



be collective® | CASE STUDY

How **Oxfam Aotearoa** delivered New Zealand's greatest team endurance event and raised over \$1.1 million

Over
\$1.1 million
raised



OXFAM
Aotearoa

OXFAM
TRAILWALKER
100KM | TEAMS OF 4 | 48HRS

Who?

Founded in 1991, Oxfam Aotearoa is an NGO fighting injustices that keep people trapped in poverty across the Pacific region. Whether it's providing clean water and sanitation in Papua New Guinea or supporting farmers in Timor-Leste to better adapt to climate change, Oxfam Aotearoa is constantly working to challenge the underlying causes of poverty and injustice.

The context

Oxfam Trailwalker is a highlight of Oxfam Aotearoa's fundraising calendar. Launched in 2006, this multi-day event sees teams of four walk 50km or 100km to raise money to end poverty and make a just, inclusive and sustainable world a reality. Over 80 support volunteers team up with Oxfam Aotearoa to deliver this life-changing experience.

The challenge

Retaining volunteers so that they participate across multiple events throughout the year is so important yet can often be a big ask. Oxfam Aotearoa knew that engagement is a major factor driving volunteer retention.

They also needed a reliable way to see a schedule of each day of Trailwalker, highlight which shifts volunteers had signed up for, view gaps in the roster and assign volunteers who they spoke with directly.

The solution

It became increasingly apparent that Oxfam Aotearoa needed an all-in-one volunteer management solution to mobilise and engage their volunteers. That's where Be Collective came in.

First, Be Collective worked with the NGO to scope out their needs for a platform. This process led to Be Collective developing and building a new scheduling and rostering feature.

With Be Collective's scheduling and rostering, Oxfam Aotearoa was able to:

- Access a **live volunteer calendar** with at-a-glance view of the entire schedule
- **Update shifts and assign volunteers**
- Easily **build and manage both fixed and flexible volunteer schedules**
- **Create recurring rules**, including multiple shifts with recurring rules

Be Collective then successfully partnered with Oxfam Aotearoa to deliver their 2021 Trailwalker event.

Volunteers loved the Social CV feature which tracks and records volunteers' efforts and skills utilisation. It allowed them to celebrate their achievements and tell the story of their personal social impact. They also really appreciated having easy access to their volunteering activity and skills gained all in the one place.

The results

Over \$1.1 million raised, 575 volunteer hours. Over 80 Trailwalker support volunteers were scheduled and tracked on Be Collective, culminating in 575 volunteer hours and \$12,255 in social impact value.

The 2021 event saw the largest number of walking teams ever - 310 four-person teams. The event also raised over \$1.1 million to help end poverty.

575
Volunteer hrs
logged

80+
Volunteers

"What I loved about Be Collective was it put the volunteer first. Oxfam Trailwalker wouldn't be able to run without the support from our amazing volunteers and Be Collective was the platform for nurturing that relationship right from the very beginning. I personally loved the community feel and abilities of the Social CV and Social Currency to recognise and reward the value that volunteers bring. Be Collective also was very receptive to feedback and implemented our suggested changes before we were even partnered, which I truly appreciated to have that level of above and beyond support."

Natasha Nihill – Oxfam Trailwalker NZ