



# The value of volunteers

Imagine how many needs would go  
unanswered without volunteers

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# FOREWORD

**There is no higher calling than when a person gives his or her own knowledge, skills, time or resources to someone in need of help or comfort. This is the fundamental principle of volunteerism.**

Volunteering is at the heart of community-building. Volunteering promotes trust and reciprocity. It encourages good citizenship and provides people with an environment where they can learn the responsibilities of community and civic involvement.

Shifting socio-economic and environmental trends are changing how people volunteer. In addition to structured volunteer programmes, increasingly people are contributing to their communities informally. For example, during disasters, volunteers are taking action online or volunteering from their workplace with the encouragement of their employer. Regardless of the form it takes, volunteering remains an essential driver of political, social and economic development. It is an instrumental force in promoting positive and sustainable growth for humanity.

This survey and report, entitled *The value of volunteering*, provides credible evidence of the economic value of volunteers within the Red Cross and Red Crescent. It also provides insights into the social value that our volunteers deliver to their local communities and to the development agenda worldwide.

The social value generated by the Red Cross Red Crescent volunteer workforce is arguably even greater than its economic value. Our volunteer workforce reaches 30 million people each year in disasters alone and even more through community development initiatives that provide vulnerable people with access to humanitarian services each day.

In the Democratic Republic of Congo, for example, Red Cross volunteers have helped protect an additional 2 million people from polio by administering vaccines in the most isolated of communities. In Denmark, Red Cross volunteers comfort people without family in the last days of their lives. In Pakistan, Red Crescent volunteers provide psychosocial support to victims of conflict to provide them with a feeling of normality and hope for the future.

The value of local volunteers' knowledge and the understanding they have of their own communities enables us to respond quickly and reach the most vulnerable while making the most of the funds donated. A case in point: Red Cross Red Crescent volunteers contributed to the 2000 Global Polio Initiative which the United Nations, in valuing the total effort at 10 billion US dollars, described as "far beyond the reach of governments or international and national organizations".

I am sure that upon reading this report, you will join me in celebrating the achievements of the many millions of Red Cross and Red Crescent volunteers. This evidence-based report highlights the direct and tangible impacts of volunteering, enabling us to tackle the challenges facing humanity – to increasingly save lives and change minds.



**Tadateru Konoé**  
**President**  
**International Federation of Red Cross and Red Crescent Societies**

# ABBREVIATIONS

<b>AIDS</b>	Acquired Immune Deficiency Syndrome
<b>EVS</b>	Economic Value Survey
<b>FTE</b>	Full Time Equivalent
<b>FWRS</b>	Federation-wide reporting system
<b>HDI</b>	Human Development Index
<b>HIV</b>	Human Immunodeficiency Virus
<b>HR</b>	Human Resources
<b>IDP</b>	Internally Displaced Person
<b>ICRC</b>	International Committee of the Red Cross
<b>IFRC</b>	International Federation of Red Cross and Red Crescent Societies
<b>IHL</b>	International Humanitarian Law
<b>ILO</b>	International Labour Organization
<b>Max.</b>	Maximum
<b>Min.</b>	Minimum
<b>OCHA</b>	Office for the Coordination of Humanitarian Affairs
<b>PDF</b>	Portable Document Format
<b>PHiE</b>	Public Health in Emergency
<b>RED</b>	Repair and Development
<b>TB</b>	Tuberculosis
<b>UN</b>	United Nations
<b>US</b>	United States
<b>USD</b>	United States Dollars
<b>VIVA</b>	Volunteer Investment and Value Audit



The value of volunteers / January 2011

# EXECUTIVE SUMMARY





Bruce Liron / British Red Cross

## Introduction

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest humanitarian and development network, with volunteers based in 186 National Societies.

This report describes the economic and social value of Red Cross and Red Crescent volunteers. It is based on a rigorous methodology that is aligned with the International Labour Organization (ILO) and the Johns Hopkins University Center for Civil Society Studies volunteer measurement project. It provides a baseline for subsequent studies to track the evolution of volunteer recruitment and retention. It is based on surveys sent to National Societies and includes case studies of volunteer activities. It makes visible the amount of money that would have to be paid if services were not provided by volunteers. The value of the IFRC volunteer network is that it offers an opportunity to invest more, not less, in tackling the root causes of suffering and furthering development through the mobilization of resources by the community.

## Methodology

Dalberg Global Development Advisors was commissioned to develop a methodology and prepare a baseline for the IFRC to use in future. The methodology for this study was based on the ILO's *Manual on the Measurement of Volunteer Work*. A survey was sent to every Red Cross and Red Crescent National Society with questions on four variables:

- the number of volunteers
- the number of hours volunteered
- the field in which the volunteer work is performed
- the type of work performed

The International Red Cross and Red Crescent Movement has many different kinds of supporters, including members, blood donors and volunteers. This study focuses on active volunteers only. Though the economic value of volunteers focuses on quantitative data, the social value is based on qualitative interviews with organizations that have engaged with Red Cross or Red Crescent volunteers in programmatic areas.

## Economic value of volunteers

Two in every thousand people around the world volunteer for the International Red Cross and Red Crescent Movement. Active Red Cross Red Crescent volunteers donated nearly 6 billion US dollars worth of volunteer services in 2009 worldwide, or nearly 90 US cents for every person on earth.

While many volunteers work across multiple fields, the most volunteers – and the greatest proportion of value – were related to health promotion, treatment and services; followed by disaster preparedness, response and recovery, and then general support services.

Slightly more women than men volunteer for Red Cross Red Crescent National Societies (54 per cent vs. 46 per cent) overall, though this ratio varies by region.



## Social value of volunteers

In addition to providing value for donor dollars, volunteering for the Red Cross Red Crescent generates social value for the community, for the organization and for the volunteers themselves.

*Value for the community:* Voluntary service is at the heart of community-building. It encourages people to be responsible citizens and provides them with an environment where they can be engaged and make a difference. It enhances social solidarity, social capital and quality of life in a society. It can serve as a means of social inclusion and integration.

*Value for the organization:* Red Cross and Red Crescent Societies would not be able to deliver essential services without the support of their volunteer networks. Volunteers extend the paid workforce by a factor of between 1 and 2,000, with a median average of 20 volunteers to every paid member of staff. The regions with the highest ratio of volunteers to staff are sub-Saharan Africa, South-East Asia and East Asia.

*Value for the volunteer:* Volunteers confirm that they are pleased to be able to do something to help and are proud to have something to offer society. They value the acknowledgement they get from people in their community, the new skills they learn, and have a strong sense of belonging to a caring organization.

## Conclusion

This report not only emphasizes the fact that voluntary service is a fundamental principle of the International Red Cross and Red Crescent Movement, but also that it is a global principle for civic action. The report is a working document that will continue to be updated and expanded as volunteering continues to grow and evolve. For example, the findings reflect that whilst the Red Cross and Red Crescent is known mostly for its role in disasters, the area in which most volunteers are engaged is health. As Red Cross and Red Crescent volunteers play an increasingly central role in health and development, we are able to measure more accurately their contribution to health initiatives such as polio and measles.

