



Trends in Corporate Volunteering



**TODAY'S
SPEAKERS**



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Volunteer Trends and Data



Volunteer Participation & Hours

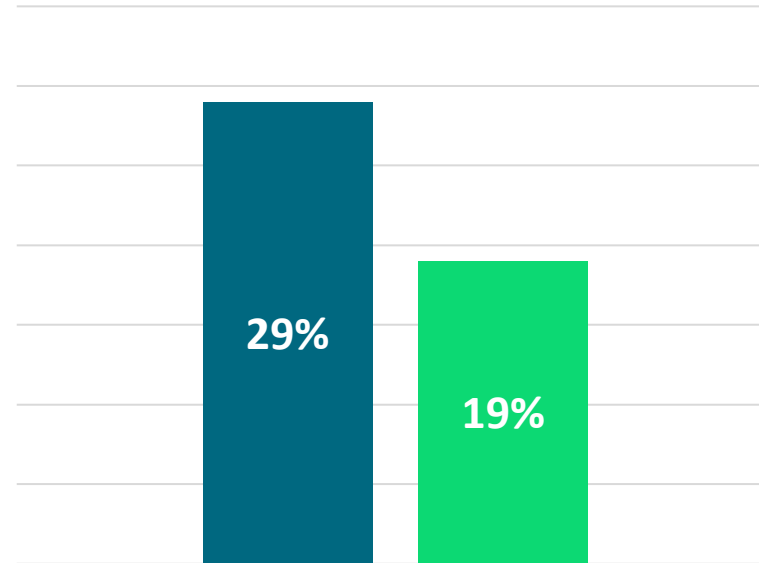
Average Volunteer Hours per employee for CECP Companies

2.22 hours

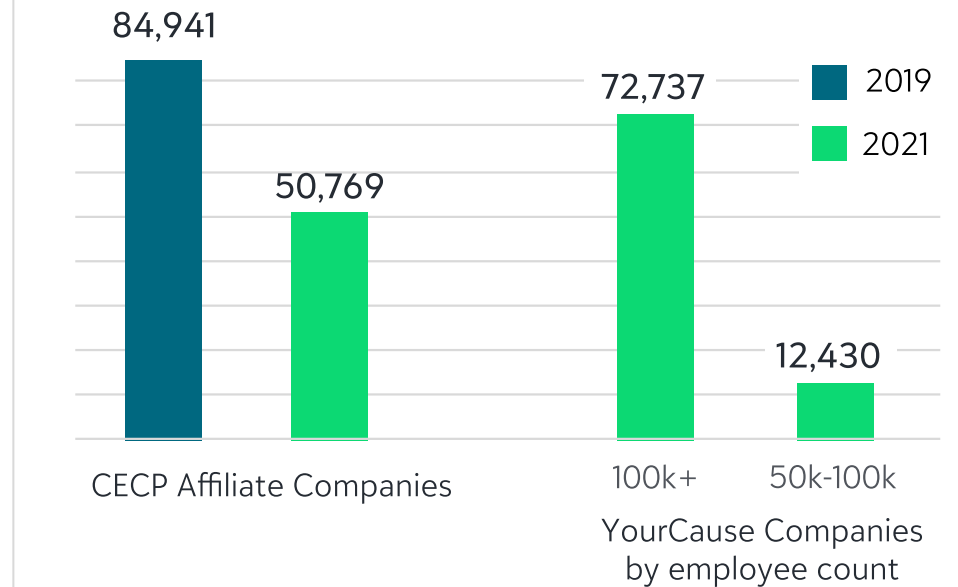
1.58 hours

■ 2019 ■ 2021

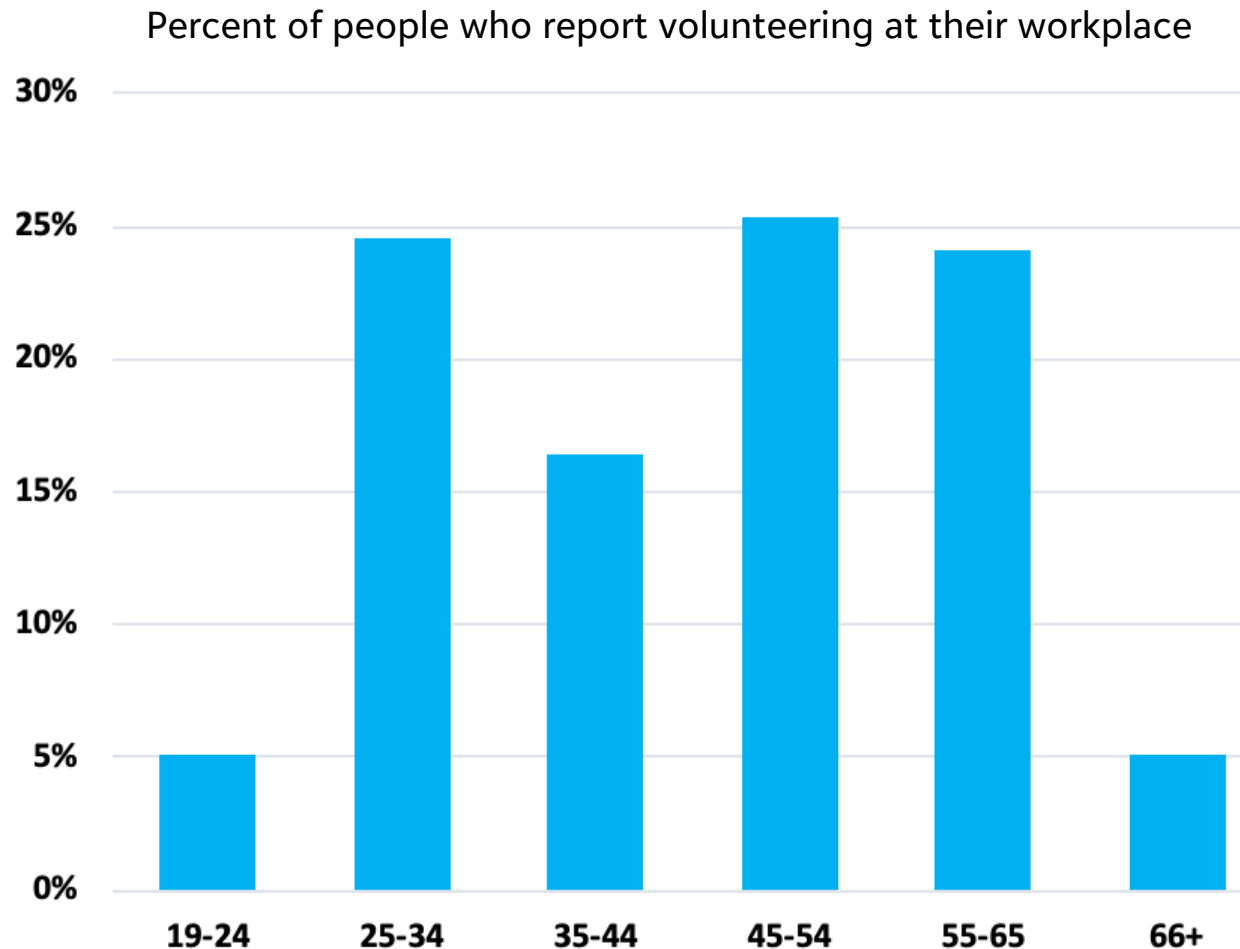
Volunteer Participation Rate for CECP Companies



