



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.

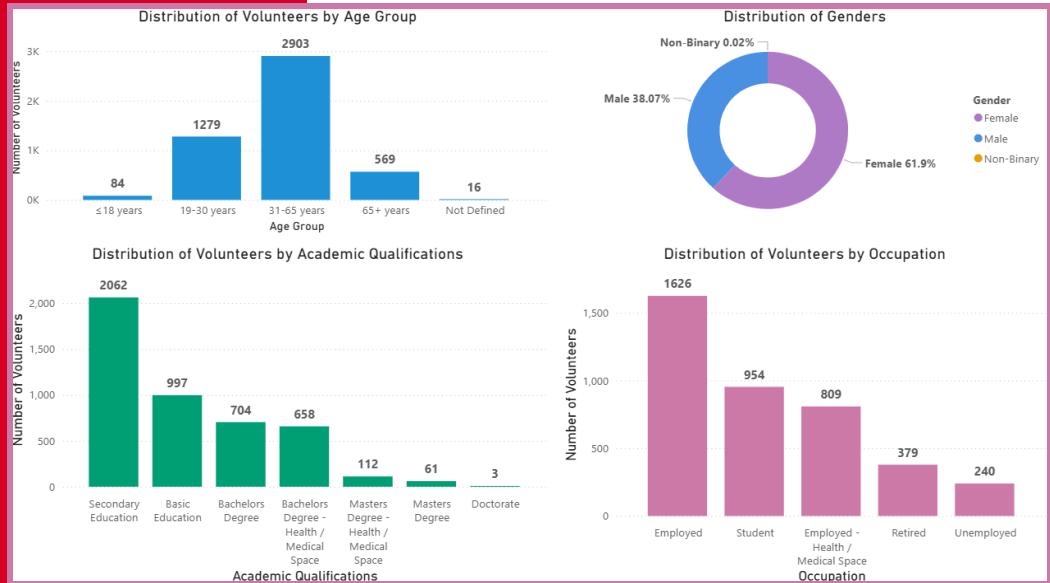


Data Source and Methodology

- 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

