



# Analysis of Active Volunteers of the Portuguese Red Cross

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# Project Objective

- Understand the composition and distribution of active volunteers.
- Identify areas with the highest participation and average service time.
- Support decision-making on volunteer management and retention.

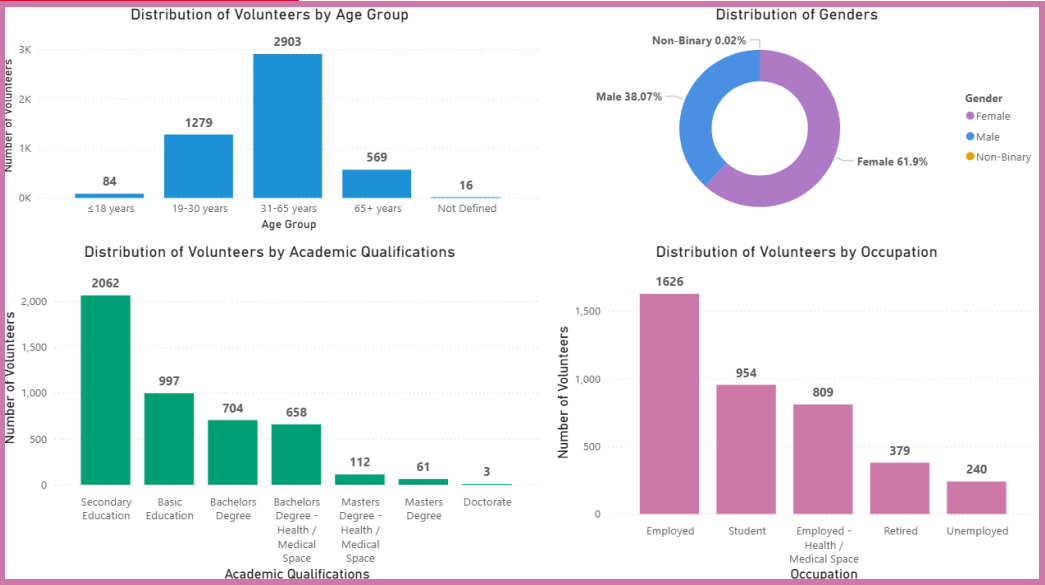


# Data Source and Methodology

- Database: Portuguese Red Cross
- Period Analyzed: 1 January 1980 – 30 September 2025
- Data Processing: Cleaning and transformation using Excel and Power BI
- Main Metrics Analyzed:
  - Sociodemographic Distribution of Volunteers
  - Volunteer Distribution by Tenure and Area
  - Average Length of Service by Volunteer Area
  - Admission Date
  - Geographical Distribution of Volunteers