Median Number of Volunteer Hours for CECP vs. YourCause Companies



Volunteer Participation & Plans for 2023 by Age

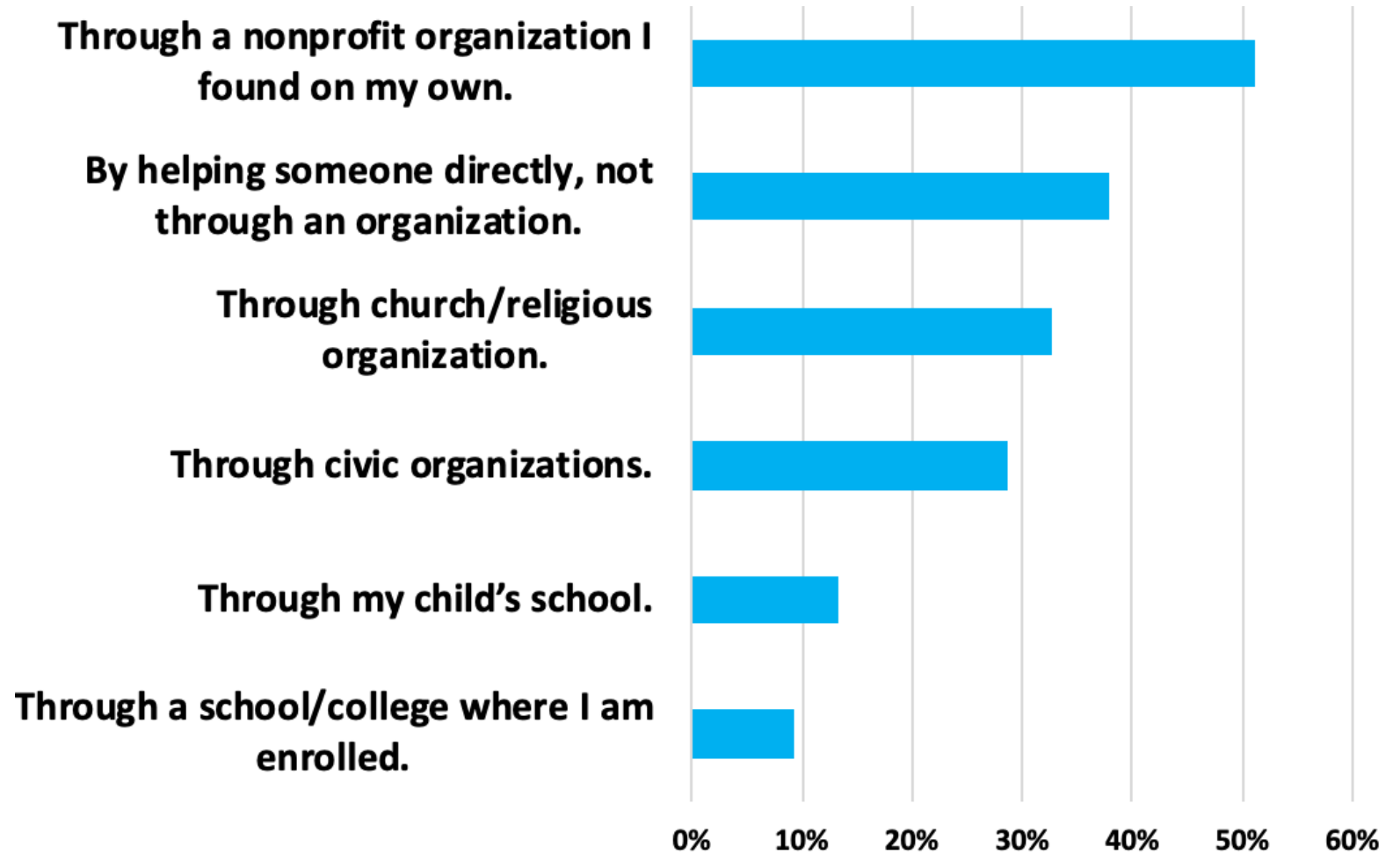


Age	Plan to Volunteer More Hours/ More Organizations 2023
19-24	86%
25-34	89%
35-44	83%
45-54	76%
55-65	68%
66+	58%

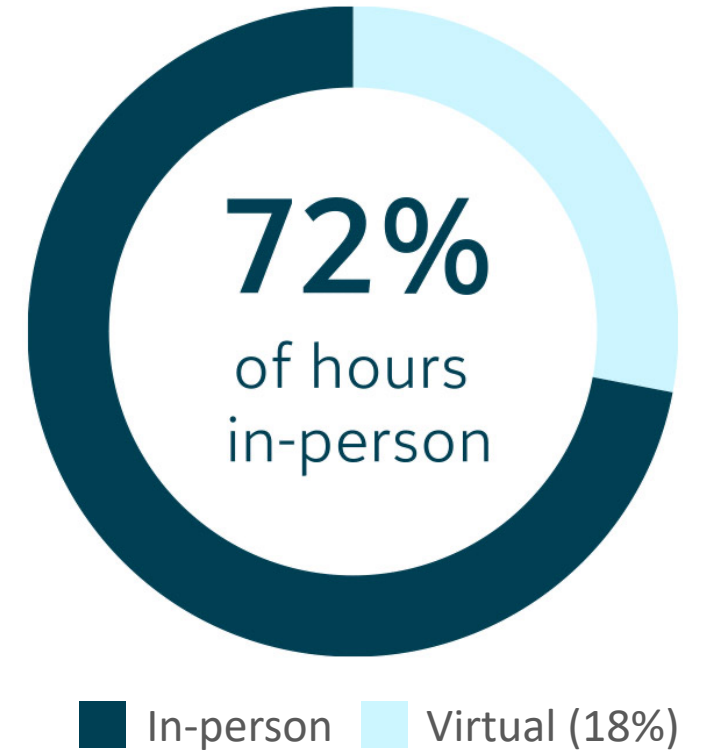
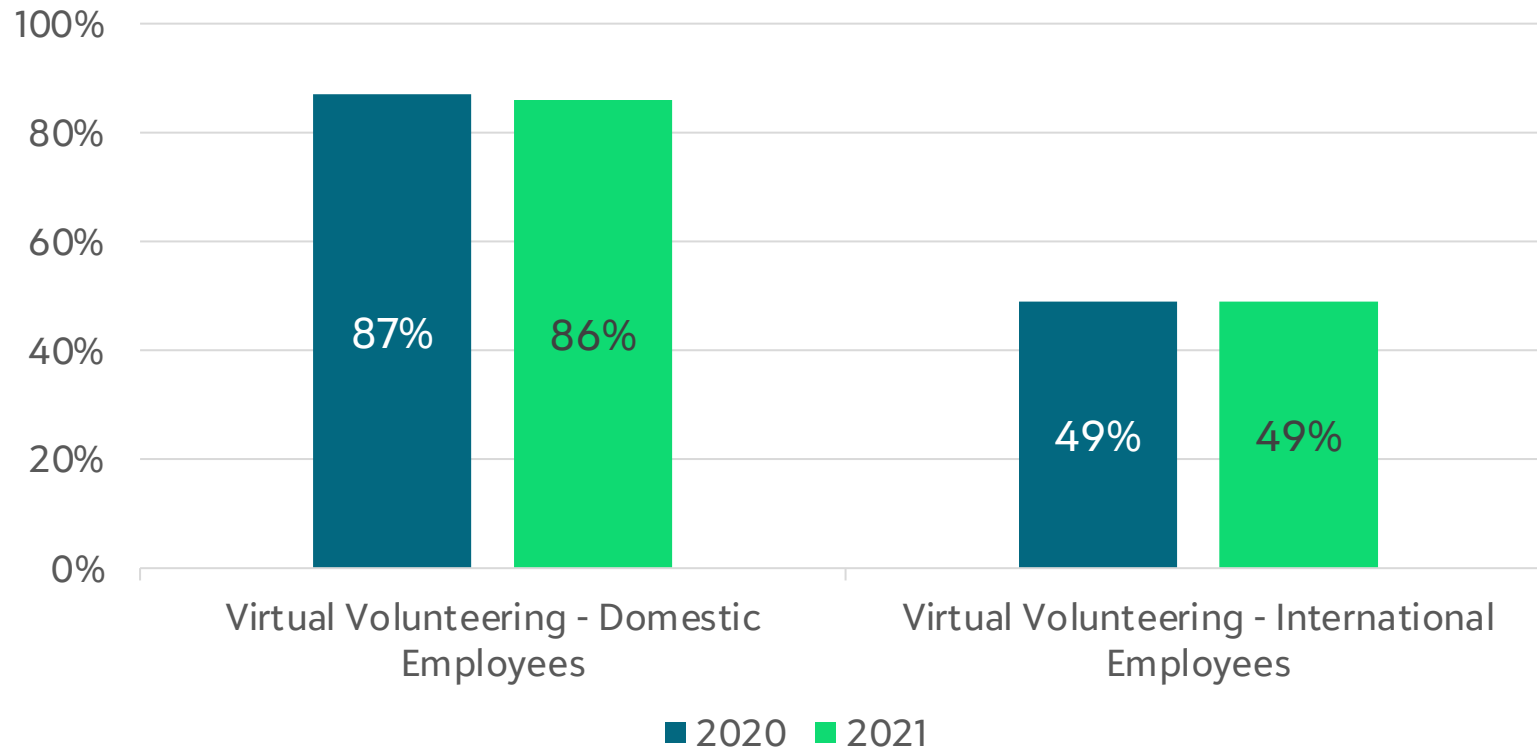
Want volunteering to get done? Ask a volunteer

