

The MGSM CSR Partnership Network

Corporate volunteering:

**Connecting
People, Participation
& Performance**



The MGSM CSR Partnership Network



The Study

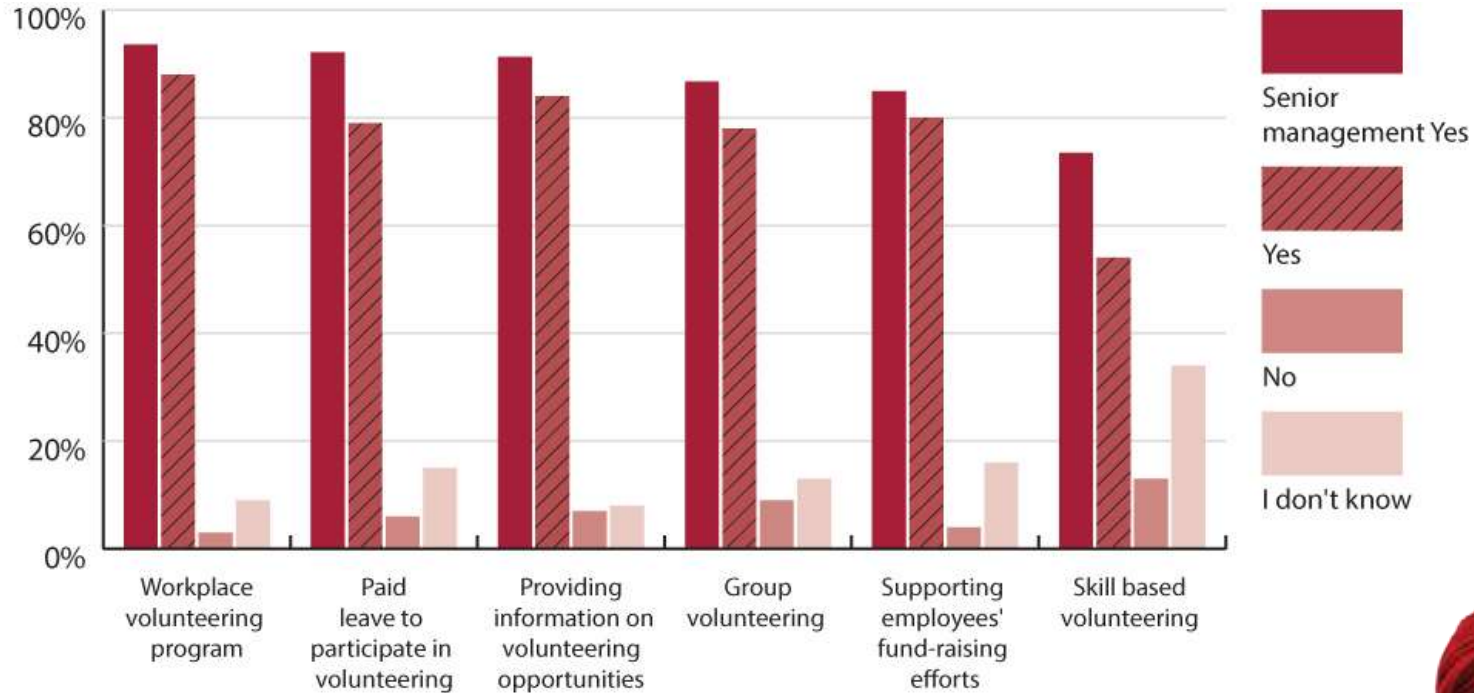
- ★ Online survey on corporate volunteering and:
 - Private giving
 - Motivations and satisfaction
 - Barriers and overcoming challenges
 - Likelihood to participate in the future
 - Employee engagement and job satisfaction
 - Background variables
- ★ Conducted in April-May 2013
- ★ 4127 employees participated