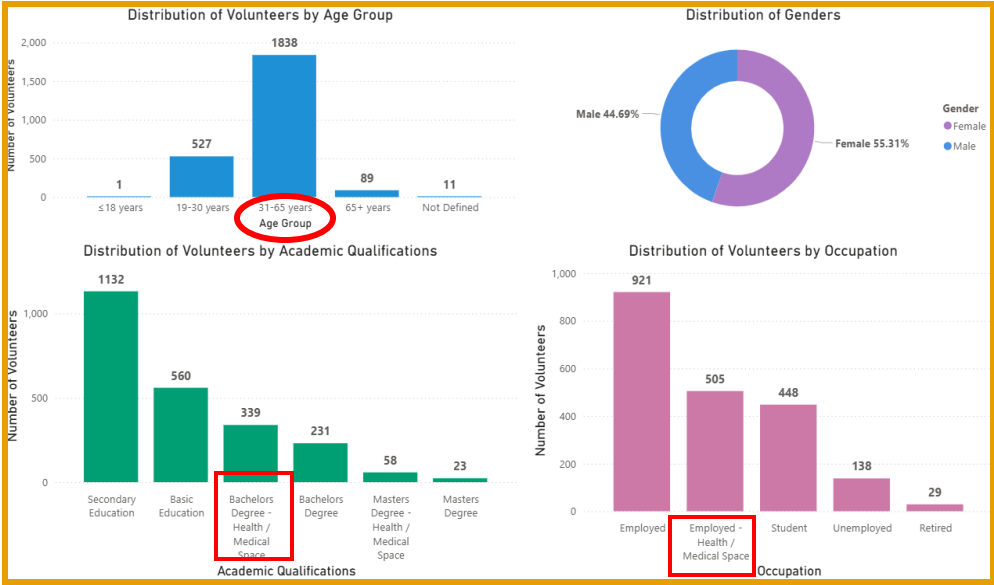


# Sociodemographic Distribution of Volunteers



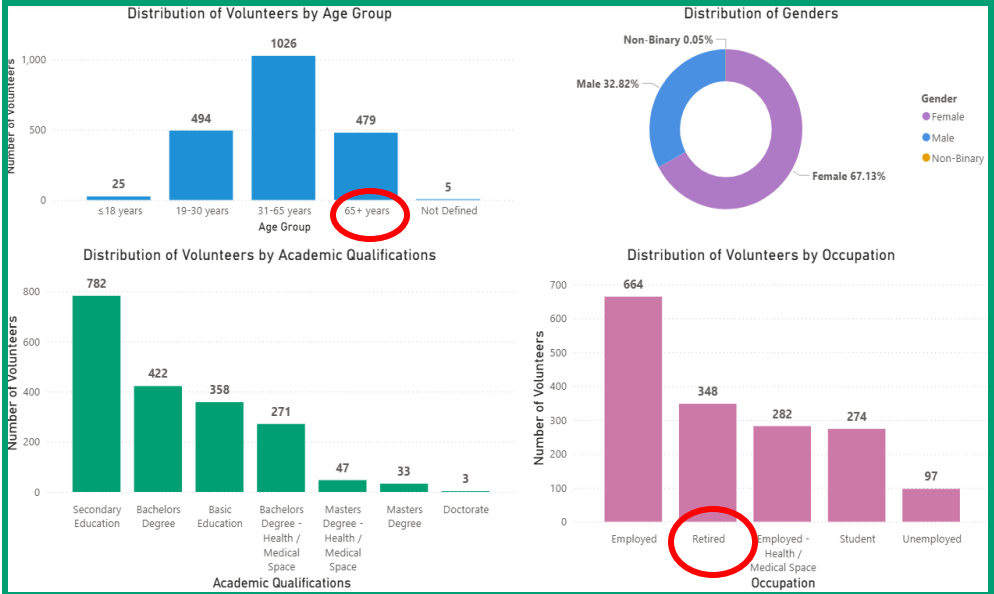
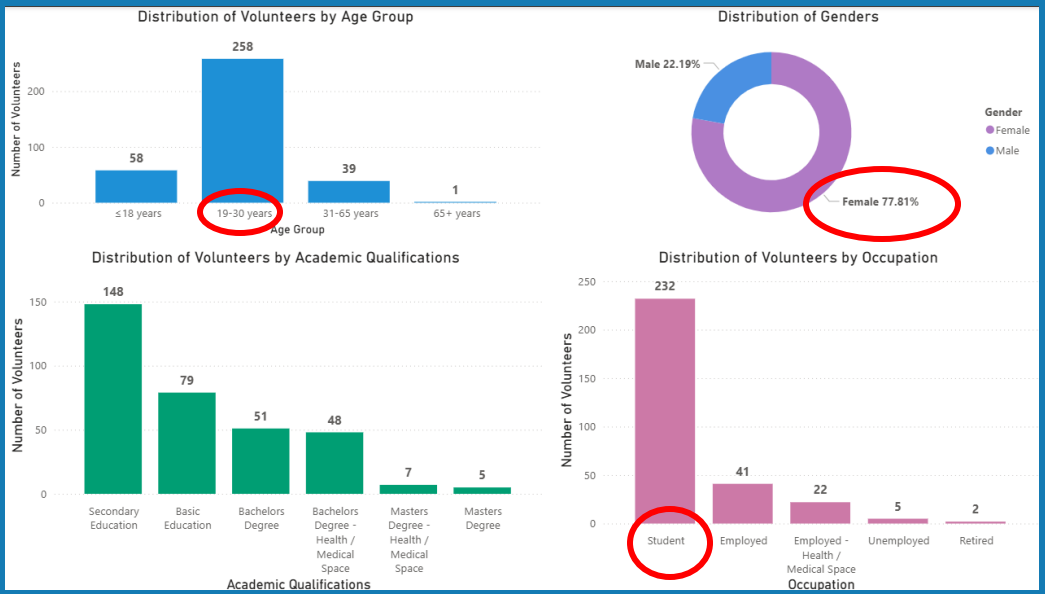
All Volunteer Areas