Identifying employees who volunteer outside of work can help you pull together people to shape your volunteer programs to make them more engaging.

Other Volunteer Activities of Those Who Volunteer At Work



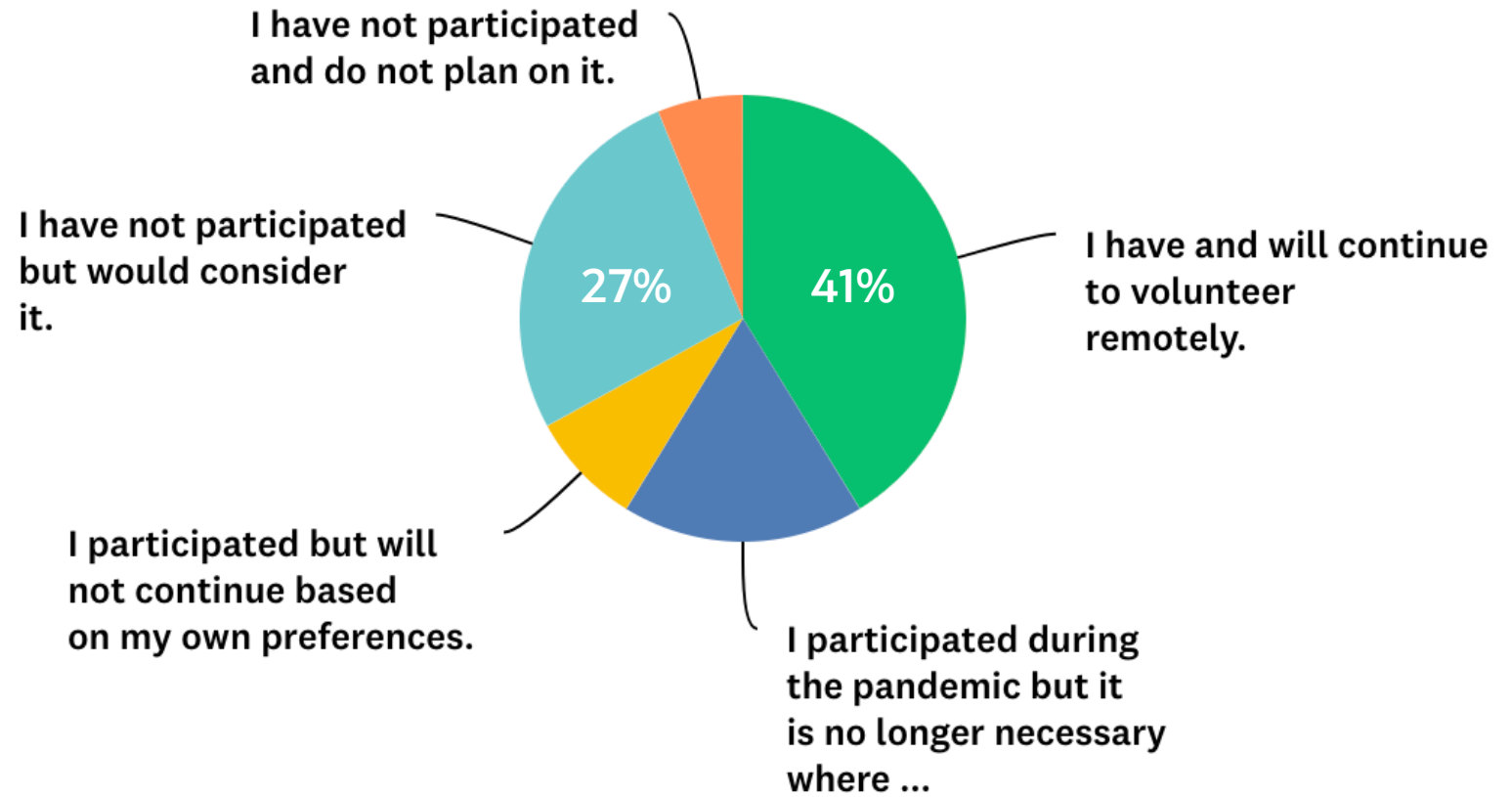
Virtual Volunteering



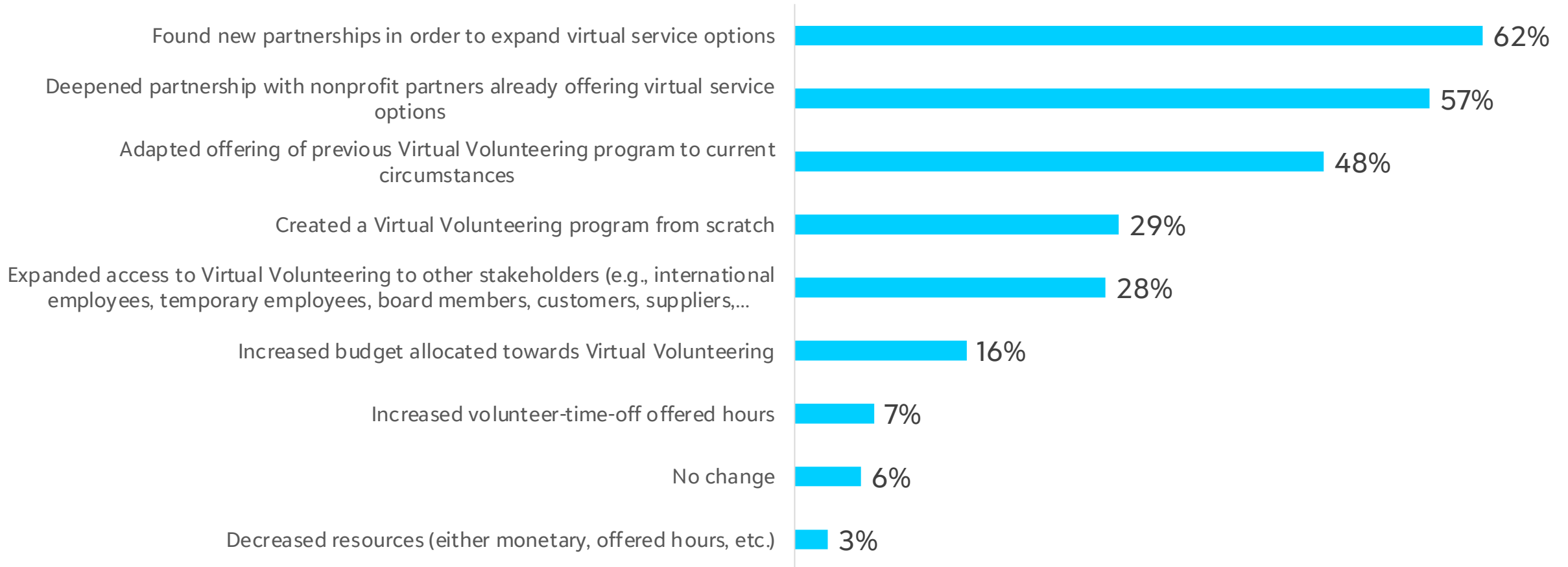
Virtual Volunteering Participation Plans

People **under 34** are most likely to **have participated** in virtual volunteering (45%), but people over **45** are most likely to **consider trying** virtual volunteering (34%).

