



advocacy | action | answers on aging

Doing Good is Good For You

Nora Super,
Chief, Programs & Services
n4a

2016 HCBS Conference

September 1, 2016

Volunteering Is Good For Your Health

- Growing body of evidence shows that older adults who volunteer for as little as two hours a week or 100 hours per year may experience improved mental, emotional and physical health.
- Volunteering can help reduce depression, lessen chronic pain, and give your brain a boost.
- You may even live longer!



Volunteering May Improve Brain Health

- 8.6 million Americans are expected to suffer from Alzheimer's Disease – a fourfold increase – in the next 50 years
- Research shows a positive link between volunteering and improved brain health
- Study subject said volunteering “removed the cobwebs from my brain.”

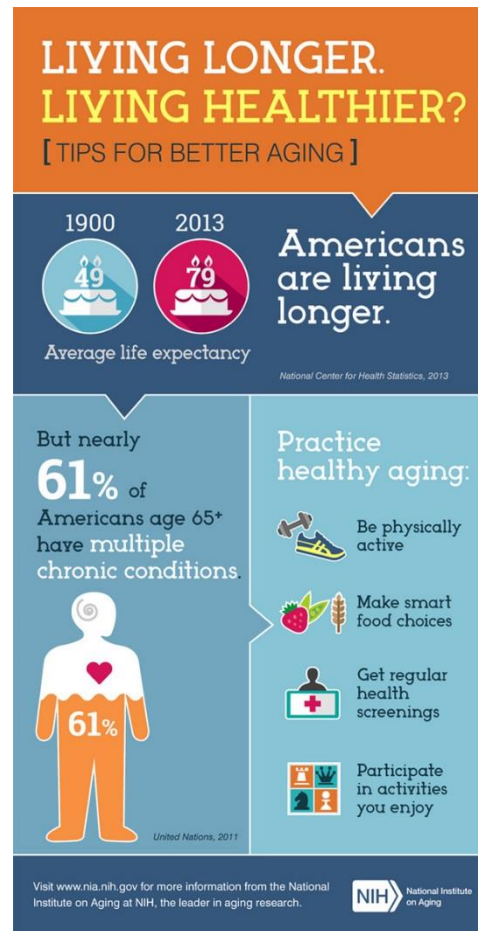


Older Volunteers Take Better Care of Themselves

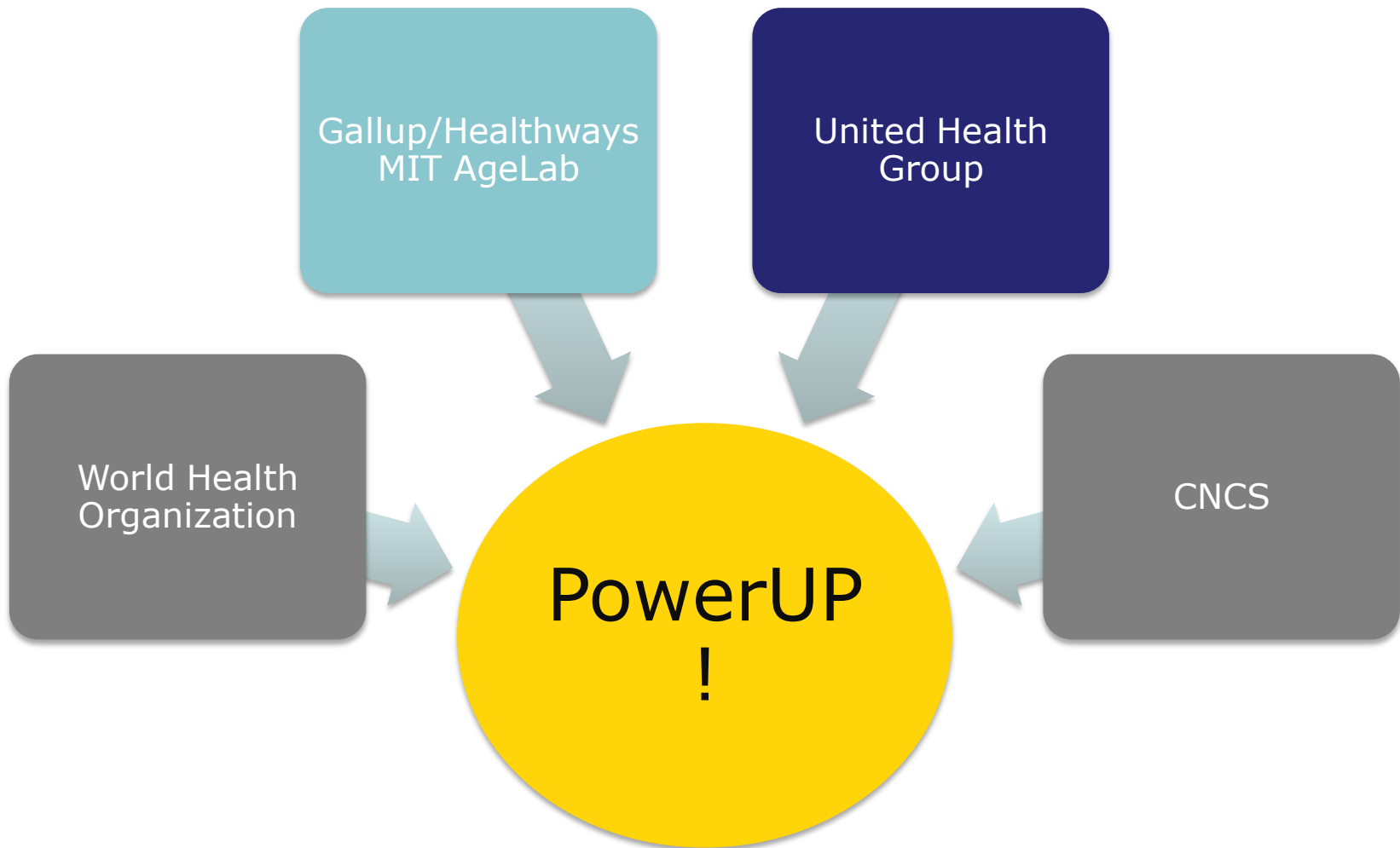
- Volunteers spend 38 percent fewer nights in the hospital
- Are more likely to get flu shots, mammograms, Pap tests, cholesterol screenings, and prostate exams than non-volunteers



Living Longer, Living Healthier



New Research about Well-being in Aging



POLL

How many volunteers do you anticipate needing to meet the projected increase for aging services in the next 3 – 5 years?

0 – 10

11 – 20

21 – 30

30+

Poll

What are the two critical resources needed to add 50 new volunteers to your volunteer force?

Select two!

- More Executive Leaders and Supervisory Staff
- Additional Volunteer Directors/Coordinators
- Increased funds for volunteer support
- Simplified monitoring and reporting systems
- Additional training and technical assistance for volunteers and staff?

Challenges

- 1. Organizations and staff are overwhelmed by change and funding issues!*
- 2. Traditional volunteer management is staff intensive*
- 3. One out of three Boomer-type volunteers leave their assignment within the first year!*
- 4. There is a mismatch between the work volunteers want to do and how nonprofits engage them.*

**Nonprofits remain
in dire need of
human capital to
address
their mission
objectives**

**Volunteers get
discouraged,
nonprofits don't
receive full
advantage from
their work, and
urgent problems go
unsolved**

ULTIMATE CHALLENGE



Reduce volunteer administrative and management burden on staff



Achieve quantifiable, measurable impact more efficiently at lower cost.

What about Purpose?

Vision

What difference will be made and why?

Strategy

What's our approach?

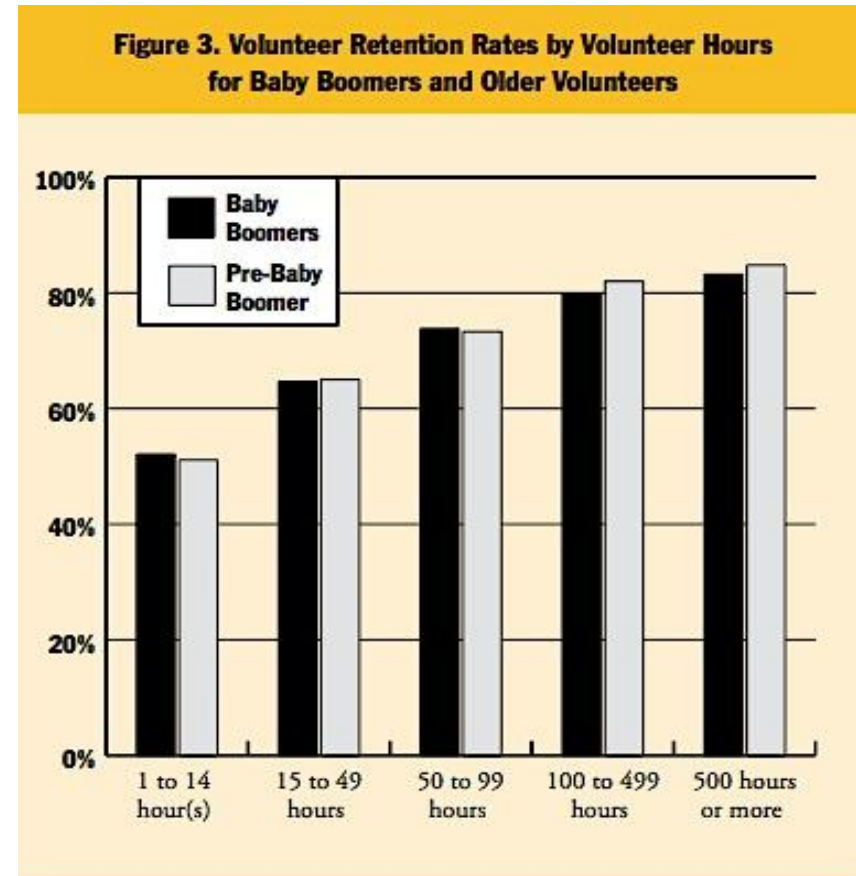
Tactics

What will it take?



Some Facts About Today's Volunteers:

- Boomer retention is highest (74.8%) for those who perform more challenging assignments.
- Today's volunteers want the opportunity to lead and be given greater responsibility.
- The more hours Boomers volunteer, the more likely they are to stay.
- 79% continue volunteering when they serve 12 or more weeks a year.
- 33% leave service within first 12 months due to disinterest or dissatisfaction



Source: Corporation for National and Community Service study, Keeping Baby Boomers Volunteering: A Research Brief on Volunteer Retention and Turnover, 2007

PowerUP!



Aligns core agency and community interests needs with those of an emerging volunteer force in a way that maximizes health benefits.

- **Team development is paramount**
- **Recruitment is issue-based and outcome focused**
- **Relationship with volunteer team(s) is inter-dependent through shared-leadership**
- **Volunteers are empowered over time to assume ownership**
- **Staff function as coaches, facilitators and advocates**

POWERUP! HAS:

- **EXPANDED SERVICES**
- **REDUCED STAFFS' TO DO LIST**
- **ALLOWED STAFF TO FOCUS ON PRIMARY JOB**
- **ADDED "STAFF EQUIVALENTS" THROUGH SKILLED VOLUNTEERS**
- **INCREASED VOLUNTEER MANAGEMENT INFRA-STRUCTURE**
- **ADDRESSED ISSUES AND NEEDS NOT BEING ADDRESSED**
- **BUILT A RICH TALENT POOL**
- **ENHANCED & ADDED NEW VOLUNTEER ROLES**
- **INCREASED VOLUNTEER SATISFACTION AND RETENTION**

