A LONGITUDINAL STUDY WITH VOLUNTEER CANDIDATES IN A BRAZILIAN FOUNDATION

ESTUDO LONGITUDINAL COM CANDIDATOS VOLUNTÁRIOS EM UMA FUNDAÇÃO BRASILEIRA

ESTUDIO LONGITUDINAL CON CANDIDATOS VOLUNTARIOS EN UNA FUNDACIÓN BRASILEÑA

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ABSTRACT

This study identifies individual's motivations for volunteering to work at a Foundation in Paraiba, Brazil. It does not draw any conclusions regarding those motivations; for instance, the reasons for volunteer turnover, or the effective benefits that prompt individuals to volunteer in the Brazilian context. This is a longitudinal study, with data collection at two separate times, over two years. The goals of the study are to reduce differences of the motivations of volunteers in Brazil, and to support the managers in general who interact with volunteers through the recruitment of new applications. The data collection was based on a model that is validated in the national context, and was based on the main factors: altruistic values, social justice, affiliation, learning opportunity, and selfish values. The data were analyzed using descriptive statistical methods, ANOVA, the Student's t Test for independent samples, and correlations (bivariate). Altruistic motivations, the search for social justice, and learning opportunity are indicated were the aspects most frequently mentioned in the surveys. Significantly, an inverse relation occurs with the variables "age" and "selfish profile".

Keywords: Human Resource Management. Voluntary based organizations. Motivation to do voluntary work.

RESUMO

Este estudo define as motivações individuais para voluntariar-se para trabalhar em uma Fundação na Paraíba, Brasil. Ele não esboça nenhuma conclusão sobre as motivações dos voluntários; por exemplo, os motivos da rotatividade de voluntários, ou até mesmo os benefícios efetivos que justificariam que os indivíduos se oferecessem como voluntários no contexto brasileiro. Este é um estudo longitudinal, com coleta de dados em dois momentos distintos, em um período de dois anos. Os objetivos deste estudo são reduzir a dissensão das motivações de voluntários no Brasil e apoiar os gerentes em geral que interagem com os voluntários, por meio do recrutamento de novos candidatos. A coleta de dados baseou-se em um modelo validado no contexto nacional e baseou-se nos principais fatores: valores altruístas, justiça social, afiliação, aprendizagem e valores egoístas. Os dados foram analisados usando métodos estatísticos descritivos, ANOVA, Teste t de Student para amostras independentes e correlações (bivariadas). Motivações altruístas, busca por justiça social e aprendizado são apontados como os aspectos mais citados no levantamento. É importante mencionar uma relação inversa que ocorre com as variáveis "idade" e "perfil egoísta".

Palavras-chave: Gestão de Recursos Humanos. Organizações de voluntários. Motivação para o voluntariado.

RESUMEN

Este estudio define las motivaciones individuales para ser voluntario para trabajar en una Fundación en Paraíba, Brasil. No saca ninguna conclusión sobre las motivaciones de los voluntarios; por ejemplo, las razones de la rotación de voluntarios, o incluso los beneficios efectivos que justificarían a las personas para ofrecerse como voluntarias en el contexto brasileño. Este es un estudio longitudinal, con recolección de datos en dos momentos distintos, en un período de dos años. Los objetivos de este estudio son reducir la disidencia de las motivaciones de voluntarios en Brasil y apoyar los gerentes en general que interactúan con los voluntarios a través del reclutamiento de nuevos candidatos. La recolección de datos se basó en un modelo validado en el contexto nacional y en los principales factores: valores altruistas, justicia social, afiliación, aprendizaje y valores egoístas. Los datos fueron analizados usando métodos estadísticos descriptivos, ANOVA, Test t de Student para muestras independientes y correlaciones (bivariadas). Motivaciones altruistas, búsqueda por justicia social y aprendizaje son apuntados como los aspectos más citados en el levantamiento. Es importante mencionar una relación inversa que ocurre con las variables "edad" y "perfil egoísta".

Palabras-clave: Gestión de Recursos Humanos. Organizaciones de voluntarios. Motivación para el voluntariado.

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1 INTRODUCTION

Historically, there is such fragile and unimportant citizenship in Brazil (Demo, 2001). The native Brazilian seems to live in a state of lethargy, accepting everything that happens all around. (Mendonça & Freitas, 2007). This behavior is strongly connected with the lifestyle upon which Brazilian citizenship has been built. Exploration by the colonizers, and especially an aversion to the construction of rights (Carvalho, 2002), have been a difficult inheritance to cope with, especially when it comes to stimulating changes to turn individuals into activists, who are aware of and make active use of their rights and duties.

However, such a change can be attempted. Volunteering is one way to stimulate this type of change in attitude. Individuals who carry out this kind of activity tend to become better citizens (Flanagan *et al.*, 1998; Youniss *et al.,* 1997; Wilson & Musick, 2008). Such activism is common in developed countries, where participation and taking initiative have featured in their historical formation of citizenship and, consequently, has led to individuals becoming more involved in their environment. In Brazil, attitudes towards social participation are quite different (Carvalho, 2002). Nevertheless, there are individuals who, for reasons we explore in this study, take it upon themselves to participate actively in helping to resolve environmental problems.

This phenomenon of volunteering acted as the catalyst for the authors of this study, in the belief that appropriate human resource management in the Brazilian third-sector organizations would help managers to reduce turnover among those volunteers and help institutions to shape citizenship in the environments in which they interact. Thus, the main subjects of this study are individuals who have looked for an institution where they can make good use of their time and expertise, through voluntary work.

Due to its complexity, and the lack of literature on the subject in Brazil, this study is divided into three steps, which were discussed during the research project released by GETS *(Group of Studies in Third Sector)*. This project sought to understand the candidates' behavior over two years. Three groups of candidates were studied: volunteers who had worked for more than one year, volunteers who had worked for more than one year, and finally, candidates who had not carried out any voluntary activity, although they had researched how to get involved. The latter group is currently being investigated.

The phenomenon of volunteering has been highlighted in recent years for its potential to bring social and economic benefits to society. According to Salamon (1994), Musick and Wilson (2008), Hustinx et al. (2015) and Smith (2016), volunteering improves throughout the world, particularly in developing countries. In Brazil, volunteers have worked mostly in the "third sector" and currently the voluntary work has been released quite different from the former attitudes that were considered merely welfare state policy (Santos, Oliveira, and Rocha, 2013). According to Mattos and Diniz (2002), third sector organizations are turning into professional enterprises.

