



# Assignment 1: Needfinding

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Goldaraz



# Introduce - Team Members



**Alejo Navarro Goldaraz**

CS Cotermin Student  
Buenos Aires, Argentina



**Yi Feng**

CS Master's Student  
Guangzhou, China



**Sid Gehlaut**

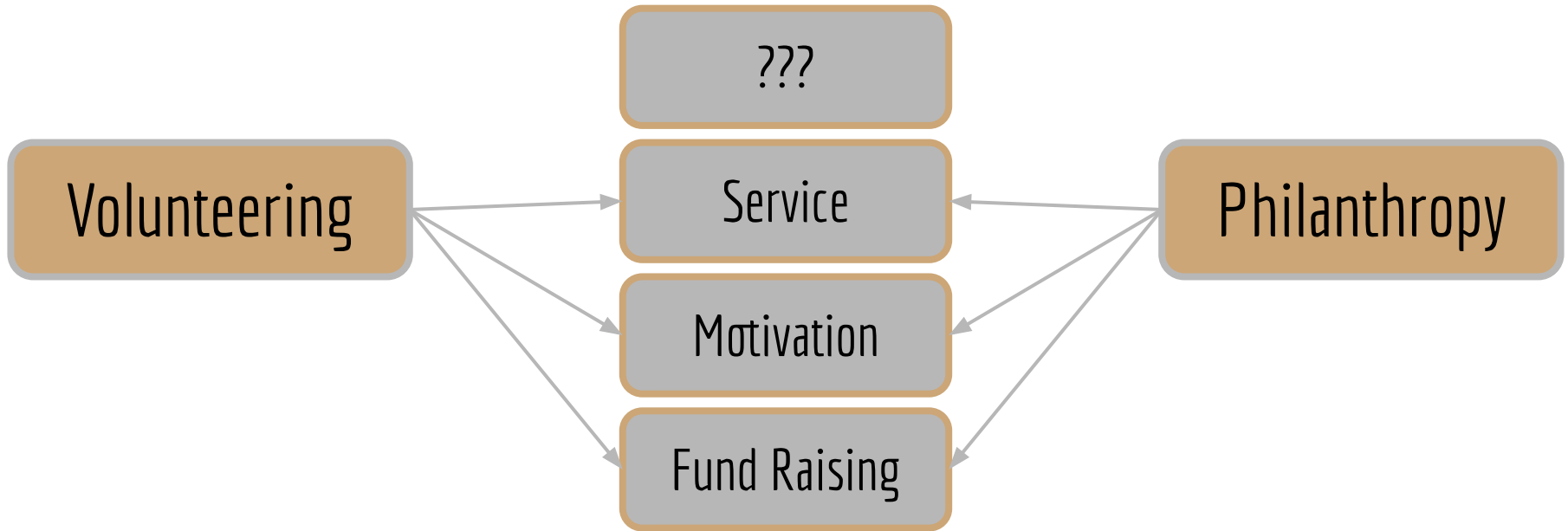
Economics Senior  
Inverness, IL



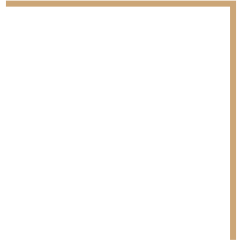
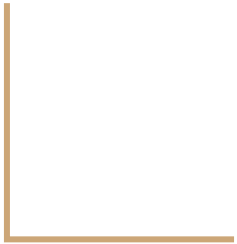
**Tolúlopé Ògúnṛẹ́mí**

CS PhD  
London, England

# Domain Theme: Volunteering and Philanthropy



# Interviews





# Our Questions

Tell us about a challenge you  
face regularly

How did you get involved with  
(volunteering, philanthropy,  
nonprofit)?

What do you like/dislike  
about your work?

What motivates you  
about what you do?

Tell us about an unexpected  
experience you had in your  
time



Manuela Vetrale  
[Beach, Punta del Este]

“Little by little we had  
gained the trust of a lot of  
people there. They knew  
who we were”



Seth Aycock  
[Zoom]

“Travel helps, but I like  
to back [the  
organization’s] goals”



Alisha Zhao  
[Zoom]

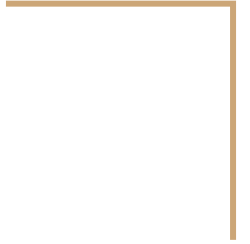
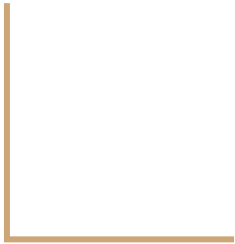
“Within the young non-profit founder community, I just became really jaded with, like five different people working on menstrual hygiene justice and doing the exact same work. But rather than collaborating, it was very much applying for the same resources...”