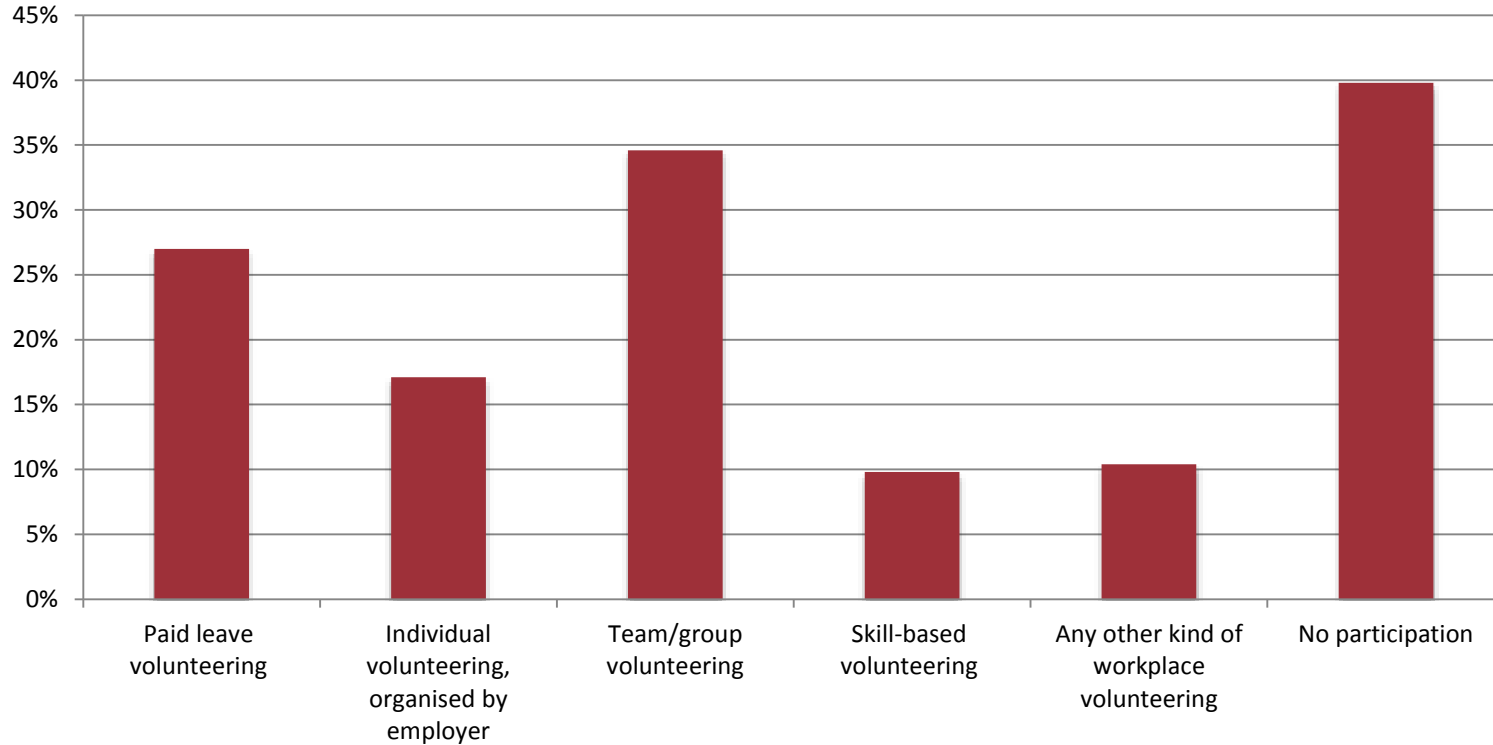
Closing the Gap: Corporate Volunteering Awareness Versus Participation



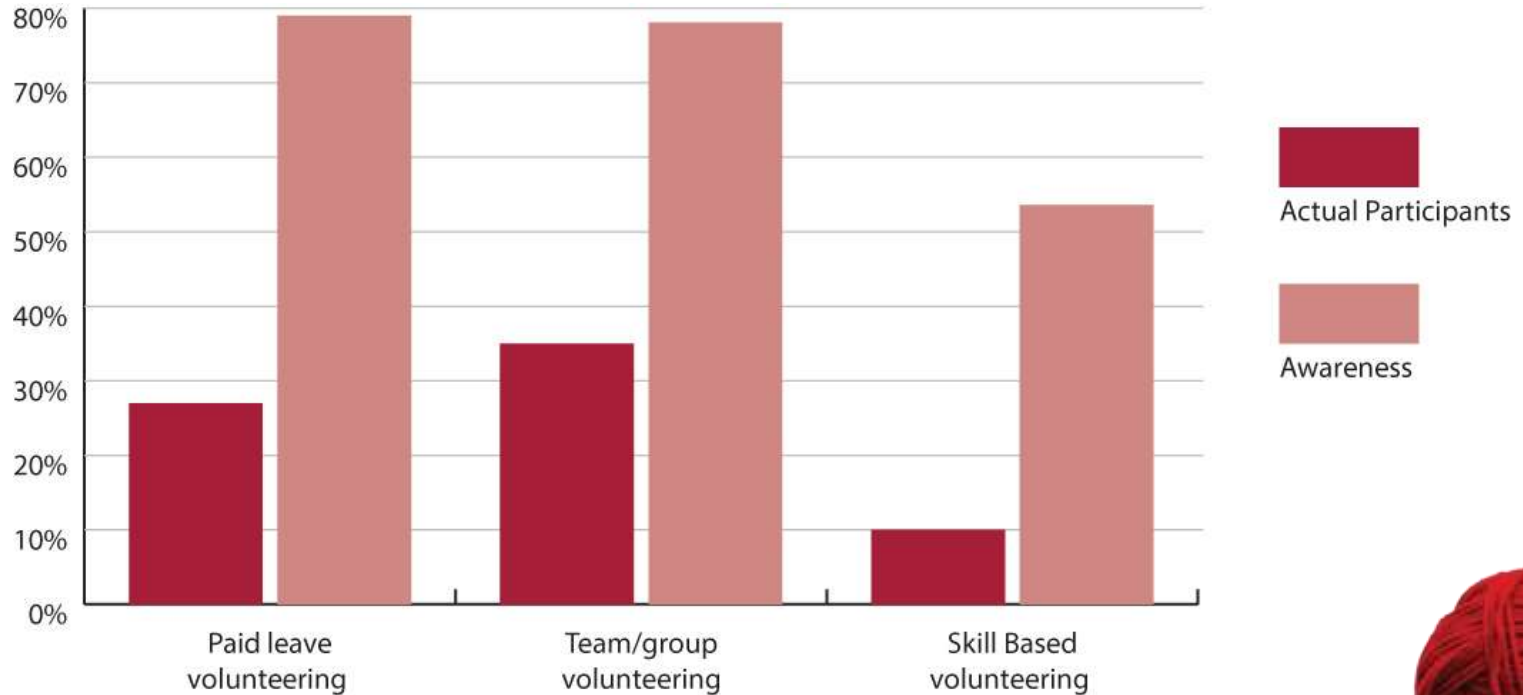
Knowledge of Corporate Volunteering Options



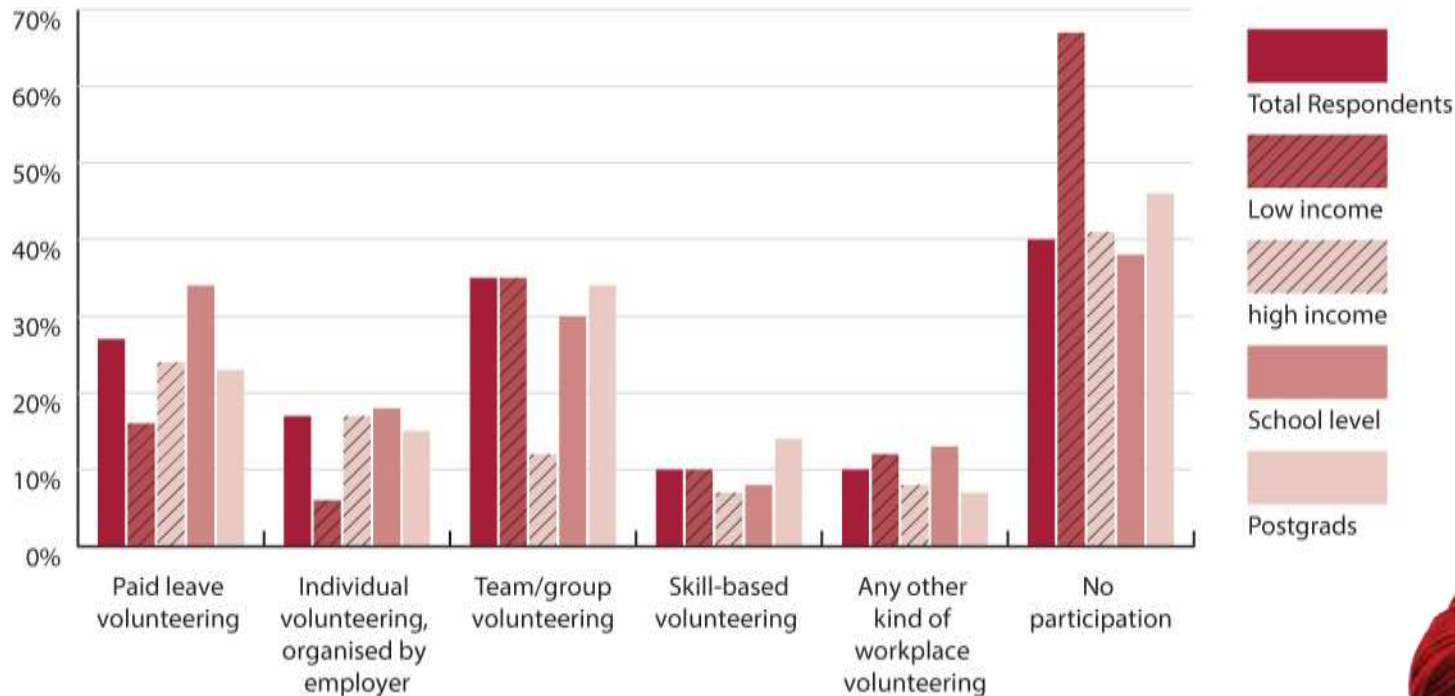
Participation in Corporate Volunteering



Participation vs. Awareness



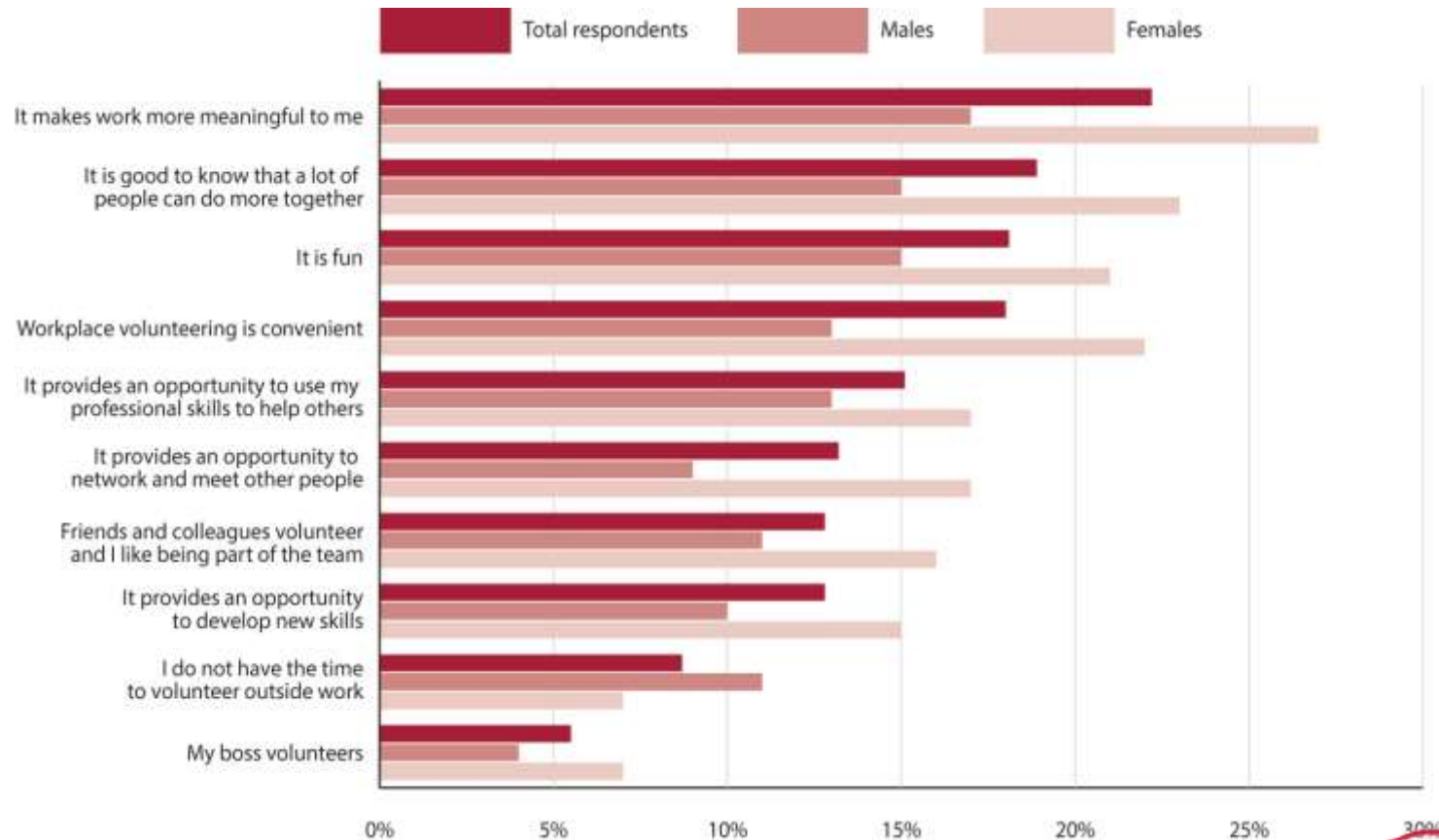
Participation in Corporate Volunteering by Background



