



# Volunteer Services Update

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Director of Volunteer  
Services





Cleveland Metroparks®

**VOLUNTEER  
SERVICES**

ANNUAL  
REPORT **2019**

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**5,722**  **Volunteers**  
Donated **137,220** **Hours**

## VALUE OF VOLUNTEER TIME – INDEPENDENT SECTOR

### ESTIMATED NATIONAL VALUE

\$25.43/hour

### ESTIMATED OHIO VALUE

\$24.05/hour

## 2019 ESTIMATED VALUE OF VOLUNTEER TIME FOR CLEVELAND METROPARKS

**\$3,300,141**

*Independent Sector bases the value of volunteer time on the hourly earnings provided by the Bureau of Labor Statistics for the national average. Independent Sector indexes this figure to determine state values and increases it by 12 percent to estimate for fringe benefits.*

# 2019 VOLUNTEER NUMBERS

**12%** INCREASE IN NEW VOLUNTEERS

AVERAGE HOURS PER ONGOING VOLUNTEER: **67**

	2017	2018	2019
<b>Total Volunteers</b>	<b>4,587</b>	<b>5,737</b>	<b>5,722</b>
<b>Total Hours</b>	<b>124,632</b>	<b>131,973</b>	<b>137,220</b>
<b>Ongoing Volunteers</b>	<b>1,520</b>	<b>1,687</b>	<b>1,720</b>
<b>Ongoing Hours</b>	<b>108,892</b>	<b>110,890</b>	<b>116,007</b>
<b>Episodic Volunteers</b>	<b>3,067</b>	<b>4,050</b>	<b>4,002</b>
<b>Episodic Hours</b>	<b>15,740</b>	<b>21,083</b>	<b>21,213</b>

