



## COMMUNITY WELL-BEING: VOLUNTEERING & CHARITABLE CONTRIBUTIONS

This aspect of quality of life refers to the degree to which residents are actively engaged in the local culture and community, and are taking action to improve their community in terms of being a good place to live.

### BERMUDA VITAL CONVERSATIONS

The Bermuda Community Foundation (the “foundation”) introduced Vital Signs® as an important step in identifying resident’s priorities related to their quality of life in Bermuda and the issues most important to them. The Vital Signs® programme has become a standard of excellence among community foundations around the world. It provides a methodology that evaluates community vitality and wellbeing and plays an important role in informing the allocation of resources. The reporting and prioritisation process is tailor-made to suit each jurisdiction’s needs.

In Bermuda, we conducted research on the community’s priorities, determined standardised outcomes based on that information and then sought further input from field experts in order to prioritise funding needs. This last step is carried out through convenings, known as “Vital Conversations”.

The foundation is hosting the Vital Conversation Series to further refine the valuable information gathered from the community. In this phase, local stakeholders convene to access public opinion, local, and international data for each of the Vital Signs® areas and prioritize the top outcomes that will guide the foundation’s funding strategy.

### THE FINDINGS

Apart from enjoying arts, culture, and heritage offerings, residents are also engaged with and supportive of their community, despite only a slim majority (59%) being satisfied with Bermuda’s performance as it relates to volunteering and charitable contributions. Bermuda residents are highly involved in their community with 69% reporting that they had volunteered for a charitable cause in the past year. Not surprising that volunteering would be a factor related to quality of life as research has shown that the volunteers reap many benefits including improved physical and mental health, social connectivity, and career advantages.

A healthy majority of residents (87%) reported that they themselves had made financial contributions to charitable or non-profit organisations in the past year. As well, corporate philanthropy has historically been very strong despite a constriction in charitable giving in the last ten years.

#### VOLUNTEERING & CHARITABLE CONTRIBUTION



59%

← RESIDENTS RATE BERMUDA AS HIGH TO EXTREMELY HIGH →

### THE PLAN

On September 29, 2018 the fifth in the series of Vital Conversations was convened with sector experts to examine the public opinion data from the Vital Signs® Report as well as relevant local and international data. The Bermuda Community Foundation selected a list of outcomes and indicators for the group to examine and prioritise. The result of this collaborative prioritisation effort yielded the following key outcomes and indicators that the foundation, and potentially other funders can use to guide its, funding decisions through 2021.

#### WHAT PEOPLE REALLY DO



87%

#### CHARITABLE DONATIONS

Of residents made a donation to a local charity or non-profit in the past year



69%

#### VOLUNTEERING

Of residents volunteered their time for a charitable cause in the past year

## VITAL CONVERSATIONS PRIORITISED OUTCOMES & INDICATORS

### • VOLUNTEERING & CHARITABLE CONTRIBUTIONS •

<b>Improved overall life satisfaction</b>	<b>People are able to influence decisions about their community and society</b>
People have increased life satisfaction	Increased participation in community decision making
<ul style="list-style-type: none"> <li>• Number of people satisfied with life as a whole, as compared to the 'best possible life'</li> </ul>	<ul style="list-style-type: none"> <li>• Presence of decision-making or influencing body such as a youth council or community group</li> </ul>

<b>Strong public participation in citizenship and communities, and good social cohesion</b>			
Improved public and community awareness	Increased engagement with the community and community groups	Increased sense of belonging in the community	Increased volunteering
<ul style="list-style-type: none"> <li>• Change in public perception around the values of citizenship and community</li> <li>• Level of media exposure for communities and related issues (e.g. number of relevant articles published in the mainstream media; exposure on tv, radio; internet traffic)</li> <li>• Level of public and community awareness of the community and what it offers</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of opportunities to participate in and contribute to the local community</li> <li>• Donations to community charities and groups</li> <li>• Levels of membership of community groups</li> <li>• Levels of participation in community activities</li> <li>• Number of community owned and managed assets</li> </ul>	<ul style="list-style-type: none"> <li>• Number of people who report feeling a sense of belonging in the community</li> </ul>	<ul style="list-style-type: none"> <li>• Number of days of volunteering</li> <li>• Proportion of people who volunteer</li> <li>• Proportion of volunteers who feel adequately supported and engaged in meaningful work and activities in the provision service design and delivery</li> </ul>

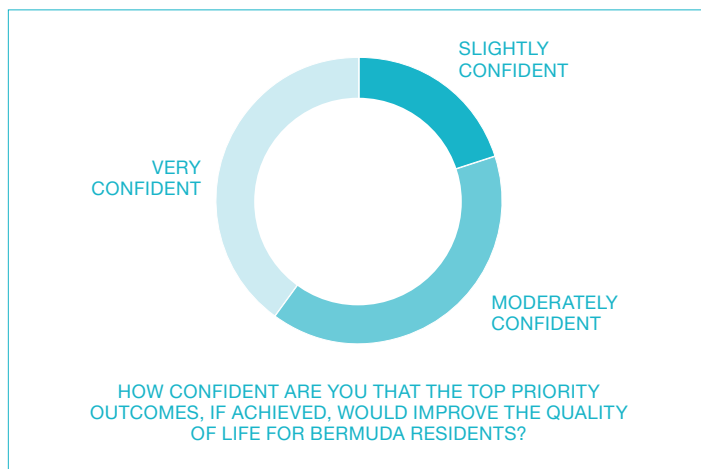
<b>Strong public awareness of the value of families, friends and relationships, and good sectoral understanding of how to build them</b>		
Improved public awareness and engagement	Improved sectoral understanding of how to build good relationships among families, partners and friends	Improved stakeholder participation with decision making and with issues
<ul style="list-style-type: none"> <li>• Public donations to related charities</li> <li>• Public volunteering on projects and initiatives related to strengthening families and social bonds</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation of new ideas, technologies and approaches</li> <li>• Funding for research</li> <li>• Research and evidence relating to the problem of relationship breakdown and isolation, and interventions that deal with it (e.g. papers published)</li> <li>• Retirement of previous methods shown by research to be ineffective</li> <li>• Support for the sector through quality umbrella bodies</li> <li>• Uptake of new ideas by other organisations or government</li> </ul>	<ul style="list-style-type: none"> <li>• Institutional and organisational engagement with stakeholders</li> <li>• Levels of stakeholder choice of services and service providers</li> <li>• Levels of stakeholder involvement in the provision service design and delivery</li> </ul>

