

# Employer Supported Volunteering Programs:



*A great way to engage employees, meet corporate social responsibility goals, all whilst supporting local causes & communities in Medway.*

## 5 great reasons for you as an employer to get involved:

- 1 It will raise your organisation's profile and reputation in Medway communities and markets.
- 2 It will increase employee wellbeing, motivation, morale, loyalty and retention.
- 3 It increases your workforce awareness of local causes, skill sets and enhance learning and development.
- 4 It can improve the quality of your recruitment programmes.
- 5 It can aid the improvement of communication and understanding between your employees.



[Volunteering@mva.org.uk](mailto:Volunteering@mva.org.uk)



01634 812 850

Interested in finding out more? Keep reading...

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# What is Employer Supported Volunteering (ESV)?



The National Council for Voluntary Organisations (NCVO), defines Employer Supported Volunteering (ESV) as: Organisations providing opportunities for employees to volunteer during their work time. (EG: By allowing volunteering leave).

Employer Supported Volunteering, is also sometimes called Corporate Volunteering. Organisations may set up regular arrangements or partnerships with local Voluntary & Community Sector organisations or groups to work on a particular project together on a time limited basis, or develop opportunities for employees to volunteer on an ongoing basis.

Employees can either choose to use their volunteering time to support a local charity or community group in Medway of their own choice, or one supported by their employer.



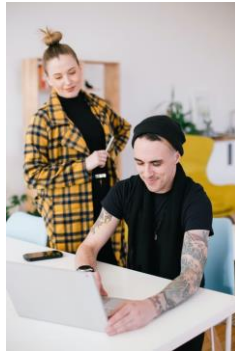
# What Are The Benefits of Employer Supported Volunteering Programs?

## For the Employer:

Supporting your employees with opportunities to volunteer not only helps you to meet any corporate social responsibilities you may have but it can have a significant impact on your employee engagement.

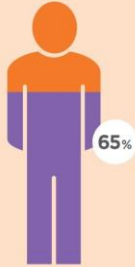
## Here are 5 great reasons for you as an employer to get involved:

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- It will increase employee wellbeing, motivation, morale, loyalty and retention.
- It increases your workforce awareness of local causes, skill sets and enhance learning and development.
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### Employees more likely to work for an employer

65% say that they would be more likely to work for an employer that encourages and promotes volunteering



### Employers' recognition of skills

Where volunteers report that their employers do recognise the skills they have developed through volunteering, they state that they are doing so in the following ways



31% during work performance reviews

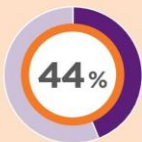


29% as part of continuing professional development (CPD)

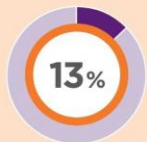


19% through showcasing their involvement (for example via an award or newsletter article)

### Volunteering activities



44% of volunteers said that their employer knew about their volunteering activities



Just 13% of volunteers said that their employers had recognised the skills they had developed through volunteering

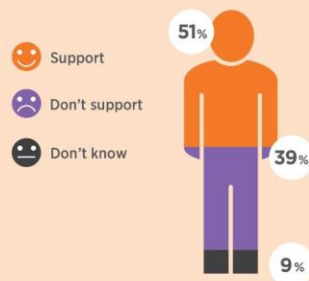
### Skills and competencies

Most popular skills and competencies CIPD members say volunteering has helped them to develop



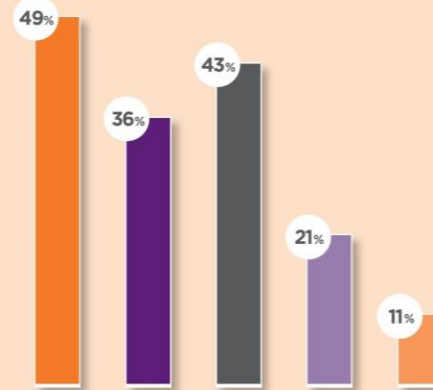
### Employer support

51% of volunteers report that their employer supports volunteering either by offering paid time off or promoting opportunities (39% said that their employers did not support it and 9% said they did not know)



### Ways employers support volunteering

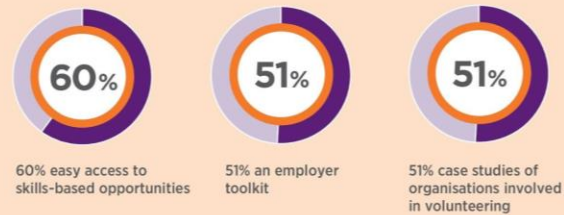
Where volunteers report that their employers support volunteering, they state that they are doing so in the following ways



- 49% give paid time off to volunteer
- 36% give unpaid time to volunteer
- 43% signpost and promote opportunities to volunteer
- 21% integrate volunteering into learning and development (L&D)
- 11% match employees with charities who offer volunteering opportunities

### Encouraging employer support

Top things that would encourage more employers to support volunteering according to HR professionals



### Time off from work to volunteer



56% of volunteers say that their employer offers them no time to volunteer



15% of volunteers say that they are able to take as much time as they need



8% are given 1 day per year



6% are given 2 days per year



5% are given 3 days per year



9% are given more than 3 days per year

The survey was conducted online by the CIPD using [www.surveymonkey.net](http://www.surveymonkey.net) and promoted to our database of 139,000 members. The survey was carried out 9-30 September 2015. The survey is based on responses from 1,265 HR professionals. All respondents have HR responsibility within their organisations, which may or may not be their sole and primary function within their organisation.