*\*Decrease in # of volunteers due to rain days in April-June*

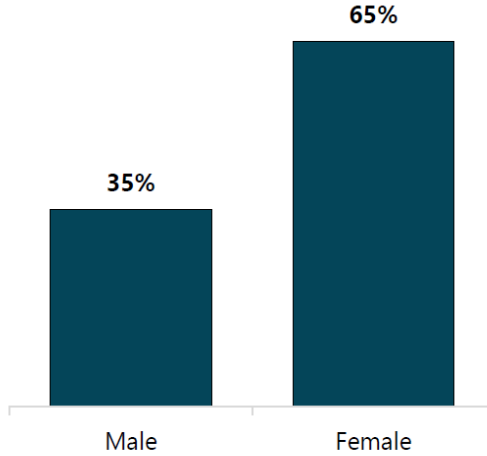


# 2020 VOLUNTEER ENGAGEMENT SURVEY

# 2020 VOLUNTEER ENGAGEMENT SURVEY - DEMOGRAPHICS

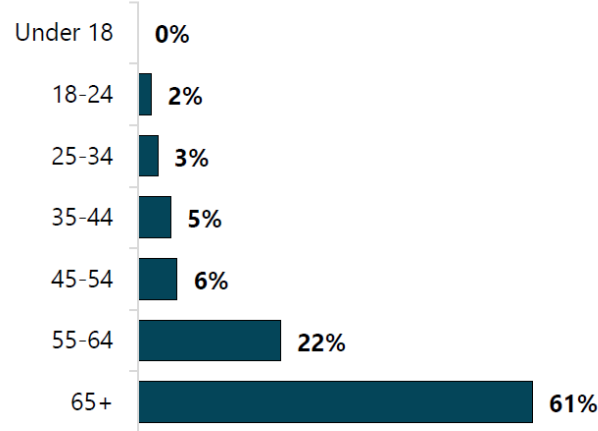
## Gender

n=498



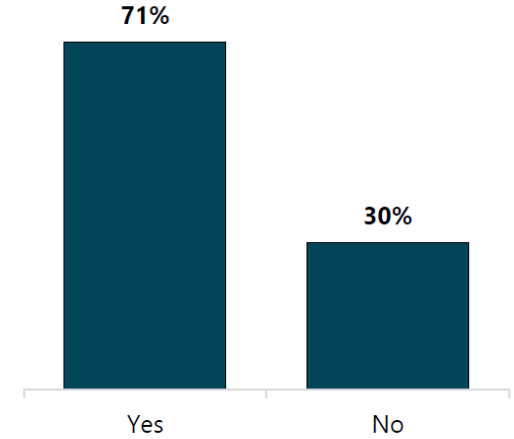
## Age

n=498



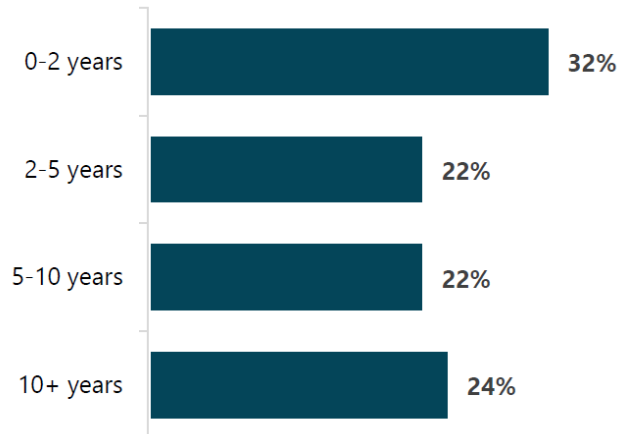
## Volunteer for Other Organizations?

n=502



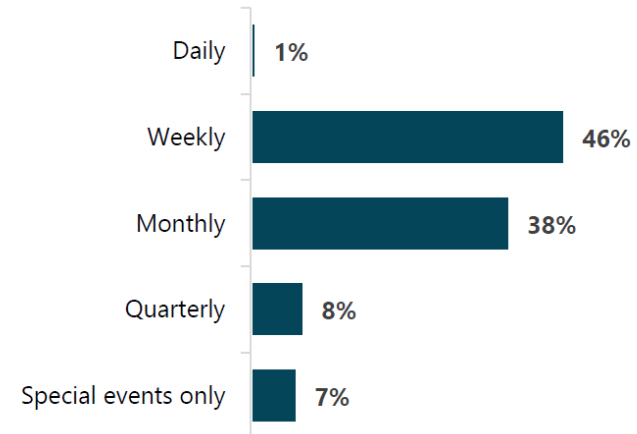
## How Long Volunteered for CM?

n=499



## How Often Volunteered for CM

n=495



# 2020 VOLUNTEER ENGAGEMENT SURVEY

## TOP 3 REASONS WHY VOLUNTEERS CHOOSE CLEVELAND METROPARKS:

**#1 OUR MISSION**

**#2 HEALTH/EXERCISE**

**#3 EDUCATION**



# 2020 VOLUNTEER ENGAGEMENT SURVEY



**92%**

88% in 2019

Would recommend  
Cleveland Metroparks to a  
friend as a place to  
volunteer

**88%**

86% in 2019

Feel they are making a  
positive contribution to  
Cleveland Metroparks  
mission