The report also indicates that the ratio of paid staff to volunteers extends the Red Cross Red Crescent global workforce significantly. This is particularly the case in sub-Saharan Africa and South-East Asia. This reinforces the knowledge that investment in community development yields excellent returns and donor dollars go much further.

At 13.1 million, the number of volunteers reported is impressive, whilst their geographic spread is key to their ability to respond when disaster strikes in the remotest corners of the globe. Two in every thousand people in the world volunteer for Red Cross and Red Crescent National Societies. What is possibly even more significant is the impact that these volunteers have and their capacity to reach and serve vulnerable people in the remotest areas to assist people whose access to services is severely limited. Volunteers truly provide invaluable support to extend the reach of the paid workforce as well as improve the quality of services through community knowledge and understanding of local culture and customs.



The IFRC is committed to ensuring an enabling environment for volunteers by focusing on three pillars of volunteering development – protection, recognition and promotion – so that all volunteers can contribute meaningfully. This also points to a need to grow and expand volunteer management systems, specifically those related to local community-level volunteers, whilst continuing to motivate and retain existing volunteers.

Finally, the findings in this report further highlight the important role that the Red Cross and Red Crescent must play in designing and improving the work in which volunteers are involved, whilst also working more closely with governments, the private sector and other partners to expand development and further the humanitarian agenda.



# INTRODUCTION





The International Federation of Red Cross and Red Crescent Societies' (IFRC) vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, thereby, contributing to the maintenance and promotion of human dignity and peace in the world. The IFRC carries out relief operations to assist those affected by disasters, and combines this with development work to reduce vulnerabilities and strengthen community capacities.

The original idea that became today's International Red Cross Red Crescent Movement was born in 1859. The IFRC is the world's largest humanitarian network. National Red Cross and Red Crescent Societies and their volunteers in 186 countries work during disasters, emergencies and peacetime to meet the needs and improve the lives of vulnerable people, without discrimination as to nationality, race, gender, religious beliefs, class or political opinions.

The IFRC's strength lies in its volunteer network, community-based expertise and ability to represent the interest of vulnerable people. By improving humanitarian standards, working as partners in development, responding to disasters, and supporting healthier and safer communities, the IFRC helps reduce vulnerabilities, strengthen resilience and foster a culture of peace around the world.

Voluntary service is one of the seven fundamental principles<sup>1</sup> that bind together the International Red Cross and Red Crescent Movement. This principle states that it "is a voluntary relief movement not prompted in any manner by desire for gain".

Red Cross Red Crescent volunteers work on a broad range of services. For analytical purposes these have been categorized into four fields. Three of the four fields tie in with the strategic aims of the IFRC's *Strategy 2020*. A fourth cross-cutting field – general support services – was added to the methodology in order to capture the volunteer work that does not relate directly to one of the three strategic aims.

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**1.** Proclaimed in Vienna in 1965, the fundamental principles guarantee the continuity of the International Red Cross Red and Crescent Movement and its humanitarian work. The seven fundamental principles are: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.



### Strategic aim 1: Save lives, protect livelihoods, and strengthen recovery from disasters and crises

Disaster response continues to represent the largest portion of the IFRC's work, with assistance provided each year to around 30 million people affected by natural disasters. Activities include emergency response, psychosocial support, building of livelihoods and capacity-building. As part of their local communities, Red Cross and Red Crescent volunteers have a continuous understanding of on-the-ground needs, vulnerabilities and capacities. Systematic disaster and crisis management starts with preparedness for early action by trained and organized volunteers.

When a disaster occurs, volunteers are at the frontline of response efforts to help with search and rescue, food distribution, building houses and promoting hygiene to prevent disease. They also give psychosocial support immediately after a disaster occurs and during the recovery phase. During the recovery phase, volunteers also help to build community resilience, teaching better practices on how to deal with an emergency and supporting the rebuilding of the infrastructure.



### Strategic aim 2: Enable healthy and safe living

The IFRC's work in the area of health is diverse and includes long-standing activities such as first aid and emergency response, as well as epidemic control, programmes in health promotion and prevention, addressing stigma, providing psychosocial care and enabling community empowerment. National Societies also have a public auxiliary role with their national governments to expand the access that people in under-served communities have to primary and public health services in peacetime and during emergencies. Our specific contribution to sustainable development is through strengthening community resilience. This is achieved by helping people to be as healthy as possible, and to prevent or reduce the risks where possible so that they may enjoy better and safer living that is also respectful of the environment.



### Strategic aim 3: Promote social inclusion and a culture of non-violence and peace

Red Cross and Red Crescent volunteers work proactively in a number of ways to change social attitudes, and reduce the isolation and neglect experienced by vulnerable people. This includes practical help with basic needs and access to services, representation and advocacy, as well as protection and assistance for those affected by abuse and exploitation. It also includes measures to improve the ability of vulnerable groups to interact effectively with mainstream society.

At the heart of a strong National Society is its nationwide network of locally organized branches or units with members and volunteers, who have agreed to abide by the fundamental principles and the statutes of their National Society. Volunteers contribute their time and skills regularly or occasionally in the delivery of services, in resource mobilization, administrative, governance or advisory functions.







# METHODOLOGY FOR CALCULATING THE **ECONOMIC VALUE OF VOLUNTEERS**



The methodology for this study was based on the International Labour Organization (ILO) and the Johns Hopkins University Center for Civil Society Studies volunteer measurement project. A survey was sent to 186 Red Cross and Red Crescent National Societies with questions on four variables:

- the number of volunteers
- the number of hours volunteered
- the field in which the volunteer work is performed
- the type of work performed

This information was aggregated to determine Full Time Equivalent<sup>2</sup>(FTE) volunteers by type of work and then multiplied by a regional benchmark median wage by type of work from the ILO's labour statistics database (LABORSTA), then converted into US dollars.

## Survey design and sample size

The survey design was the result of collaboration between Dalberg Global Development Advisors and the IFRC. It contained ten substantive questions about numbers and proportions of volunteers, the hours volunteered, the field of work and the types of work performed. The survey questionnaire was available in five languages – Arabic, English, French, Russian and Spanish – for a period of seven weeks using a web-based survey and fax. Eighty-four National Societies responded to the survey. In tandem, the IFRC conducted a pilot exercise for the Federation-wide reporting system (FWRS), which asked the same first question about the total number of people who volunteered time in 2009. This second survey yielded a total number of active volunteers for an additional 23 countries with a total sample size of 107 National Societies, which represents 57 per cent of all National Societies.

## Number of volunteers<sup>3</sup>

The survey question was "How many people volunteered time for at least 4 hours in your National Society in 2009?". The following definition of an active volunteer was provided with the survey:

**People volunteering time** refers to a person who has worked freely to support the delivery of services of a National Society for at least 4 hours during 2009. The work is unpaid, although some forms of monetary exchange may still be possible such as out-of-pocket expenses.