# What Are The Benefits of Employer Supported Volunteering Programs?

## For the Employee:

Volunteering gives employees the chance to build connections with their local communities and give back to society while working on issues they feel passionate about. They also gain the opportunity to develop key soft skills in areas such as coaching, leadership and organisational abilities. Further benefits have been found to include:

- It gives them opportunities to develop their personal, communication and organisational skills.
- It can help them to make friends and meet new people.
- It can help them build their confidence.
- It gives them a sense of purpose and fulfilment and can help improve mental wellbeing.
- It can provide opportunities for them to work in different environments and on local causes they care about.



# What Are The Benefits of Employer Supported Volunteering Programs?



## For the Community:

In addition to the benefits to you as an employer and your employees, ESV also provides invaluable (and much needed) additional support to communities and local causes in Medway. It does this in a number of ways:

- By providing enthusiastic volunteers with specialist skills for specific needs. VCS organisations often have low budgets and value enthusiastic volunteers with specialist skills, expertise and knowledge.
- By presenting differing viewpoints and a wider perspective on community issues.
- It helps to expand support networks for local residents.
- It enhances volunteer capacity in Medway, meaning we can help more people in more ways.

***ESV programmes work best when employers and volunteers have an open, mutually beneficial and respectful relationship with the organisation they wish to support.***



# Examples Of Employer Supported Volunteering

It is important to understand that individual employees will have different interests and motivations for volunteering and will be attracted to different types of activities. A good ESV programme focuses on employers giving individuals time off to pursue volunteering opportunities during work time that matter most to them. There are 2 main types of ESV program:

## **One Off or Short Term Support Projects (Sometimes called Micro-Volunteering):**

These opportunities usually involve short and specific tasks that are easy to start and complete. Micro volunteering is ideal for people who have busy workloads, or who want to get a sense of what it's like to volunteer without signing up to a big commitment. Examples include:

- Career Talks in Schools, Colleges, Universities
- Delivering Workshops
- Supporting Events
- Specialist Skill Support (EG: Website builds, Social Media Campaigns etc)
- Volunteer Community Support Days (EG: a team of employees carry out a physical or skills based activity for the benefit of a community organisation)





# Examples Of Employer Supported Volunteering

## Longer Term Commitments such as Mentoring Projects or Trusteeship:

Longer-term ESV opportunities allow employees to make a sustainable commitment to support VCS organisations by participating in initiatives which take place over longer periods.

Examples include:

- **Mentoring or Coaching:** Individual employees are assigned mentees who they support to achieve a particular goal. (EG: Mentors can work in primary schools to help children with numeracy and literacy, or an HR professional could help mentor a young jobseeker on employability skills or with homeless mentees who they can support in gaining the skills and confidence needed to re-enter the workplace)
- Many people use their skills to sit on boards, for example as a charity trustee or school governor, especially where certain skills such as finance, HR, or strategy are highly sought after. Board-level volunteering can be a very rewarding experience.
- Befriending

*This type of volunteering might also provide employers with the opportunity to create long term partnerships with community organisations to create unique opportunities that evolve over time.*

*Longer-term opportunities also lend themselves better to developing the volunteer's skills.*




# Things To Think About When Considering Setting Up An ESV Program



Some key factors must be considered when setting up and embedding an ESV program into your organisation, these include:

- How would an ESV program align with your corporate social responsibilities, your organisation's vision and values, recruitment, learning and development offerings?
- What do you want to achieve through an ESV, and what do you want your employees to get out of their volunteering experience?
- How much time off do you want to give your employees for volunteering?