Volunteer Area –  
Emergency

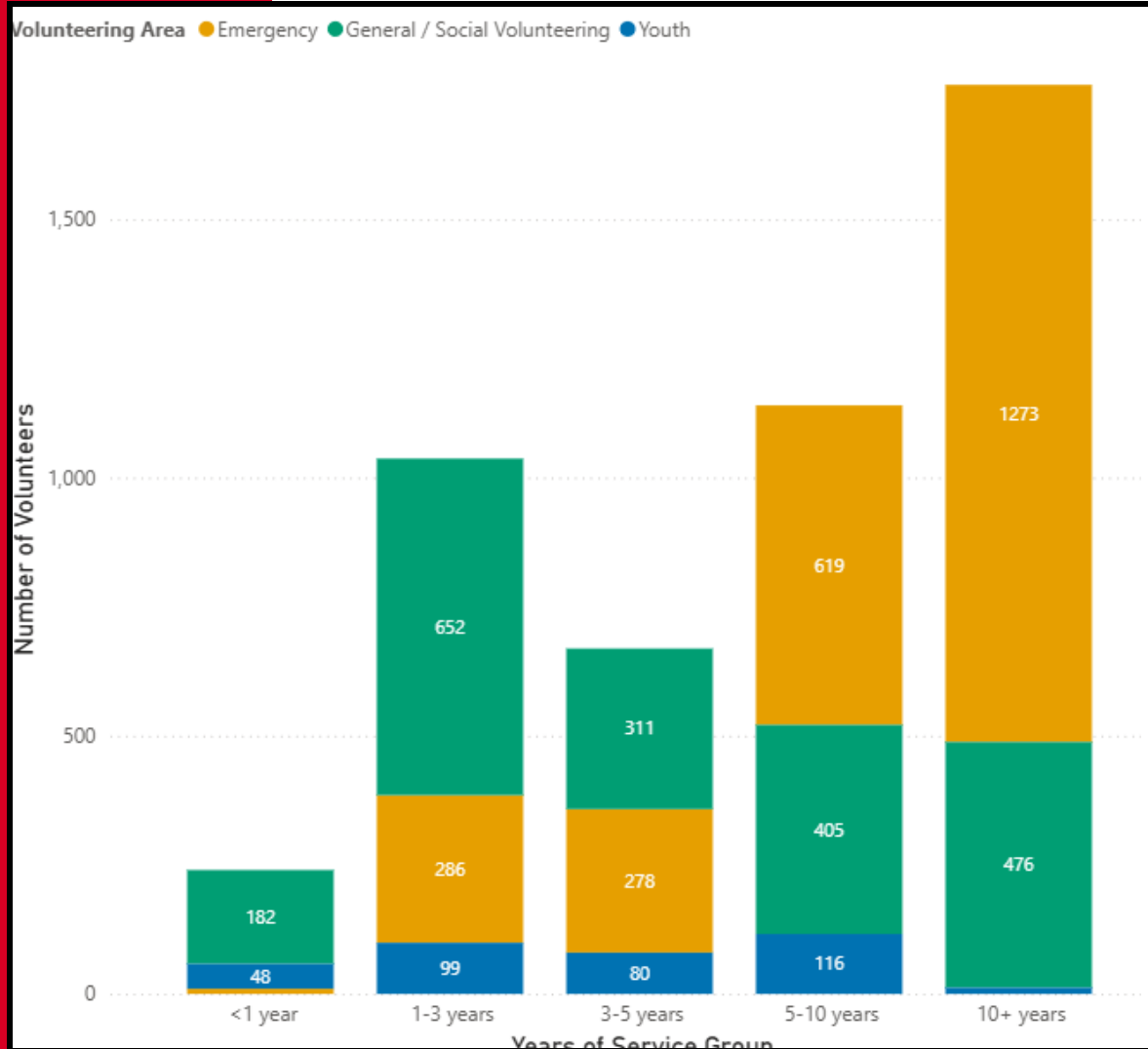


Volunteer Area –  
Youth

Volunteer Area –  
General / Social  
Volunteering



# Distribution of Volunteers by Years of Service and Area



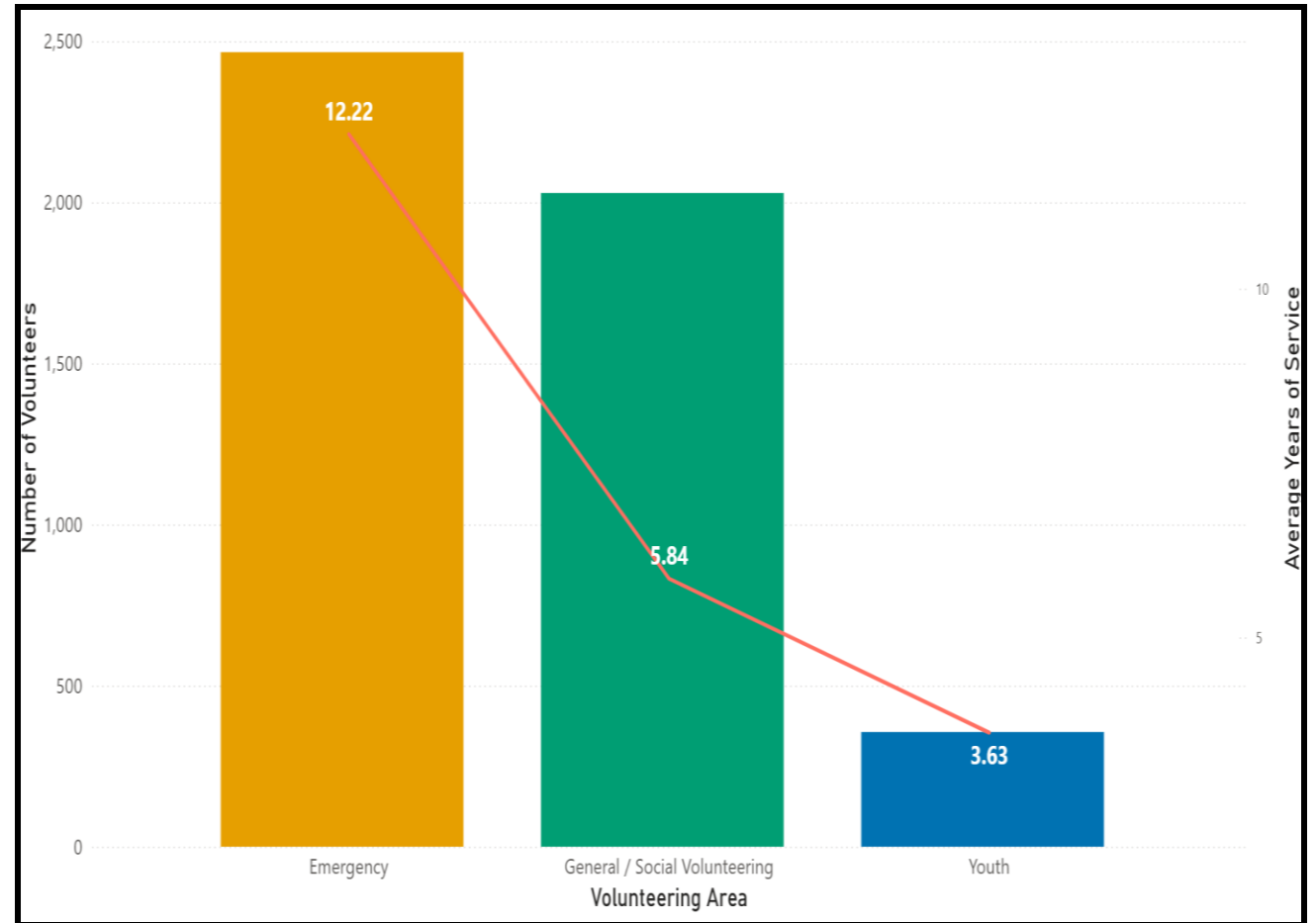
Volunteering Area	Years of Service Group	Number of Volunteers
Emergency	<1 year	10
General / Social Volunteering	<1 year	182
Youth	<1 year	48
Emergency	10+ years	1273
General / Social Volunteering	10+ years	476
Youth	10+ years	12
Emergency	1-3 years	286
General / Social Volunteering	1-3 years	652
Youth	1-3 years	99
Emergency	3-5 years	278
General / Social Volunteering	3-5 years	311
Youth	3-5 years	80
Emergency	5-10 years	619
General / Social Volunteering	5-10 years	405
Youth	5-10 years	116
General / Social Volunteering	Not Defined	3
Youth	Not Defined	1
<b>Total</b>		<b>4851</b>

