

Using **IMPACT** Statistics to Make Your Case

Impact Statistics are ways of presenting data that help your reader understand the...

- size of the problem your non-profit is tackling
- impact of your program in solving the problem
- evidence that your program is effective
- resources your organization is investing in solving the program
- interesting, unexpected, or counterintuitive aspects of the problem or solution

Not every statistic is an impact statistic. Some statistics are just boring, or irrelevant to what you are trying to achieve.

A Few Examples: Building Impact Statistics

How Valuable is a Coordinator of Volunteers?

Coordinators of Volunteers often report on how many volunteers are involved in their program.

Basic Statistic

Our program involves 30 volunteers per week.

Impact Statistics:

- *Our volunteers contributed 6,240 volunteer hours in 2007/08, a human resource value of \$93,600.*
- *For every hour of paid Coordination, our Volunteer Program generated 16 hours of volunteer contribution to the Agency.*

These are the same statistic as above, with the added information built in...

- Volunteers complete 4-hour shifts once per week
- A Coordinator with a 15-hour per week paid position
- An average volunteer “wage” of \$15 per hour

What Good Do Volunteer Festivals Do?

At every volunteer festival, Community Volunteer Connections gathers feedback from participating organizations, including how many prospective volunteers they signed up. We have also done follow-up surveys after 6 months to find out how many volunteers actually signed up based on contacting the organization through the Volunteer Festival.

Basic Statistic

On average, each organization gained three to five long-term volunteers at the Volunteer Festival.

Although most Coordinators of Volunteers know the value of one long-term volunteer, let alone five, the average reader will be unimpressed. So let's try an **impact** statistic...

Impact Statistic

A total of 14,112 volunteer hours were raised at the 2008 TriCities VolunteerFest.

This is the same statistic as above, based on the following research-based assumptions:

- 3 volunteers per organization
- 28 organizations participating
- Average volunteer offers 168 hours per year (Canadian Survey of Volunteering, Giving, and Participating, 2004)

Using Impact Statistics to Recruit Volunteers

Why Should You Volunteer at Flu Health Clinics?

Every year, CVC volunteers help the Public Health nurses save lives. Up to **7,000 people a year in Canada die from influenza** and its complications, and most are children or seniors. Sign up to be a volunteer at the Flu Clinics and save our most vulnerable citizens.

Some Sources of Data You Should Know About:

Your Website:

Any website can track who accesses the site, where they came from, how long they stayed, what they looked at, and what they “googled” to find you.

Student Statistics – BC Ministry of Education

Information on students broken down into School Districts and Schools, including language spoken at home, numbers of ESL students, students with behavioral issues, students with learning disabilities. Updated annually, this is often your most up-to-date and local snapshot of many issues related to families and youth.

<http://www.bced.gov.bc.ca/reporting/enrol/student.php>

Statistics Canada – Community Profiles

The 2006 Census is in, and with it updated profiles of our local communities, including labour participation, family structures, immigration, population, income, etc. This data gives you information on each city.

<http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E>

Canadian Survey of Giving, Volunteering, and Participating

Rates and Information on volunteering in Canada.

<http://www.givingandvolunteering.ca/Reports.asp>

How Canada Performs

A comparison of Canada versus other countries on various aspects of society.

<http://www.conferenceboard.ca/HCP/default.aspx>