


Assessing and Measuring Volunteer Impact

Together, Because  Cares



Capability &
Capacity Series

Volunteer Impact Measurement Kit:
Guiding SSAs to articulate the impact of volunteerism

Foreword



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The social service sector has always benefitted significantly from the contribution of volunteers. Indeed, volunteers continue to play a critical role today, contributing regularly to service delivery alongside social service professionals, and providing much-needed skills and expertise, thus enabling SSAs to meet increasing and evolving needs.

The 2023 NCSS Social Service Sector Survey on Volunteer Management reported a 20% increase in total volunteers and a 15% rise in regular volunteers compared to 2021. The increasing numbers and significance of volunteerism in the sector points to the importance of measuring volunteer impact, to ensure that we are leveraging their efforts meaningfully in meeting the needs of service users.

With an increasing focus on the 'S' in ESG, the National Council of Social Service (NCSS) launched the Sustainable Philanthropy Framework in July 2024 to help corporates measure, monitor and benchmark their efforts in giving and volunteering, and ultimately, the social impact of these efforts through the Sector Evaluation Framework. The sector can expect more corporates and individuals to volunteer regularly and at scale. SSAs must also therefore be prepared to host, engage and grow these volunteer partnerships meaningfully.

To that end, NCSS is pleased to introduce the Volunteer Impact Measurement Kit, a resource that dives specifically into measuring the impact of volunteerism. We hope that the principles and methodologies in this Measurement Kit will guide your agency in collecting the relevant data and make data-driven decisions, in order to demonstrate the value that your volunteers experience and bring, and tell their stories of impact more effectively.

Volunteerism truly embodies the spirit of Forward Singapore, where everyone can play a part to make a difference.



1 Introduction

What is this Volunteer Impact (VI) Measurement Kit about?

This Measurement Kit aims to provide a quick guide for Volunteer Managers in assessing and demonstrating the impact that volunteering brings to their volunteers, service users, agencies and partners.

Who is this for?

- Heads of volunteer management teams and Volunteer Managers
- Programme staff who design and run programmes that involve volunteers
- Anyone who works with volunteers and is interested in demonstrating the impact of volunteering



Understanding Outputs, Outcomes and Impact

Most agencies are familiar with reporting the outputs of their volunteer programmes. It will be more effective to provide a full picture of the contribution and impact of involving volunteers.

Outputs ask...

- *How many volunteers were engaged?*
- *How many volunteer hours were utilised?*

Including outcomes and impact can address questions such as...

- *What are the changes experienced by volunteers as a result of their participation in the volunteer programme?*
- *What are the changes that service users have experienced as a result of the help from volunteers?*
- *What are the changes in my agency as a result of the help from volunteers?*
- *Are the objectives of running a volunteer programme being achieved?*



By measuring impact across the four impact areas outlined, agencies can also provide meaningful data to their corporate partners for their SGX Sustainability Reporting, aligned to their Sustainable Philanthropy efforts.

2 Purpose of Assessing Volunteer Impact

Why assess the impact of volunteering?

- 1 Recruit new volunteers and motivate existing volunteers for greater volunteer retention
- 2 Make informed decisions to improve your volunteer programmes
- 3 Provide evidence to gain stronger internal support and buy-in for your volunteer programmes
- 4 Build partnerships and enhance credibility with external stakeholders



3 Components of the Volunteer Impact Measurement Kit

We have developed three key components to support you in assessing volunteer impact.

1. Volunteer Impact Framework

The VI Framework outlines four key impact areas of volunteering:

Impact on
Volunteers

Impact on
Service Users

Impact on
Agencies

Impact on
Partners

Each impact area encompasses a set of themes, with detailed outcomes and indicators available in the VI Library. We recommend that you use the VI Framework first to gain an overview of the Impact Areas and identify themes that might be relevant to your volunteer programmes.

VOLUNTEER IMPACT FRAMEWORK				
Impact Areas	Impact on Volunteers	Impact on Service Users	Impact on Agencies	Impact on Partners
Themes	Access and Use of Services	Access and Use of Services	Capacity and Capability	Community Involvement
	Community Involvement	Community Involvement	External Branding and Communication	Engagement of Staff or Members
	Personal Development	Financial Situation	Financial Benefits	External Branding and Communication
	Mental Well-being	Personal Development		
	Skills Development	Physical and Mental Well-being		
	Social Relationship	Skills Development		
		Social Relationship		

Useful Tip

The following two core outcomes and their indicators under the “Impact on Agencies” are relevant to Sustainable Philanthropy reporting for regular and sustained volunteering:

- **Staff Capacity:** Time saved due to volunteer involvement
- **Value Creation:** Economic value of volunteering hours

2. Volunteer Impact Library

The VI Library contains essential information that you can use to identify, select and extract outcomes and indicators to measure volunteer impact.

Important Information

For full details on the VI core outcomes and their indicators, suggested questions, and additional information, please refer to the [VI Library \(Core Outcomes\)](#).



3. Data Collection Tools and Templates

To assist you in measuring volunteer impact, a set of data collection tools are included for you to adapt from:

- **Survey Template** for Quantitative Data Collection
- **Interview and Focus Group Discussion Guide Template** for Qualitative Data Collection



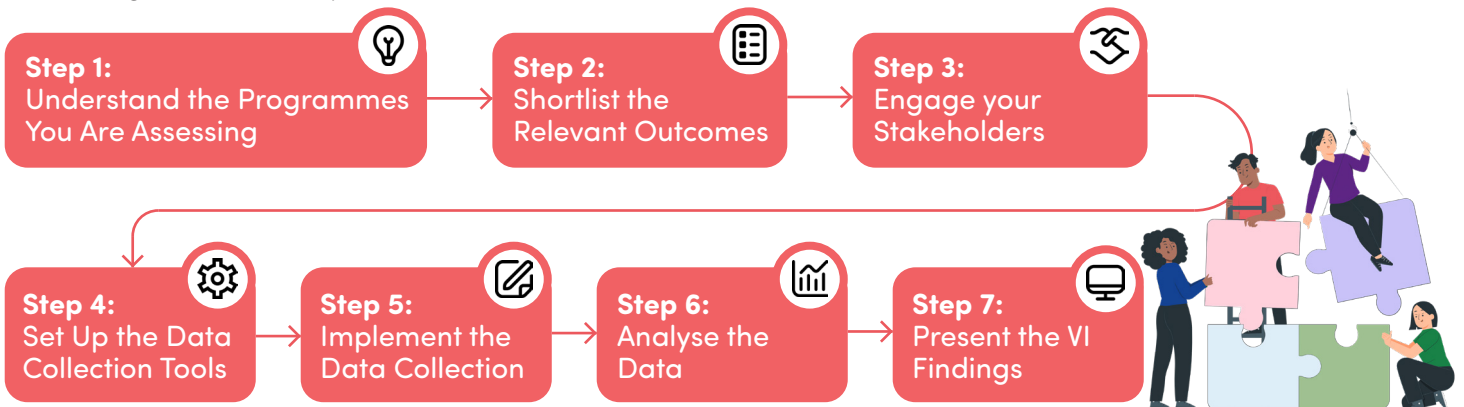
Important Information

You can find the data collection tools and templates in the [NCSS Volunteer Resource Hub](#), which is a one stop portal for resources and initiatives dedicated to enhancing volunteer management.



4 How to Use the Volunteer Impact Measurement Kit

Here are the key steps on how you can use the VI Measurement Kit and its components in assessing volunteer impact:



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