My experience with remote volunteering can best be described

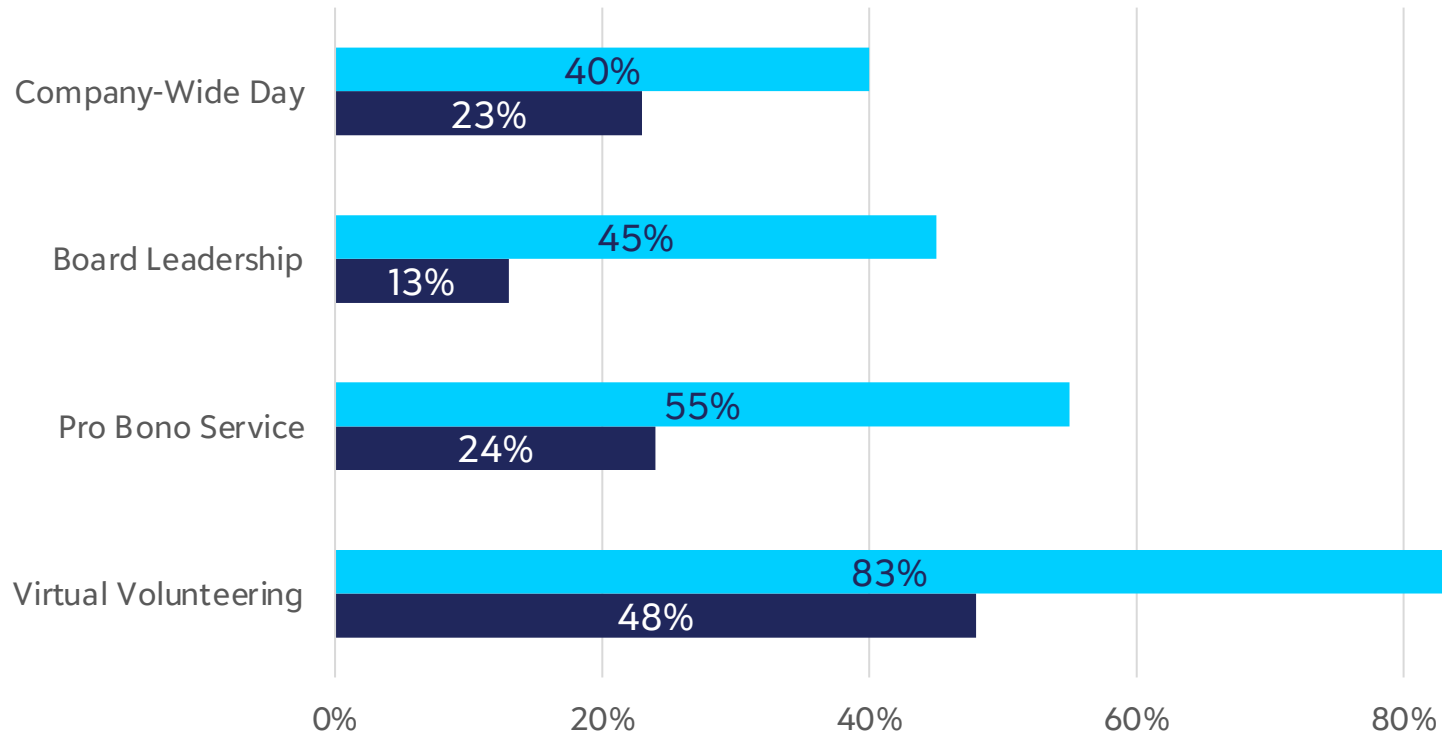


Virtual Volunteering Change in 2021



Volunteer Programs Offered

2021 % of Companies Offering Each Volunteer Program

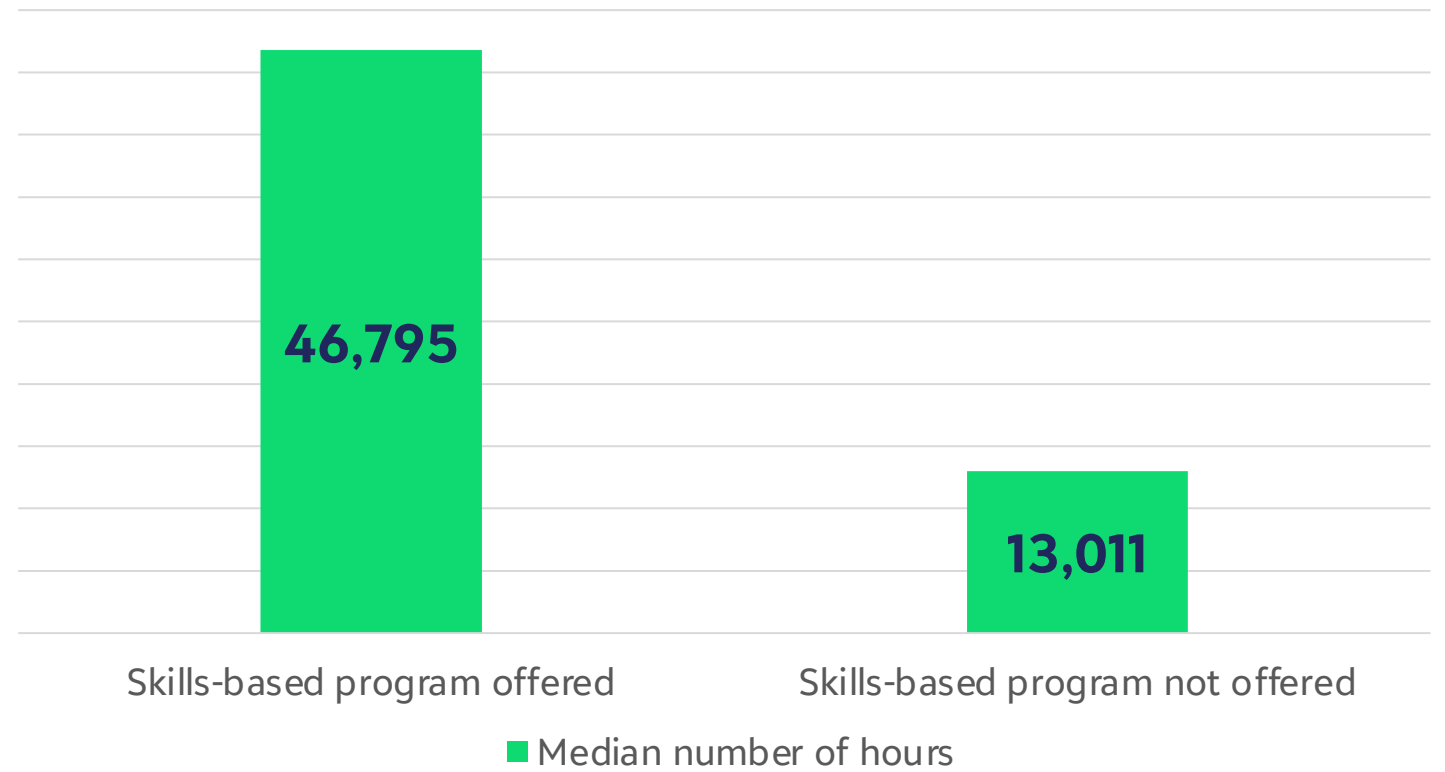


Volunteer Hours by Group Size

	Individual Avg. Hours	Small Team Avg. Hours	Medium Team Avg. Hours	Large Team Avg. Hours
Full-time	39	13	14	12
Retiree	100	12	4	4
Contractor	39	13	14	12