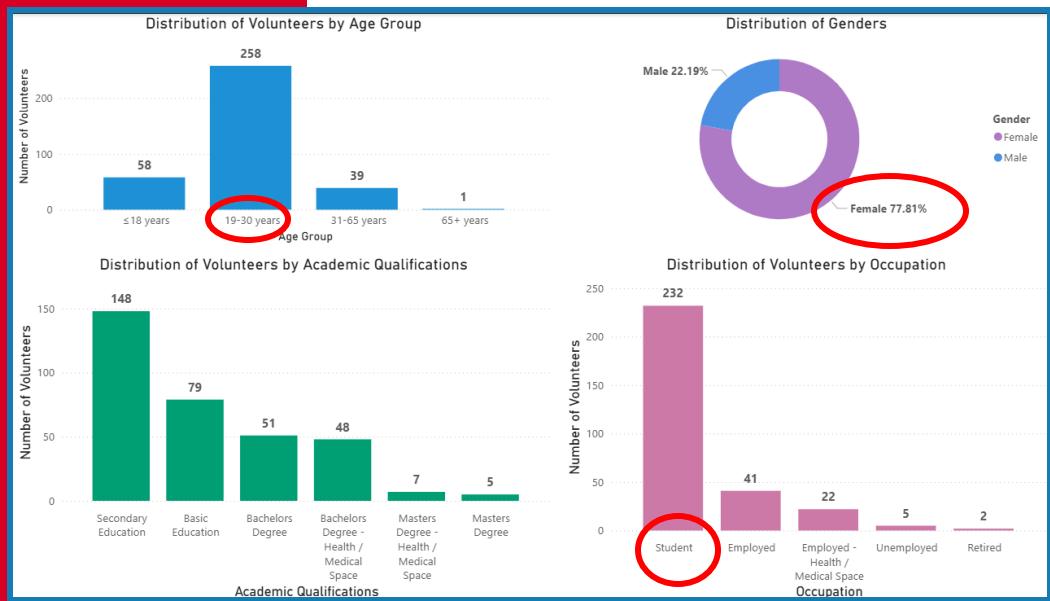


Sociodemographic Distribution of Volunteers



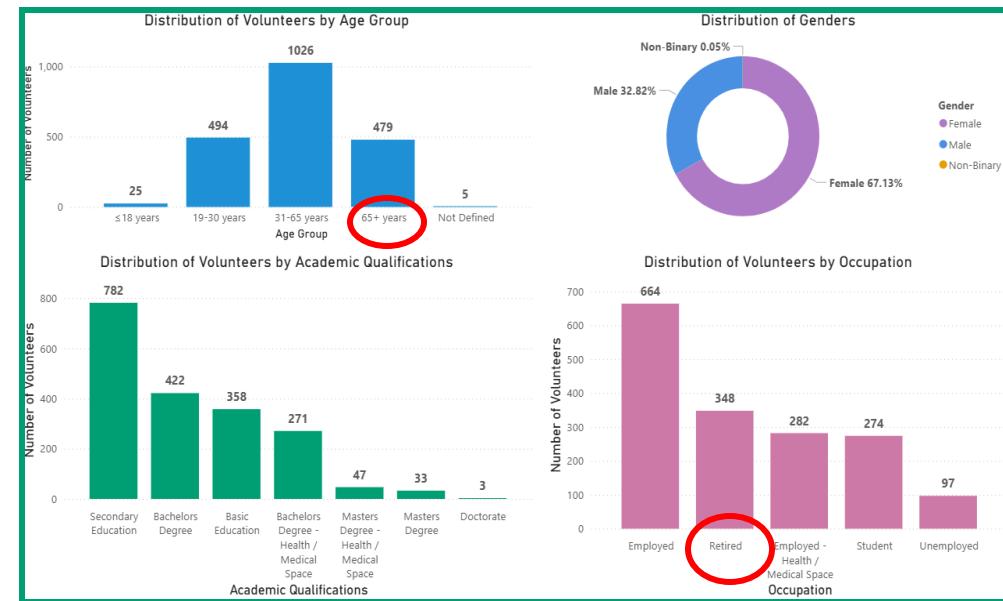
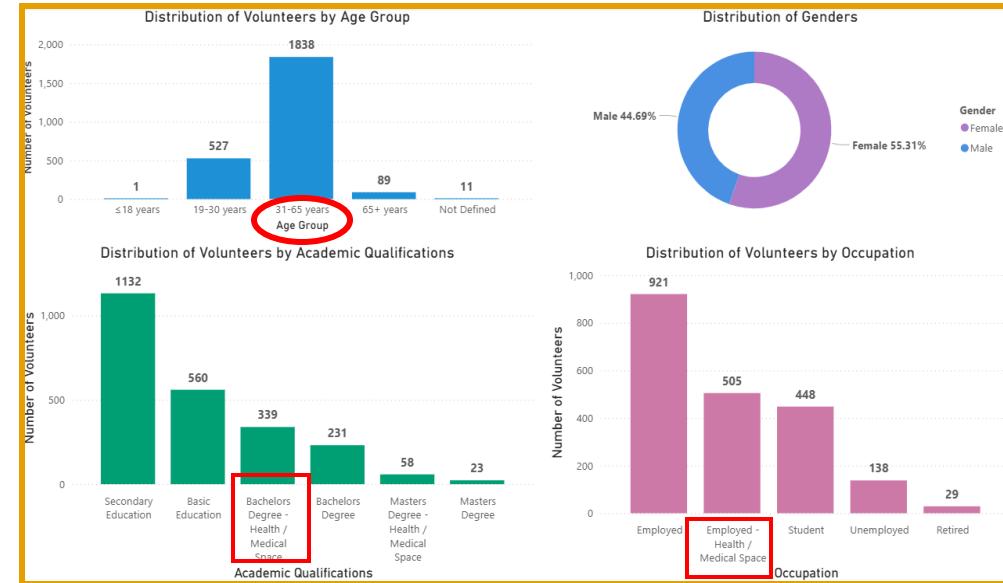
All Volunteer Areas

