

# Working with companies to engage employer-supported volunteers

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CharityVillage Webinar  
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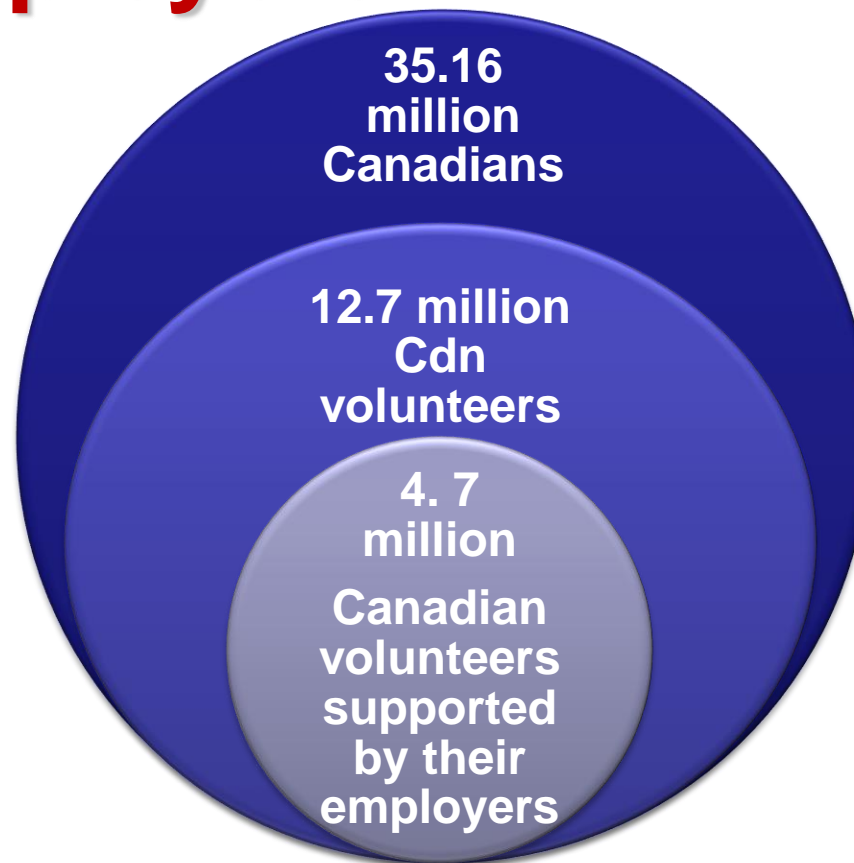
# Four components of Volunteer Canada's Corporate Citizenship Program

- 1) Facilitation of the CCOV
- 2) Program development consulting services
- 3) Group volunteering consulting services
- 4) Knowledge assets



# Over 1/3 of Cdns Volunteer through employers

Employer-supported volunteering (ESV) is any activity undertaken by an employer to encourage and support the volunteering of their employees in the community.



2013 Canada Survey of Giving, Volunteering and Participating (Statistics Canada)



# The business case: companies

## External

- Enhanced social impact
- Customer relations
- Brand reputation
- New business opportunities
- Corporate citizenship
- Build relationships with biz partners

## Internal

- Talent recruitment and engagement
- Leadership/skills development
- Process improvement
- Produce innovation
- Growth market insights
- Build relationships between depts

*“Our fellows not only provide value for society at large, but also gain global perspectives, new ideas, and skill sets that ultimately inform business innovation.” – Robert L. Mallett. Previously President of the Pfizer Foundation.*



# Key driver: Employee expectations

Business has an opportunity to lead

77% agree



**“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”**

Source: 2017 Edelman Trust Barometer. Q249-757. Please indicate how much you agree or disagree with the following statements? (Top 4 Box, Agree). General Population, Canada, question asked of half the sample.



# Key driver: Employee expectations

- 71% - provide opportunities to make a positive impact on the company's social/ environmental commitments
- 77% - important their employer provides them with hands-on activities around environmental responsibility

(2016 Cone Communications Employee Engagement Study – U.S.)



# Key driver: Employee expectations

New data: 68% of Canadians, given a choice between two jobs, would choose the one with a strong volunteer culture



3 in 5 Canadians would volunteer more often if their employer supported them to do so.

(Volunteer Canada, IPSOS Public Affairs, 2017)



Result: Companies are managing an increase in demand for support, programs from employees

Result: Community organizations report an increase in demand for group volunteering opportunities





# Company response to demand



- Formalize strategy, policies
- Increase staffing
- Empower business units and employee resource groups = multiple company reps looking for opportunities
  - Key driver: team building for good
  - Less experience may result in requests with unmanageable timelines, #s

# Some charities experience pressure



- Getting value for diverting staff resources?
  - Does this help advance the mission (directly and/or our outreach/education goals)
- What happens if we say no?
  - What if that no is to a donor?

# Others report positive impact



- Increased impact, capacity
- Reduced costs
- Increased salaries
- Focus staff on core service provision
- Increased visibility/engagement

# Manage with the Code



# Manage with the Code

Provides a framework for new ESV programs and to enhance existing ESV programs

- Articulates the **value and impact** of ESV
- Outlines **guiding principles** for partnerships between workplaces and non-profit organizations
- Promotes **standards of practice** for involving employees in meaningful ways while meeting the needs of the workplace, the employee volunteers, the non-profit partner organization



# Manage with the Code

## Value of ESV

- Volunteering is fundamental to a healthy and democratic society
- ESV builds relationships
- ESV helps workplaces achieve their strategic goals
  - Including strengthening image, brand, stakeholder relations
- Volunteering is personal for employees
- ESV builds capacity in charitable and non-profit organizations
- ESV contributes to strong, inclusive and resilient communities



# Manage with the Code

## Guiding Principles

- Shared Value
- Reciprocity
- Alignment
- Mutual Respect
- Capacity
- Shared Decision Making
- Accountability
- Diversity and Inclusion
- Quality of Volunteer Experience

*Reciprocity: Approach that is mutually beneficial to workplaces and community organizations. Partners have an understanding of and a commitment to meeting each other's needs, goals and objectives.*



# Manage with the Code

## 10 Standards of Practice (program components)

1. Program Strategy
2. Human Resources
3. Program Infrastructure
4. Leadership
5. Evaluation
6. Employee Engagement
7. Risk Management
8. Screening
9. Communication and Technology
10. Recognition

*4. Leadership: The workplace's leadership articulates, promotes and supports the importance of ESV program in achieving the business' strategic objectives and building healthy, resilient communities.*







***“Fireside Chat” with:***

Judy Leroux,  
Youth Without Shelter

Paulette Minard,  
The Home Depot Canada



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BÉNÉVOLES  
CANADA

# THANK YOU!

Please visit our resources at [www.volunteer.ca](http://www.volunteer.ca) including:

- [Canadian Code for Employer-Supported Volunteering](#)
- [9 things charities want companies to know about asking to volunteer](#)