- Domestic Employees
- International Employees

Skills-based Volunteering

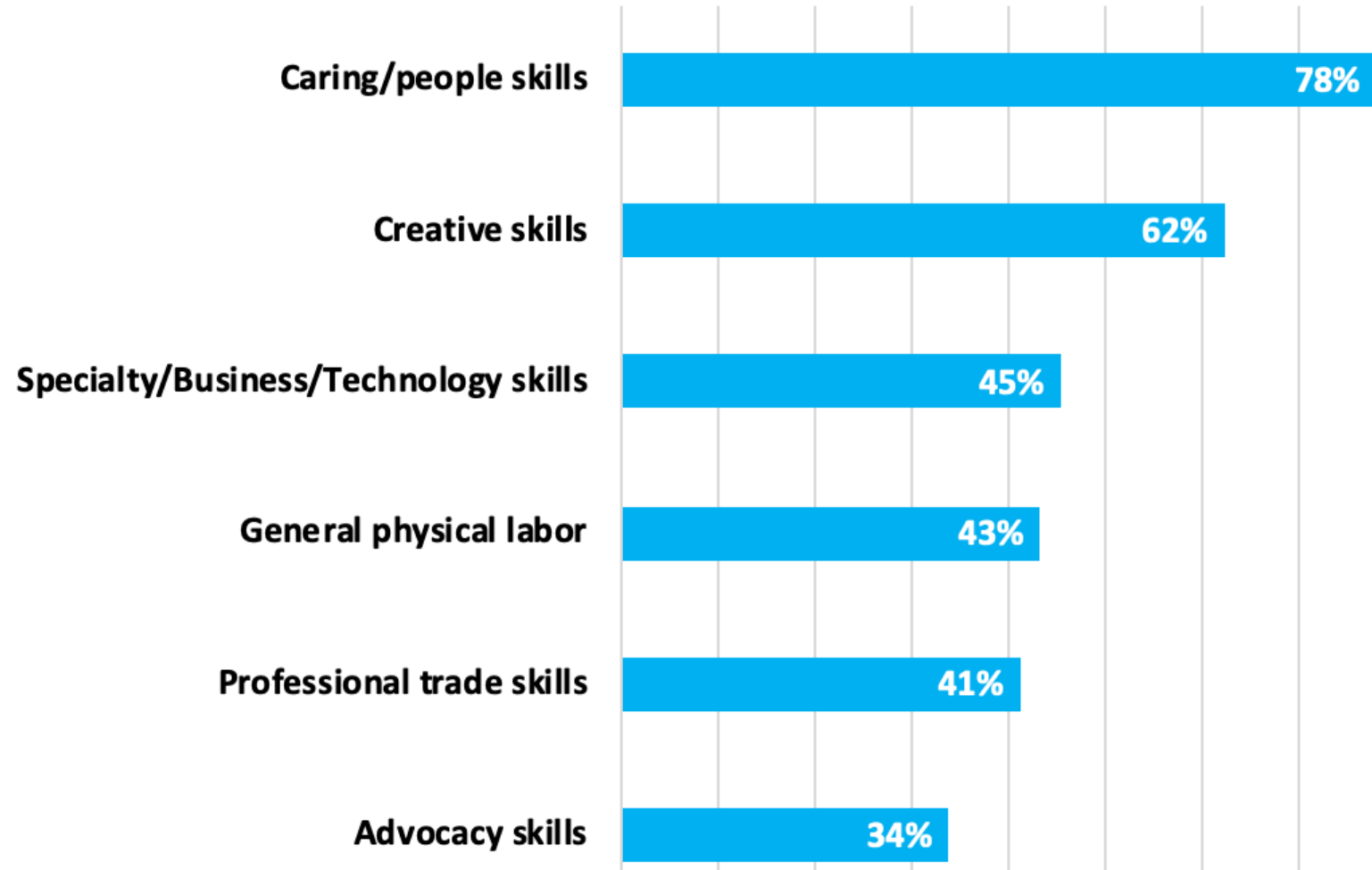


Understanding what Skills Volunteers Want to Use

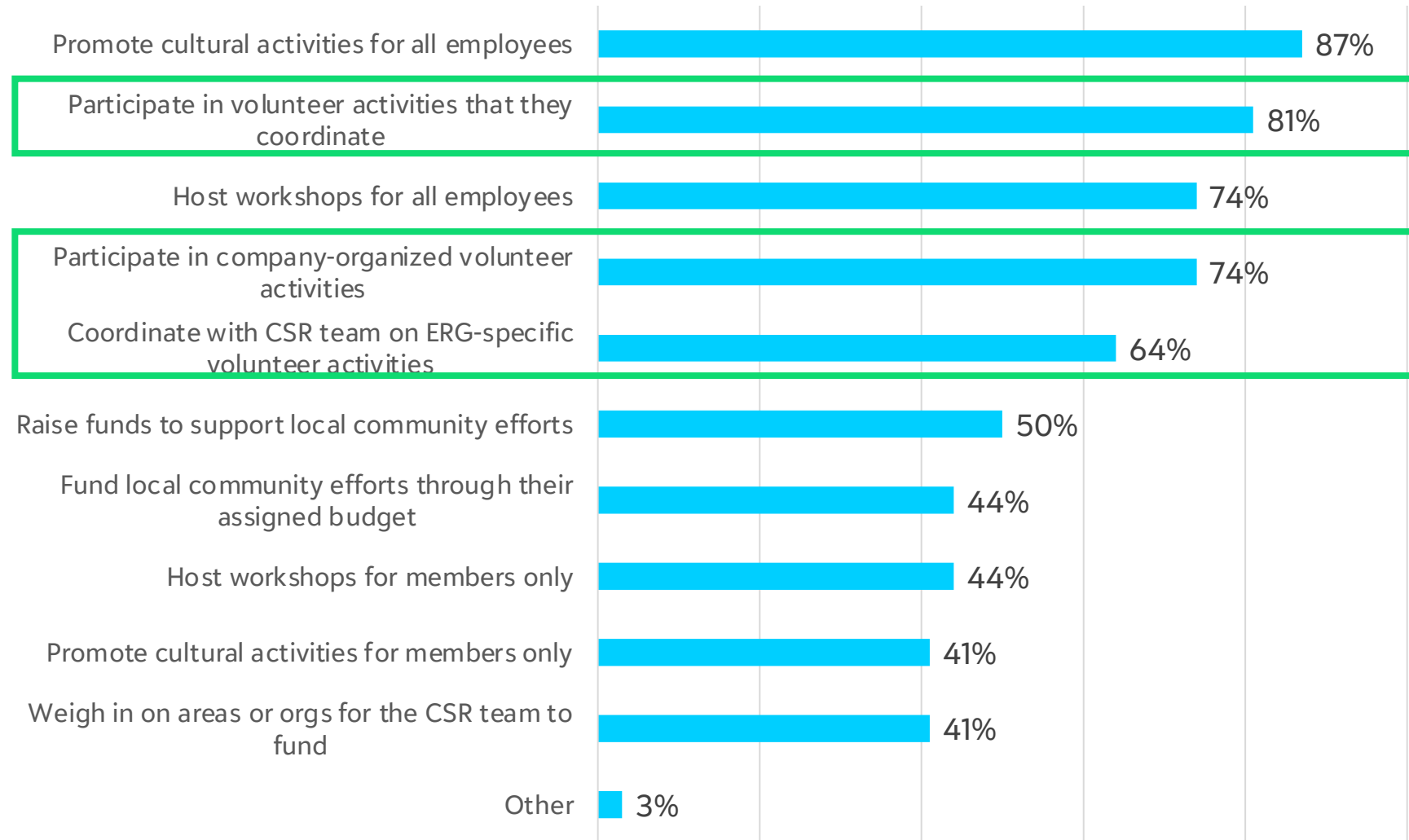
Creative skills tops the charts for those under 35.