Volunteer Area – Emergency

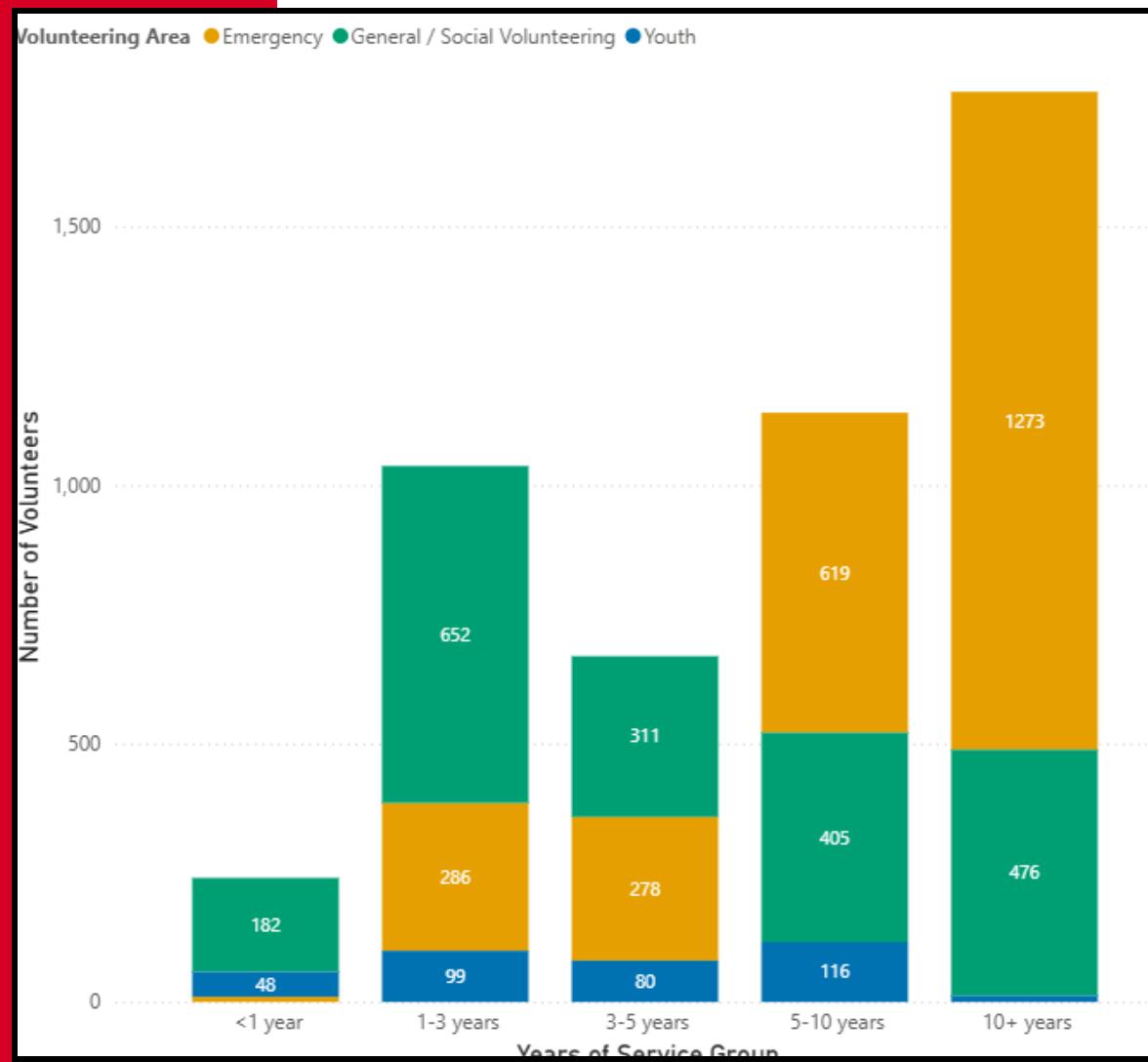


Volunteer Area – Youth

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