The number included all people who:

- volunteered a minimum of 4 hours during 2009 from both the headquarters and its local units (National Society subdivisions that work directly with the community – this can include local chapters, branches, regional and intermediate offices, and headquarters), even if they are independent from the headquarters
- volunteered a minimum of 4 hours during 2009 with a National Society covering both international and domestic activities
- contributed to fund-raising initiatives for a minimum of 4 hours during 2009
- were involved in the youth networks who volunteered a minimum of 4 hours during 2009 (if data was available)

The number **did not** include:

- blood donors as they are not globally defined as volunteers and information on blood donations will be included in a separate future report
- all people who have volunteered for less than 4 hours during 2009.

**2.** Full Time Equivalent (FTE) is "Ratio of total number of hours [worked] during a period by the number of working hours in that period." <http://www.businessdictionary.com/definition/full-time-equivalent-FTE.html#ixzz16HwX8o5o>. To calculate the FTE amount of voluntary service, the research team counted 20 week days in August 2010 and 8 hours per day (this means 2 days a month holiday and 24 days a year holiday), which leads to a wage benchmark maximum of 160 hours per month.

**3.** A Red Cross Red Crescent volunteer is a person who carries out volunteering activities for a National Red Cross or Red Crescent Society, occasionally or regularly. A Red Cross Red Crescent member is a person who has formally agreed to the conditions of membership as required under the National Society's constitution or rule, and is usually entitled to elect representatives on governing bodies, and to stand for election. Red Cross Red Crescent volunteers may or may not be members of their National Societies.



## The number of hours volunteered

In order to calculate the economic value of the Red Cross Red Crescent volunteers, National Societies were asked two questions:

- for each of the four groups of services listed below (health promotion, disaster preparedness, promotion of social inclusion and general support services), how many people who regularly volunteer time with your National Society did so in August 2010?
- for each of the four groups of services listed below, how many hours were volunteered per regular volunteer with your National Society in August 2010?

August 2010 was selected as it was the most recent completed full month when the survey was sent to the National Societies in September 2010.

## The field in which the volunteer work is performed

Four groups of volunteer services were defined, based on the three strategic aims of the IFRC's *Strategy 2020*, plus a cross-cutting general support services group. They are:

- disaster preparedness, response and recovery
- health promotion, treatment and social services
- promotion of social inclusion and a culture of non-violence and peace
- general support services.





**Table 1: Overview of groups of services**

Groups of services	Description of services within each group
Disaster preparedness, response and recovery	<ul style="list-style-type: none"> <li>• Disaster preparedness, e.g. planning activities</li> <li>• Psychosocial support</li> <li>• Restoring family links</li> <li>• Disaster risk reduction and restoring livelihoods</li> <li>• Hazard monitoring and early warning</li> <li>• Disaster awareness activities and education</li> <li>• Support to orphans and vulnerable children</li> <li>• Shelter settlement programming</li> <li>• Distribution of emergency relief and recovery goods and services, e.g. food and water</li> </ul>
Health promotion, treatment and social services	<ul style="list-style-type: none"> <li>• Clinical treatment and care for HIV and AIDS, malaria, TB, heart disease, stroke, and maternal and newborn health</li> <li>• Disease control, e.g. for infectious diseases</li> <li>• Prevention programmes (non-educational), e.g. vaccines</li> <li>• Education and training for behavioural change</li> <li>• Home-based care and treatment</li> <li>• First-aid services</li> <li>• Managing water and sanitation programmes</li> <li>• Road safety programmes</li> <li>• Social services, e.g. care for the elderly, homeless and drug users</li> </ul>
Promotion of social inclusion, and a culture of non-violence and peace	<ul style="list-style-type: none"> <li>• Strengthening of civil society</li> <li>• Social integration activities, e.g. for refugees and migrants</li> <li>• Volunteering promotion and development</li> <li>• Promotion of peace, tolerance and diversity</li> <li>• Social mobilization and advocacy</li> </ul>
General support services	<ul style="list-style-type: none"> <li>• Fund-raising</li> <li>• National Society leadership, e.g. board members</li> <li>• Administrative support, e.g. accounting</li> <li>• Human resources</li> <li>• Short-term programme support</li> <li>• Volunteer recruitment and management</li> <li>• Internal training</li> </ul>

## The type of work performed

To identify the best-fit industry classifications for benchmark wages, National Societies were asked to further specify the percentage breakdown between specialized and general volunteers based on the type of work performed. If a volunteer is engaged in both a first and a second group of services (e.g. health and disaster preparedness), National Societies were instructed to include this volunteer in the total count for each of the two groups of services. In instances where this yielded a higher total number of volunteers in August than in the full year, the researchers then scaled the total number of volunteers across all segments back to the total number of volunteers in the country.

**Table 2: Examples of skill sets required to perform the type of volunteer work**

Groups of services	Examples of specialized volunteer skills needed	Examples of general volunteer skills needed
Disaster preparedness, response and recovery	<ul style="list-style-type: none"> <li>• Psychologist</li> <li>• Logistical coordinator</li> <li>• Engineer</li> <li>• Agronomist</li> <li>• Architect</li> <li>• Construction project manager</li> <li>• Urban planner</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative support/ office assistant</li> <li>• Truck or taxi driver</li> <li>• Programme support</li> <li>• Information manager</li> <li>• Surveyor</li> </ul>
Health promotion, treatment and social services	<ul style="list-style-type: none"> <li>• Medical professional (nurse)</li> <li>• Senior researcher</li> <li>• Engineer/ technician (e.g. water and sanitation support)</li> <li>• Mental health specialist</li> <li>• First-aid instructor</li> <li>• Social worker with degree/certification</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative support/ office assistant</li> <li>• Non- technical medical support</li> <li>• Community-based health worker</li> <li>• Programme support</li> <li>• Social worker without degree/ certification</li> </ul>
Promotion of social inclusion, and a culture of non-violence and peace	<ul style="list-style-type: none"> <li>• Education specialist (teacher, professor)</li> <li>• International Humanitarian Law professional</li> <li>• Lawyer</li> <li>• Social worker with degree/ certification</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative support/ office assistant</li> <li>• Community organizer</li> <li>• Community advocate</li> <li>• Programme support</li> <li>• Youth outreach</li> <li>• Social worker without degree/ certification</li> </ul>
General support services	<ul style="list-style-type: none"> <li>• Leadership function (board member, president)</li> <li>• Accountant</li> <li>• Human Resources specialist</li> <li>• Communications/marketing/ resource mobilization specialist</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative support</li> <li>• Local fund-raiser</li> <li>• Volunteer management</li> <li>• Volunteering recruitment</li> <li>• Volunteer trainer</li> </ul>

## Establishing the economic value of volunteer work

To establish the economic value of the work provided by volunteers, it was decided to use the “full replacement cost” estimation method, which establishes the replacement cost by assigning to the hours of volunteer work what it would cost to hire someone to do the work that the volunteer is doing for no pay.

All countries were grouped by geography (sub-Saharan Africa, central, southern and western Europe, Caribbean, South-East Asia, etc.) and by the human development index (HDI) (i.e. low, medium, high and very high HDI). For each of these groups, the median wage was then selected for each of the eight category types of volunteer work, based on benchmark wage professions featured in the following table.