Caring and people skills takes the top spot for those over 35 and surges after 54 but is strong overall.

Skills people prefer to use when volunteering



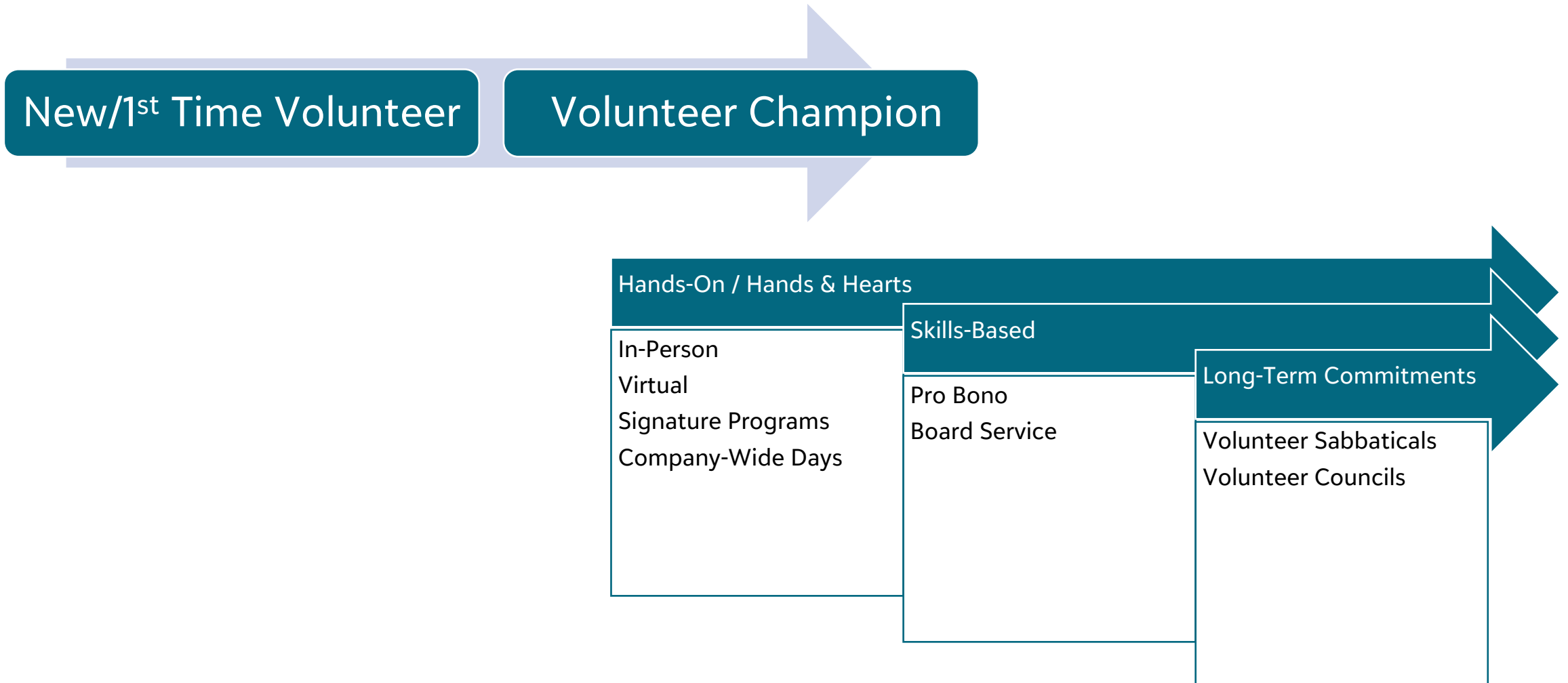
ERGs are supportive of and active in social responsibility initiatives including volunteer activities.