Total		4851

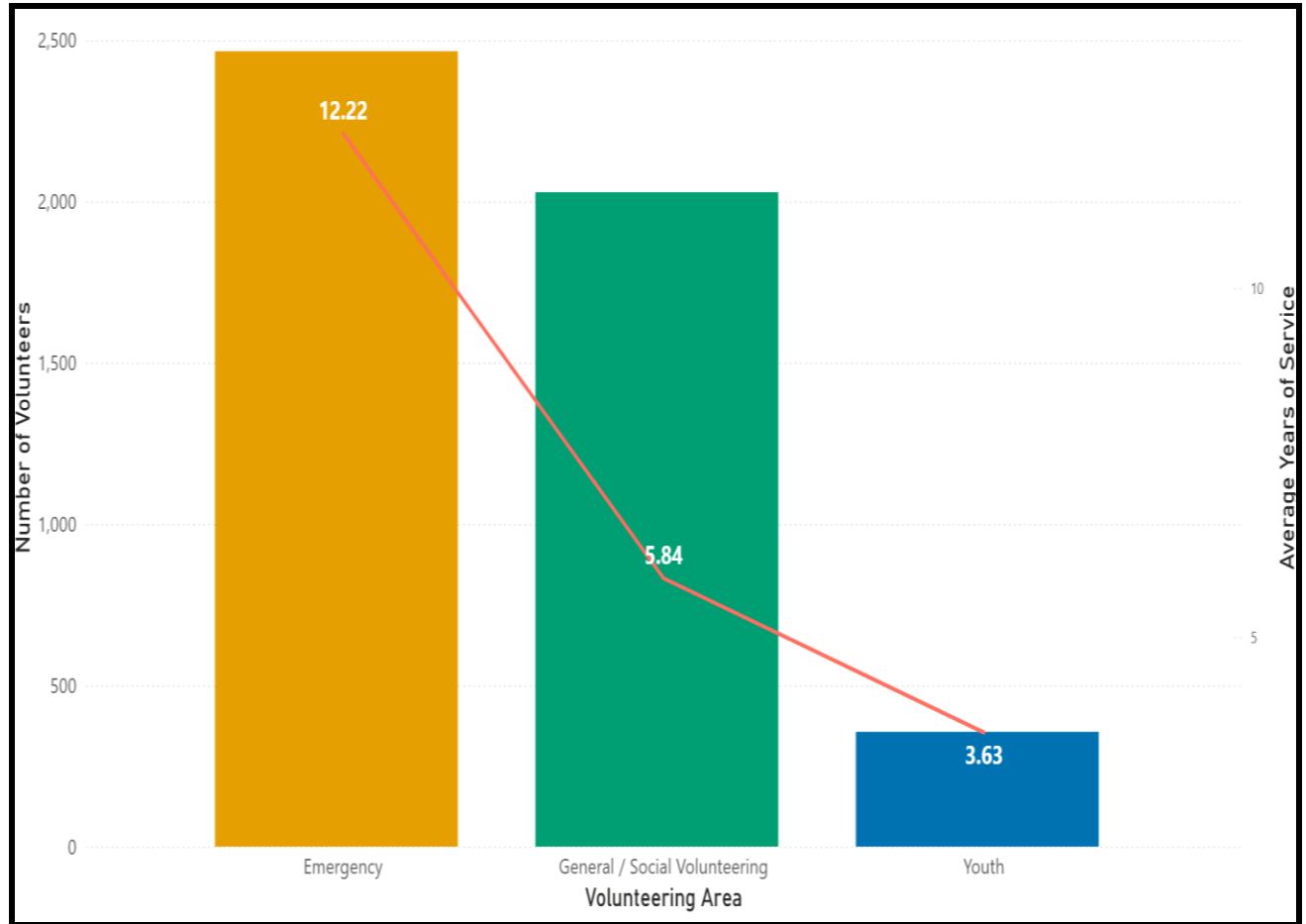
■ Highest number of volunteers by category

