

CORPORATE CITIZENSHIP VOLUNTEERING



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CORPORATE VOLUNTEERING

Corporate or citizenship volunteering is one way in which businesses can fulfil their Corporate Social Responsibility (CSR). Companies which engage in corporate volunteering actively support and encourage their employees to volunteer their services to local community organisations and often support their staff to do volunteering work in the community during their paid working hours.

Empower your employees to become champions of volunteering and tap into their intrinsic motivation to develop a sense of purpose, self-confidence, belonging and inclusivity through volunteering.

Establishing a Corporate Volunteering Program for the employee, the organisation and the community.

Corporate Volunteering - Benefits for Employees:

- Contributing to the community.
- Positive recognition by community and customers.
- Opportunity to tackle social and global issues.
- Improvement of emotional intelligence, empathy, flexibility and sociability.
- Unique opportunities to meet new people and explore new situations and challenges.
- Learning new skills and getting out of their comfort zone.

- New and more positive perceptions of career, workplace, peers and management teams.
- Reducing stress and increased feelings of well-being.
- Volunteers are generally happier and have a more positive attitude towards their career and workplace.

Corporate Volunteering - Benefits for Organisations:

- Increased company brand and profile.
- Strengthening company culture, mission and core values.
- Improved employee engagement and workplace relationships with colleagues.
- Enhanced morale, teamwork, communication and reducing 'silos' across the organisation.
- Better employee attendance, recruitment and retention.
- New skill development opportunities.
- More adaptable and flexible to change.
- Transformative relationship between the company and the local community.
- Recruitment advantages particularly with millennials seeking roles with organisation's aligned with a social purpose like sustainable development, community wellbeing or social welfare.



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Consult your staff

Gauge the level of interest of your staff in volunteering and involve them in the planning stages of the program. Often the most effective approach is to form a small Corporate Social Investment Committee to take on this program.

By getting your staff to champion volunteering programs and participate, they can see the energy in action and watch the impact take effect. As with any new initiative careful business planning and procedures are vital to ensure a successful outcome.

Have clear volunteering objectives

Formally define the objectives and the aim of your program and what sort of volunteering will help you achieve them. It is a comprehensive way to establish and maintain your directive of the program's focus, social purpose and core values.

- What outcome does your organisation wish to achieve?
- Align it with your organisational and strategic objectives.
- Make a substantial and conscience decision to tackle very specific socio-economic challenges.
- Develop meaningful partnerships that can bring valuable resources into the community.
- Set achievable targets and indicate the budget allocated for the program.

Which causes or organisations do you wish to support?

To ensure the success and quality of the employee volunteering program, it's important to accurately align the company and volunteers values with the right not-for-profit organisation and community social issues.

- The community or organisations volunteering requests must be genuine and not comprise your brand integrity.
- Employees must be engaged and interested in the cause of the project.

Corporate Volunteering - Benefits for Community:

- Greater public awareness of local community and social issues.
- Providing accessibility for teams to volunteer for major events and causes.
- Build stronger communities through active participation of volunteerism outside of corporate volunteering.
- Assisting to change behaviours and practices that create social, economic and environment problems.
- Transfer of skills, knowledge and technical expertise into the community through skilled based volunteering.
- Improved mutual understanding and appreciation between the corporate and not-for-profit organisations.
- Opportunity to create new income streams for community projects through partnerships.

How to get started

How do you create your own Corporate Citizenship Volunteering Program that will keep your employees engaged in volunteerism year-round? Volunteering programs need to be impactful, flexible, build leadership and skill development and also deliver on a diverse community investment.

Lara from Shell Energy Australia found volunteering gave her a sense of well-being, happiness and an awareness of the wider social issues. Lara's corporate employee team chose to volunteer for an environmental conservation event and the positive outcome experienced was "having made a practical, positive and visual difference to a mammoth task".



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Consider the logistics around the volunteer program

Make a realistic assessment of each party's capacity and understand the logistical challenges from both ends. Not-for-profit organisations generally have limited financial and personnel available, therefore you may need to factor in any financial costs to your organisation.

- Consider the skills and logistics needed to organise a volunteer day.
- Risk mitigation, safety and hygiene requirements.
- Check insurance coverage of your employees while they are volunteering.
- Promotion of the volunteering event via social media platforms, newsletters and staff notice boards.
- Post event media and communications of the success of the volunteering project encourages more participation.
- Evaluate the success of the event and partnership.

Clayton Utz Queensland was the recipient of the 2017 Queensland Corporate Volunteering Award. The company offers an exemplary employee volunteering program providing employees the opportunity to participate in numerous activities throughout the year. The company has partnered with Murarrie State School on 'The Literacy Buddies' program since 2012. Employee volunteers are partnered with a student and they exchange handwritten letters throughout the school year, allowing students to write to a working mentor and discuss literacy, homework, and school life. Just one example of how to effectively help change and improve the quality of life for a young person.

Talk to an expert

Volunteering Queensland is the state peak body for volunteering and we are committed to assisting both business and not-for-profits to work effectively together through corporate employee volunteering. We offer specialist corporate volunteering programs and have a wealth of knowledge in setting up volunteering programs and management of the complete process.

Contact us to start the social investment in your organisation, employees and community today.

Search for current corporate volunteering opportunities across the state at volunteeringqld.org.au/roles

Contact our team at helpdesk@volunteeringqld.org.au

