

Corporate volunteering - *your way*

Custom corporate volunteering

employee
volunteering





Building *your* employee volunteering programme

Credible data shows that businesses prioritising social impact are more **relevant, sustainable and prosperous** [HBR 2021]. We know that authentic purpose-led business is the expected standard from **employees, consumers and investors**. But how do you know that your social impact investment is going to deliver the right returns? How do you create tailored programmes that are going to engage people across your business? How do you access the right social impact opportunities in the community?

Aligning *your* approach with *your* business goals

Corporate volunteering is a practical way to bring corporate purpose to life, with opportunities to create social value, verifiable through data. Our 15 years of leading the industry have provided us with the expertise to design a step-by-step proven methodology to help you create and deliver credible, customised and dynamic programmes that are 100% aligned to your business.



Our Discovery Method: Areas to Align

What are your business needs?

- What are your business goals?
- What is your corporate purpose?
- What are your social value targets?
- How will you engage employees?
- What are you on your volunteering journey?
- What will your volunteering legacy be?

What impact focus will create the best results?

- Environment
- Education
- Economic development
- Public service
- Social & community
- Health & wellbeing
- Culture & arts

What volunteering activities will engage every colleague?

- In-person or online
- Practical or skills-based
- Individuals or teams

How to shape *your* corporate volunteering focus

The 2030 agenda for sustainable development was adopted by 193 UN member states at the United Nations Sustainable Development Summit in 2015.

It provides an ambitious, globally agreed, shared blueprint for the world we want to see by 2030 and is centred around the 17 Sustainable Development Goals (SDGs).

A central commitment of the Goals is to ***Leave No One Behind***, ensuring that development progress reaches the most vulnerable and marginalised populations.



United Nations Sustainable Development Goals, 2015

While it is fundamentally the role of governments to implement the SDG agenda, it will not be realised without the private sector, the engine of economic growth and employment, driver of technology and innovation, a source of financial investment and global supply chains.

But this is a mutual need - businesses cannot thrive in societies that fail, and sustainable success depends on the SDGs being delivered.



The 17 SDGs create a useful framework

They help businesses to shape their corporate purpose strategies.

Corporate volunteering tends to focus on volunteering actions in eight core areas.



Environment

With a renewed focus on the climate change crisis, this is the second largest focus for employee volunteering [CECP 2023].

Opportunities include delivering programmes to encourage more sustainable lifestyles, to hands on projects such as tree planting, monitoring the impact of marine and wildlife conservation.



Economic Development

With the cost of living crisis the number of people living in poverty is increasing, 30% of whom are children [BigIssue 2023].

Opportunities include stocking food banks, team fundraising challenges, working with people experiencing homelessness, to coaching for confidence to support re-entry to employment.

Education

Around 25% of companies delivering CSR programmes include support for education with a primary focus on 4-16 year olds. [CECP 2023].

Opportunities include creating forest schools, delivering young entrepreneur programmes, and provision of life skills such as interview practice.



Health & Wellbeing

Supporting equal access to healthcare as well as proactively helping citizens to stay well including mental well being, has become a priority especially since Covid.

Opportunities include offering time as a helpline volunteer, delivering awareness programmes, participating in health research studies.





Social & Community

Economic pressure and tightening budgets pose real challenges to those delivering services to local communities despite increased demand.

Opportunities include participation in inter-generational inclusiveness programmes, tracking loneliness/ social isolation and companionship matching, to revitalisation of community gardens.



Culture & Arts

Creative expression is a fundamental part of being human. Focus on creating activities for individuals and communities to be creative is based on recognition of the physical and emotional well being that results.

Opportunities include arts based projects for children and the elderly, provision of dance facilities or input on a Board of Trustees.

Civic & Public Service

Issues of public concern such as regulations, democracy and societal shared resources are the focus for volunteering action.

Opportunities include institutional support such as research on citizen participation in civic life. In the US there's a focus on encouraging voter participation and facilitating Employee Resource Groups to drive inclusion across society and organisations



Disaster Relief

89% of companies provided community investment in response to prominent social issues in 2023 [CECP].

Much of this volunteering focused on supporting Ukrainian refugees with the provision of medical aid, food, travel and shelter.



How to engage your employees with the right programme of activities



Teams

Structured team volunteering encourages employee interaction, shared experiences, morale and teamwork as well as delivering social impact.

Examples include:

- Delivering facility improvements through practical tasks like gardening and decorating
- Educational forums on priority themes such as healthy eating, goal setting and wellbeing

Individuals

Practical and skills-based volunteering either on-site or delivered digitally, individuals can choose causes they believe in using their unique skill set and interests.

Examples include:

- Skills-based activities such as interview experience and CV writing
- Digitally enabled micro-actions like monitoring species in wildlife and marine conservation



How to engage your employees with the right programme of activities



Practical

Communities rely on volunteer time for the delivery of practical tasks to improve facilities and environments.

Examples include:

- Care home companionship, gardening and decorating
- Management of nature reserves and tree planting
- Playground revitalisation in schools

Skills

High impact skills activities can be delivered onsite or remotely.

Examples include:

- Board leadership schemes deliver social impact while supporting employee development
- Educational activities such as financial resilience workshops, outdoor classrooms and STEM workshops



How to engage your employees with the right programme of activities



In-person

Onsite volunteering across practical and skills activities instill a greater sense of connection with the community and invaluable experience.

