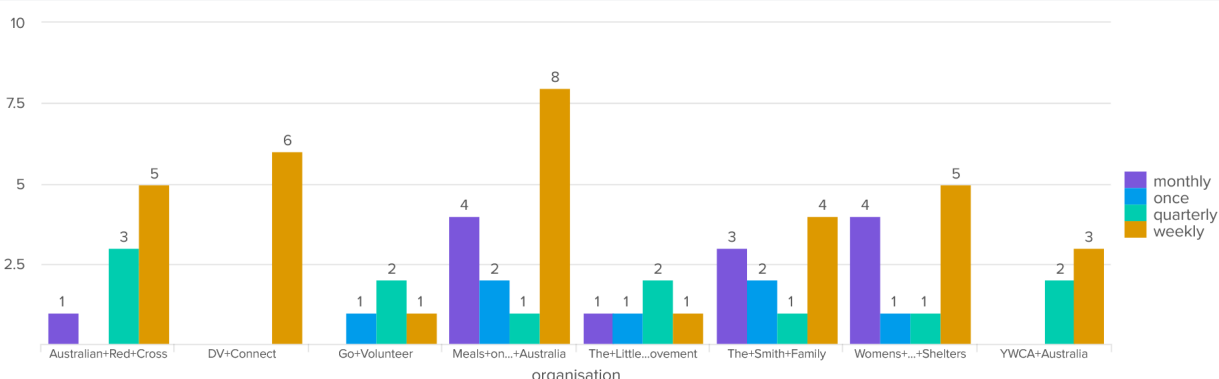
Charity choice table

organisation ↕	count ↕	percent ↕	_tc ↕
Meals+on+Wheels+Australia	15	23.076923	65
Womens+Community+Shelters	11	16.923077	65
The+Smith+Family	10	15.384615	65
Australian+Red+Cross	9	13.846154	65
DV+Connect	6	9.230769	65
YWCA+Australia	5	7.692308	65
The+Little+Kings+Movement	5	7.692308	65
Go+Volunteer	4	6.153846	65

Regularity by Charity

The following chart shows a breakdown of the respondents choice of regular volunteering per charity. The corresponding table is at the end of this section.

Regularity by Charity chart



Meals on Wheels Australia: This charity has the highest count of 15 and represents approximately 23.08% of the total responses. It is primarily chosen on a monthly basis.

Womens Community Shelters: With a count of 11, this charity accounts for around 16.92% of the responses. It is mainly chosen for volunteering weekly and monthly.

The Smith Family: The Smith Family has a count of 10, representing approximately 15.38% of the total responses. It is primarily chosen on a weekly and monthly basis.

Australian Red cross: With a count of 9, the Australian Red Cross accounts for approximately 13.85% of the responses. It is mainly chosen for volunteering on a weekly basis.

DV Connect: This charity has a count of 6 with all choices for a weekly basis. The only charity with this type of response.

YWCA Australia: This charity has a count of 5 and is mainly chosen on a weekly basis and the rest on a quarterly basis.

Go Volunteer: This charity has a count of 4 and is mainly chosen on a quarterly basis.

The Little Kings Movement: This charity has a count of 5 and is mainly chosen on a quarterly basis.

Analysis of Charity Selection Patterns: Insights from Volunteer Preference

These findings offer valuable insights into the preferred frequency of volunteering for each charity. Surprisingly, weekly volunteering emerged as the most popular choice, with over half of all respondents opting for this frequency. Conversely, volunteering just once was the least favored option, suggesting a strong desire among respondents to contribute to the local community on a regular basis.

When examining the specific charities, it is noteworthy that Meals on Wheels Australia stood out as the top choice for weekly volunteering. In contrast, DV Connect was the only charity where respondents exclusively selected the weekly frequency. The remaining charities demonstrated a reasonably distributed range of frequency choices.

Overall, these findings highlight the significance of regular and ongoing engagement in volunteer work, as reflected by the popularity of weekly volunteering. It suggests a strong inclination among respondents to make a sustained impact within their local communities.

