

Slide 1: Welcome to the employer-supported volunteering module. In this module, we'll be introducing the concept of employer-supported volunteering or ESV. We'll be looking at some current trends and considerations for non-profit organizations who wish to successfully engage employer-supported volunteers. My name is Marissa Gelfusa and I'm a project consultant with Volunteer Canada. Volunteer Canada provides national leadership and expertise on volunteerism to increase the participation, quality, and diversity of volunteer experiences.

Slide 2: We often think about employer-supported volunteering as an activity where a group of volunteers from a business supports a community organization for one day or even a few hours. This module will propose a broader perspective. An invitation to change the conversation, if you will, between organizations and employers.

Slide 3: According to the international association for volunteer effort, employer-supported volunteering can be defined as any activity undertaken by an employer to encourage and support the volunteering of their employees in the community. According to Statistics Canada, 2018 general social survey on giving, volunteering, and participating, close to 13 million Canadians over the age of 15 volunteer. Of those, roughly 34% of employed Canadians had an employer-based program or policy to encourage formal volunteering. Among those with access to a program or policy just over half participated in employer-supported volunteering in the 12 months preceding the survey. Employers provide time, meeting space, infrastructure, and support for their employees to volunteer where they live and work. Employer-supported volunteering is typically one component of a corporate social responsibility strategy and ESV can be aligned with an employer's human resources objectives, such as employer recruitment, retention, and professional development.

Slide 4: ESV has evolved over the past 10 to 20 years. Community organizations and employers are working together to plan events that are mutually beneficial and that make an impact in the community. More and more employers are working to maximize the impact they have in the community. And some are moving from a charitable model to a partnership model in their work with non-profit organizations. This reciprocal approach to workplace community engagement, with mutual benefit for workplaces and community organizations, involves valuing what each party has to offer. Let's take a closer look at some of these trends.

Slide 5: Some current trends around employer-supported volunteering can be summarized in these main ideas- integration, relationships, and reciprocity. More and more employers are selecting organizations with causes or priorities that are meaningful to them. When deciding what types of volunteer activities to promote among employees. There's a trend towards giving employees choice. More and more companies are supporting employees through team grants and encouraging them to organize their own activities. There's data that shows employees of all ages want to work for companies that give back and give them opportunities and choices. Alignment of community engagement strategies within business objectives. Many businesses align their community engagement strategies with their business objectives. Professionalization the field of employer-supported volunteering, community investment, and corporate community engagement has become professionalized over the past decade with a number of

universities offering courses and certificates as part of a business degree or as standalone programs. Globalization. Many businesses are becoming more global and are increasingly considering global opportunities and challenges. Some businesses are now aligning their employer-supported volunteering activities with the United Nations 17 sustainable development goals to mobilize global efforts to improve social, economic, and environmental conditions around the world. Canada is one of the 193 member states that agreed to work towards achieving these goals by 2030. Volunteer Canada has adopted the goals because volunteering is an essential vehicle to help us tackle some of the pressing challenges facing the world.

Slide 6: Working collaboratively with employers can offer many opportunities and benefits to non-profit organizations. And there can also be some challenges. By engaging in a relationship with an employer, the non-profit organization may benefit by increasing its visibility and being able to promote its mission and activities. It may be able to achieve its schools more effectively by benefiting from a broader base of skilled volunteers. However, there may also be some challenges involved including the inability of the non-profit to accommodate the conditions that employers are seeking such as larger groups on set schedules. Some misunderstanding and communication challenges may occur due to the different work culture in both sectors. Organizations may be required to engage additional human and financial resources to engage the employee volunteers, recognize them, and provide information on the impact of the volunteer activity. Clear communication setting and agreeing on the terms for entering into an equitable and productive relationship are key to a successful employer-supported volunteer event.

Slide 7: Collaborations between non-profit organizations and businesses can take many forms along a continuum. From transactional relationships, like short group volunteering events or a strictly funding relationship, to broader partnerships where programs and activities are co-created and where some funding support may also be included. It's important to note that if managed well, activities and programs at any stage of the continuum can have benefits for the non-profit organization, the business, and the employee volunteers. There should not be an expectation that every collaboration or event will or should develop into a longer-term relationship or partnership between the non-profit and the business. Changing the conversation encourages both the non-profit and the business to be clear about their needs and expectations up front, to make sure that they align and avoid surprises and misunderstandings along the way. Each partner brings different and valuable assets to the table and has an important role to play in the success of any and all collaborations between non-profits and businesses related to employee volunteering.