According to the United Nations Organization (UNO, 2017), the definition of a volunteer is an individual who, through personal interests and civic spirit, dedicates part of his/her time to various types of activities related to the social welfare or other matters, whether organized or not, without remuneration (Cavalcante &Medeiros, 2007). Nevertheless, there is no conceptual consensus as to what constitutes "volunteering", as it encompasses a wide range of different activities. It is, perhaps, more appropriate to define what volunteering is *not* than what is (Cavalcante *et al.,* 2013). Dias and Palassi (2007) state that voluntary activities have been presenting some new senses and meanings, which brings complex discussions about proper delimitations.

Thus, one of the meanings of volunteering, and the key issue of this study, is to describe the volunteer as a proactive individual who does not consider the State as the absolute provider. That is why people look for alternatives to obtain things they want or need. Thus, that is the conception of the individual who is consciously aware of the impacts of his actions (Lemos *et al.*, 2008). This point of view has been aligned with the Public Goods Theory by Weisbrod (1977). The Third sector (the research field of volunteering) arises out of a certain demand when the government (the first sector) and the market (the second sector) fail to meet people's needs. Both the first and second sectors require a commitment to resolving social problems, on the part of society.

Therefore, it is appropriate to present the importance of this subject due to its development (Wilson, 2012), which also justifies this current study. Américo and Silva Filho (2007) have discussed that subject, due to its contemporaneousness that has brought the evolution of movements and tendencies through a transformation of capital as a whole, which directly influences many aspects. For instance, the increase in disparities among social classes, informal labor like freelancers, the lack of job opportunities, and so on. Cavalcante (2012) defines social organizations as those that seek to meet needs that are not sufficiently met by the State, i.e. to reduce certain misfortunes created by the current system.

Concerning the lack of accurate information, the reason is Non-Governmental Organizations (NGOs) require time and money investment. The number of NGOs has increased in Brazil (Brazilian Institute of Geography and Statistics [IBGE], 2012), regarding the educational uncertainty stating definitions about that subject (Alves, 2002; Soares, 2006), which justify this current study.

This is the background to this study. The search for a better understanding of volunteering involves a discussion of the factors that motivate it. After all, we live in a society full of multiple inequalities –in which relationships are essentially surrounded by competitiveness (Souza, 2008) and those relationships increasingly demand efforts to meet basic human needs (Oliveira, 1997). Furthermore, it is mainly about workers that can only afford the sale of their manpower services as it was some kind of merchandise (Carvalho & Souza, 2007; França Filho& Laville, 2004; Oliveira 1997) - but what motivates people to make their time and efforts gratuitously available on behalf of another person or persons?

Cavalcante (2012), Aquino (2015), Ageu (2015) and Lemos (2016) state that there are still many gaps in the academic literature on the subject of volunteering. There are no definitive conclusions regarding certain aspects of that phenomenon, for instance, the causes of the volunteering turnover (Teodósio, 2002) or the effective benefits, as well as the gains in health or welfare that would explain the volunteers' choice to engage in these activities (Cavalcante 2005).

To analyze the motivational subject of volunteering, there are already suitable samples available, although they do not correspond to the Brazilian reality (the goal of this study). However, there is a structural model of motivation for the voluntary activity released by Cavalcante (2012) that enables to establish a profile and to promote an understanding of the relationship among volunteers' motivations by quantitative analysis. This model has also been tested by Ferraz (2017), who has concluded that it could be used to analyze several groups and moments of volunteering in any organization. Therefore, this study also focuses on the moment of expectation, relating to the group of individuals who intend to engage in voluntary activity with the organization.

The viability of this study is demonstrated by the existence of several studies that form the academic background, and which provide guidelines for the data collection e.g. the studies of Drucker (1999), Salamon (1994), Salamon and Anheier, (1995) and Salamon *et al.* (1999). Other authors, such as Clary, Snyder, and Ridge (1992) and Batson (2002), have investigated the reasons for volunteers' behaviors. Also, authors like Delors (2001), Esping-Andersen (1991), Najam (2000), Blau-Scott (1962), Etzioni (1961) and Weber (1978 2004) have provided educational support with proper information on the subjects that concerns about citizenship and typographic organizational classifications.

This study analyzes the factors that influence individuals when applying for voluntary work at Cidade Viva Foundation in João Pessoa (PB). The present case relates to those individuals that work at Cidade Viva Foundation, an institution that is devoted to promoting the dignity of the human being and the preservation of the environment, through social actions focusing on the integral development of human potentialities (Cidade Viva, 2015a., p. 1). Thus, through the practice of Christian activities, the institution has assembled community volunteers, most of them from the Baptist Church of Bessemer, to perform activities in their segments.

That Foundation was chosen due to its number of volunteers: during gospel events, the institution can gather nearly a thousand volunteers (Cavalcante 2013). In 2015, this number increased to around 4681 volunteers (Cidade Viva, 2015b). This Foundation therefore represents an ideal field of study for investigating this phenomenon.

This study features a theoretical framework with related subjects: voluntary work and its motivations as well as the proposed model of Cavalcante (2016). It also includes a detailed description of the methodological procedures, and a presentation of the main results, and the final considerations.

2   THEORETICAL FRAMEWORK

2.1 VOLUNTARY ACTIVITY AND ITS MOTIVATIONS

This study follows the subjects of Public Goods Theory (Weisbrod 1977), in which voluntary activity is related to providing somebody else with certain needs not provided by the State and assumes a direct relationship with civic engagement and citizenship performance (Pilati & Hees 2011). Wilson (2000) states that the stronger individual civic tendencies become, the closer it becomes to voluntary practice. Thus, it is important to notice the foregoing sociological perspective of the citizens, since they have been considered people that do not expect only the State response, but those citizens consider themselves as tools to accomplish certain transformation activities.