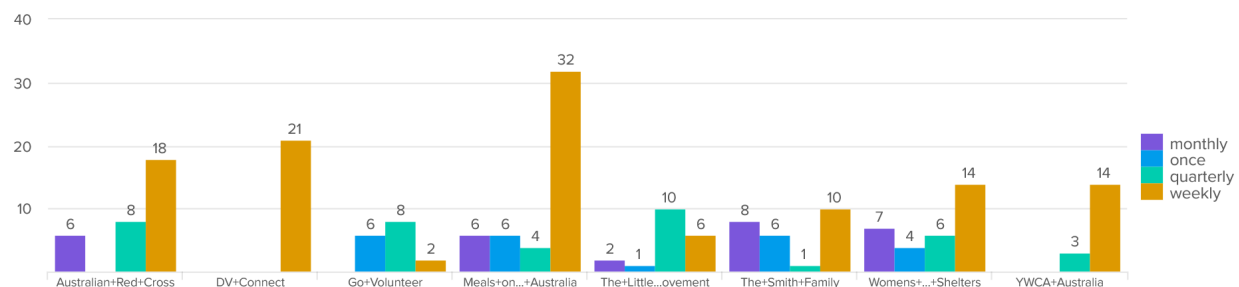
Regularity by Charity table

organisation ↕	monthly ↕	once ↕	quarterly ↕	weekly ↕
Australian+Red+Cross	1	0	3	5
DV+Connect	0	0	0	6
Go+Volunteer	0	1	2	1
Meals+on+Wheels+Australia	4	2	1	8
The+Little+Kings+Movement	1	1	2	1
The+Smith+Family	3	2	1	4
Womens+Community+Shelters	4	1	1	5
YWCA+Australia	0	0	2	3

Time given to Charity

The following chart shows a breakdown of the respondents choice of total hours based on regular volunteering per charity. The corresponding table is at the end of this section.

Total hours volunteered by regularity & Charity chart



Total hours per year volunteered table

Charity	monthly	once	quarterly	weekly
Australian+Red+Cross	72		32	936
DV+Connect	0		0	1092
Go+Volunteer	0	6	32	104
Meals+on+Wheels+Australia	72	6	16	1664
The+Little+Kings+Movement	24	1	40	312
The+Smith+Family	96	6	4	520
Womens+Community+Shelters	84	4	24	728
YWCA+Australia	0		12	728

Meals on Wheels Australia stood out with the highest total volunteer hours per year, primarily driven by a significant weekly pledge of 32 hours.

Womens Community Shelters, YWCA Australia, Australian Red Cross, and DV Connect demonstrated similar levels of annual volunteer hour pledges.

The Little King's Movement and Go Volunteer had notable differences in hours pledged per regularity, with quarterly hours surpassing weekly hours. However, when considering the entire year, the weekly per annum pledge emerged as the winner.

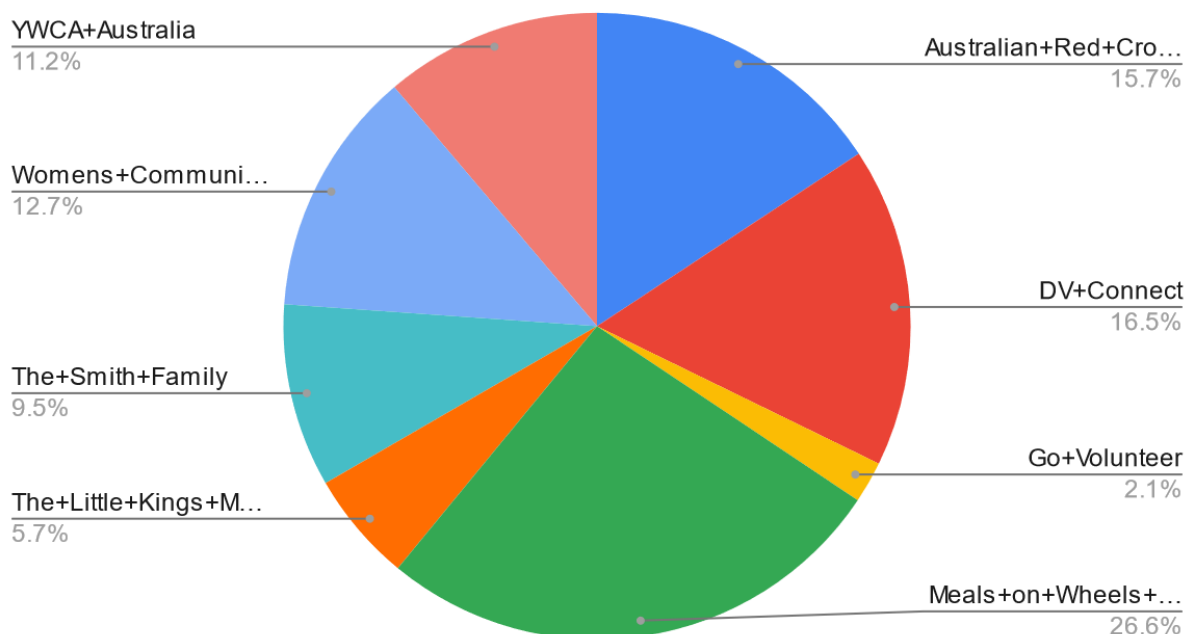
Analysis of Charity Selection Patterns: Insights from Volunteer Preference