Claire Mackie  
[Zoom]

“First two [experiences] were teaching, volunteering for a foodbank was not academic. I preferred teaching due to more experience in academia.”

# Empathy Maps



## Says

"My favorite part of volunteering is forming relationships with people"

"I wanted to find a nearby place to volunteer"

"The most impactful settings are usually unplanned"

"I think building trust is the most important thing in volunteering"

"People trust other people more than institutions"

"I care about protecting and helping animals"

"I love the outdoors and spending time with my friends"

"I like seeing how people's lives improve when you help them"

## Thinks

I value being able to help other people

Animals deserve to be taken care of with love and respect

Comfort is needed to get people to open up about their issues

Seeing your impact is motivating to continue helping

I can make an impact helping one animal at a time

Trust is the most important aspect in building a relationship

Deep impact takes time and setbacks are inevitable



## Does

Worked and traveled in New Zealand; manned a cow ranch

Recently adopted and nursed a baby bird back to health

Adopted 5 stray kittens at a farmers market

Went on missions to impoverished neighborhoods

Always approaches volunteering with a positive mind

Bakes pies and planned weekly meeting with her community

Always stays a while after planned activities to interact with people

Uses the church as a launching point for her volunteering

## Feels

Sorry: for the animals in need

Purpose: from gaining the trust of the neighborhood

Relief: once the animals were given a new home

Gratification: from seeing someone's life improve

Motivation: from seeing the project grow week by week

## Says

"I've become more interested kind of the policies that are the root causes for homelessness today such as redlining...."

"The relationships I developed with kids in shelter were the most meaningful part that I value the most"

"I have [recently] become more critical of the Non-profit Industrial Complex"

## Thinks

One person doesn't have the capacity to do all the work they want

Volunteering is engaging with the community and developing long-term relationship

The creation of new non-profits in the same space can be futile and even detrimental

We should collaborate and build on existing work



## Does

First volunteered in a homeless shelter in high school at the age of 14 in 2013

started a non-profit project "Kids First" in 2015

learned how to run non-profits from the network with other people in the non-profit realm

Kept a connection with a little girl she met at a shelter and gave the lady an Kids First Project Advocacy Fellowship

## Feels

happy for the girl met in homeless shelter succeeding despite of financial hardship

mixed feeling towards having the same group of 100-200 people doing funded projects

unhappy with young people starting different projects in the same space, applying to the same resources instead of collaborating

complicated view of society's buy into the industrial non-profit complex

## Says

"This interview is volunteering"

"The key is helping others... seeing what people get out of it"

"Rubbish things at school"

"I like organizational things"

(on a peer mentoring experience) "It felt pointless"

"Travel helps, but I like to back [the organization's] goals"

"You get to see the direct effects of the effort you put in"



## Thinks

Volunteering is anything where you help someone else

Volunteering for causes you are connected to is most rewarding

Expectations should be clear and direct

Long hours aren't fun when volunteering

Volunteering isn't as fun as working (don't get paid)

Volunteering can be pointless, if no one directly benefits

Training would be better with practice

## Does

Explores hobbies (photography) through volunteering

Works on a variety of tasks - no set activity

Volunteers for one week a year

Volunteers to stay involved with Linguistics Olympiad

Interacts with people

Tasks with a clear outcome or success indicator

## Feels

Enjoys traveling with Olympiad

Dislikes being there and not doing anything

Likes to see results of work

Likes to work with new generation of students

Likes getting to know people

Dislikes irrelevant training for volunteering

Likes clear expectations

## Says

Didn't like remote volunteering

"It's hard to share screen and be specific about what you are referring to at the same time"

I would think twice about taking a volunteering opportunity again

"[Best experience] was on the fly, I didn't prepare for it a lot"

"I didn't face any particular challenges, but there's always stress associated with volunteering"

"[In the training] I was told what to expect and how to deal with things"

As a young professional I would do 1-2 hours a week

"[Most recent experience] was consulting, but voluntary"

## Thinks

One needs a wealth of experience to effectively volunteer

There are many ways to personally benefit from volunteering

It is important to give back when you have the opportunity to

Volunteering experiences find us all somehow

The effort that goes into volunteering should match that of a job when possible

If possible, certain skills you have can be used to help others

It's difficult to do your job in a voluntary setting which contrasts the usual environment

## Does

Had very distinct experiences

Was always requested in some way to volunteer

Picked a volunteering opportunity based on its proximity to her home

Did her first experience based on necessity (Duke of Edinburgh Award)

