

# Employer-Supported Volunteering

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Presented by: Marisa Gelfusa  
Project Consultant, Volunteer Canada

# Presentation Topics

- Employer-Supported Volunteering (ESV) and the Canadian Code for Employer-Supported Volunteering
- Opportunities and challenges
- Trends and activities related to ESV
- Transactional relationships vs. partnerships
- Elements that support successful group volunteering events

# What is Employer-Supported Volunteering?

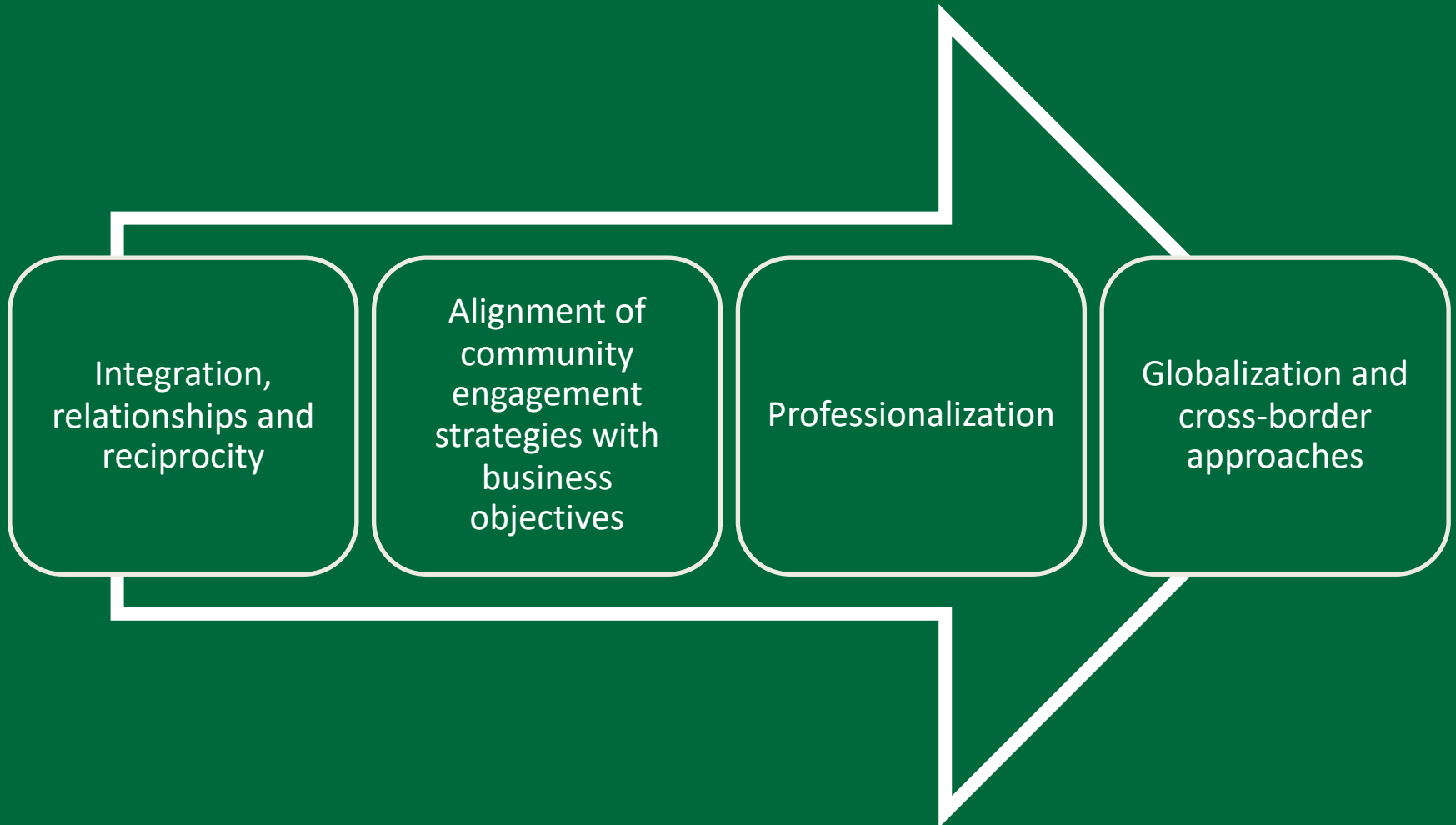
“Employer-Supported Volunteering (ESV) is any activity undertaken by an employer to encourage and support the volunteering of their employees in the community.”