Go Volunteer had the lowest pledge rate of 142 hours per year, accounting for only 2.1% of the total hours pledged.

In total, 6,615 volunteer hours were recorded over the course of a year, averaging out to each volunteer contributing over 100 hours annually. These findings illustrate varying levels of engagement among different charities and reflect volunteers' commendable dedication and commitment to community service.

Total hours volunteered for the year chart

Total per charity:



Total hours volunteered by regularity & Charity table

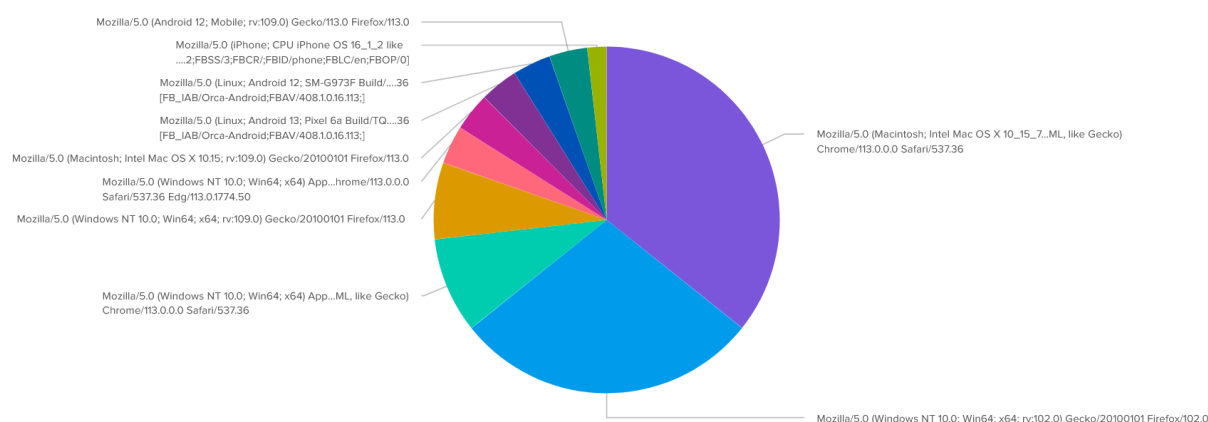
organisation	monthly	once	quarterly	weekly
Australian+Red+Cross	6		8	18
DV+Connect				21
Go+Volunteer		6	8	2
Meals+on+Wheels+Australia	6	6	4	32
The+Little+Kings+Movement	2	1	10	6
The+Smith+Family	8	6	1	10
Womens+Community+Shelters	7	4	6	14
YWCA+Australia			3	14

Response Breakdown

Methods of Interaction with website

The chart below illustrates the various interactions of each respondent with the website, including their browser preferences and other related details. The corresponding table is at the end of this section.

Http_user_agent - top 20 - chart



Despite covering only the top 20 groups, the dataset still encompasses a significant portion, representing over 85% of the total respondents. According to this data, approximately one-third of the respondents accessed the website using a Macintosh device running version 10.15. This is noteworthy as it demonstrates a substantial presence of non-Windows users, considering that Windows is the predominant operating system across the board. This finding suggests the potential involvement of highly educated professionals in the website interaction.