- Highest number of volunteers by category
- Lowest number of volunteers by category



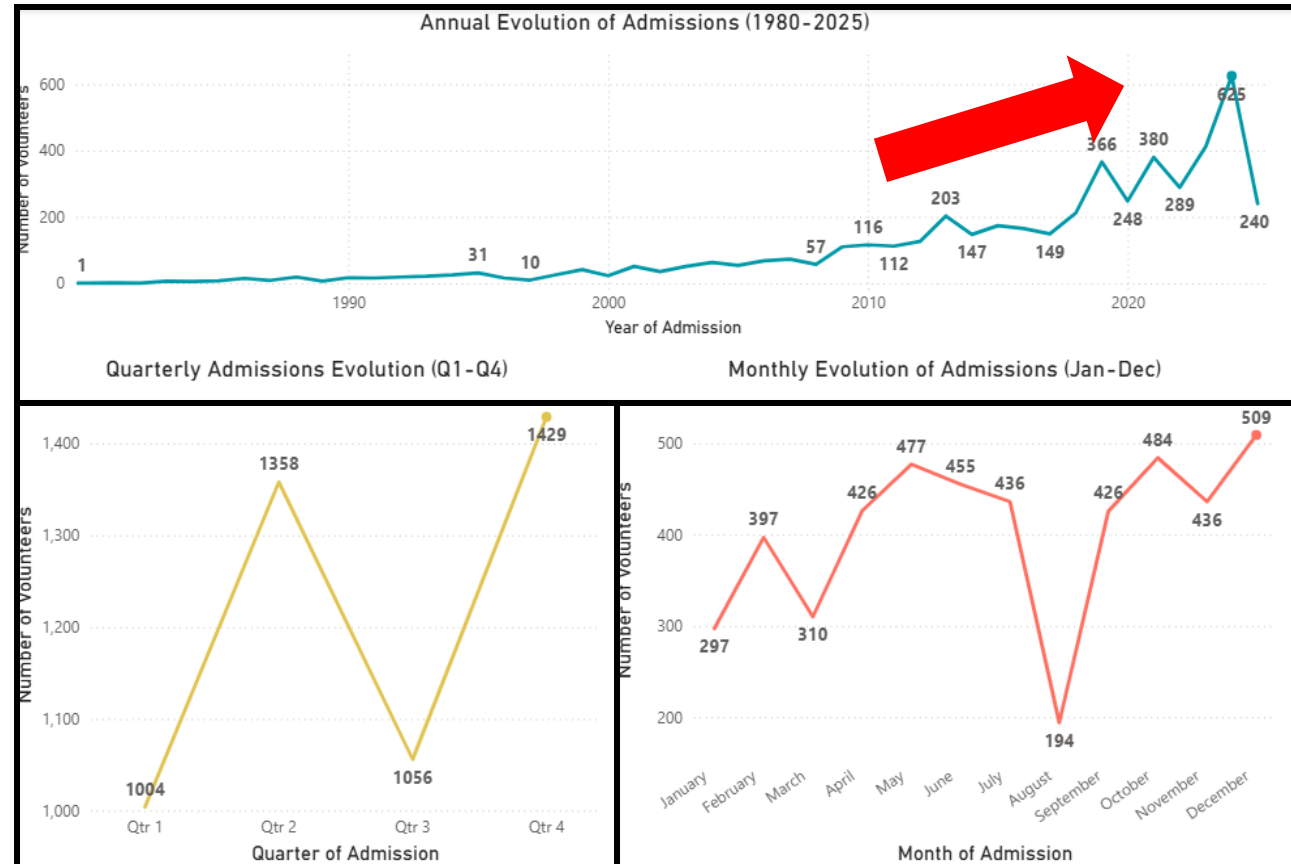
# Average Length of Service by Volunteer Area

- Volunteers in the Emergency area show the longest service, with an average of 12.22 years.
- Volunteers in the Youth area show the shortest service, with an average of 3.63 years.