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The idea of civic activities is important to search for social solutions during a State crisis is not absolute through the related literature. Cançado et al. (2011) state it makes no sense to discuss citizens 'actions from a purely rational bias, because there is a tendency to turn some private demands into public policy actions that feature other influences, both emotional and affectionate. However, it is important to note that for this study, the concept of volunteer is directly linked to that of citizenship, based on the premise that the volunteer is a citizen him/herself.

Pilati and Hees (2011) and Wilson (2000) explain that individuals who perform sporadic unplanned tasks, such as helping a neighbor out, helping a stranger in difficulties, or caring for a sick relative, cannot be considered volunteering activities, but rather, spontaneous help. Wilson (2012) and Lemos et al. (2008) suggest that the volunteer is proactive, not reactive, which implies some kind of commitment of previous effort and time, to an activity that is performed four to six hours a week. It is possible (though uncommon) for the volunteer to work for different organizations (Cavalcante, 2012).

However, as previously explained, there is no absolute consensus on how a volunteer should be properly described. Musick and Wilson (2008) state that the "volunteer" and the "volunteering" may be misunderstood, both feature conceptual limits that sometimes confuse each other with similar activities but quite different as social activism. Cavalcante (2012), through a systematic literature review, indicates that those definitions suggest the idea that volunteers are donating something, be it tangible manual work or even intangible technical knowledge in some labor area. Volunteers also look for social change on behalf of something or somebody else, which does not exclude the possibility that such activities may be inspired by a desire to change the lifestyle on the benefit of the environment where they live.

Another relevant aspect is that volunteering occurs spontaneously but sporadically, i.e. certain events can take similar characteristics, but they are performed for other reasons which are not consistent objects of this study. The volunteers perform without financial reward, although there possibly are some random monetary compensation (not obligatory) due to remaining expenses and costs besides their use of time.

Besides these characteristics, it can also be argued that the volunteer performs acquaintance labor with the subject work, which could take place through civic, religious, or cultural factors or even for physical or emotional contact with the beneficiaries.

In the specific case that forms the context of this research, voluntary activity and religion have similarities, but stand apart from each other. According to Hustinx *et al.* (2015), this relationship has usually been consistently strong and positive, though religion has been considered the real source for volunteering participation. The two concepts are linked through voluntary activity have been considered a means by which people can shape their identity (Grönlund, 2011), to promulgate a normative view of society (Wuthnow, 1991) and relate conceptions (O'Reagan, 2009; Von Essen, 2008). Regarding the role of religion, the proper sense of voluntary activity and faith has been brought to light. These aspects have been the basis of cooperative values such as love for one's neighbor, charity, and compassion, but they are quite different, widespread, heterogeneous and complex social phenomena.

Like any topic related to the social sciences, the vying between concepts to explain a phenomenon can also be applied in this study. To minimize this, we emphasize that this study recognizes the possibility of using Mauss's Donation Theory (2003) to explain the meaning of volunteering. However, it is assumed that this theory is not appropriate for addressing the object under discussion here. Through a brief analysis, it can be concluded that the result of volunteering is a kind of donation. This is because offers time, knowledge or any other element consequent to this activity. But that is where the similarity with Donation Theory ends. Volunteering forms no personal or emotional relationship, and there is no monetary compensation between volunteer and beneficiary.

Volunteers carry out their activities for any individual who seeks them, and there is no obligation for the recipient to return something to the donor. These are elements present in Mauss's view to explain human sociability and communication. Thus, this study chooses not to consider Mauss's "Donation Theory", although it is possible to consider the lack of explanation of the studied phenomenon.

Another similar subject identified by the authors is stated in their subject definitions as nonpolitical and private, focusing on moral values rather than political aspirations. These specifications have been frequently discussed, since both (nonpolitical and private) demand strength on the social order in a society, relating the very tenuous limits. It is no coincidence that religion and voluntary activity have been required by the government to provide for social needs and to reinforce social cohesion: the impact, influence and permanent dynamics of their interaction in the society bring attention and they are goals to be achieved. According to Von Essen et al. (2015, p. 9) "voluntary activity is an action that allows

the religious conviction and faith to interact off the domain of the faith itself. Consequently, the volunteer contributes to the reentry of religion in the public arena."

In Brazil, the relationship between religion and voluntary activity is quite strong. According to Landim (2001) who analyzed the third sector in Brazil, the religion is considered to be the main motivational factor for voluntary activity because, for such attitude in the national territory, the reason that impels volunteers is not from civic conscience exactly, but individual values (helping people and showing generosity) as well as religious obligations. Thus, the civic conscience is not the real reason for motivation, but presupposition, so that the volunteer abstracts harmonic values following the organization`s aspirations where his activities are performed, and later the volunteer becomes contagious by the organizational climate on which is supposed to be properly adapted.

Relating to the motivation for the voluntary work, the researched literature approaches that subject according to unique or multiple dimensions. In the unique dimensional subject, the available theories have been based on a single motivation to act (Drucker, 1999; Wilson 2000); whereas in the multidimensional aspect, it is quite common to the definition of the variables that split them explaining the phenomenon in this study according to the grades (Batson, 2002; Clary& Snyder 1999).

On the unique dimensional aspect, Drucker (1999), on explaining the motivations for the voluntary activity, states religious and civic factors as the main influences. The author also associates this phenomenon directly with the leadership practices that should provide a positive organizational climate to achieve expected results. Wilson (2000), also regarding a unique dimensional aspect, states that for an individual basis there can be two reasons for volunteering that could oscillate accordingly to the individual´s will: the first one rises from a sociological aspect and the second from behavioral development. Salamon and Anheier (1994) settled with that last one, stating that despite the number of volunteers that increase throughout the world, that process has been designed in a heterogeneous manner which is not possible to define such a general standardization.

Relating to the multidimensional aspect, one of the most important concepts on the voluntary motivation concerns about the theory of the expectancy of Vroom (1964), which states that the motivation process should be explained according to the individual's choices and goals, as well as their expectations in reaching one's goals. Vroom released a comparative model featuring three variables. He believed that the reason that motivates an individual to work in a company is the match among the valence – when the individual requires a reward due to the attributed value to oneself; the instrumentality – which estimates that that performance would make the individual reach are ward, that is, a payment for the accomplished job; and finally, the expectancy - hoping that an individual´s endeavor would result in a successful work (Regis& Calado 2001). That result should be a motivational reason.

Batson (2002) introduces four motivation classifications for volunteering: "altruism," which is defined as promoting the welfare for other people despite achieving private benefits; "collectivism," as similar to the previous concept, but focusing in a certain group; "principalism," which is a guideline that relates to the moral senses like justice; and finally, "selfishness," that concerns on the private interest. However, that author states that such motivations can also be mixed for the volunteer to avoid conflict to himself so that he can perform the work properly for the company and then bringing common harmony between organizational and individual interests.

Clary, Snyder, and Ridge (1992) demonstrated that the motivations are harmonic, even in individual extent, just because those motivations can change due to temporary needs of the volunteer´ due to pressing and seasonal goals as well. The authors' main contribution come out the factorial analysis from countless dimensions, resulting the Volunteer's Functions Inventory (VFI), which brings the presentation of six commonly spotted factors such as the volunteers' motivation: "career," "social," "protection," "esteems," "intellect" and "values". The first three ones are considered to be less important and suggest that volunteers do not work for a compensation refund.

Despite considering some concepts as motivation itself, it is relevant that the traditional tools through Human Resource Management are not properly applied to the volunteer´s activity due to their different use (Cavalcante 2016). After all, the vision that is necessary to turn them into agents truly committed with the progress of the entity is becoming notorious. Thus, there must be a connection between philosophy identification and the organizations` goals, thus the more those elements identify, the more they link up and make better efforts (Lemos *et al.*, 2008).

Cavalcante *et al.* (2011) state that voluntary activities demand a renouncement of private benefits on behalf of the others` interests as well as the welfare and the development of people, and so the collectivities. However, this abdication does not mean private losses, on the contrary, according to Silva (2004when some symbolic exchange happens the volunteer meets oneself "ME" while one helps the "OTHER."

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Fontoura (2003) states the most important reason about the motivation of the voluntary work relates to some kind of therapy, part-time employment, consideration of opportunities and so interacting, meeting and helping people, as well as finding talents, to search personnel satisfaction and even to sublimate the loss of their beloved ones.

To understand deeply about the motivation of the voluntary work within the national context, Cavalcante (2016) released a structural model of motivation. This model was designed in a similar aspect to the framework of this study. Cavalcante´s model got to validate five constructs to measure the motivation for the expectation, insertion and permanency period on volunteering (Altruism, Social justice, Affiliation, Learning, and Selfishness) and also three other constructs during the exit (shortage of resources, religious reasons, and private reasons).

Following Mostyn (1993), Souza, Fernandes, and Medeiros (2006) and Souza *et al.* (2006), Cavalcante (2016) noticed some current gaps in potential ambiguities during the answers of those candidates, observing potential for quantitative research that linked with analyzed profiles and their motivations. After a sequence of reliability tests, the author achieved gathered data tool that was possible to draw the profile of volunteers' motivation in different moments like Expectation (with assumed candidates to the voluntary work); Insertion (with volunteers that work in a period of one year at the institution); Permanency period (related to volunteers that work more than one year at the institution) and Exit (relating both voluntary groups of the insertion and permanency periods). Picture 1 introduces the description of each construct according to the model:

FACTORS	DESCRIPTION
Altruism	Regards the volunteer's subjective perception of self-sacrifice and willingness to work in risky, unhealthy, and dangerous conditions from the perspective of the conscience of the species or questions about the general conditions of human beings' lives.
Social justice	Includes reasons related to a sentiment of helping individuals and communities in need by supplying direct aid to the poorest and the most vulnerable ones (including elderly people, children, patients in hospitals in general – the volunteer intends to support those to provide them welfare as a citizen). Through voluntary work, the volunteer provides social justice and equality.
Affiliation	Includes reasons associated with a perspective of friendship, in which volunteer feels that sharing personal things to someone else in an organizational environment. Affiliation with a group through volunteer work is sought.
Learning	Includes reasons that somehow bring to the volunteer the feeling of simultaneously promoting oneself and the recipient's life through interaction with the group. The search for self-development by attitudes that stimulate the intellect through volunteer work.
Selfishness	It concerns about reasons relates to the sense of privilege, status, and protection with the volunteer interested in creating and developing his self-image or even promoting oneself before the individuals and the group. It is a stance focusing on the ego and therefore, essentially selfish.

Picture 1. The five motivational factors proposed by Cavalcante (2016)
Source: Cavalcante (2016)

Model 1 attempts to explain the factors during the moments of expectation, insertion and permanency period of the volunteer at the institution. The model also attempts to investigate the possible motivations for volunteers to quit voluntary work. According to Cavalcante (2016, p. 73), there are three variables: "lack of resources," "religious reasons," and "personal reasons." Each variable is associated with indicators related to some possible conditions that could make individuals quit voluntary work.

The methodological procedure used to achieve the goals of this research has been proposed according to the Cavalcante´s Motivational Voluntary Work Structural Model (2016).

3. METHODOLOGICAL PROCEDURES

This study features a quantitative slant and some questionnaires had been applied to provide a study related to the current descriptive case, which describes both demographic and motivational profiles of the sample. The samples of the research were candidates for the voluntary work at the Cidade Viva Foundation. They were properly recruited by the Human Resources department. Thus, the group refers to the expected moment according to the motivational structural model of the voluntary work released by Cavalcante (2016) and that group had answered the specific formulary called "What will I expect through voluntary work?" which measured volunteers' expectations during voluntary work. A synthetic version is presented below.

Profile	Code	Motivations	Profile	Code	Motivations
Altruist	Alt01	Aiding people	Affiliation	Aff01	To meet people with common interests
	Alt02	To change people´s lives		Aff02	To engage a group
	Alt03	Bring hope to the underprivileged		Aff03	Make new friends
	Alt04	Contribute to help people to live		Aff04	To live together
	Alt05	Do something important	Selfish	Sel01	To be recognized
Social Justice	Soc01	To be useful in the community in which I live		Sel02	To make use of free time
	Soc02	Reduce social injustices		Sel03	To make myself a better person
	Soc03	Improve the quality of life in the community		Sel04	Increase self-esteem
	Soc04	Collaborate for the social rights of the community		Sel05	To feel important
Learning	Lea01	Learn how to deal with people			
	Lea02	Learn new things			
	Lea03	Seek new challenges			
	Lea04	Learn something new			

Picture 2. Detailed variables
Source: Cavalcante (2016)

As previously explained, this subject features a longitudinal study with data gathered in a period of two years: 2013 and 2015 (see Table 1). In 2013 the sample was 250 volunteers and in 2015 data was collected around 230 individuals. Both samples were used in this study. In all 480 individuals (census) had been analyzed.

Table 1
Collected questionnaires in the longitudinal research

Year of collection	Sample
2013	250
2015	230
Total	480

Source: The author (2016)

Noticing the data gathered in the first semester in 2013 have been collected and analyzed by Aquino (2015) while data gathered in 2015 by Lemos (2016) during the second semester of late year. Both studies had a consensus among goals, methodology, and results that relate to the consolidation of the longitudinally collected data in the same research environment.

The Cidade Viva Foundation is associated with the Bessemer Evangelical First Baptist Church Association, a Christian church whose institutional mission is to "lead people to an authentic relationship with Jesus Christ so that they live with dignity and be fruitful in this world." As the Foundation suggests through its institutional website, due to some difficulties in certain social projects with concern about fundraising, the church has legally split certain activities, creating the Cidade Viva Foundation, from now on referred to as FCV, for keeping a Christian methodology and viewpoint – to enable the practice of volunteering.

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The questionnaire (scale of Likert) has been set to raise the questions most pertinent and previously proposed by the researchers. Continuously, the data has been set up and classified through the Statistical Package for Social Sciences software (IBM SPSS Statistics 21.0) with the support of Microsoft Excel 2013. To proceed to the quantitative analysis of the data, which used the descriptive statistics (mean, standard deviation, variance coefficient, and percentage), ANOVA (variance analysis) and the T-Test, to identify supposed differences among groups. Correlations accomplished (bivariate) to check the relationship exists among some varied.

4. PRESENTATION AND ANALYSIS OF THE RESULTS

4.1 SOCIODEMOGRAPHIC PROFILE OF THE ASSUMED VOLUNTEERS

The average of volunteers is adults about35 years old. Most of them are female (55.6%), married (38.2%) and graduated from college (according to the profiles: incomplete graduation, graduated and postgraduate, resulting in 69.8%). The volunteer profile also includes "Private enterprise employees" or "students," whose average family income reaches R$ 6,187.83 a month – which consists of a high income compared to other similar companies, according to the study by Carvalho and Souza (2007).

Most of those volunteers stated that they already had participated in some voluntary work before attaching themselves at FCV and presented religious reasons as an incentive to participate in volunteering. Those results resemble those found by Martins (2012) in a specific study about the volunteers' adhesion which spotted the opportunity to share values and beliefs connected with religions the main motivation.

Considering the subject of candidates' background, some similarities and divergences were related to their relatives that had participated in some voluntary work, for instance, despite the current results, most of them don't apply to a voluntary work (although it refers to a small difference). Though, relating to the questions about recommendations presented similar answers: according to the respondents, 58.4% had already participated as volunteers in another institution, however, 90.1% out of those respondents are no longer volunteering there anymore. Regarding specific events that stimulated them to join voluntary work, religious reasons and helping people were the most important reasons. Thus such considerable divergence for that motivation.

Relating to age, adults are the majority of assumed volunteers, according to the Brazilian Geography and Statistics Institute (IBGE 2012). However, considering such a heterogeneous group, the age factor is not a relevant matter to this typology.

Relating to the gender of volunteers the quantity of men is quite lower than 50% of women. Women are the majority in all the religiosity indexes in the country according to IBGE (2010) census published in 2010. Cidade Viva Foundation is an organization with a strong Christian religious mark, then it would be quite normal to dispose of a larger number of the female gender as volunteers. Concerning respondents' civil status, married and non-married profiles spotted in both surveys.

Concerning education, high scholar levels had been spotted in the data gathered in2015 and 2013. Silva (2004) suggested that volunteers feature relative intellectual autonomy. Wilson (2000) mentioning to such discussions stated that the volunteers seem to be more involved politically than non-volunteers. Regarding the presupposition that there is a connection between the individuals who access information in genera and education level (Balassiano et al. 2005). So it is supposed that volunteers feature high education levels.

For FCV, such data might be useful when the moment of preparation of the seminar, regarding the audience which profile is high education level. On the other hand, depending on the institution`s policy as well as the proposed matter, that aspect could bring the opposite result. The lack of interest by people with a low education level could be the main reason for refusing to participate in the seminar for the voluntary cause. Different research instruments should be necessary to stand that point of view.

Relating to the family income, there was a high standard deviation for the monthly average confirmed in two gathering data (about R$ 5,000.00 – Us$ 1450.00 - with minimum rate and R$ 500.00 to R$ 30,000.00 – Us$ 140.00 to 8500.00 with maximum rate), showing a large heterogeneity in the sample. Carvalho and Souza (2007), regarding another religious voluntary institution that had revealed incomes rating about one to four minimum wages, in other words, FCV volunteers have higher incomes in comparison to similar organizations. Considering that information, FCV might concern about low-income people that, due to their low-income aspect, could not join for voluntary work there. However, there are no pieces of evidence that performing voluntary work in all depends on personal or family incomes afterward.

Analyzing those respondents' backgrounds which results in five questions of the forms presented an average of 20% with "no answers." Despite the first question that mentioned if any relatives perform or had already performed voluntary works, which presented a positive difference of 3%; there was no balance in any of the other questions. A result of 61.1% for affirmative answers related to the accomplishment of voluntary work by their friends and 52.4% related to the question that confirmed participation in some similar work. On the other hand, the majority answered that they had not joined any other institution as a volunteer (76.4%), out of the 60% that stated that they had not been invited to join a voluntary work.

Wilson (2000) had made notes that could explain high rates of reporting both relatives 'and friends` influences over the engagement in volunteering. Furthermore, the decision to engage voluntary work does not happen due to personal factors, but external influences. The data gathered in 2013 revealed some information that confirmed that aspect, even though out of 72.4% had stated that the decision to join volunteering occurred without influence, on the other hand, some related results point out that environmental influences are also relevant factors for the engagement of volunteering.

Following the same stand, Nascimento (2006), when debating reasons, the volunteers applying a non-profit religious institution argues that previous experiences mean important reasons to become a volunteer.

4.2 MOTIVATION OF VOLUNTEERING CANDIDATES

Regarding the motivations, Table 2 displays relative numbers of profiles according to the model by Cavalcante (2012). Those numbers are in accordance with the expectations for volunteering, whereas Altruism (mean 9.23) and Social Justice (mean 8.84) were the most spotted profiles by the respondents in 2013 and 2015.

Table 2
General Indicators for staying involved in volunteer work

Profile	Mean (2015)	Mean (2013)	Stand. dev. (2015)	Stand. dev. (2013)	Coeff. of V. (2015)	Coeffi. of V. (2013)
Altruist	9.23	9.15	1.47	1.56	16.16	17.20
Social Just.	8.84	8.72	1.68	1.82	19.27	21.21
Affiliation	7.67	7.63	2.50	2.59	32.59	34.00
Learning	8.27	8.31	2.37	2.25	28.70	27.10
Selfishness	5.04	4.91	3.08	3.20	65.01	68.00

Source: Research data

According to the data of Table 2, the most evident profile is the "Altruist," in which the volunteer expects that the activity demands effort on behalf of others and despite personal benefits. Researchers like Stukas et al. (2016), Cavalcante (2014) and Silva (2011) also presented the altruistic factor of motivation as the strongest evidence by the respondents.

The "Social Justice" profile also presented high averages and low standard deviation and coefficient of variance, suggesting that respondents were interested in social progress as the reason for their existence; reasons conforming themselves through the activities of the institution, since they approach beneficial goals to a disadvantaged public. Observing that the practice of voluntarism has been related to the goal of providing other needs that are not properly provided by the State (Pilati & Hees 2011). It was supposed that high mean was expected by that profile.

Other authors have also identified higher means related to the motivational profile, as Ferreira et al. (2006) who had presented results that the volunteers` initial reason to engage their voluntary work concerns to their will of usefulness for society afterward. Thus, Carvalho and Souza (2007) have pointed out some indicative data through motivations for volunteers' expectations, regarding the social contribution as the most evident indicator, that is, through the practice of voluntarism they intend to achieve transformations in the society.

The profile "Learning" indicated that the volunteer would be concurrently developing oneself and the beneficiaries by services through interactivity. High means had been spotted as well high standard deviations and coefficients of variance too. That observation indicates certain dissension through the answers. So, it implies the possibility that there would be candidates mostly interested in learning by themselves and others regarding the contribution of social causes, which are the guidelines of the organization. Silva (2004) suggests an agreement with that

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perspective because he stated that voluntary work there might be some experienced exchanges when the volunteers find themselves as individuals by self-learning while helping people. A study released by Carvalho and Souza (2007) had presented results related to the "Valence" item, that the strongest answers concerned directly to the interpersonal development motivation.

A moderate characteristic was noticed through the "Affiliation" profile. That time featuring no high means detected but high standard deviation and coefficient of variation, which suggests relative divergences in the sample. That type of motivation was related to the sharing of active volunteers. The heterogeneity once noticed in the sociodemographic profile of the volunteers and the absent experience in volunteering at Cidade Viva Foundation, to explain the *modus operandi*, could be the reason for such divergences. Lemos et al. (2008) believe that there would be some tacit connection so-called affectionate bond between the volunteers and their institution, which is acquired when starting to perform at the institution. In other words, it doesn't make sense to expect anything from someone who is not involved yet. Silva (2011) presents the motivation by affiliation so significant for understanding his research due to those expressive means, despite obtaining no larger researched rates.

Finally, the "Selfish" profile measures the candidates' search for their private intentions, like privileges, protection, and status for personal promotion, that eventually intend to reach through voluntary activities. The mean rated of that profile had reached the median level, however, the standard deviation and coefficient of variation were the highest around those analyzed in the sample. That suggests some heterogeneity of those individuals and it indicates the existence of assumed volunteers with excuse motivations regardless of the causes of the institution apart of those who are not interested in benefits arose from the voluntary practice afterward. However, it is important to highlight that those aspects issued the lowest means of the whole sample, which matched the previous indexes, indicate the smallest quantitative rates of volunteers with selfish motivations.

Souza, Lima, and Marques (2008) diverged those aspects by presenting some prominent selfish motivations through their study, considering that the research was released in a junior company where it is more favorable to notice volunteers' selfish motivations. That may be explained by considering such an organization with a professional and career basis and maybe regarding the young personals (further considering the correlations between age and selfish motivations there was an inversely proportional connection).

To deepen that data, besides descriptive statistics, other tests had been applied. Firstly, the Kolmogorov-Smirnov test had been applied to find outfit the data were achieved from a normal distribution. By confirming that hypothesis, the correlation tests for sociodemographic profiles and motivation variance had been carried on and especially the question "age vs. motivations," "Educational level vs. motivations," and finally, "Family income X motivations."

The first match reported ages and motivations aspects and that item two low negative correlations had been achieved, both presenting high significance. See Table 3:

Table 3
Expectation: correlation between age and motivations

| sociodemographic profile | | Motivations |
Age		
Pearson Correlation	-,225	To be recognized (Sel/ 01)
Sig. (2-tailed)	,001	
Pearson Correlation	-,219	To feel important (Sel/ 05)
Sig. (2-tailed)	,001	

Source: Research Data (2015)

According to the data age and motivations, correlations were quite negative and unimportant and both belong to the selfish profile. It suggests that as the volunteer is getting old, the lower his desires through objectives to be recognized or finding himself important, that is, the young people presented larger tendencies for a selfish profile.

Acknowledgment is one of the most pointed common subjects by Schondel and Boehm (2000) about youth's motivation, as well as socialization and self-achievement. Besides that, Haski-Leventhal et al. (2008) had discovered that the main motivations for the young volunteers were tied to selfish reasons like feeling good and hope the voluntary work brings further opportunities and social relationships afterward. Lie, Baines, & Wheelock (2009), on the other hand,

had spotted a larger approach o volunteering by elderly people as a practice linked to the care and the civic consciousness, mostly inspired by collective values interlaced to the altruistic and social justice motivations.

The results issued in 2015 agree with those achieved in 2013 in which the questionnaire analyses of thequestionn.5 about the selfish profile also presented a negative correlation featuring high importance. However, it was the only confluence aspect pointed out during those periods, because in 2013 it was noticed that the younger the candidates' age, the higher the values observed about the Altruistic and Learning factors. Nevertheless, in comparison, aged candidates tended to consider lower values afterward. Similar data had been found out in answers about a certain question in the "Social Justice "profile.

The match concerned educational level and motivation had revealed twelve correlations and all of them improved to be very poor and negative. According to Table 4, which set them up in the right column for a better exhibition. Note: this is just a statistical correlation.

Table 4
Expectation: correlations between Academic Degree X Motivations

Sociodemographic Profile		Motivations
Educational Degree		
Pearson Correlation	-,132	(Alt. – 05)
Sig. (2- tailed)	,048	To do something important
Pearson Correlation	-,217	(Aff. – 02)
Sig. (2- tailed)	,001	To engage a group
Pearson Correlation	-,200	(Aff. – 03)
Sig. (2- tailed)	,003	To make new friends
Pearson Correlation	-,176	(Aff. – 04)
Sig. (2- tailed)	,009	To live together
Pearson Correlation	-,173	(Lea. – 01)
Sig. (2- tailed)	,009	Learning to deal with other people
Pearson Correlation	-,160	(Lea. – 02)
Sig. (2- tailed)	,017	Learning new knowledge
Pearson Correlation	-,155	(Lea. – 03)
Sig. (2- tailed)	,020	Looking for new challenges
Pearson Correlation	-,186	(Lea. – 04)
Sig. (2- tailed)	,005	To learn something
Pearson Correlation	-,194	(Sel. 01)
Sig. (2- tailed)	,004	To be recognized
Pearson Correlation	-,269	(Sel. 02)
Sig. (2- tailed)	,000	To make use of free time
Pearson Correlation	-,179	(Sel. 04)
Sig. (2- tailed)	,007	To increase self-esteem
Pearson Correlation	-,173	(Sel. 05)
Sig. (2- tailed)	,010	To feel important

Source: Research Data (2015)

The presented correlation in the Altruistic profile (To do something important. Alt. 5) was quite minimal and barely significant. The most relevant data of Table 4 concerned the "Affiliation" profile, which highlighted high correlations in all questions. The "Learning" and "Selfish" profiles had also considered themselves relevant, except for a single question, those profiles had correlations among the other ones. All featuring negative answers, such data seemed that the lower the education level of the volunteers, the larger their similarities with the "Affiliation," "Learning" and "Selfish" profiles.

Musick and Wilson (2008) argued that people with higher education levels seem to be more confident, more expert in social subjects, more aware of social problems and how to deal with them. So they have proper motivations for volunteering in respect of the collective values, instead of assisting private needs.

Parboteeah *et al.* (2004, p. 433) state that when individuals live in an atmosphere where they interact with highly qualified people, "they are more likely to be exposed to benevolent values and be more concerned about helping others, "these characteristics are more evident in similar motivations to the Altruistic profile.

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The data gathered in 2013 also presented essentially the same conclusions afterward. Noticing that the higher the education level of the volunteer, the more they intend to be "useful members of the community where they live;" whereas, the lower their education level, the larger the values identified through the selfish factors once answered in "To be recognized," "To make use of free time" and "Learning" regarding to the question on "Learning how to deal with other people."

Observing eventual divergences among those groups, the study had proceeded with the ANOVA accomplishment with the proper factor that checked the variance under the Bonferroni´s Test and significant aspect. Through binomial questions –considering only two available alternatives to be chosen. The T-Test had been applied for independent samples and then checked their significance in comparison. Those data had been appraised by comparison between the motivational and sociodemographic means.

Further, regardless of the "Social Justice" profile, some divergences had been pointed out in the educational level despite all similar ones analyzed in 2015. Relating to the Altruistic profile, specifically the question "Helping others," differences had been spotted through volunteers with a complete elementary level apart from the highest three ones. This matches with the results in the correlations in that category, which reinforces the idea that the smaller the education degree, the more distant the assumed volunteers would be from the Altruistic profile and closer to the Selfish profile motivations. The data related in 2013 have pointed to the same conclusions, stating that for showing smaller averages, those with an "incomplete elementary degree" had lesser altruistic motivations than the other educational degrees.

Nevertheless, some notes had also been found in the "Selfish" profile through education levels, which rates were mentioned afterward.

Table 5
Comparison between groups related to the expectation variables. Educational Level X motivation variables

To make new friends – Aff03	
Incomplete graduation, Mean = 8.24	Complete graduation, Mean = 6.70
To live together – Aff04	
Incomplete graduation, Mean = 8.32	Complete graduation, Mean = 6.69
Learning how to deal with other people – Lea01	
Incomplete graduation, Mean = 8.56	Complete graduation, mean = 7.15
Looking for new challenges – Lea03	
Incomplete graduation, Mean = 8.86	Complete graduation, Mean = 7.55
Learning something – Lea04	
Incomplete graduation, Mean = 8.89	Complete graduation, Mean = 7.33
To make use of free time – Sel02	
Complete High School, Mean = 5.90	Complete graduation, Mean = 3.22

Source: Research Data (2015)

According to Table 5, the greatest distinctions for this study come from the complete and incomplete graduation background. The data suggest that comparing those candidates who finished the graduation to those about to finish it yet, larger motivations were noticed in the "Affiliation" and "Learning "profiles of those who had not concluded their graduation (noticeably per those previous correlations). Probably that aspect might be explained by the respondents thought that educational conclusion could reveal another type of perception relating to their influence that graduation background would bring to their lives.

Concerning occupations, the analyses had brought up statistical differentiates related to the so-called "Self-employed" and "Students" through question 1 of the "Selfish profile." The larger means of the last ones suggest a stronger tendency to identify themselves as "Recognized" (see Table 8). Regarding the data gathered in 2013, some distinctions had been noticed among students and retirees only. Comparing both subjects it´s due to highlight that students presented a lower mean related to the Altruistic factor, on the other hand, retired people featured larger indicators through Selfish profile. That aspect regards the questions on "To change the people's life" and "To feel important," respectively. That is, research had found evidence that students tend selfish motivations (see Table 6).

Table 6

Comparison between groups in the expectation variables. Occupation X Motivation variables

To be recognized – Sel01	
Self-employed; Mean = 3.00	Student; Mean = 4.82

Source: Research Data (2015)

Relating to the questions about volunteers` relatives that had accomplished or still performing voluntary work, some statistical divergences had been spotted through the "Affiliation" (a total of 4 questions) and "Learning "profiles (50% of those questions in that profile) (see Table 7).

Table 7

Comparison between groups in the expectation variables. Family background X Motivation variables

To meet people with common interests – Aff01	
Yes = 7.91	No = 7.22
To engage a group – Aff02	
Yes = 8.08	No = 7.19
To make new friends – Aff03	
Yes = 8.00	No = 7.33
To live together – Aff04	
Yes = 8,09	No = 7.28
Learning how to deal with people – Lea01	
Yes = 8,45	No = 7.73
Learning something new – Lea04	
Yes = 8,66	No = 7.93

Source: Research Data (2015)

Similar answers had been highlighted in the "Social Justice" profile as well the question on "To be a useful member in the community where I live" matched with the question about friends that had accomplished voluntary work (Table 8). Positive answers gathered in those subjects which is possible to confirm that there is a common ground between this study and the idea proposed by Wilson (2000) relating to the influences from outside factors like incentives by friends and family when it comes to deciding to engage volunteering. Nesbit *et al.* (2016) also stated that social interactions encourage strongly an individual that starts voluntarism or continues to be a volunteer. According to the collected data in 2013, candidates whose relatives "have already accomplished or still accomplish voluntary work" take such attitude as an opportunity to "Live together "in society.

Table 8

Comparison between groups in the expectation variables - A friend that had accomplished a voluntary work (Yes x No) X Motivation variables

To be useful in the community in which I live – Soc01	
Yes = 9.46	No = 9.06

Source: Research Data (2015)

As the last issues related to the data analysis, the answers highlighted important rates of those who had already contributed to other voluntary work and the ones that keep doing it in another institution. Statistical differences have been spotted through the Selfish profile featuring negatives answers on "To be recognized" and "To feel like a better person" (Table 9).

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Table 9

Comparison between groups in the expectation variables - Accomplished voluntary work X Motivation variables

To be recognized – Sel01	
Yes = 3.37	No = 4.36
To feel like a better person – Sel03	
Yes = 6.96	No = 7.88

Source: Research Data (2015)

Regarding that, in 2013 the data presented the same results afterward. Still relating to the Selfish profile, there were some statistical divergences by the possibility of becoming a volunteer in another institution, then confirming positive answers through the question on "To make use of free time" (Table 10).

Table 10

Comparison between groups in the expectation variables. To be a volunteer in another institution X motivation variables

To make use of free time – Sel02	
Yes = 6.50	No = 4.09

Source: Research Data (2015)

Such rates are indications through volunteers' backgrounds who had already performed (or not yet) some voluntary work in another organization which does not imply directly to the Selfish profile. However, the current volunteer work has some connection with former institutions where the volunteer also performed voluntarism, because those that still perform voluntary works in another institution tend to make use of their free time.

It is important to explain that the divergences of information found in data gathered in 2013 and 2015, regarding correlation only in "Age X Motivations" subject, had presented more matches in "Educational level X Motivations," although no correlations were found in "Income X Motivations." Except for the new evidence related to the differences among groups, which might have occurred due to the alterations in the propaganda about the participants` profile during the voluntarism seminar at the institution. After all, according to the coordinator's report of the Voluntary Department, the FCV has been updating all its net communication through virtual networks like Face book and other communication channels as text messaging applications (WhatsApp).

Comparing the sociodemographic profile to information about motivations, it is possible to shape the guidelines for the institution concerning the discussed content during the meetings for the volunteering presentation, and even for the publishing. Comparing both researchesin2015 and 2013, noticeable distinctions relating to the academic background (most of the samples featured incomplete graduation) and the question about relatives that performed or still perform voluntary work presented the majority of affirmative answers of interviewees.

5 CONCLUSIONS

The goal of this current study was related to the search of motivational factors of the disposable candidates for voluntarism at the Cidade Viva Foundation in João Pessoa, state of Paraiba. The major profile of analyzed samples features 35-year-old adults. On average, those presented volunteers are married women who, at least, had studied at some higher educational institution and afford a high monthly family income. Most of the argued religious reasons as the proper incentive for engaging in voluntering. Matching both collected datasets (in 2013 and 2015) through a longitudinal viewpoint, it was noticed that the respondents showed little distinctions regard to data of academic background and participation of some relatives involved in voluntarism.

Nevertheless, there is a noticeable tendency regarding the biannual analysis that the expectations of the volunteers are an altruistic way in the majority. On the other hand, the least important expectations are related to selfish reasons. Concerning those presented correlations, it was due that the lower the age of the candidates the closer is their identification to selfish expectations. Relating to the correlations between educational level and expectations, it had been realized that the lower the educational level, the closer they are to those last three profiles of the volunteers: "Affiliation," "Learning" and "Selfish." Such issued results were considered relevant through those analyzed periods in 2013 and 2015. Therefore, conclusions that the lower the education level, the further is the volunteer from the altruistic behavior and closer to the selfish profile.

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The respondents with incomplete higher education background featured larger motivation regards to the "Affiliation" and "Learning" profiles. A comparison between" motivations for the voluntarism "and "friends or relatives that perform voluntary work" had been confirmed in both pieces of research. The incentive by the relatives also contributes as a kind of encouragement on behalf of the voluntary work.

Thus, it is acceptable to believe that the results found in the study might reduce the dissension relating to the volunteers' motivations, wherever empirically or theoretically. It is right to say that in similar conditions, the managers might recruit more candidates emphasizing that they would reach altruistic objectives by accomplishing voluntary work. Furthermore, it is appropriate to say that candidates for Brazilian voluntarism generally show altruistic motivations especially by those featuring similar profiles issued in this study.

At the end of the article, a limitation should be recognized. The fact of disregarding the Donation Theory may prevent greater clarity in the understanding of the results achieved. On the other hand, this should be a point that leads to future studies: Do volunteers have any involvement with their caregivers?

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