

5 things you should know about Corporate Volunteering

1. What is Corporate Volunteering?

Corporate volunteering refers to the voluntary work carried out by employees of a company during or outside their working hours for a charitable organisation, either on a one-off or regular basis.

The employer releases its employees from work for this period so that they can volunteer for a good cause. For companies, corporate volunteering is often a corporate citizenship measure to demonstrate social commitment, achieve CSR goals and motivate and retain employees who can expand their skills through their voluntary work. Corporate volunteering also offers great potential for associations, provided that the assignments are well planned and have a lasting impact.

2. Why should a company decide to engage in corporate volunteering?

The most **important arguments** in favour of corporate volunteering:

- ✓ **Social commitment**
(implementation of CSR strategy, promotion of social cohesion)
- ✓ **Help for associations**
(direct support for the association and beneficiaries)
- ✓ **Internal cohesion**
(team building, employee retention)
- ✓ **Personnel development**
(employee skills, attractiveness as an employer)
- ✓ **Networking**
(partnerships, exchange)

3. My company would like to offer corporate volunteering. How can this be organised?

Before you start a corporate volunteering project, you should clarify a few questions that will make it easier for you to find volunteer opportunities later on:

Duration & availability	One-time assignment or regular activity? Number of hours per week/month/year?
Fields of action	Social issues, health, nature & environment, culture, sports, etc. Commitment to the association or its beneficiaries?
Type of voluntary work/mission	Practical/ manual work, skills-based mission (skills sponsorship/ pro bono), charitable work? Individual or group volunteering?
Number of volunteers	Total number of volunteers? Number per assignment (individual or in groups)?
Location	Company community, close to employees' homes, mobile working, other?
Resources/financial contribution	Company donation, donation in kind, donation from employees
People involved	Management, HR, Employee representatives Designate a contact person
Expectations	Motivation for Corporate Volunteering ?
Partner association/ organisation	Search for partners who fit the company's philosophy and values
Formalities to be clarified	Insurance provided by the employer, joint agreement, travel expenses, etc.

4. What type of volunteer work?

There are various types of volunteer work in the field of corporate volunteering. In general, there are three main types, which are explained in more detail below with a few examples:

a) Practical/manual tasks:

Tasks of this type are accessible to everyone and do not require any special skills. They are ideal for group activities.

Here are a few examples:

Culture	Assistance with organising events, concerts, exhibitions, etc.: security, helping with admission, setting up and dismantling, etc.
Nature & Environment	Removing plants, weeding, cutting trees and hedges, sowing, repairing huts/fences/signs, helping with harvesting, grape harvesting, etc.
Sports	Support with sporting events: marshalling, checkpoints, registration, reception, on-site assistance, setting up and dismantling, etc.
Various fields	Renovation/construction/cleaning/maintenance work (buildings, gardens, sports halls, etc.), landscaping

b) Tasks involving ‘competence sponsorship’/pro bono (examples):

The company's employees make their skills available to the association on a voluntary ('pro bono') basis, either on an ad hoc or regular basis.

The company's commitment may include the provision of services (if the company itself carries out an assignment for the association and manages it independently) or the provision of personnel (the company makes one or more employees available to the association for an assignment managed by the association).

Administration	Secretarial work, member database, volunteer management, applying for funding, searching for/contacting donors/sponsors/partners, etc.
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Communication/ Marketing	Writing press releases, sending newsletters, assisting with print/web communication, managing social networks, SEO work, translations, graphic design/layout work, preparing annual reports, etc.
Accounting & HR	Assisting with accounting, invoicing, expense reports, reviewing the annual balance sheet, etc.
Events	Support in organising events, on-site assistance, searching for sponsors, project management, welcoming guests, setting up and technical support
Digitalisation & IT	Support of the IT department, website and database management, consulting and searching for IT solutions (tools and software)
Legal	Legal advice (statutes, management of a non-profit organisation, contracts, etc.)
Mentoring/ Coaching	Knowledge transfer and skills development, various topics and target groups
Strategy	Advice on association management, analysis

c) Charity work:

This type of volunteering includes charitable activities such as charity sales or fundraisers organised by employees for the benefit of an association.

It also includes individual assignments in direct contact with beneficiaries (children, elderly people, refugees, etc.), which generally require a regular commitment, basic training and supervision by the association.

Examples: Accompanying people on leisure activities, walks, visits, homework help, assistance with daily tasks, language practice, etc.

5. How to make corporate volunteering a win-win project?

To ensure that the volunteer work carried out by a company's employees creates real, lasting value for all stakeholders in the project, it is essential to consider several aspects from the planning stage through to implementation in order to maximise the benefits and create a win-win situation for both the charity and the company.

Here are six key aspects to consider to ensure the project is a success:

- ✓ **Sustainability & added value:** Promote relevant, sustainable and long-term assignments to create real added value for the beneficiaries of the volunteering, the charity and the company.
- ✓ **Shared vision:** Define the objectives of the volunteering, as well as the respective needs and expectations, together.
- ✓ **Active collaboration:** Make corporate volunteering a bilateral project based on trust
- ✓ **Resources:** Plan for the necessary resources (staff, donations, equipment, expertise, skills, etc.)
- ✓ **Agreement:** Sign a joint agreement with all the details of the commitment, the rights and duties of the parties involved and their respective roles

Contact & further information

The Agence du Bénévolat is available to provide you with any information you may require about corporate volunteering and the options available to your company.

Please do not hesitate to contact us!

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