The data reveals a wide variety of web browsers being used across different operating systems and devices. Notably, more than 90% of respondents accessed the website using laptops or desktop computers, indicating relatively low mobile usage. Additionally, it is worth mentioning that nearly 30% of respondents continue to use outdated web browsers.

It is essential to acknowledge that these observations are solely based on the provided data and may not provide a complete representation of the overall usage patterns or demographics of all website visitors.

Analysis of Charity Selection Patterns: Insights from Volunteer Preference

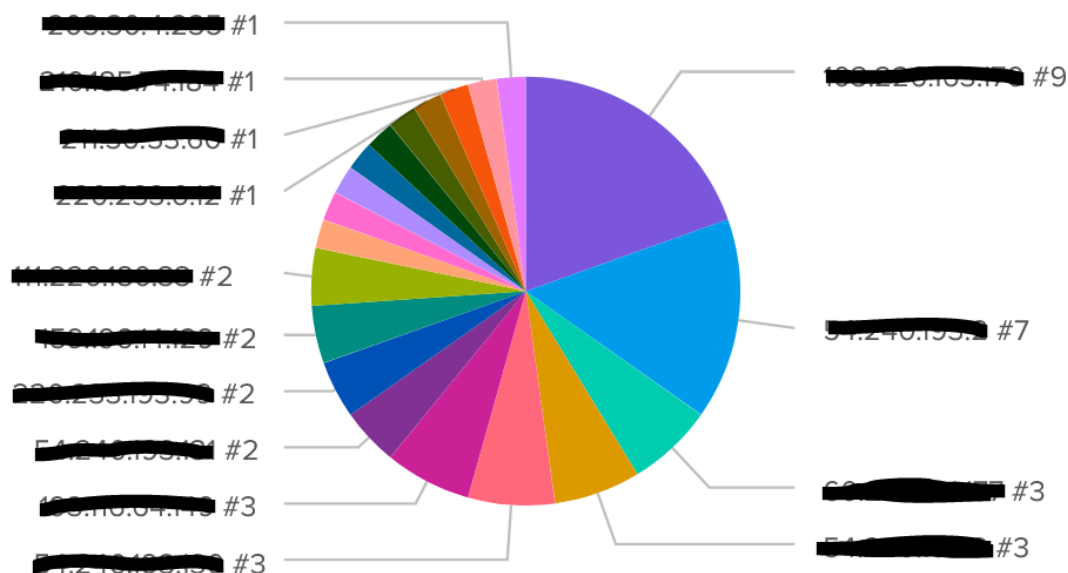
Http_user_agent - limited to top 20 - chart

http_user_agent	count	percent
Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/113.0.0.0 Safari/537.36	20	30.769231
Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:102.0) Gecko/20100101 Firefox/102.0	16	24.615385
Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/113.0.0.0 Safari/537.36	5	7.692308
Mozilla/5.0 (Windows NT 10.0; Win64; x64; rv:109.0) Gecko/20100101 Firefox/113.0	4	6.153846
Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/113.0.0.0 Safari/537.36 Edg/113.0.1774.50	2	3.076923
Mozilla/5.0 (Macintosh; Intel Mac OS X 10.15; rv:109.0) Gecko/20100101 Firefox/113.0	2	3.076923
Mozilla/5.0 (Linux; Android 13; Pixel 6a Build/TQ2A.230505.002; vv) AppleWebKit/537.36 (KHTML, like Gecko) Version/4.0 Chrome/113.0.5672.77 Mobile Safari/537.36 [FB_IAB/Orca-Android;FBAV/408.1.0.16.113;]	2	3.076923
Mozilla/5.0 (Linux; Android 12; SM-G973F Build/SP1A.210812.016; vv) AppleWebKit/537.36 (KHTML, like Gecko) Version/4.0 Chrome/113.0.5672.76 Mobile Safari/537.36 [FB_IAB/Orca-Android;FBAV/408.1.0.16.113;]	2	3.076923
Mozilla/5.0 (Android 12; Mobile; rv:109.0) Gecko/113.0 Firefox/113.0	2	3.076923
Mozilla/5.0 (iPhone; CPU iPhone OS 16_1_2 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Mobile/15E148 LightSpeed [FBAN/MessengerLiteForiOS;FBAV/364.0.0.4.108;FBBV/374002455;FBDV/iPhone12,5;FBMD/iPhone;FBSN/iOS;FBSV/16.1.2;FBSS/3;FBCR/;FBID/phone;FBLC/en;FBOP/0]	1	1.538462

Digital Locations of Respondents

For privacy reasons, the actual IP addresses have been obscured in the following chart, which provides a breakdown of the respondents' IP addresses. The corresponding table is at the end of this section.