POWERUP! A NEW FRAMEWORK

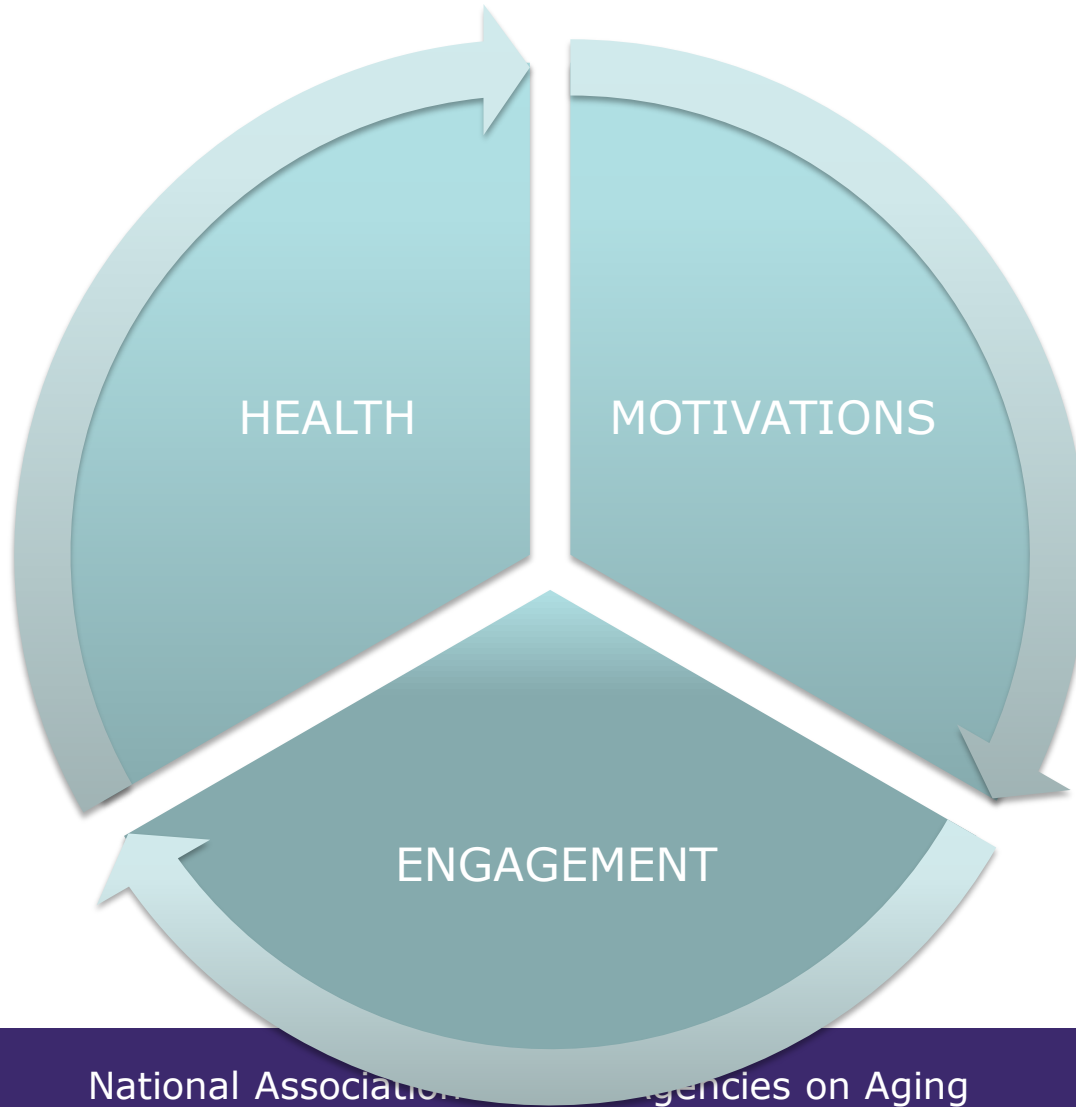
Principles

- ✓ Teams
- ✓ Shared Leadership
- ✓ Self-direction
- ✓ Interdependence
- ✓ Issue-based
- ✓ Measurable
- ✓ Accountability
- ✓ Sustainability

Tools

- Readiness Assessment
- On-line Tutorial
- PowerUP! White Board
- Team White Board
- In-person Volunteer Training
- Technical Assistance
- Issue Briefs
- Charters

A New Older Adult Volunteer Engagement Framework



Opportunity Awaits

“Four in ten experienced Americans indicate they are very or somewhat likely to increase the amount of time they spend volunteering in the next five years.”

And why? Because it's healthy!



Source: More to Give: Tapping the Talents of the Baby Boomer, Silent, & Greatest Generations, AARP, 2008.

Volunteer Stories

- Bev Bartlett
- Larry Suiters
- Sue Ballou

Got an Hour, Give an Hour



got an hour?
Her family lives in a different state. She could use someone to visit with her and speak up for her needs. In just one hour you could be her advocate.

It only takes an hour to give back to seniors.

got an hour?
give it back.

www.giveitbacktoseniors.org

Questions?

Contact me!

Nora Super

Chief, Programs & Services

n4a

nsuper@n4a.org

@nsuper1