

# **Employee Volunteering: Why and How**

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**BUSINESS  
IN THE  
COMMUNITY**

**IT'S TIME FOR A  
NEW CONTRACT  
BETWEEN BUSINESS  
AND SOCIETY**

# Who are we?

## A movement for change



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# 800+

Member companies with a combined workforce of 17.8 million employees

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# 360

Companies shaping the priorities for responsible business through representation on our leadership teams.

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# 100

Business Connectors, seconded from our member companies to work, with our support, in communities of greatest need.

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# 350

Business and school partnerships engaged in 60+ clusters through BITC's Business Class programme

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# 10,700

Companies engaged in our campaigns internationally

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# 133

Partner organisations in 67 countries convened through a international network

# A Global network of CSR organisations



**135 Partners in 65 Countries**  
**IMS Luxembourg**

*Map of the CSR360 Global Partner Network*

# What is an action day?

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An **action day** involves a group of employees who undertake a specific task on behalf of their company to support a community group, school, hospital, etc.

Usually volunteering takes place during work hours over a period of one day\*.





# The Business Case for Employee Volunteering

Community	Employee	Employer
Breaks down barriers between business and community	New skills are developed, increased creativity, ability to handle change and it's inspiring!	Benefits from attracting, retaining and developing a motivated workforce
Supply of volunteers and vital resources	Increases job satisfaction	Opens up new markets and links to local business community
Increases social cohesion and inclusion	Builds confidence, builds teams	Improves commercial productivity, reduction in absenteeism
Builds capacity of community with new skills and energies	Positive change in attitude and morale	Improves reputation and brand perception

## A good example: Rolls-Royce

- Alignment with Human Resources
- Clear benefits, valued by the business
- Clear communication around the availability of the opportunities and the value of them
- Mapping of activities against skills likely to be developed



For more information visit  
[bitc.org.uk/businesscase](http://bitc.org.uk/businesscase)



# Employee skills matrix

	Secondments	Skills based volunteering	Workplace activity	Mentoring	Management / trustee positions	Team volunteering	Employee fundraising	Personal volunteering
<b>Personal effectiveness</b>								
Adaptability	X	X		X		X	X	X
Communication skills	X	X	X	X	X	X	X	X
Collaboration / team working					X	X	X	
Creative thinking and innovation	X	X			X		X	
Influencing / and negotiation skills	X	X		X	X	X	X	
<b>Management effectiveness</b>								
Decisiveness	X				X	X		
Leadership	X	X		X	X	X		
Project management	X	X	X		X	X		
Maximising performance of others	X	X		X	X	X		
<b>Business effectiveness</b>								
Customer focus	X	X						
Excellence and continued improvement	X	X			X	X		
Business awareness		X						
Technical skills	X	X			X			

# How to get started?

## Choose your focus

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- **Meet real social need**
- **Business alignment: what can your business offer?**



# How to get started?

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- Once you have your focus, find the right partners on the ground
- Appoint team leaders
- Recruit volunteers
- Plan the day including the evaluation
- Debrief after the day
- Communicate and celebrate

# Tips for success

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- Visible senior level commitment
- Work with internal communication and if possible human resources
- Get line manager support on board and on message
- Raise awareness
- Create champions
- Understand the impact: simple measurement is better than no measurement at all
- Celebrate!!!! (shout about it and say **thank you**)



# Engaging with Business Guidance for NGOs

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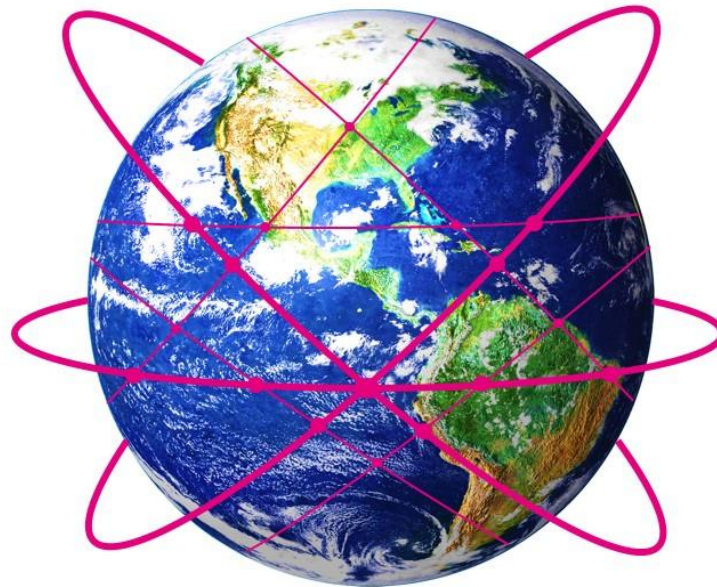
- Clarity
- Creativity (don't just ask for money!)
- Long term relationships

E.g. Business Class



# Case Studies from around the world

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# 2015 Responsible Business Awards are now OPEN

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Could you be the next winner? Unilever Global  
Development Award supported  
by Business Fights Poverty

The International Disaster Relief Award,  
supported by the UK Department for  
International Development

# Many thanks for listening!

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## Any questions?

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