Respondents IP chart



The data shows a diverse range of IP addresses, indicating interactions from various unrelated sources. However, the two IP's with the highest count could indicate a workplace or community area. This would then imply a good amount of like minded individuals who would love to support their local community through volunteering. While another 4 IP's have relatively higher counts suggesting multiple visits from the same or related sources. Also keep in mind that only two-thirds of respondents IP's made the top 20 list.

[illegible]

Conclusion

In conclusion, this report provides valuable insights into volunteer preferences and behavior based on an analysis of data collected from the website '[Prioritising what counts!](#)'. The findings shed light on various aspects of volunteer engagement, charity selection patterns, regularity of volunteering, and time commitment.

The analysis reveals that Meals on Wheels Australia emerged as the most popular choice among respondents, highlighting its significant appeal for volunteering. Women's Community Shelters, The Smith Family, and the Australian Red Cross were also among the top choices, showcasing a diverse range of interests among volunteers.

Weekly volunteering emerged as the preferred option for the majority of respondents, emphasizing the significance of regular and sustained engagement in volunteer work. Meals on Wheels Australia stood out as the top choice for weekly volunteering, while DV Connect exclusively received responses for a weekly commitment. These findings underscore the strong desire among respondents to make a sustained impact within their local communities.

Meals on Wheels Australia also stood out with the highest total volunteer hours per year, primarily driven by a significant weekly commitment of 32 hours. Other charities, such as Women's Community Shelters, YWCA Australia, Australian Red Cross, and DV Connect, demonstrated similar levels of annual volunteer hour pledges, reflecting volunteers' commendable dedication and commitment to community service.

The report emphasizes the importance of regular and ongoing volunteer engagement and provides insights into factors that influence volunteer commitment and satisfaction. Based on the findings, recommendations can be made to enhance volunteer recruitment and retention strategies, including improving visibility and awareness of lesser-known charities, fostering partnerships with relevant community organizations, and leveraging targeted marketing campaigns to reach diverse audiences.

It is important to note that the analysis is based on the data collected from the specified website, and further research and data collection may be necessary to generalize the findings to a broader context. Additionally, the report highlights the need for more extensive research, including longitudinal studies and deeper exploration of specific demographics, to gain a comprehensive understanding of volunteer motivations and preferences.

Overall, this report showcases the popularity of Meals on Wheels Australia as the preferred charity choice and emphasizes the significance of regular and sustained volunteer engagement in the local community. The findings provide valuable information for organizations and

Analysis of Charity Selection Patterns: Insights from Volunteer Preference

individuals interested in supporting charitable causes and serve as a foundation for informed decision-making and the development of effective strategies to optimize volunteer engagement. These preferences reflect a strong inclination towards specific causes, indicating a potential opportunity for charities to tailor their outreach efforts accordingly.

References

1. *The Little King's Movement* n.d., accessed 21 March 2023, <<http://thelittlekingsmovement.org.au/index.php/volunteer-2/>>.
2. *YWCA Australia* 2002, accessed 21 March 2023, <<https://www.ywca.org.au/volunteer/>>.
3. *DVConnect* 2023, accessed 21 March 2023, <<https://www.dvconnect.org/womensline/supporting-someone-you-know/>>.
4. *Women's Community Shelters* 2023, accessed 21 March 2023, <<https://www.womenscommunityshelters.org.au/>>.
5. *Australian Red Cross* 2023, accessed 21 March 2023, <<https://www.redcross.org.au/volunteer/>>.
6. *The Smith Family* 2023, accessed 21 March 2023, <<https://www.thesmithfamily.com.au/get-involved/volunteer>>.
7. *Go Volunteer* 2023, accessed 21 March 2023, <<https://govolunteer.com.au/>>.
8. *Meals on Wheels Australia* 2023, accessed 21 March 2023, <<https://mealsonwheels.org.au/get-involved/volunteer/>>.

To find out more head to the [website](#).