Signed up to a mailing list for volunteering experiences

Had prior experience in everything she volunteered in

Picked and pursued opportunities based on ability to succeed

## Feels

Overwhelmed when there isn't a network of support for her to reach out to

Unsure of her capabilities which has a knock-on effect on her experience

Although volunteering is great, work comes first

Content when she has been on the other end of the support she is providing

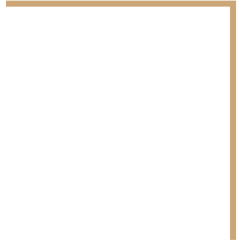
At times, volunteering is a civic duty

There's no need to seek out volunteering opportunities

Trying to balance work with volunteering led her to let the foodbank down



# Synthesized Map



# Says

Didn't like remote volunteering

"It's hard to share screen and be specific about what you are referring to at the same time"

"Rubbish things at school"

"I love the outdoors and spending time with my friends"

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Comfort is needed to get people to open up about their issues

Seeing your impact is motivating to continue helping

There are many ways to personally benefit from volunteering

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The creation of new non-profits in the same space can be futile and even detrimental

I can make an impact helping one animal at a time

Trust is the most important aspect in building a relationship

Deep impact takes time and setbacks are inevitable

If possible, certain skills you have can be used to help others

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Tasks with a clear outcome or success indicator

Had prior experience in everything she volunteered in

Worked and traveled in New Zealand; manned a cow ranch

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happy for the girl met in homeless shelter succeeding despite of financial hardship

Enjoys traveling with Olympiad

Dislikes being there and not doing anything

Likes to see results of work

Content when she has been on the other end of the support she is providing

Trying to balance work with volunteering led her to let the foodbank down

Likes to work with new generation of linguistics students

Likes getting to know people

Dislikes irrelevant training for volunteering

Likes clear expectations

There's no need to seek out volunteering opportunities

complicated view of society's buy into the industrial non-profit complex

Sorry: for the animals in need

Purpose: from gaining the trust of the neighborhood

At times, volunteering is a civic duty

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Relief: once the animals were given a new home

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# Tensions, Contradictions & Surprises



## Tensions

Alisha - doing advocacy/policy as opposed to local work - tension between scales of impact

Balancing being the figurehead of your organisation with highlighting those with lived experience

Volunteering can feel pointless if no one directly benefits

Work you enjoy for volunteering  $\neq$  work you get paid for

Approaching volunteering with too much positivity is condescending

Wants clear expectations, but also doesn't mind helping out with random tasks

Planning too many activities ruins your impact

## Contradictions

Enjoys traveling as much as volunteering

Volunteering from her church vs people not trusting institutions

Went on volunteer missions vs wants to volunteer close by

Claire managed to balance volunteering with university work, but not with a full-time job

Volunteers for one week a year, but thinks volunteering is less fun than work

Wanting casual interactions vs having to plan all interactions

Long hours aren't fun when volunteering, but chooses to volunteer

## Surprises

"This interview is volunteering"

Volunteering isn't as fun as working (don't get paid)

"People trust other people more than institutions"

Trained for two weeks  $\rightarrow$  bad experience, no training  $\rightarrow$  good experience

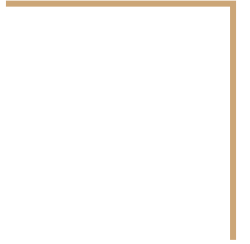
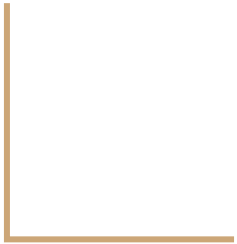
Claire's main personal benefit from volunteering is social interaction

After setting up her non-profit, Alisha prefers to contribute to larger orgs

We try not to be too positive when volunteering

It's easy to get large sums of money from philanthropic orgs

Insights





“It was incredibly motivating to be able to see the positive impact we were having on people and the community”

“Trust is the single most important component of being able to form deep connections with the communities we serve”



“But rather than collaborating, it was very much like applying for the same resources and just having to all be dispersed in a way that was more detrimental to like the communities and issues that they sought to serve.”

“HERlead was the first influential fellowship. When I went there and I met other people that created nonprofits, I was like, wow, this is not something that I thought people could do at that age. And it was through these friends that I made and learning their process that I realized, oh, this is something I can do. And I learned from them how to actually do it.”



“Travel helps, but I like to back [the organization’s] goals”

“Rubbish things at school... felt pointless”

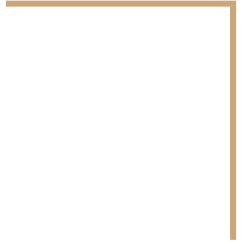
“Training would be better with practice”






“[During my remote volunteering experience I] never met anyone I was working for. There were also technology issues such as explaining things when on screen share or internet issues”

“I would think twice about balancing a job with volunteering - I wouldn't do more than 1-2 hours a week as a young professional”

# Summary



# Selection Criteria

Category	Grading	Comments
Background diversity		Different nationalities, ethnicities, socioeconomic status. To improve: age diversity
Experience diversity		Different volunteering/philanthropy types & positions & organizations. To improve: non-users
Extreme User		Extremely involved in service groups