■ Lowest number of volunteers by category



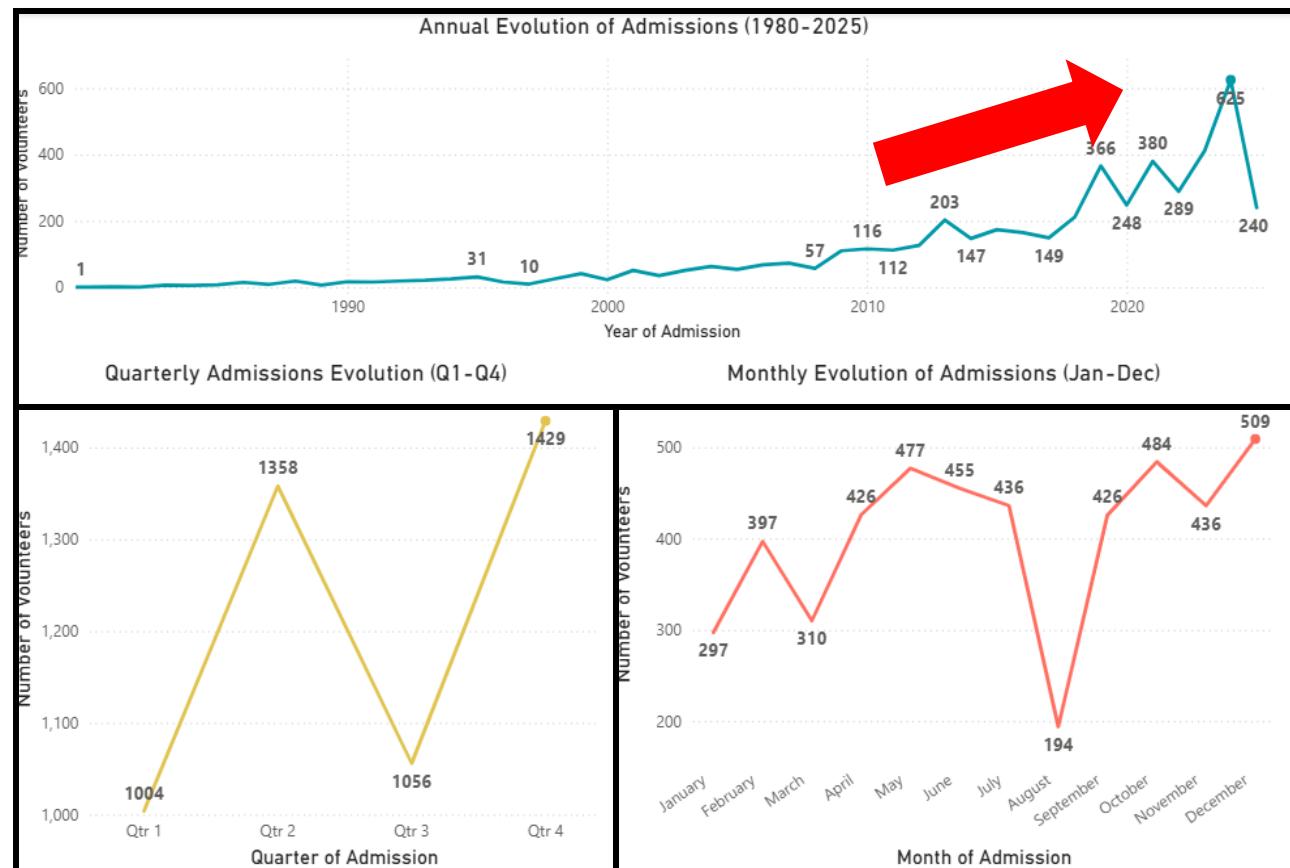
Average Length of Service by Volunteer Area

- 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
Total		4851

- 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.