The information on volunteering numbers, hours, fields and types of work was analysed to determine the Full Time Equivalent (FTE) volunteers by type of work, and the median wages were then applied to all National Societies in the respective groups, even those with data, to remove outliers and ensure consistency.

**Table 3: ILO labour statistics database job codes**

Groups of services	Specialized benchmark wage level	General benchmark wage level
Disaster preparedness, response and recovery	<ul style="list-style-type: none"> <li>Power distribution and transmission engineer</li> <li>Chemical engineer</li> <li>Petroleum engineer</li> <li>Building electrician</li> </ul>	Ambulance driver Labourer Building painter
Health promotion, treatment and social services	<ul style="list-style-type: none"> <li>Professional nurse (general)</li> </ul>	<ul style="list-style-type: none"> <li>Auxiliary nurse</li> <li>Ambulance driver</li> </ul>
Promotion of social inclusion, and a culture of non-violence and peace	<ul style="list-style-type: none"> <li>Secondary level teacher</li> <li>Mathematics teacher (secondary)</li> <li>Mathematics teacher (tertiary)</li> </ul>	<ul style="list-style-type: none"> <li>Primary level teacher</li> <li>Teacher in languages and literature (secondary)</li> </ul>
General support services	<ul style="list-style-type: none"> <li>Accountant</li> <li>Bank teller</li> </ul>	<ul style="list-style-type: none"> <li>Office clerk (public)</li> <li>Office clerk (private)</li> <li>Stock records clerk</li> <li>Stenographer typist</li> </ul>

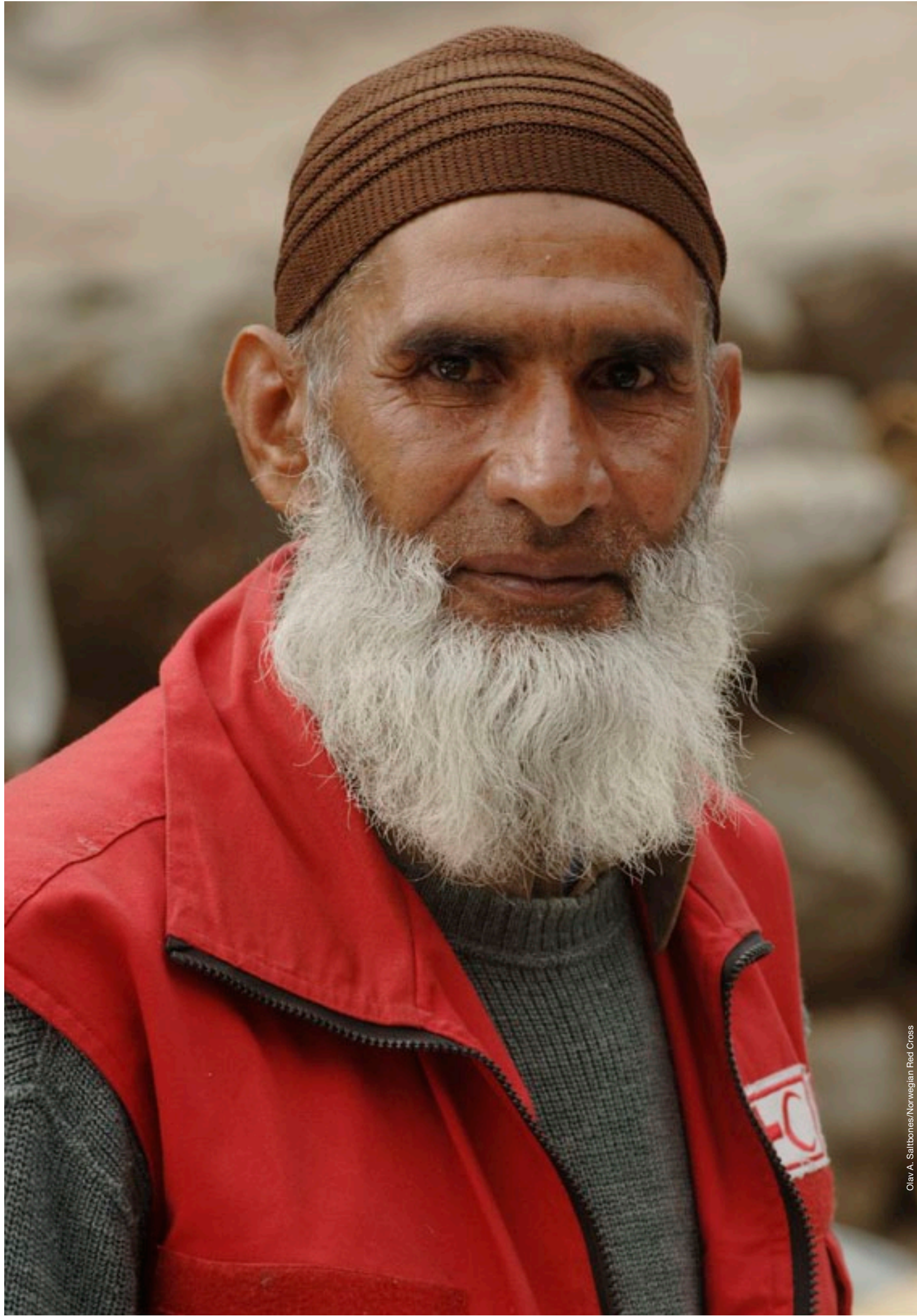
## Extrapolations

The research team analysed the data for correlations by geographic grouping, human development index ranking and population size, but did not find any correlations for volunteering that were statistically significant. There are, of course, correlations between benchmark wage rates between countries in the same geography and HDI. This means that all extrapolations to do with number of volunteers, hours and types of work are based on averages of the entire dataset. All extrapolations to do with benchmark wage rates are based on medians within a geographic and HDI grouping.

## Considerations

- All data sets in this report were self-reported by the National Societies and not validated.
- Some National Societies pay a small allowance to volunteers. This information was not captured in the survey and therefore was not deducted from the value of volunteers.
- What is apparent from the responses by National Societies is that when there is an agreed uniform volunteer system in place using a standard set of definitions and indicators, it will allow us to more accurately calculate the value of volunteer service in the future.

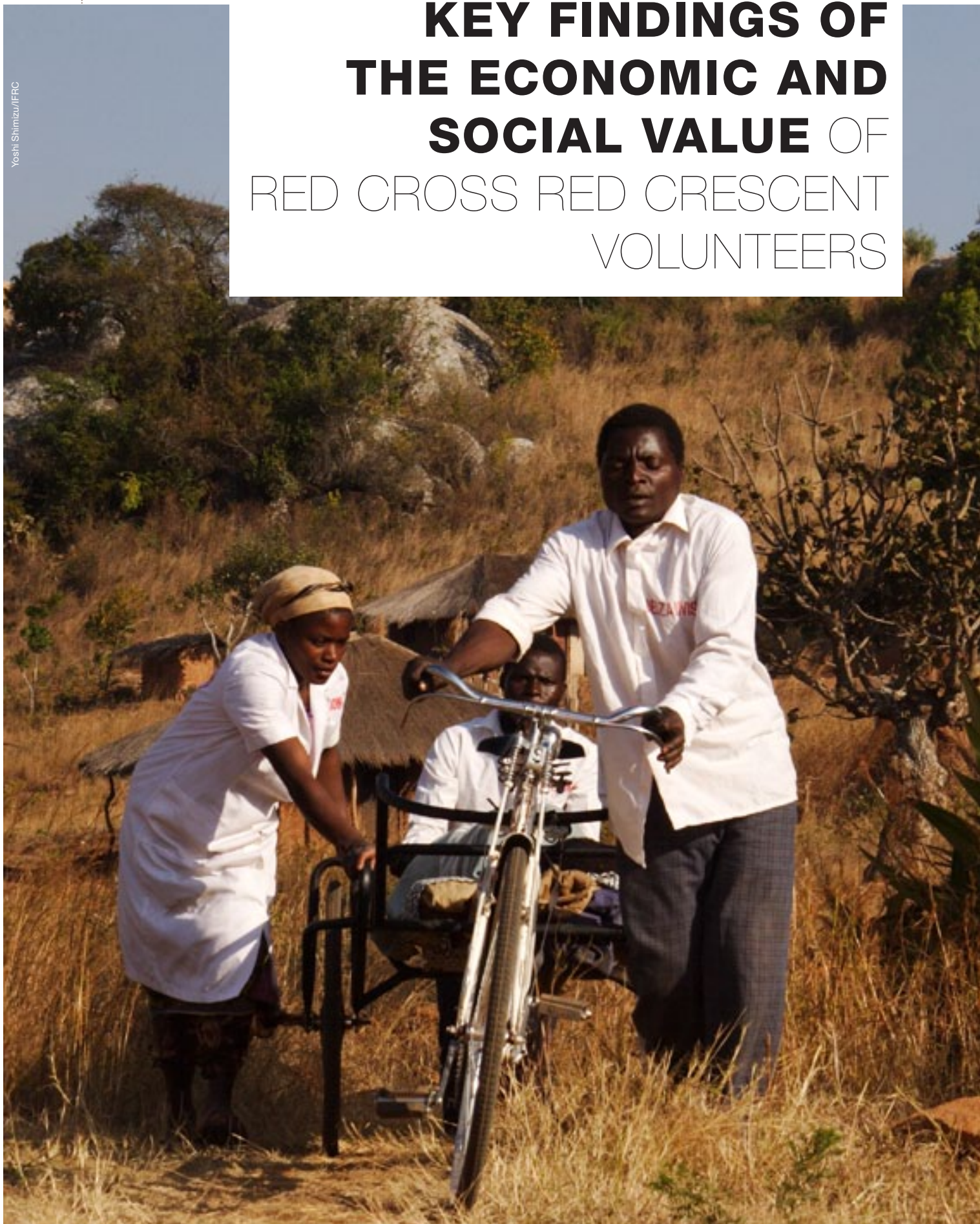






# KEY FINDINGS OF THE ECONOMIC AND SOCIAL VALUE OF RED CROSS RED CRESCENT VOLUNTEERS

Yoshi Shimizu/IFRC



This section describes the economic and social value of Red Cross Red Crescent volunteers. It starts with an overview of all Red Cross Red Crescent active volunteers worldwide, and then lists key findings region by region.

In addition, a series of calculations can also be run to extrapolate:

- economic value and characteristics of Red Cross Red Crescent volunteers from the 84 countries that responded to the Economic Value Survey (EVS)
- economic value of Red Cross Red Crescent volunteers in the 107 countries who responded to both of the IFRC's 2010 surveys (Economic Value Survey and Federation-wide reporting system pilot survey)
- extrapolation to the population of the world.

The recommendation of the research team is to extrapolate to the population of the world.

## Economic value

Based on extrapolating the survey responses to the worldwide population:

- two in every thousand people volunteer for the Red Cross and Red Crescent Movement worldwide
- Red Cross Red Crescent volunteers donated nearly 6 billion US dollars worth of volunteer services in 2009 worldwide, or nearly 90 US cents to every person in the world
- while many volunteers work across multiple fields, the most volunteers – and the greatest proportion of value – were related to health promotion, treatment and services; followed by disaster preparedness, response and recovery, and then general support services. Fewest Red Cross Red Crescent volunteers work in social inclusion
- slightly more women than men volunteer for the Red Cross and Red Crescent Societies (54 per cent vs. 46 per cent)
- volunteers extend the paid workforce by a factor of between 1 and 2,000, with a median average of 20 volunteers to every paid member of staff. The regions with the highest ratio of volunteers to staff are sub-Saharan Africa, South-East Asia and East Asia
- partner organizations observe that Red Cross Red Crescent volunteers share a set of principles and values, and that their participation is well organized and structured. Red Cross Red Crescent volunteers are seen to provide a “professional” quality service to their communities.

## Social value of volunteers

In addition to providing value for money, volunteering for the Red Cross and Red Crescent generates social value for the community, for the organization and for the volunteers themselves.

## The value of volunteers for the community

Voluntary service is at the heart of community-building. It encourages people to be responsible citizens and provides them with an environment where they can learn the duties of democratic involvement.

In the words of Ishahilidza Amadi, Director of the Regional Disaster Management Center of Excellence in East Africa<sup>4</sup>: “The Red Cross is a good model. They hold elections where they elect their own leaders. They have a constitution, election

4. [www.rdncoe.org](http://www.rdncoe.org) from an interview on 21 November 2010

5. Ms Janet Cupidon Quallo, Child Protection Specialist, UNICEF, Jamaica; Ms Ludmila Sergeevna Ponizovich, First Deputy Head of Ideology Department of Mogilev Executive Committee, Belarus; Ms Beatriz Cedena, Expert, National Observatory on Volunteering, Spain

rules, a conflict resolution mechanism built in. What I admire about the Red Cross is that they involve the local community to do things for themselves as well as advocating for the government to attend to the needs of the people.”

External partners<sup>5</sup> from Jamaica, Spain and Belarus confirm that what distinguishes Red Cross Red Crescent volunteers from other volunteers is their long-term commitment to the Movement over many decades. Partner organizations observe that Red Cross Red Crescent volunteers share a set of principles and values, and that their participation is well organized and structured. In short, Red Cross Red Crescent volunteers are seen to provide a “professional” quality service to their communities.

**The value of volunteers for the organization**

Red Cross Red Crescent National Societies could not deliver essential services without the support of their volunteer network.

In the survey period, volunteers extend the paid workforce by a factor of between 1 and 2,000, with a median average of 20 volunteers to every paid member of staff.

The regions with the highest ratio of volunteers to staff are sub-Saharan Africa, South-East Asia and East Asia.

**Table 4: Ratio of Red Cross Red Crescent volunteers to paid staff (FTE)**

Ratio of volunteers to FTE paid staff	Mean average	Max.	Min.
Sub-Saharan Africa	327.16	1,935.52	4.43
Middle East/North Africa	35.17	106.06	3.00
Central, southern and western Europe	32.64	147.87	0.72
Eastern Europe, Turkey and the Southern Caucasus, Central Asia	19.65	58.18	4.86
US and Canada	11.04	20.59	1.49
Caribbean	45.65	70.00	4.44
Latin America	15.88	33.98	1.50
South Asia	23.07	37.50	14.64
South-East Asia	432.54	852.65	12.43
East Asia	118.77	302.68	19.26
Pacific	18.13	21.75	14.52



## The value for the volunteer

Helping others in need is among the most basic and noble of human instincts. Through case studies, testimonials and in study after study, Red Cross Red Crescent volunteers confirm that they are pleased to be able to do something to help, proud to have something to offer society, that they are acknowledged by people in their community for the new skills they have learnt and they have a strong sense of belonging to a caring organization.

## Regional profiles

### Sub-Saharan Africa

- Red Cross Red Crescent volunteers contribute 117 million US dollars worth of services in sub-Saharan Africa.
- The average annual economic value of Red Cross Red Crescent volunteers in sub-Saharan Africa is 86 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million world-wide, more than the population of Zimbabwe.
- In sub-Saharan Africa alone there are 1.4 million volunteers, more than the population of Swaziland or Mauritius.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 327 in sub-Saharan Africa – meaning that for every paid member of staff, there are 327 volunteers.

### South African Red Cross – trust is the key to tackling sensitive issues

Following the 2008 racially motivated attacks in the Alexandra Township of Johannesburg, the Red Cross was approached to participate in a study aimed at finding the most effective ways to prevent similar attacks. The Office for the Coordination of Humanitarian Affairs (OCHA) and the University of the Witwatersrand's Forced Migration Department recognized that the vital information required for the study could be most effectively accessed by Red Cross volunteers because "the community has trust in the Red Cross emblem" and that volunteers who were both local- and foreign-born were able to interview households in their language of choice.

### Middle East and North Africa

- A recent survey has found that Red Cross Red Crescent volunteers contribute 50 million US dollars worth of services in Middle East and North Africa.
- The average annual economic value of Red Cross Red Crescent volunteers in Middle East and North Africa is 94 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million world-wide, more than the population of Tunisia and three times the population of the United Arab Emirates.
- In the Middle East and North Africa alone, there are half a million volunteers, more than the population of Cape Verde.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 35 in the Middle East and North Africa – meaning that for every paid member of staff, there are 35 volunteers.

## Egyptian Red Crescent – mapping vulnerabilities to direct humanitarian action

Specially trained Egyptian Red Crescent volunteers are helping to create a picture of the population in two governorates of Egypt that is more than half a million strong. The purpose is to map vulnerabilities and capacities in those communities, which will provide a valuable source of information for humanitarian action. Volunteers are able to approach community members with questionnaires and help them to complete them because they are known to their communities and understand the issues being faced.

## Central, southern and western Europe

- A recent survey has found that Red Cross Red Crescent volunteers contribute 1.1 billion US dollars worth of services in central, southern and western Europe.
- The average annual economic value of Red Cross Red Crescent volunteers in central, southern and western Europe is 855 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million worldwide, more than the population of Greece, twice the population of Denmark and three times the population of Lithuania.
- In central, southern and western Europe alone, there are 1.3 million volunteers, equivalent to the population of Estonia.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 32 in central, southern and western Europe – meaning that for every paid member of staff, there are 32 volunteers.

## Danish Red Cross – supporting people in the last days of their lives

Volunteers from the Danish Red Cross demonstrate their irreplaceable social value by providing support to people in the last days and hours of their life. The volunteers comfort people who do not have any family or friends by simply sitting by their side as they enter and pass the final stages of their lives. Red Cross volunteers also support the children of migrants and refugees to make a better start in life by helping them with their homework and with language training as parents often lack the skills required to help their children do their homework.

## Eastern Europe, central Asia, Turkey and the Southern Caucasus

- A recent survey has found that Red Cross Red Crescent volunteers contribute 25 million US dollars worth of services in Eastern Europe, central Asia, Turkey and the Southern Caucasus.
- The average annual economic value of Red Cross Red Crescent volunteers in eastern Europe, Central Asia, Turkey and the Southern Caucasus is 114 US per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million worldwide, more than the population of the Czech Republic, almost twice the population of Tajikistan and three times the population of Georgia.
- In eastern Europe, central Asia, Turkey and the Southern Caucasus alone, there are 217 thousand volunteers, equivalent to over half the population of Malta.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 19 in eastern Europe, central Asia, Turkey and the Southern Caucasus – meaning that for every paid member of staff, there are 19 volunteers.

## Belarus Red Cross – users help to reduce the spread of HIV

By their own admission, Nikolay and Irena spend all their money on semechki, a home-made poppy seed paste, the drug of choice in the drab town of Slutsk, two hours drive south of Minsk. To the casual observer, they are just another couple of drug addicts, but each day they commute to a shabby apartment crouched under the shadow of two massive chimney stacks on the edge of town and begin their work, their real passion. Nikolay and Irena deliver clean needles and package up used needles for disposal. “No one I work with uses a dirty needle now, but we all used to,” says Nikolay. “We know what AIDS can do and we don’t want to get it.” They also visit schools and tell children what it is like to be a user – how tough, ugly and dangerous it can be. Nikolay says: “We don’t say ‘just say no’, we say ‘this is how it is. You choose’.” Nikolay and Irena know the streets, know the users, know the risks. They are trusted in a way no police officer, partner, parent or religious leader could ever be.

## US and Canada

- A recent survey has found that Red Cross volunteers contribute 868 million US dollars worth of services in the US and Canada.
- The average annual economic value of Red Cross volunteers in the US and Canada is 1,224 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million worldwide, more than the population of Cuba, twice the population of Paraguay and three times the population of Puerto Rico.
- In the USA and Canada alone, there are 710 thousand volunteers, equivalent to over half the population of San Diego and the Canadian province of Alberta.
- On average, the Red Cross network of volunteers extends its paid workforce by a ratio of 1 to 11 in the US and Canada – meaning that for every paid member of staff, there are 11 volunteers.

## American Red Cross – creating a new generation of young philanthropists

The American Red Cross highlighted the impact of volunteering when it launched its @15 social media initiative making young people philanthropists. The young philanthropists raised 70,000 US dollars for Red Cross programmes across the country and, in the process, they made decisions about causes that resonated with them and their values.

## Caribbean

- A recent survey has found that Red Cross volunteers contribute 19 million US dollars worth of services in the Caribbean.
- The average annual economic value of Red Cross volunteers in the Caribbean is 268 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce worldwide numbers 13.1 million, more than the population of the Cuba, twice the population of Paraguay and three times the population of Puerto Rico.
- In the Caribbean alone, there are 72,000 volunteers, more than the population of Bermuda.
- On average, the Red Cross network of volunteers extends its paid workforce by a ratio of 1 to 45 in the Caribbean – meaning that for every paid member of staff, there are 45 volunteers.

### Haitian Red Cross – local knowledge vital in preventing cholera

When the cholera outbreak first occurred in Haiti as communities were recovering from the devastating 2010 earthquake, more than 1,000 Haitian Red Cross volunteers went door to door and tent to tent, to explain in detail how cholera is transmitted and how people can avoid becoming sick. These trained volunteers were at the frontline in the battle against the disease and they empowered people living in their own communities to protect themselves.

## Latin America

- A recent survey has found that Red Cross volunteers contribute 66 million US dollars worth of services in Latin America.
- The average annual economic value of Red Cross volunteers in Latin America is 401 US dollars per volunteer.
- The Red Cross volunteer workforce numbers 13.1 million worldwide, almost the population of Guatemala, twice the population of Paraguay and more than three times the population of Panama.
- The Red Cross volunteer workforce in Latin America numbers 165,000 volunteers, almost the population of Saint Lucia.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 15 in Latin America – meaning that for every paid member of staff, there are 15 volunteers.

### Chilean Red Cross – first responders see families through to rescue

From 5 August 2010 – the day that the San José mine in Copiapo, Chile collapsed – until the successful rescue of miners, Red Cross volunteers supported the miners' families through the process. Accompanying them and offering practical assistance, as well as helping them to face the days of uncertainty, both the families and media recognized the work of the Chilean Red Cross volunteers as a best practice example of humanitarian assistance.

## South Asia

- A recent survey has found that Red Cross and Red Crescent volunteers contribute 279 million US dollars worth of services in South Asia.
- The average annual economic value of Red Cross Red Crescent volunteers in South Asia is 102 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million worldwide, equivalent to the population of Cambodia.
- The Red Cross Red Crescent volunteer workforce in South Asia numbers 2.7 million volunteers, or slightly more than half of the population of Singapore.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 23 in South Asia – meaning that for every paid member of staff, there are 23 volunteers.

### Pakistan Red Crescent Society – promoting respect for all religions

In an effort to promote a culture of peace and harmony, Red Crescent volunteers in Pakistan are involved in making and delivering gifts to people in need on multi-faith occasions such as Eid, Diwali and Christmas. This activity promotes respect for all religions and reinforces the principle of impartiality amongst young

people. Local volunteers also provide psychosocial support to victims of conflict to give them a feeling of normality and a shared hope for the future.

## South-East Asia

- A recent survey has found that Red Cross Red Crescent volunteers contribute 225 million US dollars worth of services in South-East Asia.
- The average annual economic value of Red Cross Red Crescent volunteers in South-East Asia is 79 US dollars per volunteer.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million worldwide, equivalent to the population of Cambodia.
- In South Asia alone, there are 2.8 million volunteers, more than the population of Mongolia.
- On average, the Red Cross Red Crescent network of volunteers extends its paid workforce by a ratio of 1 to 432 in South-East Asia – meaning that for every paid member of staff, there are 432 volunteers.

### Myanmar Red Cross – early responders in a complex disaster

The incalculable value of local knowledge was evident during the response to Cyclone Nargis in Myanmar in 2008. Local Red Cross volunteers were on the frontline in what was a very complex emergency response. Township Red Cross volunteers worked with township medical teams to manage relief camps and they trained others in public health in order to respond to the magnitude of the operation. Exceptional volunteers from the Cyclone Nargis operation were invited to take part in regional training, workshops and international forums, which boosted the morale of other volunteers and encouraged many others to become interested in volunteering.

## East Asia

- A recent survey has found that Red Cross volunteers contribute 3.1 billion US dollars worth of services in East Asia, the highest value of services of any region in the world.
- The average annual economic value of volunteers in East Asia is 1,002 US dollars.
- The Red Cross Red Crescent volunteer workforce numbers 13.1 million worldwide, equivalent to the population of Tokyo.
- In East Asia alone, there are 3.1 million volunteers, more than the population of Mongolia or the city of Osaka in Japan.
- On average, the Red Cross network of volunteers extends its paid workforce by a ratio of 1 to 118 in East Asia – meaning that for every member of staff, there are 118 volunteers.

### Red Cross Society of the Democratic People's Republic of Korea – establishing a culture of volunteerism

As the only humanitarian organization active in North Korea, the Red Cross is leading the way in developing a culture of volunteerism and civil responsibility in a country that is largely isolated from the development experience of other countries. Volunteers take part in disaster response, first-aid training, water safety and road safety, as well as a range of environmental programmes that help mitigate against disasters and improve food production. Young volunteers are at the heart of the Red Cross, which is significant, as they will have the greatest impact as the society evolves and changes.



## Pacific

- A recent survey has found that Red Cross volunteers contribute 29.5 million US dollars worth of services in the Pacific.
- The average annual economic value of Red Cross volunteers in the Pacific is 542 US dollars per volunteer.
- The Red Cross volunteer workforce numbers 13.1 million worldwide, or three times the population of New Zealand.
- In the Pacific alone, there are 54,000 active volunteers.
- On average, the Red Cross network of volunteers extends its paid workforce by a ratio of 1 to 18 in the Pacific – meaning that for every paid member of staff, there are 18 volunteers.

### Cook Islands Red Cross – talking to Pacific neighbours about a growing problem

When the 2009 Pacific Mini Games were held in the Cook Islands, local Red Cross volunteers were in a unique position to raise awareness about HIV and sexually transmitted diseases amongst visitors from across the Pacific. Well known for their role in first aid in the Pacific, local volunteers provided a trusted source of information on what is emerging as a major issue in the remote Pacific Islands.

## People at the heart of humanitarian action

### Stanley's story



Stanley Clairmont was washing his clothes for the next day at university when a massive earthquake struck his home town of Port-au-Prince in Haiti in January 2010. Stanley and his university friends began to take photos of the devastation unfolding around them, then quickly realized that people needed help. "My university friends and I started to try and move some rubble where we could see people and help get them out. It was exhausting and there were a lot of dead bodies too – it was difficult to breathe – but we managed to save about 13 people," says Stanley.

He then received the news that his grandmother was trapped under the rubble in her house. Stanley rescued his grandmother and took her to several hospitals before he could get treatment for her. "I ended up spending many days in hospital with my grandmother and then the Haitian Red Cross helped her. After that I knew I needed to do something to help as well, so I went to the Haitian Red Cross office to volunteer." Stanley assisted with relief distributions to different camps around the city.

## Hortense's story



Dressed in her Cameroon Red Cross peer educator t-shirt, Hortense is an elegant 30-year-old woman. She attracts everyone's attention at the start of the evening's activities in the modest health centre in Emombo district, not far from the centre of the Cameroonian capital, Yaounde.

Hortense knows better than anyone the motivation and worries of the women in the audience. Just a few years ago, she too was a sex worker who was exposed to violence and the threat of HIV on a daily basis. Today, she is financially independent thanks to a micro-project offered as part of the Cameroon Red Cross 'Filles Libres' programme and is a Red Cross peer educator who helps support other young women who want to leave sex work.