Fun, Friends and
Feeling of
Meaningfulness:
Keys to Participation



Motivations to Volunteer



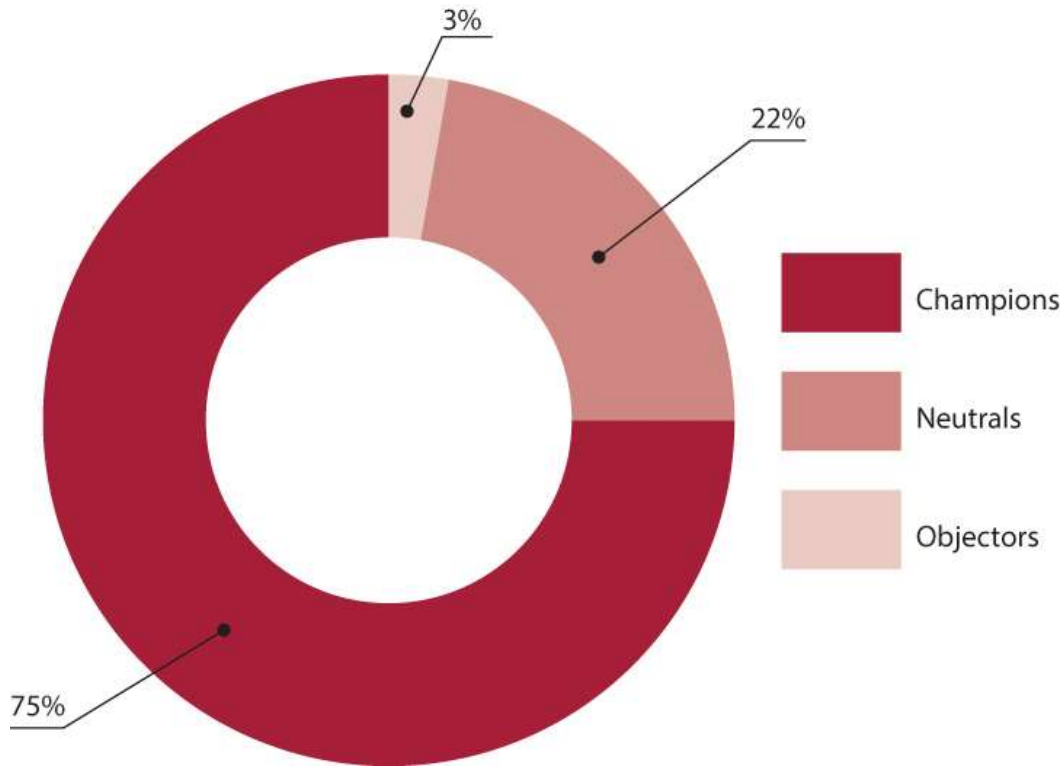
Corporate volunteering makes work more meaningful

*When I question if my work is really contributing significantly to improving the world (i.e. not just capitalism), at least by volunteering I feel I am contributing to matters that are important and align to my life values.
(workplace volunteer)*