**90%**

81% in 2019

Feel appreciated for  
their volunteer work



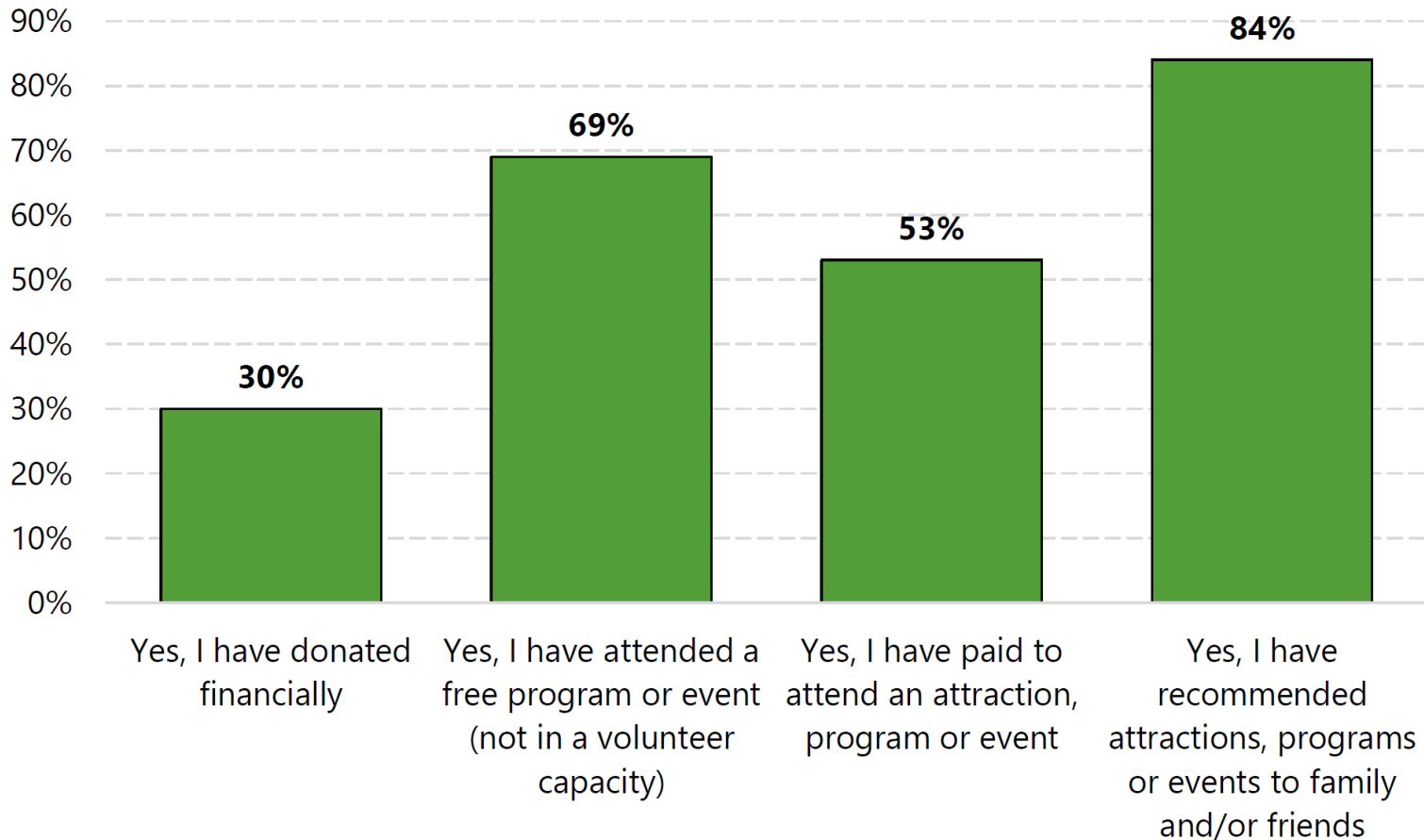
## 2020 VOLUNTEER ENGAGEMENT SURVEY

"I am honored to serve as a volunteer. Thank you for giving us the opportunity to have fun while providing an important service!"

"I feel that Cleveland Metroparks is doing an amazing job, and I am loving the experience I am getting through the volunteer program."

"You're doing a great job. I am proud to be a volunteer."

# VOLUNTEER ENGAGEMENT = COMMUNITY ENGAGEMENT



**VOLUNTEER PROGRAMS RESUMED MAY 4TH**

**44%** of volunteers have returned

**Clean Team**

**Gardening Assistants**

**Golf**

**Hinckley Lake Boat House**

**Sewing Face Masks**

**Trail Ambassadors**

**Trail Work**

**Watershed Volunteer Program**

**Wildlife Camera Assistants**

**Zoo Ambassadors**

# VOLUNTEERING DURING COVID-19



1,300+ masks for staff & volunteers

83 volunteers dedicated to trash clean up, contributing 304 hours



50 golf volunteers lending a hand

# VOLUNTEERING DURING COVID-19

## ZOO AMBASSADORS

### Cruise the Zoo

- 1,143 volunteer hours, Worth \$27,489
- 23 shifts/day

### Virtual Opportunities

- Continuing Education: 568 virtual hours
- Zooniverse– Ruaha Carnivore Project: 367 hours

### Zoo Opening

- Supporting regular operations
- Asian Lantern Festival



## TRAIL AMBASSADORS

- 77% of Trail Ambassadors have returned
- Modified program – no lockboxes, personal supplies, overlapping shifts for more coverage
- Virtual training & social hours



## VOLUNTEERING DURING COVID-19

"It's great to be back out in the parks and to feel useful again."

"I'm so proud to be a small part of such a class organization!"

"I appreciate you for keeping us informed. Offering ways for us to stay engaged is a fantastic service."

"This is my home away from home, so glad to be back."

"There are a lot more folks out enjoying the parks, if there were ever a time to have TAs on the trails, it's now."

**Thank You!**