"We, the former 'filles libres' turned peer educators, are virtually the only people able to talk to the young women who prostitute themselves in the 'secteur'," she explains. "They know we endured the same hardship as them, that we are not judging them and that we want, above all, to help them protect their health."

## Kalsoom's story



It's hot. There is no water to drink. She's walking in mud that is almost a foot deep. But Kalsoom Jhatial doesn't mind because she's following one of her passions. The 17-year-old college student is volunteering for the Pakistan Red Crescent Society to help her neighbours who were left devastated by the monsoon floods.

"I feel happy and proud that I am being given this chance to help. It doesn't matter that they are strangers. We are all Pakistanis, and that makes us one family. It is my responsibility to help a family who is suffering."

When not studying, Kalsoom spends her days travelling with the IFRC's mobile health team, based in Larkana, Sindh province. This unit of skilled Red Cross and Red Crescent workers from around the world travels from village to village, providing basic healthcare to hundreds of flood survivors daily. The skilled work alongside the unskilled, passing on knowledge that will serve them well in the years ahead.

Based on her experiences so far, Kalsoom is now considering furthering her studies with courses on healthcare and medicine. Kalsoom says she has enjoyed the shared experience of working with her Red Cross and Red Crescent colleagues: "Together, we are building a bridge to a better future for thousands of my neighbours."

# ANNEX SUMMARY OF ECONOMIC VALUE SURVEY (EVS)

A total of 84 National Societies responded to the Economic Value Survey (EVS). When it comes to extrapolating for countries that did not respond – either the 23 who responded to the Federation-wide reporting system (FWRS) or the rest of the world – the regions where existing responses are least likely to accurately represent the wider population are the Caribbean and South Asia. This is because less than 15 per cent of the population of these regions is “covered” by the National Societies that responded.

**Table 1: Overview of survey responses by region**

Human Development Index	National Societies that responded		Proportion of population served by National Societies that responded	
	EVS	EVS +FWRS	EVS	EVS +FWRS
IFRC surveys				
Sub-Saharan Africa	18	23	31%	63%
Middle East and North Africa	7	7	62%	62%
Central, southern and western Europe	20	25	77%	84%
Eastern Europe, Turkey and the Southern Caucasus, central Asia	8	12	34%	98%
US and Canada	2	2	100%	100%
Caribbean	3	4	2%	6%
Latin America	13	15	73%	94%
South Asia	3	3	14%	14%
South-East Asia	3	7	25%	72%
East Asia	4	4	98%	98%
Pacific	3	5	63%	76%
<b>Total</b>	<b>84</b>	<b>107</b>	<b>54%</b>	<b>68%</b>



**Table 2: Overview of survey responses categorized by Human Development Index**

Human Development Index	National Societies that responded		Proportion of population served by National Societies that responded	
	EVS	EVS +FWRS	EVS	EVS +FWRS
IFRC surveys				
Very high	23	24	94%	95%
High	18	29	77%	94%
Medium	30	40	28%	43%
Low	13	14	31%	48%
Total	84	107	54%	68%

Although more National Societies from medium human development index countries responded than any other category, a larger proportion of the world's population lives in these countries. This means that the characteristics of Red Cross Red Crescent volunteers in the two lowest-income categories of country are the least well represented in this sample.

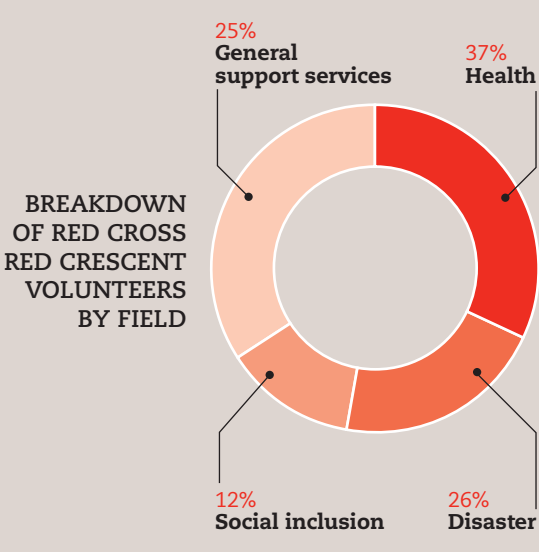
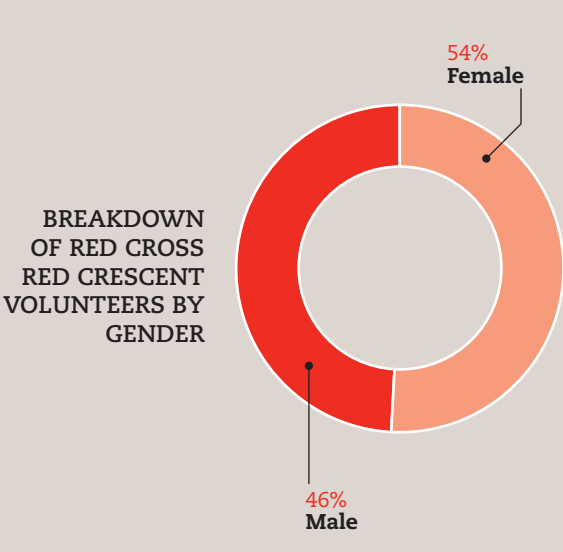
Extrapolating to 107 countries instead of 84 gives a slightly higher total annual value and a slightly lower average annual value per volunteer. This is because the increases in the number of volunteers came from countries with lower benchmark wages. The lower the wage rates in those countries, the lower the overall average value per volunteer. This is not a reflection of intrinsic worth, but rather of the replacement cost for the Red Cross Red Crescent to pay for the service currently provided by a volunteer *locally*. Extrapolating to the world-wide population sees this trend continue, as the largest data gaps remain in the countries with the lowest wages.

Economic value of volunteers

Table 3: Economic value of volunteers by the three sample sets

The overall propensity to volunteer for the International Red Cross Red Crescent Movement is calculated by dividing the total number of volunteers by the population in countries where National Societies responded. The overall propensity to volunteer from both the dataset of 84 and the dataset of 107 countries – 1.9 per thousand – was applied to the worldwide population to scale up from 68 per cent to 100 per cent. However, this total number of volunteers is sensitive to survey responses. If a 108th National Society were to respond to either survey, the total number of volunteers would change slightly again.

	Economic Value Survey (EVS) of 84 countries	EVS and FWRS pilot survey of 107 countries	Extrapolation to entire population of the world
Total number of volunteers	6.8 million	8.9 million	13.1 million
Total annual value of all volunteers	US\$ 5.2 billion	US\$ 5.4 billion	US\$ 5.9 billion
Average annual value per volunteer	US\$ 761	US\$ 606	US\$ 453
Propensity to volunteer for the Red Cross Red Crescent	1.9 per thousand	1.9 per thousand	1.9 per thousand



# The Fundamental Principles of the International Red Cross and Red Crescent Movement

**Humanity** / The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

**Impartiality** / It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**Neutrality** / In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

**Independence** / The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

**Voluntary service** / It is a voluntary relief movement not prompted in any manner by desire for gain.

**Unity** / There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

**Universality** / The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.





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