Slide 8: The Canadian code for employer-supported volunteering is aligned with the Canadian code for volunteer involvement that we discussed in a previous module. Leaders on Volunteer Canada's corporate council on volunteering, now the corporate community engagement council, identified the need to articulate values and guiding principles for these multi-sector relationships and to promote standards of practice for employer-supported volunteering. The Canadian code for employer-supported volunteering is designed to provide guidance to

workplaces to develop and enhance their ESV programs. We'll cover the purpose and the content of the Canadian code for employer-supported volunteering in the next few slides. And it's listed in the additional resources if you wish to learn more.

Slide 9: The code is meant to initiate thought and discussion within workplaces about the value of these programs and the impact that employee volunteer engagement can have on strategic business goals while effecting social change in communities. The code aims to support the work of those who manage ESV programs within a workplace and also help non-profit organizations engage in a dialogue with employers. The code recognizes and reflects the changing realities of today's volunteers, current employee volunteer engagement, and management practices. Like the Canadian code for volunteer involvement, it consists of three elements - the value of employer-supported volunteering, guiding principles for employer-supported volunteering, and standards of practice.

Slide 10: We'll go over these briefly as they can also inform the perspective of a non-profit organization who is considering engaging in a partnership of employer-supported volunteering. The first of these elements, the value of employers supported volunteering, is made up of core statements about the importance and value of employee volunteer involvement in the workplace and in Canadian society. Employer-supported volunteering has a positive impact on communities, charitable and non-profit organizations, workplaces, and employees. Workplaces build relationships to make a difference in the local and global communities where they operate.

Slide 11: While the culture, activities, and outputs of businesses and non-profit organizations can be very different, workplaces can develop meaningful relationships and partnerships with non-profit organizations that fit their corporate culture and values. Effective partnership and collaborations are guided by principles, such as shared values and reciprocity. Businesses, and their non-profit partners, work to identify and bridge cultural differences. They value the expertise each brings to the relationship and operate with openness and transparency. Businesses that move from a charitable model to a partnership model with the non-profit organization can build mutual respect, trust, and a commitment to accommodating each other's realities.

Slide 12: The standards of practice encourage a structured and integrated approach to an employer-supported volunteering strategy that address workplace objectives, employee interests, and community needs. Each aspect of the standards supports reflection leading to the development and implementation of policies and procedures for sustainable and effective employer-supported volunteering programs, activities, and events. They start with guidelines for elaborating an integrated and effective strategy to the infrastructure needed to support employer-supported volunteering programs to measuring impact and recognition of volunteers' efforts and impact.

Slide 13: Let's now talk about some of the practical aspects that non-profit organizations might want to consider when collaborating with employer-supported volunteers.

Slide 14: Earlier, we discussed some of the trends and perspectives in employer-supported volunteering. Non-profit organizations who would like to collaborate with employers can benefit by gaining some insight to what they're looking for in a non-profit partner. Many employers are looking for opportunities in organizations that have experienced with group volunteering, can accommodate their group size and timeframe, or offer alternatives. They also appreciate opportunities that are ready to. Non-profit organizations can think ahead and reflect on projects or activities that might be undertaken by employee volunteers even before they are approached by an employer. Understanding the characteristics, needs, and interests of employee volunteers can help an organization be more effective at attracting and retaining them. Many employee volunteers are results oriented, appreciate short-term or skilled volunteer opportunities and collaborating with an organization that has a well-structured volunteer activity. It's important for employee volunteers, and all volunteers, to be able to measure their efforts and know that their contributions are having an impact. When thinking of a collaboration, it's helpful to reflect on how the impact can be measured and reflected back to the volunteers as well as to the employer. More and more, they value flexibility in terms of time and space to volunteer. Some would like the ability to work remotely and to know the minimum time commitment expected for the role.

Slide 15: There are many different ways that employer-supported volunteers can become engaged with your non-profit organization. The spectrum of volunteer engagement recognizes the diversity of people's sources of inspiration, modes of putting their values into action, skills to contribute, and capacity to donate their time. For employee volunteers, the spectrum of volunteer engagement recognizes that each workplace is different and that there is a range of capacities and interests within a workforce. Depending on factors, such as the type and size of a business or the time of year, different types of engagement may be possible. Employers appreciate the opportunity to develop and offer their employees volunteer opportunities within the full spectrum of volunteer engagement including both in-person and virtual or remote activities.

Slide 16: Group volunteering is a common way that employer-supported volunteers engage with non-profit organizations. First, take time to find the right partners so that each is working together on a shared goal. Then, plan together. The business and non-profit partner planning entails discussing and confirming important details before the event, such as identifying key contacts, determining how and when you will communicate, discussing budget for project materials and expenses such as staff time. Remember to clearly consider all the costs of a corporate volunteering opportunity to your organization. Determining roles and responsibilities for each partner, communicating any restrictions or needs such as waivers, photo permissions, or encouraging client participation, discussing a cancellation policy, determining what activities will be taking place, who will be responsible and on the premises. Health and safety checks. Keep in mind that employer-supported volunteering activities may have health and safety considerations. Organizers should be aware of their responsibilities to ensure a safe environment. Finally plan for a debrief and an evaluation process that highlights the impact of the activity. For more details see the link to Volunteer Canada's group volunteering handbook in the resources listed at the end of this module.

Slide 17: Keep in mind that group volunteering is just one of the ways that you can engage these volunteers. It's possible that organizations may not be able to accommodate large groups, but some businesses will be open to alternative types of engagement. Here are a few. First, leadership opportunities. These are activities that require a commitment to leading, supervising, and/or mentoring at an organizational level like serving on a board or a committee. Then, skills-based volunteering. This is volunteering by individuals or groups that capitalizes on personal talents, core business skills, experience, or education. It builds and sustains the capacity of organizations to successfully achieve their missions. In kind contribution. These are goods, products, services, or equipment that are donated to non-profit organizations and that are not considered to be a financial contribution such as computers or food for a community event. We'd like to make a special mention of virtual opportunities in an employer-supported volunteering context. Virtual volunteer opportunities can accommodate different commitments in the spectrum of volunteer engagement and they also provide accessible opportunities that can be accomplished in different locations and in a flexible timeframe for the volunteer.

Slide 18: Non-profit organizations can also expand and explore new ways other than volunteering for employee engagement activities. Consider for example, providing employee volunteers with a ready to go fundraising kit benefiting your organization that can be implemented in their workplace. You may also consider leading a learning event for employer-supported volunteers to help them better understand a specific issue, your organization, and the needs in your community. Non-profit organizations are fertile ground for innovation. Don't let the traditional representations of employer-supported volunteering limit how you collaborate with businesses and other employers to support your community.

Slide 19: Let's review the material we've covered in the employer-supported volunteering module. Employer-supported volunteering is defined as any activity undertaken by an employer to encourage and support the volunteering of their employees in the community. Trends indicate that collaborations between businesses and non-profit organizations can take many forms. These range from transactional relationships like short group volunteering events or strictly funding relationships to long-term skills-based volunteering and broader partnerships where programs and activities are co-created and where some funding support may also be included. Any of these options can yield positive outcomes. The Canadian code for employer-supported volunteering is designed to provide guidance to workplaces to develop and enhance their ESV programs and may facilitate a smooth process. There are many different ways that employer-supported volunteers can become engaged with your non-profit organization. Group volunteering is the most common and requires effective collaboration and communication from all parties. However, group volunteering is just one of the ways that you can engage these volunteers. The spectrum of volunteer engagement recognizes the diversity of people's resources of inspiration, modes of putting their values into action, skills to contribute, and capacity to donate time. Non-profit organizations can also explore and propose new ways to engage employee volunteers.

Slide 20: Lastly, we've included many resources to help you go further in your collaboration with employer-supported volunteers. The first link will take you to the Volunteer Canada website to our employer, supported volunteering page. Many of the resources listed here can be found on that page and. Thank you for completing the employer-supported volunteering module.