Source: IAVE, Global Trends in Corporate Volunteering (2012)

# Objective: Benefit the Community



# Trends in Employer-Supported Volunteering



# Benefits and Challenges for Non-profit Organizations

## Opportunities

- Promotes the non-profit organization and its mission
- Creates a relationship with an employer with similar values
- Source of skilled volunteers
- May yield further collaborations

## Challenges

- Lack of capacity of non-profits for large groups
- Unrealistic expectations (businesses and non-profits)
- Resources for projects
- Including all employees
- Assessing 'impact'

# Changing the Conversation

**Transactional  
Relationship**

**Partnership**

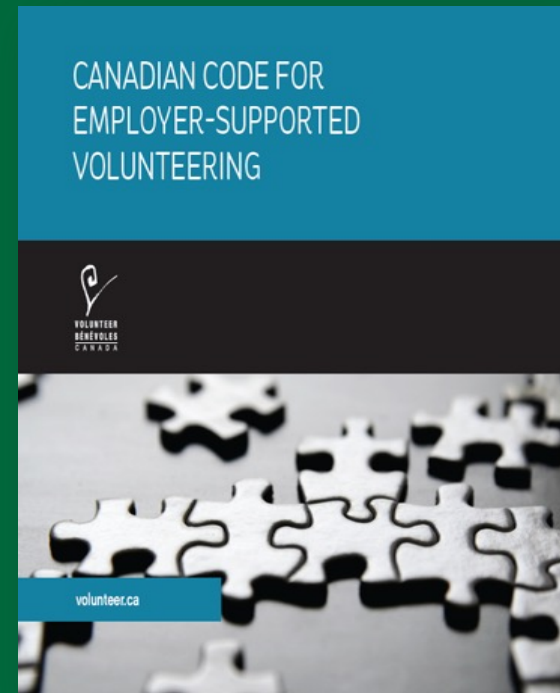


- Service Delivery
- Sub-contracted work
- Funding relationship
- Transferred risk

- Co-created activities
- Mutual accountability
- Complex relationships
- Shared risk

# Canadian Code for Employer-Supported Volunteering

- The Value of ESV
- Guiding Principles
- Standards of Practice



Volunteer Canada. (2015).  
Canadian code for employer-  
supported volunteering.



# Canadian Code for ESV

- Articulates the **value** and impact of ESV
- Provides a framework for new ESV programs and to enhance existing ESV programs
- 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
- Complements Canadian Code for Volunteer Involvement (CCVI) for non-profit organizations

# The Value of ESV

- Volunteering is fundamental to a healthy and democratic society
- ESV builds relationships
- ESV helps workplaces achieve their strategic goals
- Volunteering is personal for employees
- ESV builds capacity in non-profits
- ESV contributes to healthy, resilient communities