Volunteer Insights and Changes

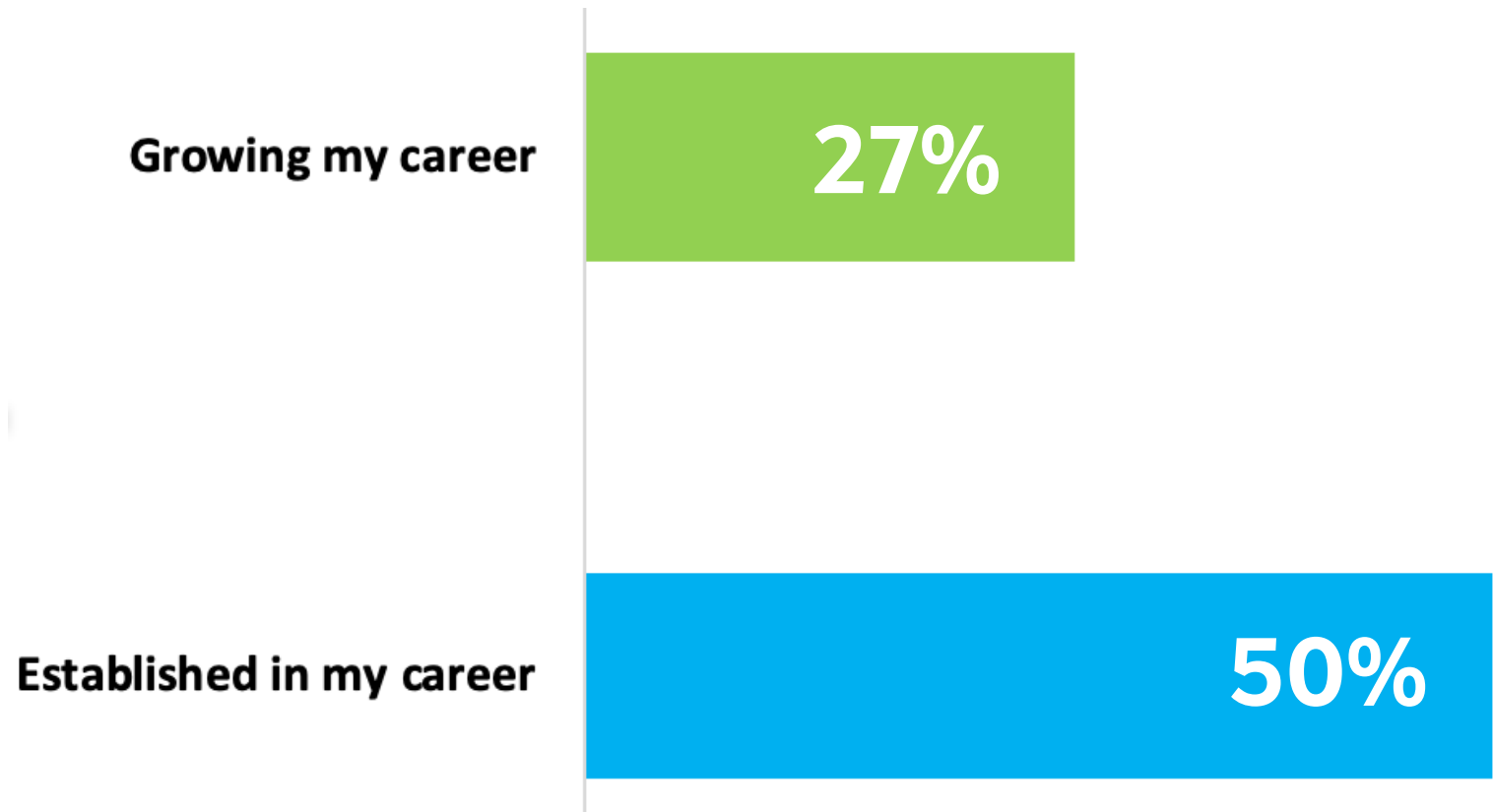
Journey of the Volunteer/ Spectrum Programs



Participation by Career Stage

People who are **established** in their career stage are **twice as likely** to volunteer at work than those who classify themselves as growing their careers

Percentage of people volunteering at work by career stage



Engaging Employees in CSR Decisions

Volunteer Councils

Grant Recommendations & Participatory Grantmaking

Inclusion in Site Visits

Collaboration with ERGs or Affinity Groups

Transparency into Grant Process and Decisions

Matching Gifts and Match Campaigns

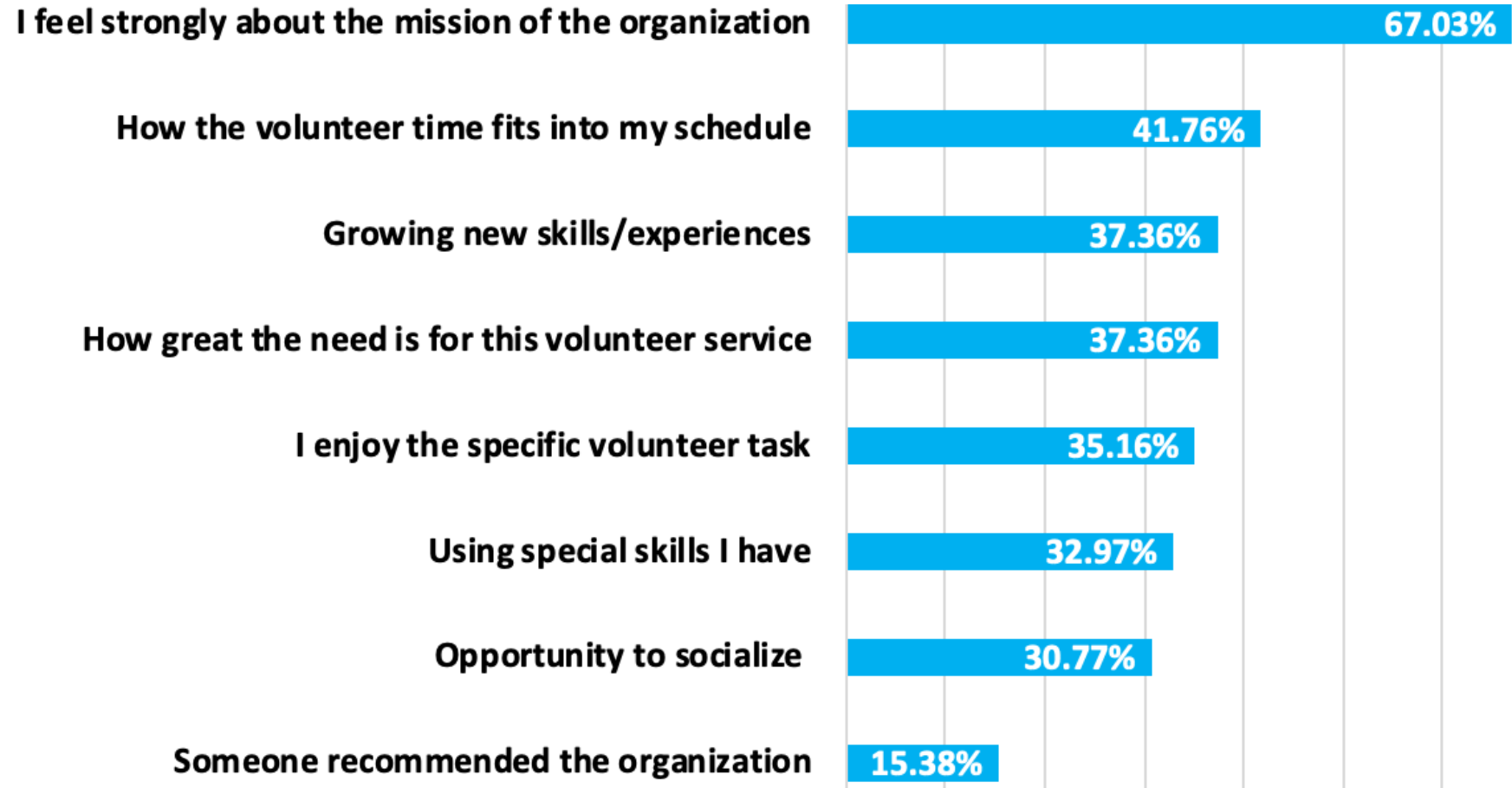
Deepen Nonprofit Partnerships with Volunteerism



