Trends in Corporate Volunteering
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Volunteer Trends and Data
Volunteer Participation & Hours

Average Volunteer Hours per employee for CECP Companies

- **2.22** hours (2019)
- **1.58** hours (2021)

Volunteer Participation Rate for CECP Companies

- **29%** (2019)
- **19%** (2021)

Median Number of Volunteer Hours for CECP vs. YourCause Companies

- **84,941** hours (CECP Affiliate Companies, 2019)
- **50,769** hours (CECP Affiliate Companies, 2021)
- **72,737** hours (YourCause Companies, 100k+ employees, 2019)
- **12,430** hours (YourCause Companies, 50k-100k employees, 2021)

*CECP, Giving in Numbers, 2022
Blackbaud, CSR Industry Report, 2022*
Volunteer Participation & Plans for 2023 by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Plan to Volunteer More Hours/More Organizations 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-24</td>
<td>86%</td>
</tr>
<tr>
<td>25-34</td>
<td>89%</td>
</tr>
<tr>
<td>35-44</td>
<td>83%</td>
</tr>
<tr>
<td>45-54</td>
<td>76%</td>
</tr>
<tr>
<td>55-65</td>
<td>68%</td>
</tr>
<tr>
<td>66+</td>
<td>58%</td>
</tr>
</tbody>
</table>

Percent of people who report volunteering at their workplace
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.
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:

- 41% have and will continue to volunteer remotely.
- 27% have not participated but would consider it.
- 11% participated during the pandemic but it is no longer necessary where...
- 27% have not participated and do not plan on it.
Virtual Volunteering Change in 2021

- Found new partnerships in order to expand virtual service options: 62%
- Deepened partnership with nonprofit partners already offering virtual service options: 57%
- Adapted offering of previous Virtual Volunteering program to current circumstances: 48%
- Created a Virtual Volunteering program from scratch: 29%
- Expanded access to Virtual Volunteering to other stakeholders (e.g., international employees, temporary employees, board members, customers, suppliers, ...): 28%
- Increased budget allocated towards Virtual Volunteering: 16%
- Increased volunteer-time-off offered hours: 7%
- No change: 6%
- Decreased resources (either monetary, offered hours, etc.): 3%

Source: CECP’s Giving in Numbers dataset. Definitions available in the CECP Valuation Guide. Company specific information is confidential, for internal use only. use guided by CECP Data Sharing Policy
Volunteer Programs Offered

2021 % of Companies Offering Each Volunteer Program

<table>
<thead>
<tr>
<th>Program</th>
<th>Domestic Employees</th>
<th>International Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company-Wide Day</td>
<td>23%</td>
<td>40%</td>
</tr>
<tr>
<td>Board Leadership</td>
<td>13%</td>
<td>45%</td>
</tr>
<tr>
<td>Pro Bono Service</td>
<td>24%</td>
<td>55%</td>
</tr>
<tr>
<td>Virtual Volunteering</td>
<td>48%</td>
<td>83%</td>
</tr>
</tbody>
</table>

Volunteer Hours by Group Size

<table>
<thead>
<tr>
<th>Group</th>
<th>Individual Avg. Hours</th>
<th>Small Team Avg. Hours</th>
<th>Medium Team Avg. Hours</th>
<th>Large Team Avg. Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time</td>
<td>39</td>
<td>13</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Retiree</td>
<td>100</td>
<td>12</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Contractor</td>
<td>39</td>
<td>13</td>
<td>14</td>
<td>12</td>
</tr>
</tbody>
</table>
Skills-based Volunteering

46,795

Skills-based program offered

13,011

Skills-based program not offered

Median number of hours

CECP, Giving in Numbers, 2022
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.
ERGs are supportive of and active in social responsibility initiatives including volunteer activities.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote cultural activities for all employees</td>
<td>87%</td>
</tr>
<tr>
<td>Participate in volunteer activities that they coordinate</td>
<td>81%</td>
</tr>
<tr>
<td>Host workshops for all employees</td>
<td>74%</td>
</tr>
<tr>
<td>Participate in company-organized volunteer activities</td>
<td>74%</td>
</tr>
<tr>
<td>Coordinate with CSR team on ERG-specific volunteer activities</td>
<td>64%</td>
</tr>
<tr>
<td>Raise funds to support local community efforts</td>
<td>50%</td>
</tr>
<tr>
<td>Fund local community efforts through their assigned budget</td>
<td>44%</td>
</tr>
<tr>
<td>Host workshops for members only</td>
<td>44%</td>
</tr>
<tr>
<td>Promote cultural activities for members only</td>
<td>41%</td>
</tr>
<tr>
<td>Weigh in on areas or orgs for the CSR team to fund</td>
<td>41%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

Volunteer Insights and Changes
Journey of the Volunteer/ Spectrum Programs

New/1st Time Volunteer  Volunteer Champion

Hands-On / Hands & Hearts
- In-Person
- Virtual
- Signature Programs
- Company-Wide Days

Skills-Based
- Pro Bono
- Board Service

Long-Term Commitments
- Volunteer Sabbaticals
- Volunteer Councils
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**

- *Growing my career*: 27%
- *Established in my career*: 50%
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.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel strongly about the mission of the organization</td>
<td>67.03%</td>
</tr>
<tr>
<td>How the volunteer time fits into my schedule</td>
<td>41.76%</td>
</tr>
<tr>
<td>Growing new skills/experiences</td>
<td>37.36%</td>
</tr>
<tr>
<td>How great the need is for this volunteer service</td>
<td>37.36%</td>
</tr>
<tr>
<td>I enjoy the specific volunteer task</td>
<td>35.16%</td>
</tr>
<tr>
<td>Using special skills I have</td>
<td>32.97%</td>
</tr>
<tr>
<td>Opportunity to socialize</td>
<td>30.77%</td>
</tr>
<tr>
<td>Someone recommended the organization</td>
<td>15.38%</td>
</tr>
</tbody>
</table>
What drive people to volunteer?

- Make a difference in my community: 74.16%
- Contribute to a cause I care about: 58.43%
- Connect with others who care about the causes I care about: 32.58%
- Self improvement or self care: 26.97%
- Build or share my skills: 24.72%
- Model civic engagement for children/others: 16.85%
- Spend time with family and friends: 16.85%
- Build resume / advancement in career or school: 11.24%
Expanding Volunteer Opportunities

Volunteer Personas

Civic/ Social Engagement

Acts of Kindness/ Community Service

Individual Volunteering

Micro-learnings

Virtual Volunteering

Skills-based Volunteering

Group Volunteering
“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.”

What’s Next for Corporate Philanthropy? Expertise, Not Money
By Peter Scher JP Morgan Chase
# 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:

  - **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?