



A Guide to Employee Volunteering

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What is employee volunteering?

Employee volunteering occurs when employees from a corporate organisation or business volunteer to support a charity. This type of volunteering can take various forms and can be hugely beneficial for both the employees and the charity involved.

What does employee volunteering look like?

Types of activities

Employee volunteering can be skills-based, which usually develops into a long-term formal partnership between a business and a charity, or it can take the form of a one-off corporate team day.

Skills-based volunteering:

- Great for smaller teams or as part of a longer term volunteering strategy.
- The skills of individual employees are matched with the needs of a charity and involves set tasks with a clear outcome and deadline.
- These tasks are often related to the charity's strategic development, encompassing a wide range of areas including strategic planning; branding or marketing strategy; business development; communications; change management; data analysis; and fundraising.

Corporate team day:

- A fun day that is perfect for team building.
- Typically involves delivering one-off, high-quality projects that provide invaluable impact to the local community.
- Groups of employees take part in an active day helping a charity, usually involving hands-on work which can be carried out in one day such as gardening, painting or carpentry.

There are lots of ways to get involved in employee volunteering, no matter how much time you have to give.

Schedule

Employee volunteering can be carried out in the employee's own time, but more often occurs when businesses offer their staff a set number of paid days off to volunteer (in addition to annual leave).

Like all volunteering, employee volunteering is flexible and can be arranged for a time that suits the volunteer best. A volunteering schedule can be anything from an annual volunteering day, to a more regular schedule such as once a week for 2 months, or spread out over an entire year.

The main point to remember is that there are lots of ways to get involved in employee volunteering, no matter how much time you have to give.

Benefits of employee volunteering

For employees

Employee volunteering can be hugely beneficial to the individuals, allowing them to:

- Develop a sense of fulfilment by making a meaningful contribution to a charitable organisation.
- Gain a sense of achievement – both on a personal and collective level with team members.
- Strengthen relationships with colleagues.
- Increase engagement with their employer's Corporate Social Responsibility policy.
- Build on their skills which can enhance their employability and career progression.
- Improve their general wellbeing.

For organisations

Developing an employee volunteering programme is a meaningful way for an organisation to meet their Corporate Social Responsibility (CSR) objectives. CSR is a way for companies to benefit themselves while also benefiting society, and has been shown to directly impact a business' triple bottom line.

Companies that actively encourage employee volunteering by offering volunteer days off can:

- Attract and retain top talent, by offering paid days off to volunteer alongside traditional employee 'perks'.
- Create a positive workplace environment.
- Instil a sense of purpose and meaning in employees' lives and work.
- Boost productivity.
- Support innovation and creativity.
- Improve employee and customer engagement.
- Create long-term partnerships with the local community.

Examples of employee volunteering

Some examples of skills-based volunteering include:

- Managing impact – supporting charities to demonstrate the impact of their activities to their funders and stakeholders.
- Website design – giving advice as to how best to design and utilise a website to communicate a clear message.
- Finance & fundraising – advising how to organise finances; how best to fundraise; and helping to write a funding bid.
- Database management – sharing best practice for managing data and information in a modern and systematic way.
- Providing general strategic support.

Examples of corporate team days include:

- Creating vegetable patches for a community garden.
- Planting trees in a local nature reserve.
- Improving playgrounds and building seating areas in a park.
- Painting murals for a school or theatre.

How to get involved

- If you work for a company that is interested in getting involved in employee volunteering, you can find more information [here](#).
- Sign up for INVOLVE, Community Southwark's Corporate Employee Volunteering Programme [here](#).
- If you would like to know more please contact involve@communitysouthwark.org or phone **020 7358 702**.