# Guiding Principles

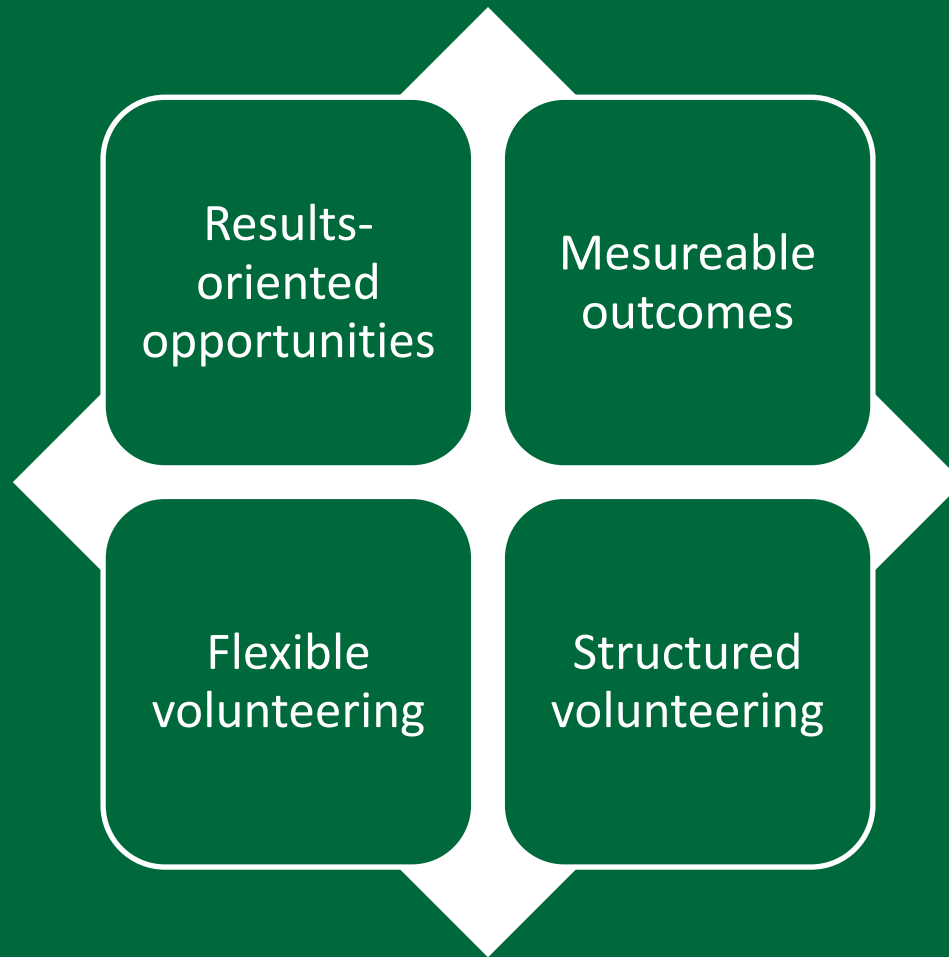
- Shared Value
- Reciprocity
- Alignment
- Mutual Respect
- Capacity
- Shared Decision Making
- Accountability
- Diversity and Inclusion
- Quality of Volunteer Experience