WHO  
WHEN  
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WHAT  
WHY

# Things To Think About When Considering Setting Up An ESV Program

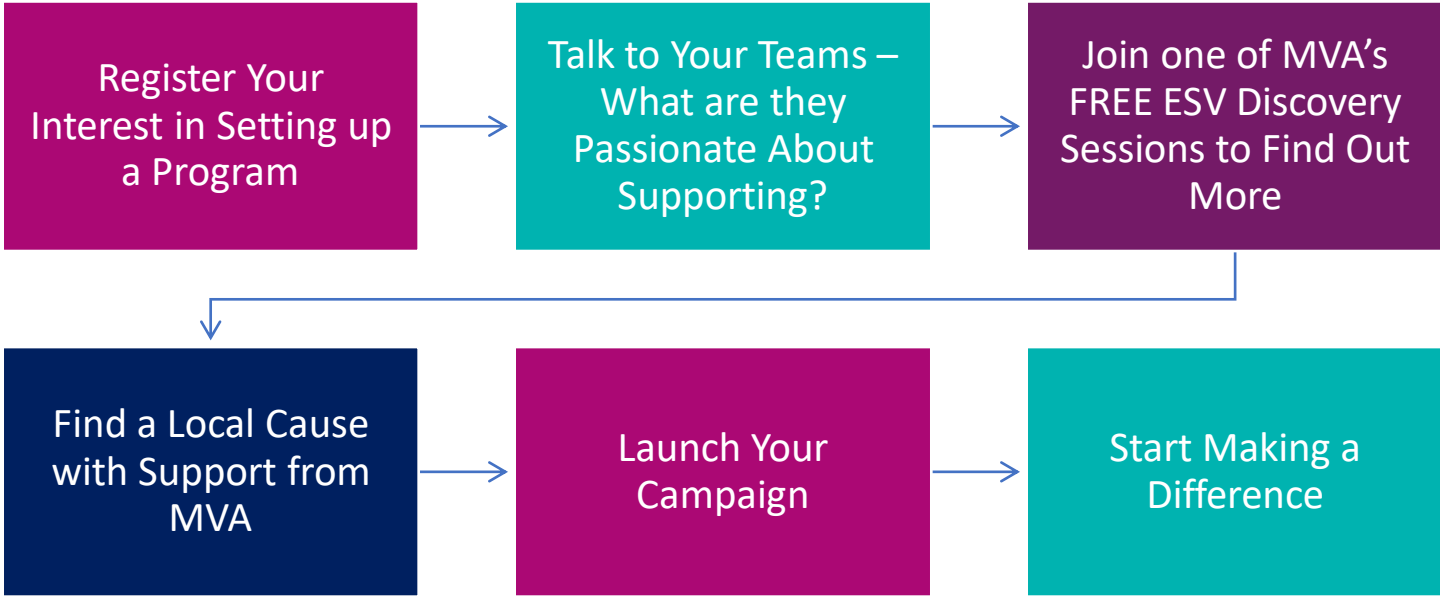


- Who needs to be involved in setting an ESV up?
- How will you decide on which local cause to support?
- What opportunities and needs are out there in the community? How will you understand this?
- Will you allow your employees to choose their cause or do you want to nominate this? What are your employees passionate about?
- Do you need to develop a policy which sets out how ESV opportunities are to be delivered?
- What sort of commitment are you looking to make (EG: long or short term)?
- What percentage of the workforce do you want to get involved in employee volunteering?
- What sorts of activities do you want to offer to your employees?
- What else do you need to think about that may be unique to your organisation?

***Remember to make it fun! Volunteering should be presented as a 'fun' activity. There are clear business benefits and employees can learn valuable skills, but the programme will not work unless volunteers enjoy the experience.***



# Next Steps



We are also keen to hear from organisations who already have ESV programs already running so please get in touch



[www.mva.org.uk/volunteering/employer-supported-volunteering](http://www.mva.org.uk/volunteering/employer-supported-volunteering)



[volunteering@mva.org.uk](mailto:volunteering@mva.org.uk)



01634 812 850

Sign up for MVA’s Newsletter to receive regular information about Local Events, News & Opportunities in Medway

MVA, 5a New Road Avenue, Chatham, Kent, ME4 6BB Registered Charity Number: 1042475



Sign up for MVN’s Volunteering Bulletin to receive local Volunteering News & Opportunities in Medway



# Further Reading & Resources

Follow this link to visit MVA's new website section on Employer Supported Volunteering by clicking [HERE](#).

Here you will find an array of useful resources and links:

## Downloads

- Business In the Community Toolkit On How To Set Up An Employee Volunteering Program
- CIPD Employer Supported Volunteering Guide
- CIPD Employer Supported Volunteering FAQ Sheet
- CIPD Employer Supported Volunteering Infographic
- Business4Better Report – Seven Practices Of Effective Employee Volunteer Programs
- MVA's Employer Supported Volunteering Information Guide
- NCVO Time Well Spent Report On Employer Supported Volunteering

## Useful Articles/Resources

- [Galaxy Digital's Corporate Partnerships: A Guide For Nonprofits](#)
- [Charity Digital Article On How Charities Can Find The Right Corporate Partner](#)
- [Click Here To Find Out More About 'Neighbourly' – An App Which Helps Charities Get Support From Local Partners](#)
- [Alaya Guide On Creating A Virtual Corporate Volunteering Program](#)

*Interested in finding out more? MVA can help: Get in touch with us today:*



**Volunteering**  
**@mva.org.uk**



**01634 812 850**



**www.mva.org.uk**

MVA, 5a New Road Avenue, Chatham,  
Kent, ME4 6BB  
Registered Charity Number: 1042475