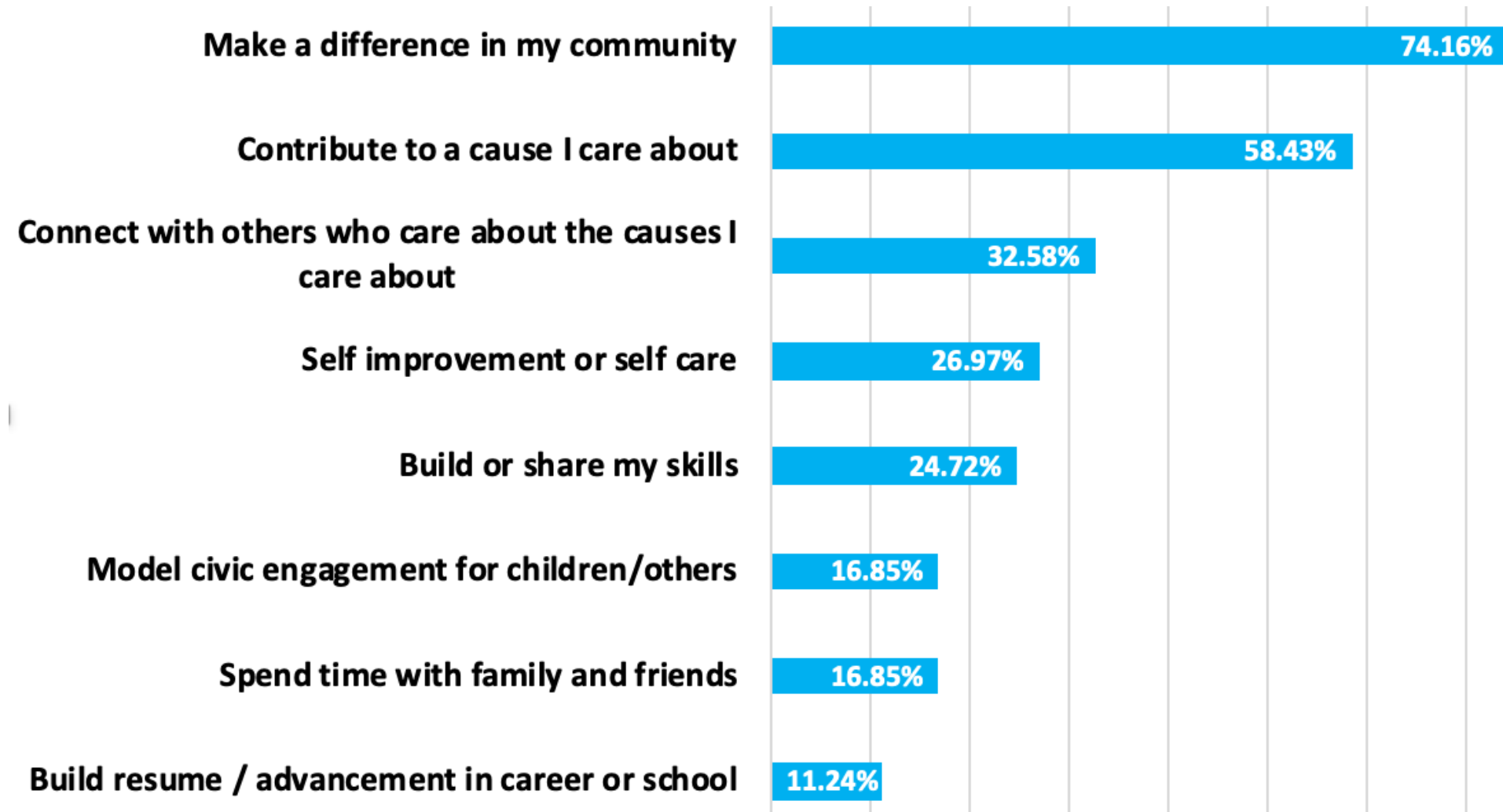
Mission is critical.
Scheduling is significant.

Communicating an organization's mission is key to volunteer engagement

Top factors that help me decide where to spend time volunteering



What drive people to volunteer?



Expanding Volunteer Opportunities

Volunteer Personas	Civic/ Social Engagement	Acts of Kindness/ Community Service	Individual Volunteering
Micro-learnings	Virtual Volunteering	Skills-based Volunteering	Group Volunteering

Expertise, Not Money

“Money, while critical, is only one of many assets a company can bring to bear – and often times, it is far less powerful than the skills and capabilities that companies can draw from their business operations and apply to solving big social challenges.”

“Global corporations can contribute technology, talent and capital at enormous scale.”

Rising Social, Cause & Advocacy Issues

Hot Issues in US in 2022

- LGBTQ Rights
- Gun Control
- Abortion Access

Hot Issues Globally in 2022

- War in Ukraine
- Disaster Relief
- Mental Health

Rising Social, Cause & Advocacy Issues

- **Response to these crisis are often multi-layered:**



Giving



Employee Engagement



Supply Chain



Policies

- Values Aligned Philanthropy: with a rise in anti-democratic extremism, specifically in the US, there is a push to make sure we are not funding hate or extremism groups by enacting new policies and doing more due diligence.

“Volunteerism is not broken. It is working exactly the way it was designed. It works well for those with privilege. It pushes away those without.”

There are many keys to success for your volunteer program

Do your research on which programs are needed by your nonprofit partners and also what types of volunteer options are best suited for your company culture.

Have a clear vision and that means knowing what you want to change. It is not just the vehicles that you are focusing on but also the destination. Your volunteer activity is just one vehicle that can help you reach your destination of social change.

Find the most passionate people and give them an opportunity to shape and lead the charge. You really need ambassadors to get people motivated and to lead.

Give employees a voice in the process. If you just set up one day of service and tell your employees, you may not get the results that you want. Employees increasingly want to participate in this process and want to leverage the company for things that they care about.



Breakout Discussions

Does your company offer a
company-wide volunteer
day/week/month activations?

How were you able to successfully make the case for a skills-based volunteer program?

Are your volunteer efforts open to employee choice or designated by company focus area?

What is your key to success
with your volunteer program?