

# **Corporate Volunteering:**

## **The most important information for associations in brief**

### **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. The Agence du Bénévolat will be happy to advise you.

### **2. What can Corporate Volunteering offer my organisation?**

The most important advantages of corporate volunteering:

- **Additional Resources**  
*(personel support, knowledge and expertise, financial support)*
- **Contribution to professionalisation**  
*(specific skills of volunteers)*
- **New ideas and perspectives**  
*(thanks to 'external' volunteers)*
- **Raising awareness and increasing the visibility of the association**  
*(volunteers as multipliers)*
- **Expansion of the network**  
*(partnerships, exchange)*

### **3. How does Corporate Volunteering become a win-win project?**

To ensure that the voluntary work carried out by a company's employees creates real added value for everyone involved in the project, several aspects must be considered:

- ✓ **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

#### 4. How do you organise Corporate Volunteering in an association?

In order to be able to make use of the voluntary commitment of company employees, it is important to define specific tasks for which your association needs support. Even if this seems obvious, creating an offer is one of the fundamental steps in finding volunteers. In general, there are three common forms of corporate volunteering, which are explained 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:

<b>Culture</b>	Assistance with organising events, concerts, exhibitions, etc.: security, helping with admission, setting up and dismantling, etc.
<b>Nature &amp; Environment</b>	Removing plants, weeding, cutting trees and hedges, sowing, repairing huts/fences/signs, helping with harvesting, grape harvesting, etc.
<b>Sports</b>	Support with sporting events: marshalling, checkpoints, registration, reception, on-site assistance, setting up and dismantling, etc.
<b>Various fields</b>	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).

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

### c) Charity work:

This volunteer work includes charitable activities such as charity sales or fundraising 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 usually require regular commitment, basic training and supervision by the association.

**Examples:** Accompanying people during leisure activities, walks, sightseeing, homework help, assistance with everyday tasks, language practice, etc.

## 5. Find volunteers in just a few steps

If your organisation is not yet registered, sign up for free at [benevolat.lu](https://benevolat.lu), the platform of the Agence du Bénévolat, which connects organisations with volunteers. Once registered, you can create tasks with detailed information (short description, requirements, etc.) according to your organisation's current needs.

If the task is suitable for volunteers from a company as part of corporate volunteering, please fill in the form for company tasks, which you can download [here](#). The Agence du Bénévolat will then be happy to help you find a company that is interested in your task

## 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!

**Leonie Fischer-Unterrainer**

Project manager

Tel. (+352) 26 12 10 30 | E-Mail [leonie.unterrainer@benevolat.lu](mailto:leonie.unterrainer@benevolat.lu)

**Agence du Bénévolat** | 103, route d'Arlon | L-8009 Strassen | [www.benevolat.lu](https://www.benevolat.lu)

### Sources used:

<https://www.ihk-muenchen.de/de/Service/Nachhaltigkeit-CSR/Corporate-Volunteering/>;

PHINEO (ed.): Ratgeber Corporate Volunteering. 1.Auflage, Berlin, 2021;

<https://www.skala-campus.org/artikel/corporate-volunteering-vorteile-nachteile/>

<https://wirtschaftslexikon.gabler.de/definition/corporate-volunteering-51590/version-274751>