



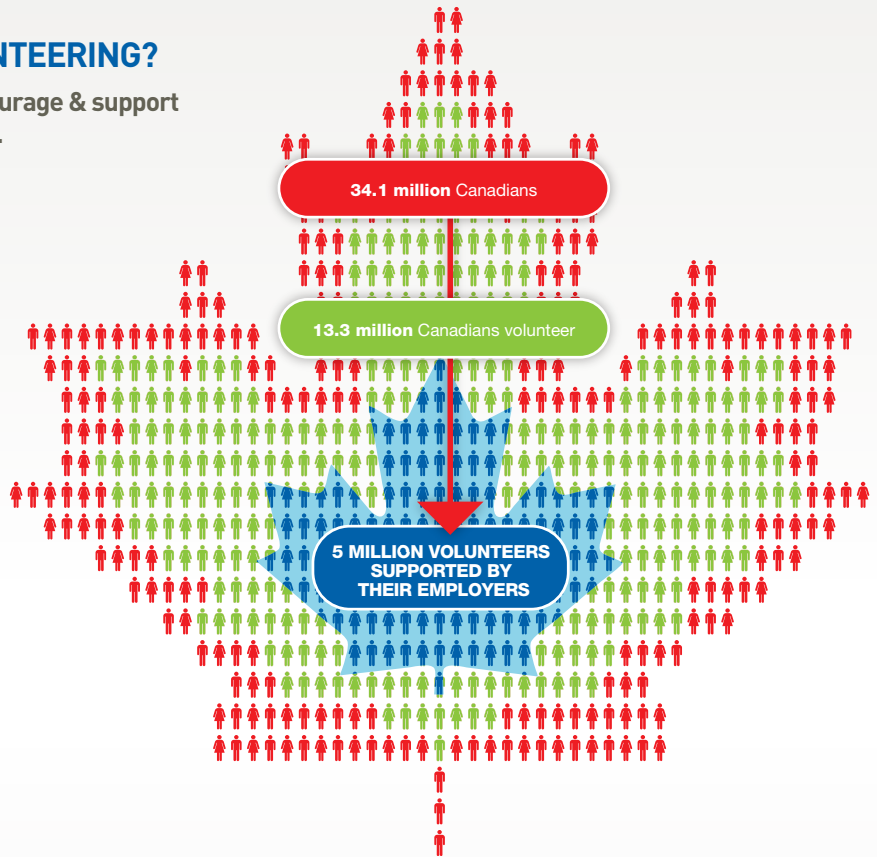
EMPLOYER-SUPPORTED VOLUNTEERING: The Practice and the Promise of Community Engagement

WHAT IS EMPLOYER-SUPPORTED VOLUNTEERING?

ESV is any activity undertaken by an employer to encourage & support the volunteering of their employees in the community.

(Global Corporate Volunteer Council, IAVE, 2012)

ESV has evolved over the past 10 to 20 years. More and more employers are working horizontally to maximize the impact they have in the community, and moving from a charitable model to a partnership model. This reciprocal approach to workplace-community engagement, with mutual benefit for workplaces and community organizations, involves valuing what each party has to offer. The field has become professionalized over the past decade, with consumers now expecting companies to be involved in community both locally and on a global scale.



BENEFITS

ESV benefits both the employee and the company through:

- Talent Recruitment
- Employee Engagement
- Employee Retention
- Employee Morale
- Team Building
- Internal Communication
- Social Awareness
- Understanding Community
- Knowledge of Consumers
- Productivity
- Reduced Absenteeism
- Team Performance
- Brand Recognition
- Company Image
- Stakeholder Relations
- Professional Networking
- Business Development
- Expression of Employer's Values
- Expression of Employees' Value
- Responsiveness to Expectations of Younger Workers
- Skills Development
- Professional Development
- Leadership Development
- Multi-Sector Collaboration



CHALLENGES

Although it is important for employers to support employees' volunteer efforts, there are challenges in designing programs that truly benefit employers, workplaces, employees, non-profits, the people they serve and communities:

- Power imbalances and starting the conversation
- Cultural differences
- Unclear expectations and resource requirements
- Screening practices
- Capacity and resources
- Shifts in the economy
- Relationship building and follow-up



PROGRAM DESIGN

What does a successful ESV program look like?

- It has a name
- Families and retirees are included
- It accesses core competencies and infrastructure
- It connects employees to volunteer opportunities
- It's based on shared-value



RESOURCES

What do people need to facilitate ESV?

- Bridges, brokers and networks
- Tools, training and capacity-building
- Accessible research
- Strategies for small and medium-sized businesses
- Public recognition