**Key Outcome Category**      **Specific Outcome**      • Indicator(s)

We are pleased to make more detailed outcome and indicators reporting available to BCF fund holders. Special terms and conditions apply. Contact [info@bcf.bm](mailto:info@bcf.bm)

## WHAT THE EXPERTS SAID

The Volunteering and Charitable Contributions conversation was comprised of representatives from the non-profit sector. Of those attending, a healthy majority (80%) were moderately to very confident that the top prioritised outcomes would lead to an improved quality of life in Bermuda. Twenty percent (20%) were only slightly confident. This group placed the highest importance on overall life satisfaction. There was a sentiment that a strong correlation existed between community members level of life satisfaction and their likelihood to engage in volunteering and charitable giving. One participant stated, *“Satisfaction is at the top. If happiness contributes to your overall well-being, it might mean that we have to get people to appreciate the value and personal benefit of engaging and volunteering.”*



Most participants (80%) reported that the conversation and activities expanded their understanding of which outcomes were important for Bermuda, in the area of Volunteering and Charitable Contributions. As well, an equal amount felt that the conversation helped them to examine and align their own organisational goals and outcomes. One participant was appreciative of the opportunity to gather with colleagues to explore differing perspectives on the topic, *“I liked the opportunity to think differently, specifically more broadly and at a national level. As Directors we spend so much time thinking about our specific area of focus or Programme.”* Another participant commented about the Vital Conversation experience, *“I appreciate the intentionality of the process and the focus.”*

*I liked the opportunity to think differently, specifically more broadly and at a national level. As Directors we spend so much time thinking about our specific area of focus or Programme*

- Nonprofit sector member



In terms of bolstering volunteering and charitable giving on the island, one participant felt that much more was needed in the area of research on local residents. Effective efforts could be made if more were understood about the volunteers and contributors, *“what’s needed to improve volunteering/giving is an understanding of how volunteering looks different for different segments of society (e.g., old/young, black/white, low/high income, expats vs Bermudian, working/non-working).”* Ultimately, the desire is to find ways to engage all segments of society. One participant succinctly stated, *“it is important that the people are able to influence society, this also drives engagement and speaks to how connected we feel to our community.”*

## WHO NEEDED TO BE IN THE ROOM

Representatives of key government entities, policy influencers and makers, nonprofits, vendors and service providers in the relevant field were invited to participate in the convening. They were also encouraged to nominate additional participants we may not have considered. The purpose was to ensure that the convening outcome would reflect input from those with the greatest experience and knowledge of the topic under review. This would include senior civil servants, nonprofit executives, industry leaders and community experts in their respective fields. At the convening, participants were asked to step aside from their individual affiliations and participate in the discussions as policy influencers, programme and service providers, researchers and other professionals for the benefit of Bermuda.

## WHO WAS THERE

Berry D'Arcy	Bermuda High School	Director of Advancement
Berta Barreto-Hogan	Association of Fundraising Professionals Saltus Foundation	Advancement Officer
Betsey Baillie (regrets)	Meals on Wheels	Director
Judy Motyer (regrets)	Former Advancement Professional	Unaffiliated
Danielle Riviere (regrets)	Centre on Philanthropy	Executive Director
Tammalita Astwood	Association of Fundraising Professionals Windreach Bermuda	Deputy Chair Fund development officer
Paige Eversley	Windreach Bermuda	Recreation and Volunteer Coordinator
Denise McAdoo (regrets)	Saltus Foundation	Director of Advancement
Berta Barreta-Hogan	Saltus Foundation	Director of Development
Berry D'Arcy	Non-affiliated	Fund Development Officer
Clare Mello	Association of Fundraising Professionals YouthNet	Board Member Executive Director

*Regrets = Confirmed but not in attendance*

The Vial Signs Convenings are facilitated with the support of the BCF Vital Signs team: Research Coordinator, Dr. Tamara Gathright Fritz of Strategic Evaluation Consulting; BCF Managing Director, Dr. Myra Virgil; BCF Programme Associate, Michelle Grant; and BCF Interns.

## AN EVOLVING PROCESS - CHARITABLE GIVING

We strive to inform these convenings with high-level field and content area expertise. We ask participants to use their knowledge to inform this work at a national level. We appreciate the participation of the attendees of this convening. Also considered for participation, and therefore, potential community resources on this issue are:

Association of Fundraising Professionals  
 Centre on Philanthropy  
 Development Consulting Group LLC  
 The Hospitals Auxiliary of Bermuda Pink ladies  
 Transform Bermuda  
 Bermuda End-to-End

Others:

- Full-time development/advancement officers of local NPOs and pass-through "charitable foundations"
- Representatives of non-profit effectiveness organisations/intermediaries
- Representatives of CSR and Employee Engagement Programmes
- Representatives of nonprofits with large-scale volunteer programmes

THE BERMUDA VITAL SIGNS® ARE ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



**11**  
 SUSTAINABLE  
 CITIES AND  
 COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable