How big is the active demand for orphanage volunteering?

A study made by Frank Seidel, Adieu-Ark-B Marketing (www.aab-marketing.com/en) in behalf of ReThink Orphanages (www.rethinkorphanages.org)

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Introduction

“Across the world, the popularity of volunteering programmes in orphanages is increasing.”

“Each year, 25,000 volunteers from Germany alone travel the world. Working in orphanages is the most in demand.”

“Experiences involving vulnerable children are among the most popular volunteer tourism practices.”

As these examples show, qualifying volunteering in orphanages as one of the most popular or even the most popular form of international volunteering is a common entry statement of blog posts, media coverage on orphanage tourism, and even scientific research.

Yet, there is very little data to provide proof for these statements.

Some research exists on the offer side of orphanage volunteering, exploring how many volunteering organisations offer placements in orphanages or in which countries the most orphanage placements exist. Amongst volunteering practitioners, it is also undisputed that volunteering with children is indeed one of the most popular forms of volunteering.

But we don’t know to what extent volunteers pro-actively demand to be placed in orphanages.

It seems equally plausible that people engage in orphanage volunteering because volunteer organisations or orphanages that these people encounter by accident convince them that this kind of volunteering is beneficial to orphaned children.

Initial research indicated that significant discrepancies might exist from one country to another in terms of pro-active demand for orphanage volunteering.

In today's information society, Internet search engines play a central role in discovering, comparing and choosing products and services. An American study found that 71% of consumers use Internet searches via search engines to discover new services, and even 74% used search engines for consideration or purchase.

This research therefore gathers data on the volume of search queries that indicate an intention to do orphanage volunteering in a foreign country in order to gauge the pro-active demand for this type of volunteering in five different countries (Australia, France, Germany, United Kingdom, United States of America).

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The data will also provide a benchmark for future research that can compare the evolution of this demand over time.

Methodology
To establish the absolute and relative demand for orphanage volunteering, we will compare

- the number of active Internet users in each country with
- the search volume on Google of search queries that express a search intent of volunteering in an orphanage in a foreign country.

Data on Internet users
According to Our World in Data, who combine data of the World Bank and the UN, the number of Internet users in 2017 (most recent available data, 2016 for the UK and USA) was

<table>
<thead>
<tr>
<th>Country</th>
<th>Internet users</th>
<th>% of the population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>21,160,670</td>
<td>86,54%</td>
</tr>
<tr>
<td>France</td>
<td>52,308,536</td>
<td>80,50%</td>
</tr>
<tr>
<td>Germany</td>
<td>69,300,711</td>
<td>84,40%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>62,351,648</td>
<td>94,62%</td>
</tr>
<tr>
<td>United States of America</td>
<td>245,425,910</td>
<td>87,27%</td>
</tr>
</tbody>
</table>

We can assume that not all internet users are equally likely to research international volunteering opportunities online. Most volunteer organisations target young people from 16 to 25 or 30. The proportion of Internet users is significantly higher in this age segment and can reach almost 100% in some countries. At the same time, there is a lot of evidence that other age groups also engage in international volunteering. It would be very difficult to develop a model that takes into account the likelihood of each age group to volunteer abroad. We therefore stick to the number of all Internet users, regardless of age or other socio-demographic factors.

Data on Search Volume
We decided to rely exclusively on data available in the Google Search Console (GSC) of relevant websites.

Google has a quasi-monopoly in all considered countries with a search market share of between 92% and 95%. The only exception are the US with a market share of “only” 88%. We can therefore consider that the search volume on Google is close to the total search volume.

“Google Search Console (GSC) is a free service offered by Google that helps [website owners] monitor (...) [their] site’s presence in Google Search results.”

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5. Search intent is the why behind a search query. In other words, why did the person make this search? Do they want to learn something? Are they looking to make a purchase? Or, are they looking for a particular website? [https://ahrefs.com/blog/search-intent/](https://ahrefs.com/blog/search-intent/) accessed 18 September 2019
6. [https://ourworldindata.org/how-many-internet-users-does-each-country-have](https://ourworldindata.org/how-many-internet-users-does-each-country-have) accessed 18 September 2019
viewing “Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site.”

Although there is debate on the reliability of search volume data in GSC, it is the only tool that provides measured, not estimated data on

- what exact search queries (including spelling variations) have triggered the appearance of a website in Google’s search engine result pages
- how many times these queries have been searched by real users.

**Excluded data sources**
Google Analytics, the website usage statistics tool provided by Google and used by most website owners, shows only in exceptional cases the search query that has generated a site visit. Instead it shows “(not provided)” ever since it encrypted all search activity in 2013.

Google’s Keyword Planner as part of its advertising platform Google Ads provides only estimates of search volume and has several other flaws that make the usage of its data for an analysis of the real web difficult.\(^{10}\)

Google Trends shows the relative popularity of a search query, not the absolute search volume data. It provides therefore some data on how the popularity of a search query has evolved over time, but for many search queries of interest to our research Google Trends doesn’t have enough data and shows not trend.

Third party tools such as SEMRush or Moz also provide only search volume estimates, not measurements.

In GSC the search volume is expressed as the number of “impressions”.

“A link URL records an impression when it appears in a search result for a user. Whether or not the link must actually be scrolled into view or otherwise visible depends on the type of search element that contains the link (…)"

For example, here is a very basic search result that includes only one link: the title "The Compleat Guide to Daffodils - Example.com".

The URL pointed to by this link records an impression when the user opens the page containing this result (even if the result is not scrolled into view)."\(^{11}\)

If a website is present on the first search results page (which in most cases includes 10 organic search results\(^{12}\)), the number of impressions in GSC is close to identical to the number of times the search has been performed.

\(^{10}\) Rand Fishkin: Why Google AdWords' Keyword Volume Numbers Are Wildly Unreliable - Whiteboard Friday [https://moz.com/blog/unreliable-google-adwords-keyword-volume](https://moz.com/blog/unreliable-google-adwords-keyword-volume) accessed 18 September 2019

\(^{11}\) Search Console Help, What are impressions, position, and clicks? [https://support.google.com/webmasters/answer/7042828?hl=en](https://support.google.com/webmasters/answer/7042828?hl=en) accessed 18 September 2019

If a website appears on the second search results page or even further in the search results, it will record an impression only if the user clicks through to these second, third, etc. search results pages.

GSC provides data on the position of a website in the search results as “Average position”.

<table>
<thead>
<tr>
<th>QUERIES</th>
<th>PAGES</th>
<th>COUNTRIES</th>
<th>DEVICES</th>
<th>SEARCH APPEARANCE</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>travailler dans un orphelinat</td>
<td>871</td>
<td></td>
<td></td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>mission humanitaire orphelinat</td>
<td>447</td>
<td></td>
<td></td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td>bénévol orphelinat</td>
<td>375</td>
<td></td>
<td></td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>orphelinat afric</td>
<td>364</td>
<td></td>
<td></td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>association humanitaire afric orphelinat</td>
<td>254</td>
<td></td>
<td></td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>bénévol orphelinat madagascar</td>
<td>187</td>
<td></td>
<td></td>
<td>2.4</td>
<td></td>
</tr>
<tr>
<td>orphelinat maroc</td>
<td>186</td>
<td></td>
<td></td>
<td>9.4</td>
<td></td>
</tr>
<tr>
<td>orphelinat vietnam</td>
<td>164</td>
<td></td>
<td></td>
<td>9.7</td>
<td></td>
</tr>
<tr>
<td>mission humanitaire orphelinat gratuit</td>
<td>146</td>
<td></td>
<td></td>
<td>1.8</td>
<td></td>
</tr>
<tr>
<td>voyage humanitaire orphelinat</td>
<td>139</td>
<td></td>
<td></td>
<td>1.4</td>
<td></td>
</tr>
</tbody>
</table>

GSC data is not publicly available and only accessible to the website’s owner.

For this study, we considered the search volume between January 1st and April 30th 2019 as the best compromise to

- work with recent data and
- take into account seasonal fluctuations in the search volume.

For example, in many countries the number of volunteering related search queries increases in January. Some practitioners refer to this as the “new year’s resolution spike”.

Adjustment of search volume if the Average Position didn’t indicate a position on the first search results page

We therefore needed to find websites that consistently appear on the first search results page for relevant search queries and were willing to provide their private data. (More on the collaborating websites below)
A single website cannot appear on the first search results page for all relevant search queries and we didn’t have the resources to collaborate with many websites. We therefore were obliged to also work with Impressions data for Average positions that indicated a position on the second search result page (Average position between 11 and 20) or even further in the search results.

There is a saying amongst search engine marketing professionals that “The best place to hide a dead body is page 2 of Google search results.”, but there is very few data on the percentage of users who reach this second page. Most research focuses on what percentage of users clicks on a search result in a specific position (a percentage known as click-through-rate), but frequently it is considered that on average only 5% of users go to the second search result page. Once a user reaches the second page, the drop-off to advance further to page 3 or 4 is much less significant.13 At the same time, the user behaviour can be very different from one search query/search result to another.

Fortunately, we worked with two websites for the UK and therefore had the opportunity to compare the Impressions data of two websites.

We were able to compare the Impressions data for 15 search queries for which one website had an Average position on the first search results page and the other website an Average position on the second or further search results pages.

These 15 search queries indicate an average click-through-rate from the first to the second or further search results pages of about 25%.

This is much higher than the usually reported 5%. We think this is due to the fact that the first search results page might frequently not satisfy the user’s search intent. If the user is looking for volunteering abroad, they will find many search results that condemn orphanage volunteering. If the user is looking for opportunities at home, they will find that orphanages don’t exist anymore. In both cases, the resulting frustration might lead to a higher than average motivation to go to the second search results page.

Subsequently, we multiplied Impressions data for search queries with Average positions on the second or further pages by 4 in order to establish the search volume for these queries.

Adjustment of search volume for search queries with ambiguous search intent

During our research, we found that there is a very significant search volume for search queries that reveal the intention to volunteer in the user’s home country (in all countries except Germany). Such search queries include

- orphanage volunteer programs near me
- volunteer orphanage uk
- volunteer orphanage melbourne
- orphanages in nyc volunteer
- travailler dans un orphelinat en France
- bénévolat orphelinat paris

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This led to the insight that search queries missing a clear indication where a user wants to volunteer (such as “orphanage volunteer”, “can i volunteer at an orphanage”, “working in an orphanage”) cannot automatically be considered as queries with the search intent to volunteer abroad.

Using data from the UK where we had two participating websites, and applying the aforementioned adjustment for search volume if the *Average Position* didn’t indicate a position on the first search results page, we established the following search volumes:

<table>
<thead>
<tr>
<th>Search intent</th>
<th>Search volume</th>
<th>% of total search volume with defined search intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearly abroad</td>
<td>837</td>
<td>61%</td>
</tr>
<tr>
<td>Clearly UK</td>
<td>540</td>
<td>39%</td>
</tr>
<tr>
<td>Total</td>
<td>1,377</td>
<td>100%</td>
</tr>
</tbody>
</table>

Subsequently, we considered only 61% of the measured search volume for these search queries as search volume for volunteering abroad.

**Web sites that provided data**

GSC data is not publicly available and only accessible to a website’s owner.

We therefore needed to find websites that consistently appear on the first page of search engine results for relevant search queries.

To identify websites that consistently appear in Google’s search results for relevant search queries and are therefore capable of providing relevant data, we used the terms

- orphanage volunteer
- orphanage volunteering abroad
- volunteer orphanage africa
- orphanage volunteer trips
- help orphans in africa

The following websites

- appeared for all or many of the search terms (or their translation in French and German) with an average position of 10 or better in the search results and
- agreed to provide relevant data from their GSC properties.

All website owners are members of the ReThink Orphanages coalition.

<table>
<thead>
<tr>
<th>Country</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>projects-abroad.com.au</td>
</tr>
<tr>
<td>France</td>
<td>guidisto-volontariat.fr</td>
</tr>
<tr>
<td>Germany</td>
<td>wegweiser-freiwilligenarbeit.com</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>projects-abroad.co.uk</td>
</tr>
<tr>
<td></td>
<td>savethechildren.org.uk</td>
</tr>
<tr>
<td>United States of America</td>
<td>projects-abroad.org</td>
</tr>
</tbody>
</table>
We would like to explicitly thank the website owners for their kind collaboration. This research wouldn’t have been possible without their contributions.

**Relevant search queries**

The participating websites were asked to provide impressions data for all search queries that included

- For the English-speaking countries Australia, UK, USA: “orphan”, which picked up all search queries including the word “orphan”, but also “orphans” or “orphanage”
- For France: “orphelin”, which picked up all search queries including the word “orphelin” (orphan), but also “orphelins” (plural of orphelin) and “orphelinat” (orphanage)
- For Germany: “waise”, which picked up all search queries including the word “waise” (orphan), but also “waisen” (plural of waise) and “waisenhaus” (orphanage)

We considered only data for which GSC’s country information matched one of our target countries. In GSC’s Performance report “Country” is being defined as “The country where the search came from.”¹⁴ In other words, Google assumes that the user who has performed the search was located in the respective country.

The researchers were aware that especially on the offer side of orphanage volunteering other terms are used to promote placements in orphanages, sometimes even deliberately to hide the fact that a host project is an orphanage and thereby to avoid criticism. Such terms include “children’s home”, “boarding school” or “children’s shelter”.

We decided not to include search queries including these terms, as in our opinion they do not express the search intent to work in an orphanage. It seems very unlikely that a user intends to volunteer in an orphanage, but searches for something not directly related such as “volunteer abroad children’s home” because she thinks “Volunteer organisations are avoiding the term, but I want to volunteer in an orphanage, so I rather search for something they might use instead”.

**Included search queries**

Determining the user’s search intent is not always easy or unambiguous.

The easiest call was for search queries that clearly express the intention to volunteer in an orphanage in a foreign country such as

- volunteer in africa orphanage
- volunteer orphanage abroad
- volunteering in romanian orphanages
- mission trips to africa orphanages

¹⁴ [https://support.google.com/webmasters/answer/7576553?hl=en > Dimension and filters > Countries](https://support.google.com/webmasters/answer/7576553?hl=en > Dimension and filters > Countries)
Additionally, we considered that the following search queries express the desired search intent:

<table>
<thead>
<tr>
<th>Type of search query</th>
<th>Examples of search queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Project” part of the search query</td>
<td>• orphanage project</td>
</tr>
<tr>
<td>“Project” is frequently used as synonym for “offer” or “placement” by volunteer sending organisations and therefore has a clear international connotation.</td>
<td>• orphanage helping project</td>
</tr>
<tr>
<td>Reference to work or job, not to volunteering.</td>
<td>• work in orphanage abroad</td>
</tr>
<tr>
<td>“Work” of “job” can be interpreted as paid or as voluntary work. We assume that the majority of users is looking for unpaid work when the “employer” is an orphanage.</td>
<td>• working in an orphanage</td>
</tr>
<tr>
<td></td>
<td>• orphanage jobs abroad</td>
</tr>
</tbody>
</table>

We discovered during the research that there is a significant pro-active demand to volunteer in orphanages at home. Subsequently, we decided that it is not appropriate to conclude from the absence of a geographical indication that the user’s search intent is to volunteer in a foreign country.

Search queries lacking a geographical indication will therefore only be considered for 61% (see the chapter “Adjustment of search volume for search queries with ambiguous search intent” for details) as expressing the intent to volunteer abroad. These queries include:

<table>
<thead>
<tr>
<th>Type of search query</th>
<th>Examples of search queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear reference to volunteering, work or job, but lack of geographical indication.</td>
<td>• orphanage volunteer</td>
</tr>
<tr>
<td></td>
<td>• can i volunteer at an orphanage</td>
</tr>
<tr>
<td></td>
<td>• working in an orphanage</td>
</tr>
<tr>
<td></td>
<td>• orphanage worker jobs</td>
</tr>
</tbody>
</table>

Theoretically, a search like “orphanage volunteering abroad” could also indicate the search intent of finding more information on this topic, or even to find information on why orphanage volunteering abroad is a bad idea. But as the participating websites didn’t record significant search volume for search queries with a clear search intent of this kind (such as “problem with orphanage volunteering”), we believe that such an interpretation would be inaccurate.
Excluded search queries

From the raw data provided by the participating websites, we excluded the search queries that contain “orphan” (or its translation) but in our opinion do not express the search intent of volunteering in an orphanage abroad.

<table>
<thead>
<tr>
<th>Reason not to include the search query</th>
<th>Examples of search queries</th>
</tr>
</thead>
</table>
| Intended location to volunteer is not in a country abroad | • orphanage volunteer programs near me  
• orphans near me to volunteer  
• volunteer orphanage uk  
• volunteer orphanage melbourne  
•orphanes in nyc volunteer  
• travailler dans un orphelinat en France  
• bénévolat orphelinat paris |
| Reminder: Google located the user in Australia, France, Germany, UK, USA, and not in a volunteering destination. | |
| Search query does not include a clear reference to volunteering | • african orphanages  
• orphanage  
• kids in orphanages  
• orphanage needs list  
• african orphanage charity  
• orphanages in africa that need help  
• helping african orphans |
| The search intent might be | |
| • informational (Example of possible intents for “african orphanages”: What does an African orphanage look like? How many African orphanages exist?) or | |
| • aimed at supporting orphans in another way than volunteering (money or in-kind donations, adoptions, etc.). | |
| Search query refers to animal shelters | • sri lanka elephant orphanage  
• volunteer at elephant orphanage  
• panda orphanage china  
• waisenhaus der wilden tiere |
| Search query refers to paid work | • paid orphanage jobs |

Missed search queries and search volume

Google uses hundreds of ranking factors to determine its search results\(^{15}\) and no single website can appear on the first search results page for all relevant search queries.

As we have worked with only one or two websites per country, we need to consider the established search volume as a good approximation and not the total search volume in a country.

The homogenous way to obtain the raw data ensures nonetheless a satisfying comparability.

\[^{15}\text{https://moz.com/blog/the-myth-of-googles-200-ranking-factors accessed 30 September 2019} \]
Findings

Pro-active demand for orphanage volunteering is very different from country to country

The pro-active demand for volunteering in orphanages abroad is very different from country to country. There is a significant gap between Australia and France, the two countries with the highest demand, and the UK and the USA. The demand in France is almost three times the demand in the US.

The demand in Germany seems almost insignificant. We did several searches with plausible search queries that didn’t appear in the data to verify if maybe the participating website was not ranking high enough and therefore wasn’t able to provide enough data. Each time, we found the website on the first page. We conclude that the demand in Germany is really this low.

We are showing here the TOP 10 search queries by Impressions / Search Volume per country. The annexe shows all search queries for which Impressions has been provided. The German website recorded search volume for six searches only.

<table>
<thead>
<tr>
<th>TOP 10 Search queries Australia</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>volunteering in africa orphanages</td>
<td>45</td>
</tr>
<tr>
<td>volunteer africa orphanage</td>
<td>40</td>
</tr>
<tr>
<td>volunteer orphanage africa</td>
<td>40</td>
</tr>
<tr>
<td>volunteer orphanage abroad</td>
<td>37</td>
</tr>
<tr>
<td>volunteer orphanage</td>
<td>34</td>
</tr>
<tr>
<td>orphanage volunteer</td>
<td>32</td>
</tr>
<tr>
<td>volunteer in orphanages abroad</td>
<td>28</td>
</tr>
<tr>
<td>orphanage volunteer work</td>
<td>27</td>
</tr>
<tr>
<td>volunteer at orphanage</td>
<td>26</td>
</tr>
<tr>
<td>volunteer cambodia orphanage</td>
<td>24</td>
</tr>
</tbody>
</table>
### TOP 10 Search queries France

<table>
<thead>
<tr>
<th>Search queries</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>travailler dans un orphelinat</td>
<td>462</td>
</tr>
<tr>
<td>mission humanitaire orphelinat</td>
<td>356</td>
</tr>
<tr>
<td>bénévolat orphelinat</td>
<td>190</td>
</tr>
<tr>
<td>mission humanitaire orphelinat gratuit</td>
<td>125</td>
</tr>
<tr>
<td>travailler en orphelinat</td>
<td>73</td>
</tr>
<tr>
<td>bénévolat orphelinat madagascar</td>
<td>92</td>
</tr>
<tr>
<td>voyage humanitaire orphelinat</td>
<td>91</td>
</tr>
<tr>
<td>humanitaire orphelinat</td>
<td>90</td>
</tr>
<tr>
<td>mission humanitaire orphelinat europe</td>
<td>74</td>
</tr>
<tr>
<td>bénévolat orphelinat espagne</td>
<td>73</td>
</tr>
</tbody>
</table>

### All Search queries Germany

<table>
<thead>
<tr>
<th>Search queries</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>waisenhaus afrika freiwilligendienst</td>
<td>47</td>
</tr>
<tr>
<td>im waisenhaus arbeiten</td>
<td>39</td>
</tr>
<tr>
<td>arbeiten im waisenhaus</td>
<td>16</td>
</tr>
<tr>
<td>arbeit unter waisenkindern in rumaenien</td>
<td>4</td>
</tr>
<tr>
<td>freiwilligenarbeit im waisenhaus</td>
<td>3</td>
</tr>
<tr>
<td>waisenhaus arbeiten</td>
<td>2</td>
</tr>
</tbody>
</table>

### TOP 10 Search queries UK

<table>
<thead>
<tr>
<th>Search queries</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>volunteer in africa orphanage</td>
<td>155</td>
</tr>
<tr>
<td>orphanage volunteer</td>
<td>87</td>
</tr>
<tr>
<td>volunteer orphanage</td>
<td>82</td>
</tr>
<tr>
<td>volunteering in orphanages</td>
<td>56</td>
</tr>
<tr>
<td>volunteer in orphanage</td>
<td>45</td>
</tr>
<tr>
<td>volunteer at orphanage</td>
<td>44</td>
</tr>
<tr>
<td>orphanage volunteering</td>
<td>39</td>
</tr>
<tr>
<td>volunteer orphanage abroad</td>
<td>57</td>
</tr>
<tr>
<td>can i volunteer at an orphanage</td>
<td>32</td>
</tr>
<tr>
<td>orphanage volunteer programs</td>
<td>29</td>
</tr>
</tbody>
</table>
Demand is on a low level, even in countries with relatively high demand

Even in the countries with the highest demand for orphanage volunteering abroad, this demand is quite modest. We want to emphasize that the graphic above refers to searches per million (!) Internet users.

The absolute search volume is much lower than we expected.

<table>
<thead>
<tr>
<th>TOP 10 Search queries USA</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>orphanage volunteer</td>
<td>194</td>
</tr>
<tr>
<td>orphanage volunteering</td>
<td>163</td>
</tr>
<tr>
<td>volunteer in china orphanage</td>
<td>132</td>
</tr>
<tr>
<td>volunteer in africa orphanage</td>
<td>127</td>
</tr>
<tr>
<td>volunteer in costa rica orphanage</td>
<td>116</td>
</tr>
<tr>
<td>volunteer china orphanage</td>
<td>108</td>
</tr>
<tr>
<td>volunteer in mexico orphanages</td>
<td>100</td>
</tr>
<tr>
<td>volunteer in orphanages abroad</td>
<td>96</td>
</tr>
<tr>
<td>orphanage volunteer abroad</td>
<td>89</td>
</tr>
<tr>
<td>volunteer orphanage abroad</td>
<td>76</td>
</tr>
</tbody>
</table>

In order to put these numbers in perspective, we compared the search “volunteer orphanage abroad” (and its translations into French and German) with some other searches, based this time on estimated monthly search volume\(^{16}\) by Google Ads and the third party tool SEMrush.

\(^{16}\) Data retrieved on 30 September 2019
How big is the active demand for orphanage volunteering?

The estimated data confirms that orphanage volunteering abroad is not a form of volunteering that is frequently searched for compared with other types of volunteering.

**Only very few searches for mission trips and school / student trips**

**Mission trips**

The participating websites recorded only a handful of searches for the search intent to participate in a missionary volunteering project of a faith motivated organisation, frequently called “mission trips”. The search queries were

<table>
<thead>
<tr>
<th>Search query</th>
<th>Search Volume Australia</th>
<th>Search Volume United Kingdom</th>
<th>Search Volume USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>mission trips to africa orphanages</td>
<td>-</td>
<td>2</td>
<td>67</td>
</tr>
<tr>
<td>mission trips to mexico orphanages</td>
<td>-</td>
<td>-</td>
<td>63</td>
</tr>
<tr>
<td>mission trips to help orphans</td>
<td>-</td>
<td>-</td>
<td>20</td>
</tr>
<tr>
<td>family mission trips to orphanages</td>
<td>-</td>
<td>-</td>
<td>16</td>
</tr>
<tr>
<td>mission trip to vietnam orphanage</td>
<td>-</td>
<td>-</td>
<td>13</td>
</tr>
</tbody>
</table>

No mission trip related searches were recorded in Australia, France, and Germany.

---

17 Not enough data
None of the participating websites has pages that are specifically designed to satisfy the search intent for search queries in the context of “mission trips”.

Again, we complemented our measured data with estimated search volumes.

<table>
<thead>
<tr>
<th>Search query</th>
<th>Australia</th>
<th>United Kingdom</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>mission trips</td>
<td>260</td>
<td>170</td>
<td>12,100</td>
</tr>
<tr>
<td>orphanage mission trips</td>
<td>10</td>
<td>10</td>
<td>110</td>
</tr>
<tr>
<td>Short term mission trips</td>
<td>30</td>
<td>50</td>
<td>590</td>
</tr>
</tbody>
</table>

The data shows that mission trips to orphanages are largely a phenomenon limited to the USA. Some search volume exists but only on a very small scale compared to more general searches for mission trips.

In France and Germany, we didn’t find relevant search queries for which Google Ads or SEMrush had enough data to estimate a search volume.

**School / student trips**

None of the participating websites recorded an impression / search volume for search queries that indicate the search intent to send a school or university group to an orphanage abroad.

As at the same time none of the websites featured a page specifically designed to satisfy this search intent, we tried to find estimated search volume data.

Despite our efforts using the keyword suggestion tools of Google Ads and SEMrush, we didn’t find any search query matching this intent and a search volume of at least 10/month, with 10 being the lowest possible number.

**Demand for orphanage volunteering at home**

When we cleansed the data provided by the participating websites, we quickly discovered the high number of search queries (and the corresponding search volume) with the clear search intent to volunteer at an orphanage in the user’s home country. This was the case in Australia, France, the UK, and the US, but not in Germany.

<table>
<thead>
<tr>
<th>TOP 5 Search queries Australia</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>volunteer orphanage melbourne</td>
<td>60</td>
</tr>
<tr>
<td>volunteer orphanage australia</td>
<td>44</td>
</tr>
<tr>
<td>volunteer orphanage sydney</td>
<td>36</td>
</tr>
<tr>
<td>orphanage melbourne volunteer</td>
<td>32</td>
</tr>
<tr>
<td>volunteer at orphanage near me</td>
<td>12</td>
</tr>
</tbody>
</table>
This was even more surprising as none of the participating websites had pages that are specifically designed to satisfy the search intent to do such local volunteering. The Average position was frequently not on the first search results page and even on pages beyond page 2.

We can also assume that Google interprets such search queries as searches with local intent\(^{18}\) and therefore changes the search results depending on the user’s location. A user searching for “volunteer orphanage near me” in London will receive different search results than a user searching in Manchester. One of the factors for the search results ranking with supposed local intent is the location of the business / organisation as perceived by Google, in many cases the business address used on the contact page of a website. For example, the participating websites in the UK have business addresses in Brighton (projects-abroad.co.uk) and London (savethechildren.org.uk). This will favour their chances to be shown for searches performed in these areas, but this boost is lost for searches performed in other locations.

We can only have a partial view of the search volume as we worked only with one or two websites per country and the overall search volume is probably even higher than what we were able to observe.

\(^{18}\) [https://support.google.com/business/answer/7091?hl=en](https://support.google.com/business/answer/7091?hl=en) accessed 01 October 2019

---

<table>
<thead>
<tr>
<th>TOP 5 Search queries France</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>bénévolat orphelinat lille</td>
<td>76</td>
</tr>
<tr>
<td>travailler dans un orphelinat en france</td>
<td>71</td>
</tr>
<tr>
<td>bénévolat orphelinat france</td>
<td>16</td>
</tr>
<tr>
<td>bénévolat orphelinat paris</td>
<td>16</td>
</tr>
<tr>
<td>bénévolat orphelinat grenoble</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP 5 Search queries UK</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>volunteer orphanage london</td>
<td>231</td>
</tr>
<tr>
<td>orphanage volunteer london</td>
<td>84</td>
</tr>
<tr>
<td>orphanage volunteer programs near me</td>
<td>76</td>
</tr>
<tr>
<td>orphanage volunteer near me</td>
<td>36</td>
</tr>
<tr>
<td>orphanages near me to volunteer</td>
<td>24</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP 5 Search queries US</th>
<th>Search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>orphanages near me to volunteer</td>
<td>28</td>
</tr>
<tr>
<td>volunteering at orphanages near me</td>
<td>20</td>
</tr>
<tr>
<td>el paso orphanage volunteer</td>
<td>12</td>
</tr>
<tr>
<td>orphanage volunteer programs near me</td>
<td>8</td>
</tr>
<tr>
<td>orphanage volunteering near me</td>
<td>8</td>
</tr>
</tbody>
</table>
Conclusions

Orphanage volunteering is driven by the volunteering offer

Both measured and estimated search volume data shows that there is only little pro-active demand for orphanage volunteering abroad in Australia, France, the UK, and the USA. In Germany, there is almost no demand.

We have no knowledge of research providing data on the number of volunteers in orphanages in the Global South, but there is enough anecdotal evidence to assume that a significant number of volunteers from these countries do volunteer in orphanages abroad, including volunteers from Germany.

We conclude that orphanage volunteering is primarily driven by the offer of placements in orphanages.

Volunteers rarely seem to have in the beginning the clear intention to do voluntary work in an orphanage. We believe that it is the availability of orphanage projects and the encouraging arguments developed by orphanages and volunteer organisations that make volunteers choose this path.

A typical itinerary could be

1. The prospective volunteer starts the search for a project without the intention to volunteer in an orphanage using quite broad web searches such as “volunteer abroad”.
2. While discovering different volunteering opportunities, the person comes across an orphanage placement.
3. The arguments developed by the volunteer organisation or the orphanage itself (if it recruits volunteers without intermediaries) convince the prospective volunteer that it is a good idea to help orphans as a volunteer.
4. The person signs up to do voluntary work in an orphanage without having intended do so in the beginning.

Convincing volunteer organisations to divest from orphanage volunteering therefore seems to be even more important than educating the public on the negative impact of orphanage volunteering. If there was no offer, very few volunteers would spontaneously develop the idea to volunteer in an orphanage.

Orphanage volunteering is favoured by the general presence of orphanages in the collective mind

It has been a surprise that a higher demand for orphanage volunteering abroad seems to correlate with an equally high demand for orphanage volunteering at home.

This research wasn’t designed to investigate this phenomenon in detail, so further research is necessary to confirm it.

But we suppose that the openness to volunteer in an orphanage is positively influenced if orphanages in general are perceived as

- an existing thing in the home country.
- something positive.
There seems to be a significant percentage of the population in the Global North that thinks that local orphanages are still a thing. In our data, search queries such as “are there still orphanages in the uk” or “are there orphanages in america” appeared, but only with a much smaller search volume as queries indicating a search for local orphanages.

Educating the public on the absence of orphanages at home and the reasons for this absence appears to be an important aspect of making orphanage volunteering less desirable.

If the movement against orphanage volunteering frequently uses the argument that “there are good reasons why orphanages do not exist any longer in the Global North”, it seems necessary not to consider this absence as self-evident and to provide further proof for the absence of orphanages in Australia, France, Germany, the UK, the US.
Annexe

All search query lists are provided without the Impressions or Average Position data in order to respect the private data of the participating websites.

Search queries with impression data in Australia

Included search queries

- volunteering in africa orphanages
- volunteer africa orphanage
- volunteer orphanage africa
- volunteer orphanage abroad
- volunteer orphanage
- orphanage volunteer
- volunteer in orphanages abroad
- orphanage volunteer work
- volunteer at orphanage
- volunteer cambodia orphanage
- working in orphanages abroad
- volunteer overseas orphanage
- volunteer in africa orphanage
- volunteer in orphanages
- orphanage volunteering
- volunteer in fiji orphanage
- orphanage volunteer africa
- volunteer in cambodia orphanage
- volunteer thailand orphanage
- thailand orphanage volunteer
- volunteer bali orphanage
- volunteer in orphanage
- volunteering in sri lanka orphanage
- orphanage work
- volunteer abroad orphanage
- africa orphanage volunteer
- volunteering in bali orphanage
- volunteer nepal orphanage
- african orphanage volunteer
- volunteer in orphanages abroad for free
- volunteering at orphanages
- volunteering orphans abroad
- volunteer philippines orphanage
- work in orphanage abroad
- volunteer myanmar orphanage
- volunteer asia orphanage
- orphanage volunteer abroad
- volunteering in cape town orphanages
- volunteer at an orphanage
- orphanage worker
- orphanage volunteer programs
- volunteering africa orphanages
- volunteer work orphanage
- can i volunteer at an orphanage
- volunteering in an orphanage
- work in an orphanage
- volunteer at an orphanage abroad
- work in orphanage
- volunteer in an orphanage
- working in an orphanage
- work at an orphanage
- working at an orphanage
- orphans in need of volunteers
- volunteer for orphanage
- volunteering in orphanages abroad
- work in orphanage abroad free
- volunteer at an orphanage in vietnam
- volunteer in spain orphanage
- volunteer at an orphanage in thaiand
How big is the active demand for orphanage volunteering?

- Volunteering at an orphanage
- Volunteer orphans
- Volunteer children’s orphanage
- Volunteering at orphanage
- Orphanage volunteer opportunities
- Volunteer for orphans
- Volunteer in an orphanage abroad
- Volunteer orphanage abroad free
- Volunteer work in African orphanages
- Orphanage Africa volunteer work
- Orphanage volunteer programs abroad
- Work with orphans
- Volunteer in orphanages
- Orphanage volunteers
- How to work in an orphanage
- How to volunteer at an orphanage
- Orphanages to volunteer at
- Volunteer orphans
- Volunteer children’s orphanage
- Orphanage volunteer opportunities
- Volunteer for orphans
- Volunteer in an orphanage abroad
- Volunteer orphanage abroad free
- Volunteer work in African orphanages
- Orphanage Africa volunteer work
- Orphanage volunteer programs abroad
- Work with orphans
- Volunteer in orphanages
- Orphanage volunteers
- How to work in an orphanage
- How to volunteer at an orphanage
- Orphanages to volunteer at
- Volunteer orphans
- Volunteer children’s orphanage
- Volunteering at orphanages around the world
- Volunteer work in orphanages
- Orphanages volunteer opportunities
- Volunteering at orphanages abroad
- Orphanage jobs abroad
- International orphanage jobs
- Volunteering orphanage
- Orphanage helping project
- Volunteer with orphans
- How do orphanages work
- Orphanage social worker
- Sri Lanka orphanage volunteer
- Volunteer South America orphanage
- Work in an orphanage abroad
- African orphanages volunteer
- Working in orphanages
How big is the active demand for orphanage volunteering?
Search queries with impression data in France

Included search queries

<table>
<thead>
<tr>
<th>Query</th>
<th>Impression Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>travailler dans un orphelinat</td>
<td>mission humanitaire</td>
</tr>
<tr>
<td>mission humanitaire orphelinat</td>
<td>vietnam orphanat</td>
</tr>
<tr>
<td>bénévolat orphelinat</td>
<td>mission humanitaire</td>
</tr>
<tr>
<td>mission humanitaire orphelinat gratuit</td>
<td>orphanat afric</td>
</tr>
<tr>
<td>travailler en orphelinat</td>
<td>bénévolat orphanat maroc</td>
</tr>
<tr>
<td>bénévolat orphelinat madagascar</td>
<td>faire du benevolat dans un orphanat</td>
</tr>
<tr>
<td>voyage humanitaire orphelinat</td>
<td>humanitaire vietnam</td>
</tr>
<tr>
<td>humanitaire orphelinat</td>
<td>orphanat</td>
</tr>
<tr>
<td>mission humanitaire orphelinat europe</td>
<td>humanitaire cambodge</td>
</tr>
<tr>
<td>bénévolat orphelinat espagne</td>
<td>orphanat</td>
</tr>
<tr>
<td>mission humanitaire orphelinat madagascar</td>
<td>humanitaire nepal</td>
</tr>
<tr>
<td>benevolat orphelinat</td>
<td>orphanat</td>
</tr>
<tr>
<td>bénévolat orphelinat sénégal</td>
<td>projet orphanat</td>
</tr>
<tr>
<td>volontariat orphelinat</td>
<td>madagascar orphanat</td>
</tr>
<tr>
<td>humanitaire asie orphanelinat</td>
<td>bénévolat</td>
</tr>
<tr>
<td>orphanat benevolat</td>
<td>projet orphanat afric</td>
</tr>
<tr>
<td>travailler dans un orphelinat à l’étranger</td>
<td>benevolat cambodge</td>
</tr>
<tr>
<td>bénévolat orphelinat etranger</td>
<td>orphanat</td>
</tr>
<tr>
<td>comment travailler dans un orphanat</td>
<td>benevolat orphanat</td>
</tr>
<tr>
<td>travailler orphanat</td>
<td>orphanat</td>
</tr>
<tr>
<td>benevolat afric orphanat</td>
<td>orphanat</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How big is the active demand for orphanage volunteering?, Adieu-Ark-B Marketing, © 2019
Search queries with impression data in Germany

Included search queries
waisenhaus afrika freiwilligendienst
im waisenhaus arbeiten
arbeiten im waisenhaus
arbeit unter waisenkinder in rumaenien
freiwilligenarbeit im waisenhaus
waisenhaus arbeiten

Excluded search queries
waisenhaus afrika waisenhäuser
waisenhaus waisenkinder nepal
waisenkinder helfen waisenkinder unterstützen
waisenkinder in afrika waisenkinder helfen
waisenhaus eröffnen
waisenhaus gründen
waisenhaus nepal
waisenkinder afrika
das waisenhaus der wilden tiere
gibt es noch waisenhäuser
kanada waisenhaus
altenheim
kinder waisenhaus
waise auf englisch
waisen
waisenhäuser in kenia
waisenhaus auf englisch
waisenhaus der wilden tiere
waisenhaus englisch
waisenhaus kinderheim
waisenhaus rumaenien
waisenhaus thailand
Search queries with impression data in the United Kingdom

Included search queries

- volunteer in africa orphanage
- orphanage volunteer
- volunteer orphanage
- volunteering in orphanages
- volunteer in orphanage
- volunteer at orphanage
- orphanage volunteering
- volunteer orphanage abroad
- can i volunteer at an orphanage
- orphanage volunteer programs
- volunteer at an orphanage
- volunteer in an orphanage
- volunteer abroad
- orphanage
- volunteering in africa orphanages
- volunteering at orphanages
- volunteer in orphanages abroad
- volunteer in an orphanage abroad
- orphanage volunteer abroad
- volunteering in an orphanage
- volunteer in orphanages abroad for free
- work in orphanage abroad
- working in orphanages abroad
- working in an orphanage
- working in orphanages abroad
- volunteer with orphans
- volunteering at an orphanage
- volunteering orphanages
- orphanages in need of volunteers
- volunteer africa orphanage
- orphanage volunteer work
- work in an orphanage abroad
- volunteering orphanages abroad
- volunteering with orphans
- volunteering in orphanages abroad
- orphanage volunteering abroad
- africa orphanage volunteer
- volunteer philippines orphanage
- volunteering africa orphanages
- volunteering in romanian orphanages
- orphanages that need volunteers
- african orphanage volunteer
- volunteering orphanage
- volunteer work orphanage
- volunteer romanian orphanage
- orphanages volunteer opportunities
- working in orphanages
- volunteer for orphanage
- volunteer orphanage africa
- volunteer children's orphanage
- orphanage africa volunteer work
- volunteer at an orphanage abroad
- volunteer in orphanages
- orphanage work
- volunteer work in orphanages
- volunteer orphans
- volunteer orphanage india
- work in orphanage
- work in an orphanage
- work in orphanage abroad free
- volunteering at orphanages abroad
- orphanage volunteer africa
- romanian orphanages volunteer
- orphanage jobs abroad
- volunteer south america orphanage
orphanage volunteer opportunities
african orphanages volunteer
working at an orphanage
orphanage volunteer trips
how to volunteer at an orphanage
volunteering in orphanage
volunteer at a orphanage
work at an orphanage
working with orphans
volunteer in china orphanage
volunteer vietnam orphanage
orphanage volunteers
volunteer south africa orphanage
volunteering in sri lanka orphanage
orphans volunteer
volunteer for orphans
volunteer at orphanages
volunteering at orphanage
volunteer in india orphanage
mission trips to africa orphanages
volunteer opportunities in african orphanages
orphan volunteer
work with orphans
volunteer orphanage abroad free
volunteer orphanages
romania orphanage volunteer
ghana orphanage volunteer
how to become an orphanage worker
orphanage volunteer programs abroad
orphanages volunteer
orphan volunteering
israel orphanage volunteer
can you volunteer at an orphanage
volunteer fiji orphanage
volunteering in orphanages around the world
volunteer in thailand orphanage
volunteer at an orphanage in ghana
how to volunteer for an orphanage
volunteer at an orphanage in vietnam
volunteer in vietnam at an orphanage
can you volunteer at orphanages
christian orphanage volunteer opportunities
volunteer at a children’s orphanage
volunteer in china at an orphanage
international orphanage volunteer programs
volunteer in spain orphanage
volunteer in costa rica orphanage
volunteer china orphanage free
volunteer overseas orphanage
orphanage community service
volunteer work in african orphanages
volunteer at an orphanage in india
volunteer istanbul orphanage
volunteer in uganda orphanage
volunteer russia orphanage
baby orphanage volunteer
orphanage workers
Excluded search queries:
- african orphanage
- orphanages in africa
- orphanage in africa
- african orphanges
- african orphanage charity
- orphanage africa
- african orphans
- volunteer orphanage london
- orphanage volunteer programs near me
- orphans africa
- orphanages africa
- orphanage near me volunteer
- orphanages in africa that need help
- orphanage abroad
- volunteering at orphanages near me
- orphanage volunteer london
- orphanages near me to volunteer
- orphanage volunteer near me
- volunteer at orphanage near me
- africa orphanage
- orphanages in uk
- orphanages that need help
- orphans in africa
- organizations that help orphans in africa
- helping african orphans
- children in orphanage
- charity for african orphans
- africa orphans
- how to help orphans in africa
- children in orphanages
- orphanage near me
- africa orphanges
- inspiration africa helping orphans
- ideas to help orphans
- what to bring to africa orphanage
- volunteer at orphanages near me
- how to volunteer at orphanages near me
- volunteer orphanage near me
- orphanage volunteering near me
- volunteer at an orphanage near me
- special needs orphanage
- orphanage school
- children's orphanage near me
- orphanage help
- orphan africa
- help orphans
- orphanages in south america
- orphanage help needed
- building an orphanage in africa
- help orphan children
- are there orpanages in the uk
- orphans in need
- project report on visit to orphanage
- orphans in need london
- orphanage near me to visit
- helping orphaned children
- orphan home near me
- why help orphans
- are there still orphanages in the uk
- orphanage
- cambodia orphanage
- i want to help orphans
- orphanage near me to volunteer
- volunteer in orphanage near me
- volunteer for orphanage near me
- volunteer orphanage uk
- london orphanage volunteer
Search queries with impression data in the United States of America

Included search queries

- orphanage volunteer
- orphanage volunteering
- volunteer in china orphanage
- volunteer in africa orphanage
- volunteer in costa rica orphanage
- volunteer china orphanage
- volunteer in mexico in orphanages
- volunteer in orphanages abroad
- orphanage volunteer abroad
- volunteer orphanage abroad
- volunteer in kenya orphanage
- volunteer philippines orphanage
- mission trips to africa orphanages
- volunteer orphanage
- orphanage volunteer trips
- mission trips to mexico orphanages
- african orphanage volunteer
- orphanages volunteer
- volunteering in africa orphanages
- can i volunteer at an orphanage
- volunteer africa orphanage
- mexico orphanage volunteer
- volunteer in peru orphanage
- working in orphanages abroad
- africa orphanage volunteer
- volunteer in tanzania orphanage
- international orphanage jobs
- volunteer vietnam orphanage
- volunteer in thailand orphanage
- volunteer in ghana orphanage
- volunteer abroad orphanage
- volunteer central america orphanage
- volunteer south america orphanage
- volunteer at orphanages
- volunteering in cape town orphanages
- volunteer at orphanage
- volunteering at orphanages abroad
- orphanage jobs abroad
- volunteering in orphanages
- volunteer in jamaica orphanage
- volunteer orphanage africa
- volunteer thailand orphanage
- volunteer cuba orphanage
- work in an orphanage abroad
- volunteer at an orphanage in thailand
- orphanage volunteers
- working in an orphanage
- ghana orphanage volunteer
- vietnam orphanage volunteer
- work in orphanage abroad
- work in orphanage abroad free
- volunteer opportunities in african orphanages
- volunteer at an orphanage
- volunteer with orphans
- volunteering with orphans
- orphanage volunteer opportunities
- volunteer overseas orphanage
- volunteer in vietnam orphanage
- volunteer at an orphanage abroad
- volunteer in orphanages in ethiopia
- china orphanage volunteer
volunteer china orphanage free
thailand orphanage volunteer
volunteer in spain orphanage
mission trips to help orphans
orphanage volunteer programs
volunteer south africa orphanage
volunteer in an orphanage
orphanages in need of volunteers
volunteer work orphanage
african orphanages volunteer
orphanage volunteer africa
family mission trips to orphanages
volunteer work in china orphanages
orphanage volunteer programs abroad
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sri lanka orphanage volunteer
volunteer africa orphanages
volunteer work at orphanage in tanzania
volunteering in orphanage
Excluded search queries

orphanages in mexico
orphanages in africa
african orphanage
orphanage in mexico
mexican orphanages
orphanages in america
helping orphaned children
orphanage in africa
mexico orphanage
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orphanses in central america
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orphanses in eastern europe
orphans in ethiopia
how to help orphans
what to bring to africa orphanage
orphanses in romania
orphanses in italy
How big is the active demand for orphanage volunteering?, Adieu-Ark-B Marketing, © 2019
orphans in need review
starving orphans
panda orphanage china
how to help chinese orphans
orphanage fiji
how to help refugee orphans
sri lanka orphans
list of orphanages in ghana
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children orphanages
orphanage volunteer programs near me
orphanages near me to volunteer
volunteering at orphanages near me
orphanage volunteering near me
volunteer at an orphanage near me
orphanage near me volunteer
you are majoring in environmental studies. last year, you worked for six months as a volunteer caregiver at an orphanage in asia. does this help you in your job search?
How big is the active demand for orphanage volunteering?

Choose all that apply. In what ways do the American people proactively and positively respond to terrorism and suffering in the world? They donate money to help humanitarian causes. They protest at mosques and shame Muslims. They travel to troubled regions and volunteer in hospitals and orphanages. They blame all Muslims for not being able to keep their fellow Muslims in line. They volunteer to alleviate suffering.

El Paso orphanage volunteer

Orphanages in NYC volunteer

What do you call someone who works at an orphanage

Volunteer orphanage Long Island

London orphanage volunteer

Orphanage volunteer NYC

US orphanage

Orphan Africa

Children orphanages