# Admission Date

- Since 2000, there has been a steady increase in the number of new volunteers.  
The year 2024 recorded the highest number of new admissions, with 625 new volunteers — nearly double the previous record.
- The 2nd and 4th quarters show the highest recruitment levels, while the 1st and 3rd quarters show the lowest.
- August consistently has the fewest new volunteers, likely due to the summer holiday period.
- December stands out as the most popular month to join, possibly reflecting the Christmas spirit and a greater desire to help others.



# Geographical Distribution of Volunteers



District	Volunteering Area	Number of Volunteers
Aveiro	Emergency	117
Aveiro	General / Social Volunteering	149
Aveiro	Youth	29
Azores	Emergency	7
Azores	General / Social Volunteering	19
Beja	Emergency	89
Beja	General / Social Volunteering	21
Beja	Youth	49
Braga	Emergency	504
Braga	General / Social Volunteering	372
Braga	Youth	51
Bragança	Emergency	3
Bragança	General / Social Volunteering	54
Bragança	Youth	24
Castelo Branco	General / Social Volunteering	75
Castelo Branco	Youth	5
Coimbra	Emergency	245
Coimbra	General / Social Volunteering	73
Coimbra	Youth	12
Évora	Emergency	28
Évora	General / Social Volunteering	53
Évora	Youth	11
Faro	Emergency	88
Faro	General / Social Volunteering	48
Faro	Youth	7
Guarda	Emergency	43
Guarda	General / Social Volunteering	58
Guarda	Youth	9
Leiria	Emergency	34
Leiria	General / Social Volunteering	51
Leiria	Youth	2
Lisboa	Emergency	325
Lisboa	General / Social Volunteering	258
Lisboa	Youth	30
Madeira	Emergency	106
Madeira	General / Social Volunteering	94
Madeira	Youth	1

Portalegre	Emergency	75
Portalegre	General / Social Volunteering	11
Portalegre	Youth	1
Porto	Emergency	401
Porto	General / Social Volunteering	345
Porto	Youth	54
Santarém	Emergency	104
Santarém	General / Social Volunteering	68
Santarém	Youth	13
Setúbal	Emergency	79
Setúbal	General / Social Volunteering	7
Viana do Castelo	Emergency	178
Viana do Castelo	General / Social Volunteering	82
Viana do Castelo	Youth	2
Vila Real	General / Social Volunteering	149
Vila Real	Youth	40
Viseu	Emergency	40
Viseu	General / Social Volunteering	42
Viseu	Youth	16
<b>Total</b>		<b>4851</b>

- The districts with the largest volunteer bases are: Braga (927), Porto (800) and Lisbon (613).
- Given that Lisbon and Porto have larger populations, it is natural that they show higher numbers of volunteers.

■ District with the highest number of volunteers

■ District with the lowest number of volunteers





# Summary of Conclusions

- Sociodemographic Distribution of Volunteers:
  - **Emergency Area:** This group includes the largest number of professionals working in medical and healthcare fields.
  - **Youth Area:** Most volunteers are **students and female**, indicating **strong recruitment efforts** among universities and colleges. The **gender gap** is significant and **warrants further investigation**.
  - **General/Social Area:** This group shows the **most balanced age distribution**, including a **significant number of retirees over 65 years old**.
- Volunteer Distribution by Tenure and Area:
  - The **Emergency area** has the **highest** number of **volunteers** with **more than 10 years of service**.
  - The **Youth area** has the **fewest** number of **volunteers** with **more than 10 years of service**.
- Average Length of Service by Volunteer Area:
  - The **Youth** category shows the **lowest average tenure** (3.63 years), suggesting that most volunteers are **students who leave or change areas after graduation**.
  - Further studies could identify ways to **reduce turnover** and **encourage students to continue volunteering** after completing their studies.
- Admission Date:
  - Since **2018**, the number of **new volunteers per year** has increased **consistently**.
  - **COVID-19** does not appear to have had a significant impact on recruitment, as the upward trend began before the pandemic.
  - In **2024**, the number of new volunteers **nearly doubled** compared to the previous record (from **380 to 625**).
  - It would be worth investigating whether this growth was driven by **increased marketing efforts or other factors**.
- Geographical Distribution of Volunteers:
  - The top three districts with the most volunteers are **Braga (927), Porto (800), and Lisbon (613)**.
  - Given the larger populations of Lisbon and Porto, higher numbers were expected — however, **Braga's strong performance** suggests that **effective recruitment methods** there could be **analyzed and replicated in other regions**.