NAB skill-based volunteering

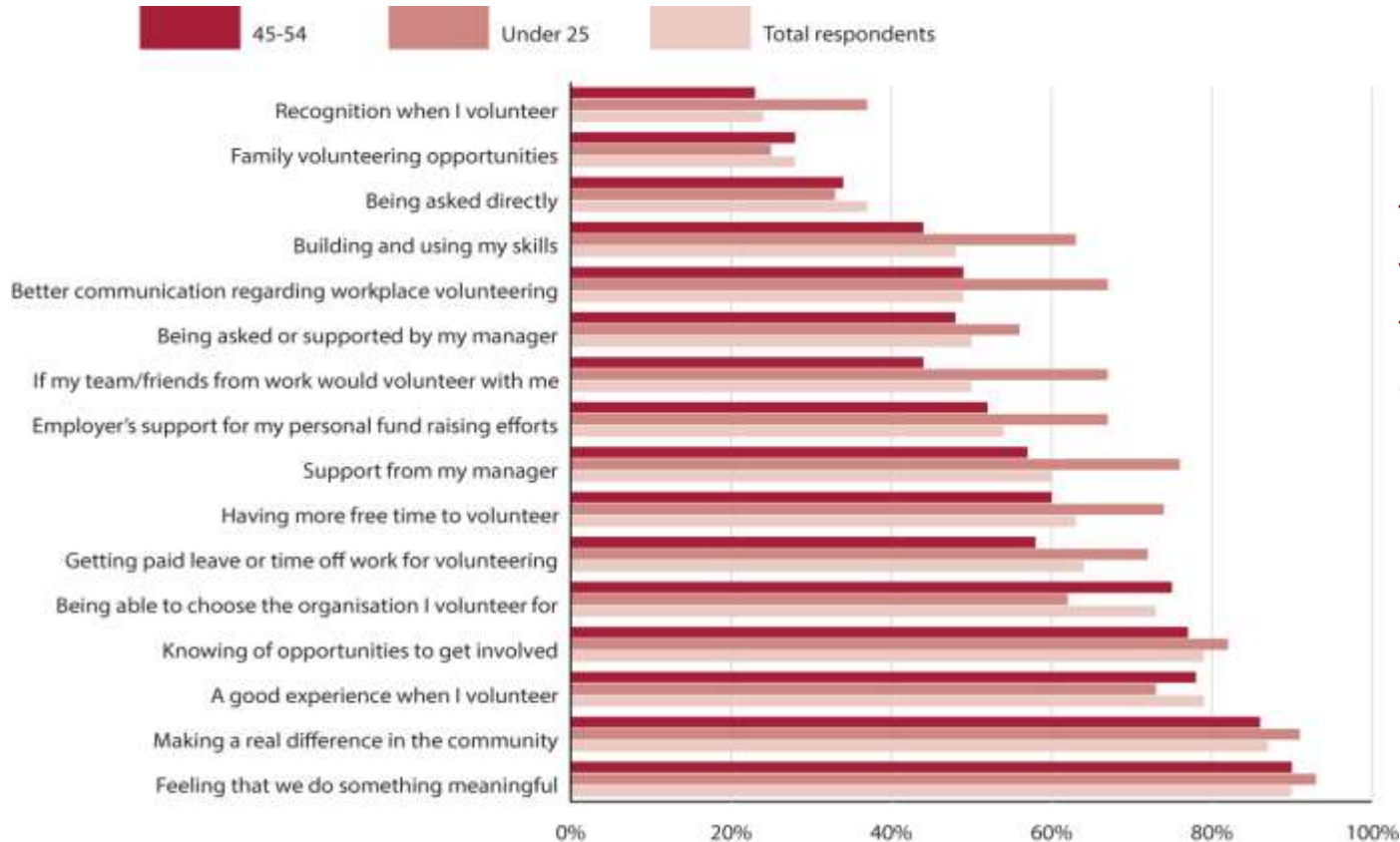
Support for Corporate Volunteering



83% of workplace volunteers were satisfied, 87% were likely to continue.



Motivations to Continue



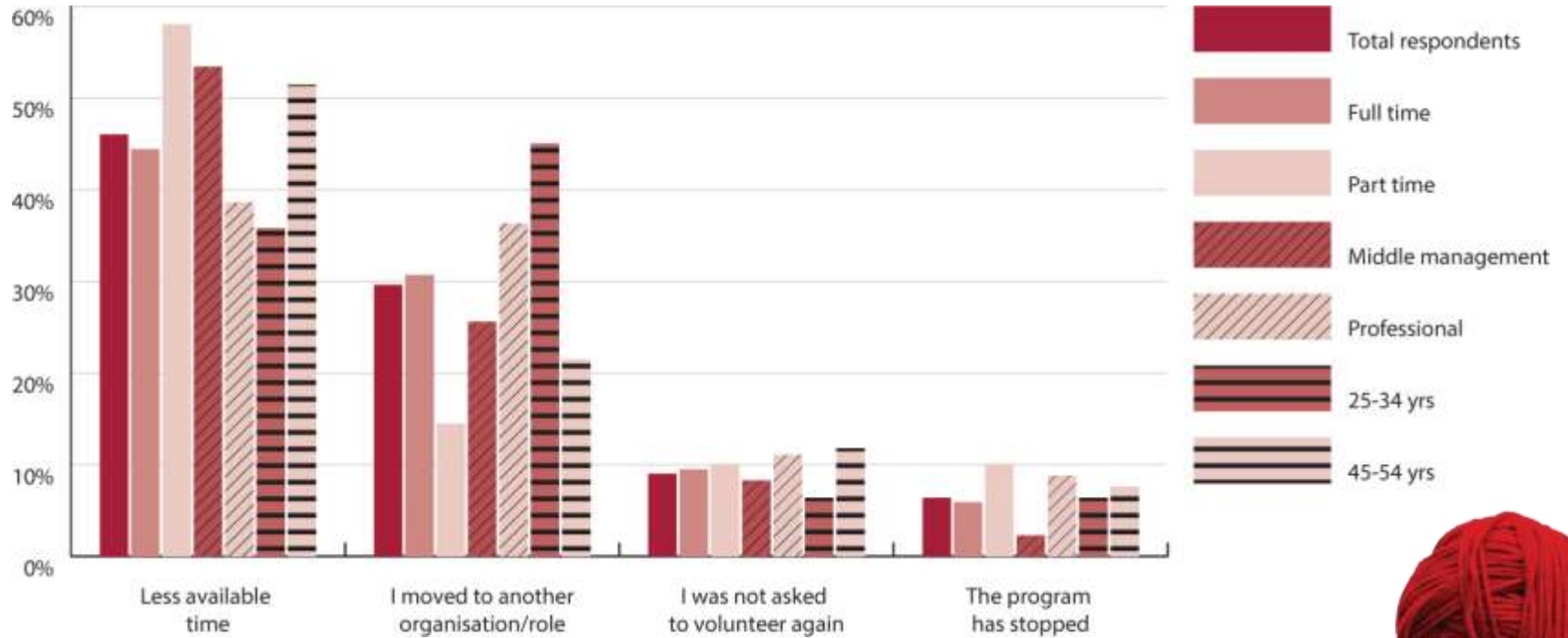
‘Being able to see the benefits that my volunteering creates for the recipient organisation’