# Standards of Practice

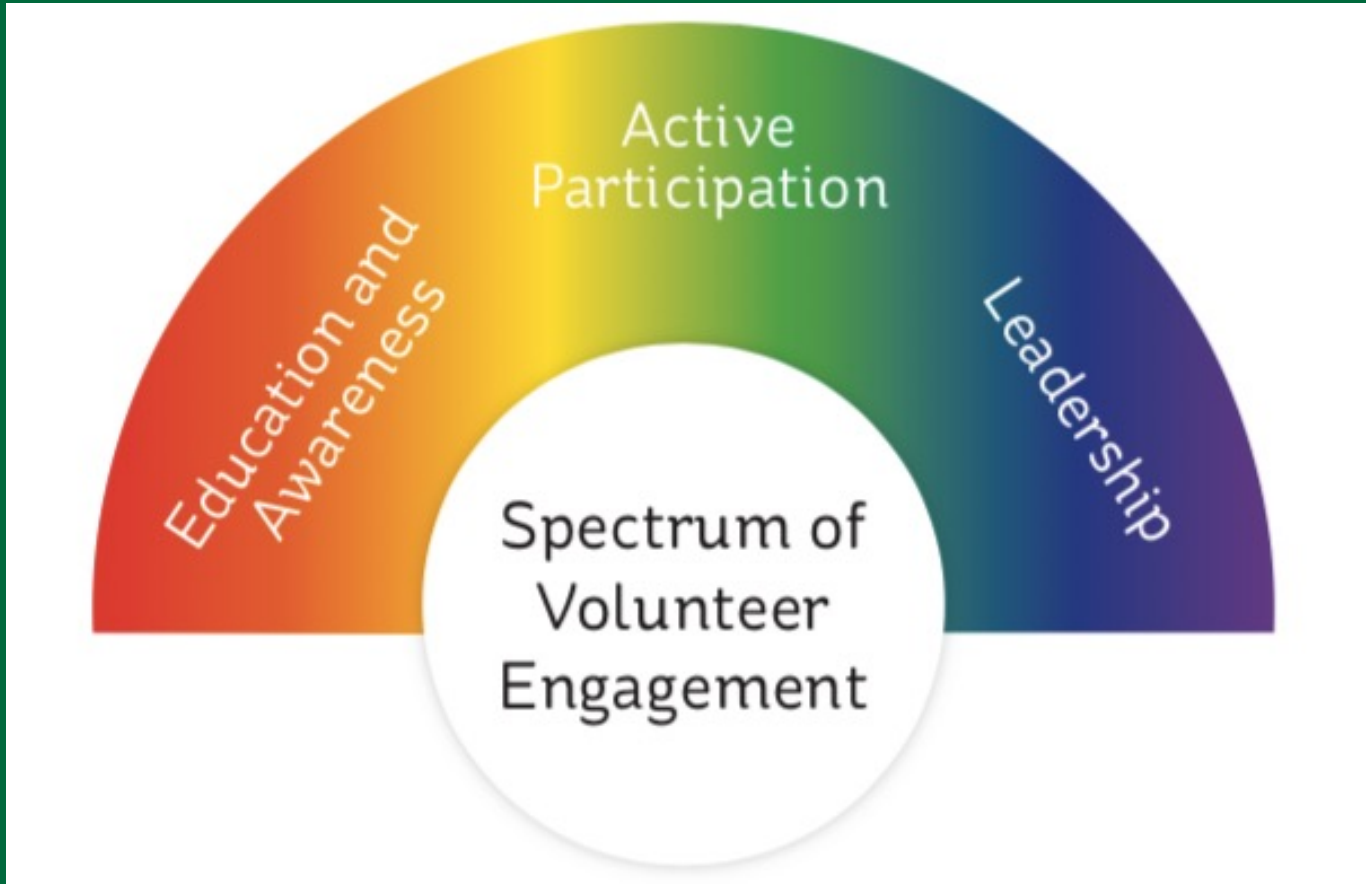
1. Program strategy
2. Human Resources
3. Program Infrastructure
4. Leadership
5. Evaluation: Tracking, Measuring and Reporting on Impact
6. Employee Engagement
7. Risk Management
8. Screening
9. Communication and Technology
10. Recognition

# Non-Profit Organizations Collaborating with Employers

# Employer-Supported Volunteers are seeking...



# Spectrum of Volunteer Engagement



Volunteer Canada. (2017). Canadian code for volunteer involvement.

# Group Volunteering Checklists

- Finding a partner
- Joint project-planning
- Establish activities
- Confirm event details
- Health and safety
- Evaluation



Volunteer Canada. (2018).  
Corporate group volunteering  
checklists.



# Collaborating with Employers

- Group Volunteering
- Skills based volunteering
- Pro Bono
- Leadership opportunities
- In-Kind Contributions
- Mentoring - Coaching
- Single day volunteering
- Co-creating a project
- Event-Based
- Microvolunteering
- Kit building
- Virtual Volunteering

# Innovation

- Fundraising in a box
- Learning Events
- Speaking Engagements
- Issues in Social Media

# Review

- Definition of Employer-Supported Volunteering
- Trends in Employer-Supported volunteering
- Canadian Code for Employer-Supported Volunteering
- Employers are seeking...
- The Spectrum of Volunteer Engagement
- Wide range of traditional and innovative activities available

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