Examples include:

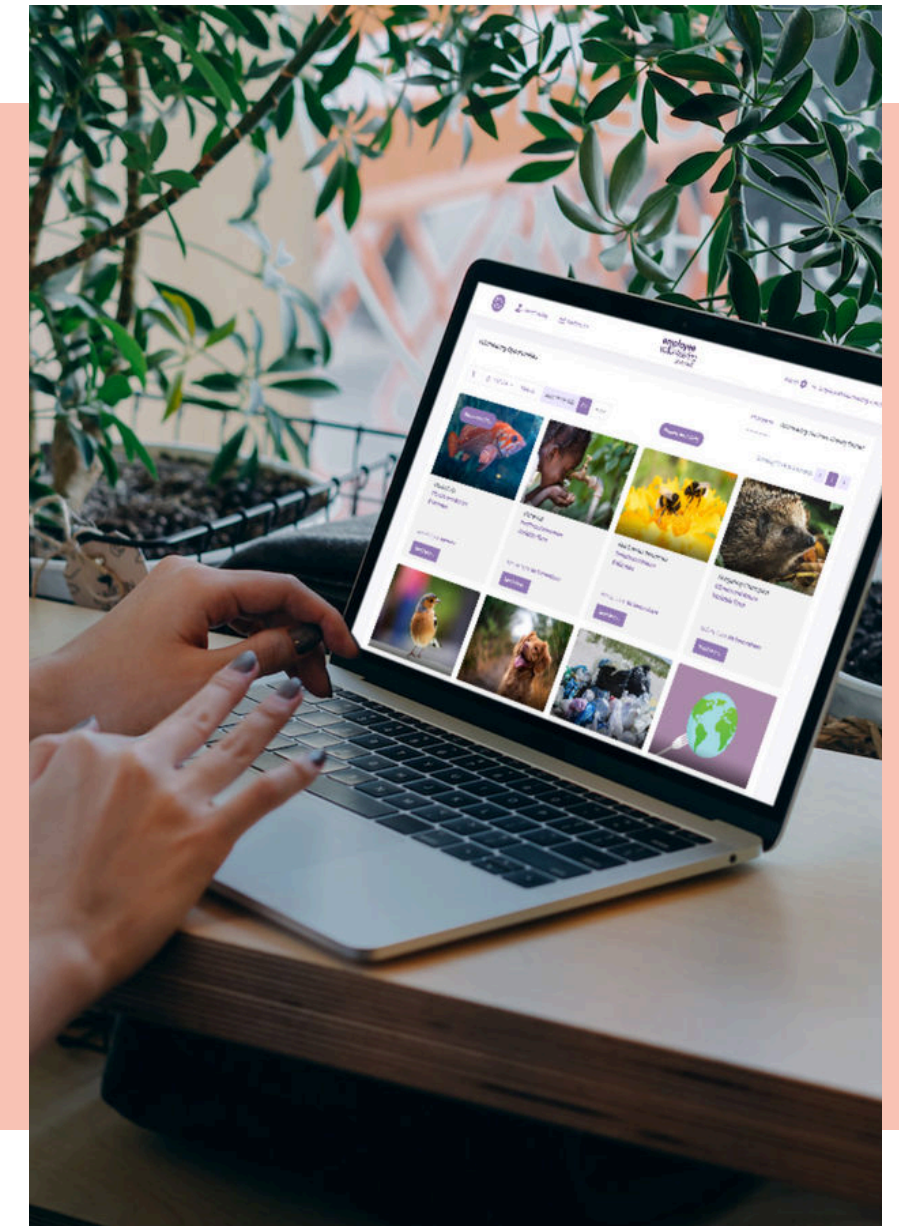
- Supporting people in schools or companionship in care homes
- Maintaining infrastructure in community settings

Online

Enabling inclusiveness for all colleagues regardless of geography and working location, in teams or individually.

Examples include:

- Digitally enabled micro actions - such as annotating scientific images or historical records
- Flexible volunteering that fits around existing commitments but adds significantly to company social impact



Consideration Checklist

- ☐ **Is your corporate purpose clearly defined?** What focus area(s) would have the greatest impact on bringing this to life?
- ☐ **What business are you in?** Is there a priority area that would reinforce your business positioning and become your focus for the long term? Or would a wider choice for individuals and teams have greater impact?
- ☐ **What results are you looking to deliver from corporate volunteering?** Think about corporate objectives, brand reputation, employee engagement, productivity, inclusion, morale, well being, community benefit - in fact any of the many dimensions of social impact inside and outside of the organisation.
- ☐ **Which employees are you trying to engage?** Are they based in a central location or distributed across geographies? Are they typically on-site or remote-based? Are they deskless workers? Do they have access to digital tools? Are they function-specific or generalists? How will you design a programme to suit everyone?
- ☐ **What volunteering opportunities do you need to access?** What volunteering focus and activity is going to provide the most compelling offer?
- ☐ **What resources do you need?** Do you have the right technology to manage, communicate and report on your opportunities and progress on social impact? Have you covered potential risks?
- ☐ **What's the role of innovation?** How will you keep your programme fresh, relevant and accessible over time? How will you respond to feedback from volunteers?



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volunteering *your way*?
Call us now to book your
discovery workshop.

EmployeeVolunteering.com

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