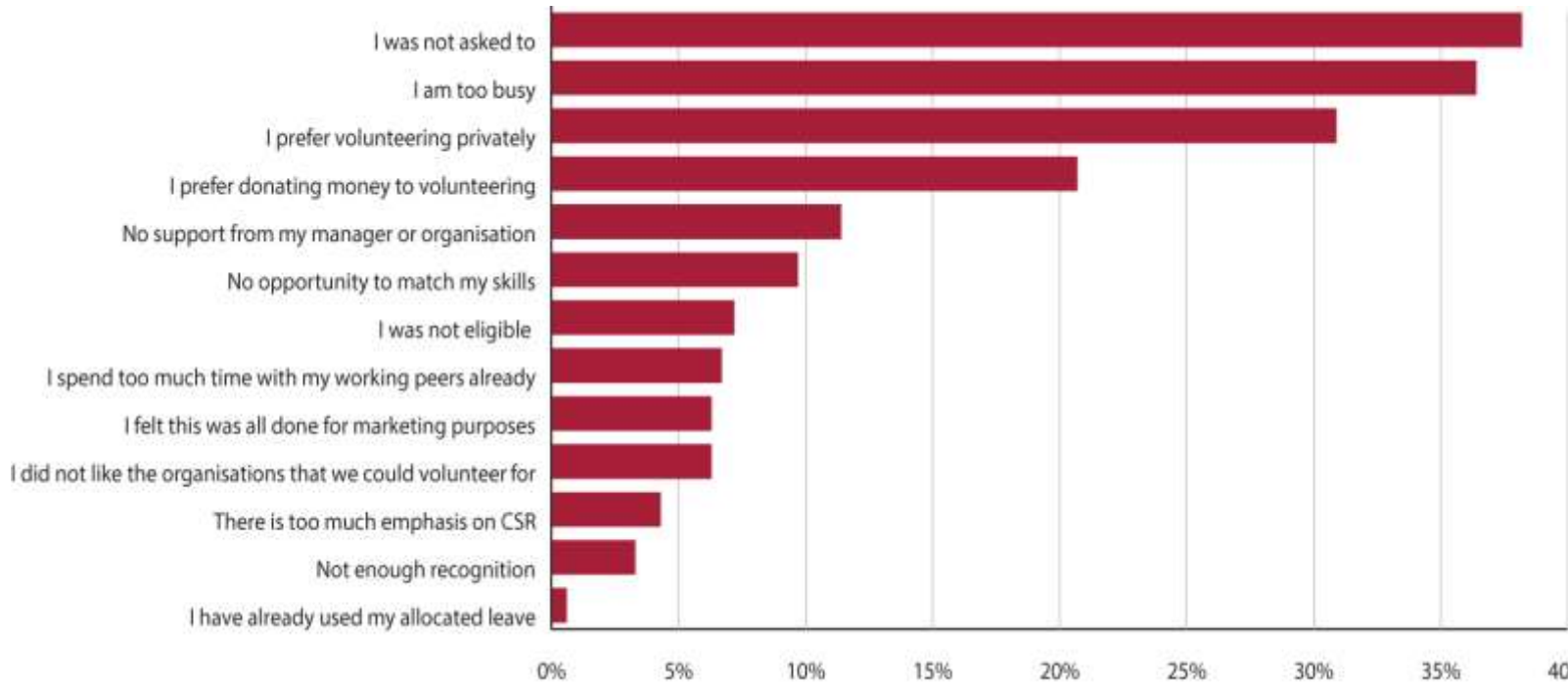


Lack of Time, Lack of Opportunities: Overcoming Barriers to Participation

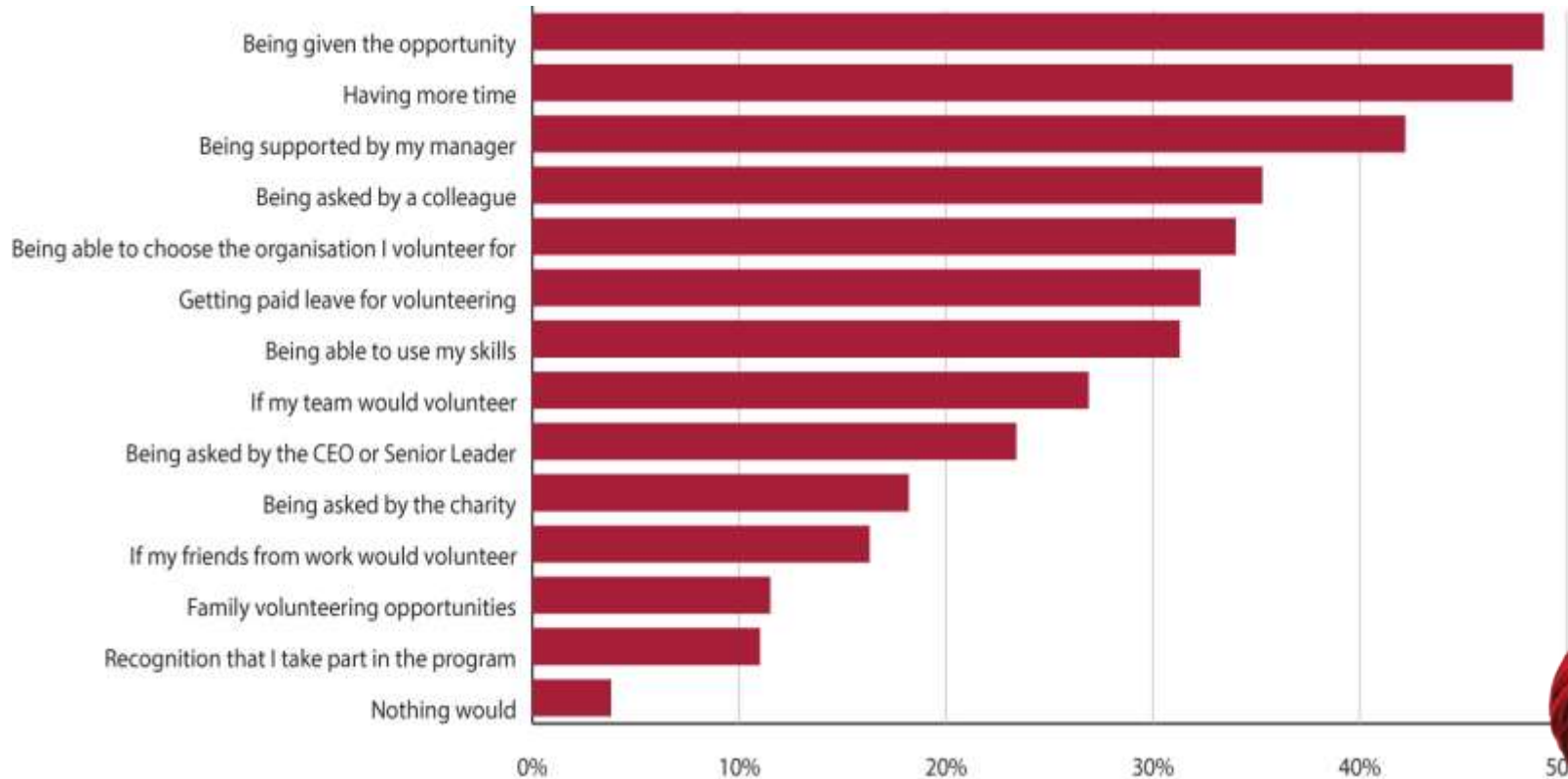
Reasons for Ending Participation



Barriers to Participation



Overcoming Barriers



Engaging Employees
in CSR and
CSR as a Key to
Employee
Engagement



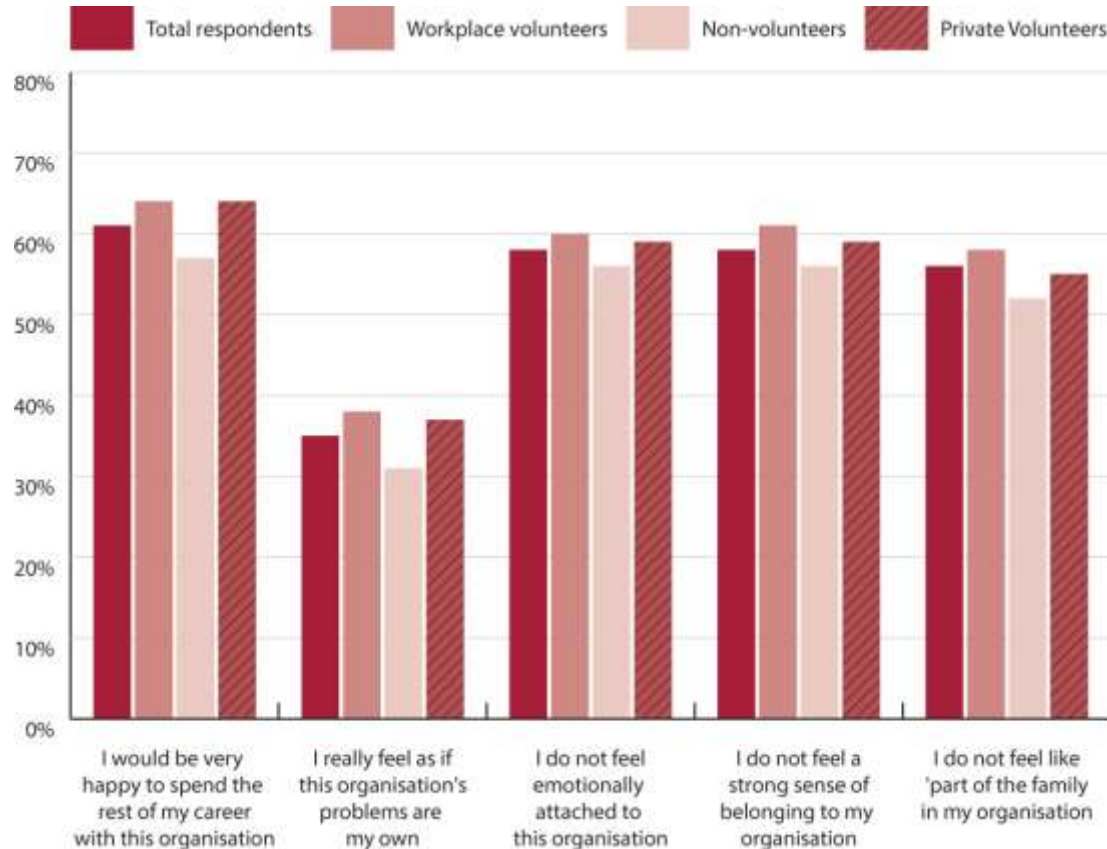
CSR Attitudes

Table 1: CSR Attitudes

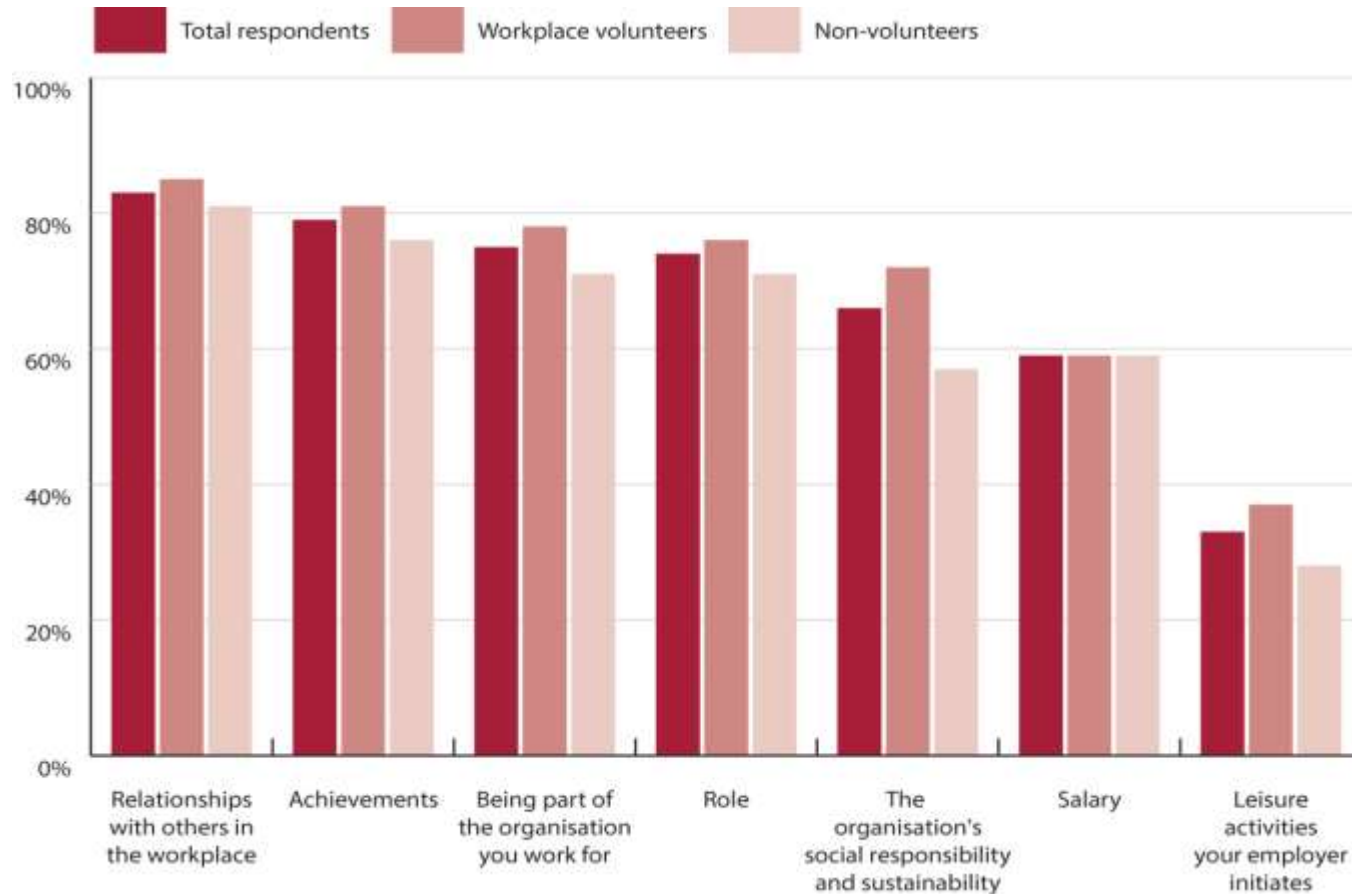
Statements	Agree + strongly agree	Volunteers (Agree + strongly agree)	Non-volunteers (Agree + strongly agree)
It is important for me to work for a company that is highly involved with the community	78%	82%	72%
My company engages with the community primarily to help make a difference	71%	76%	64%
Management is involved in giving	58%	64%	49%
My company engages with the community because it is strongly linked to its business strategy	56%	62%	48%
Employees who donate through the workplace-volunteering program should be openly recognised by the company	35%	32%	38%
My company engages with the community primarily for image and reputation	30%	32%	28%
Volunteering and donating money are an individual choice and should not be part of my company's community engagement program	19%	17%	21%
Work and giving should be separate	14%	13%	16%
My company engages with the community primarily to please employees	10%	12%	8%



Employee Engagement and Corporate Volunteering



Job Satisfaction and Corporate Volunteering



Tying People, Participation and Performance

★ Closing the gap: from awareness to participation

- Flexible opportunities
- Communication and asking people directly

★ Creating meaningful experiences

- Skill based volunteering
- Measuring and communicating social impact

★ Increasing participation

- Among participants and non-participants
- Accessibility and Meaningfulness
- Leadership

★ Volunteering as a key to employee engagement



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