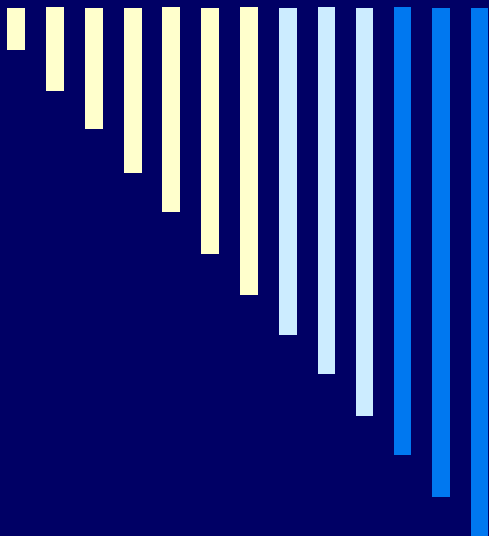
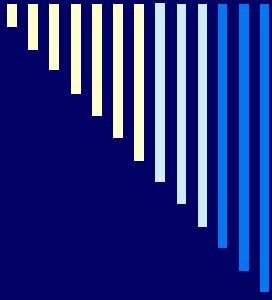


Corporate Volunteering



Uri Jaffe
Director Of The Volunteer Unit
Community Resources Department
Social & Health Administration
Tel-Aviv Municipality
2009



Partnership Approach





Choosing A Joint Path

- ❑ Empowerment process
- ❑ New challenges
- ❑ Productive use of resources



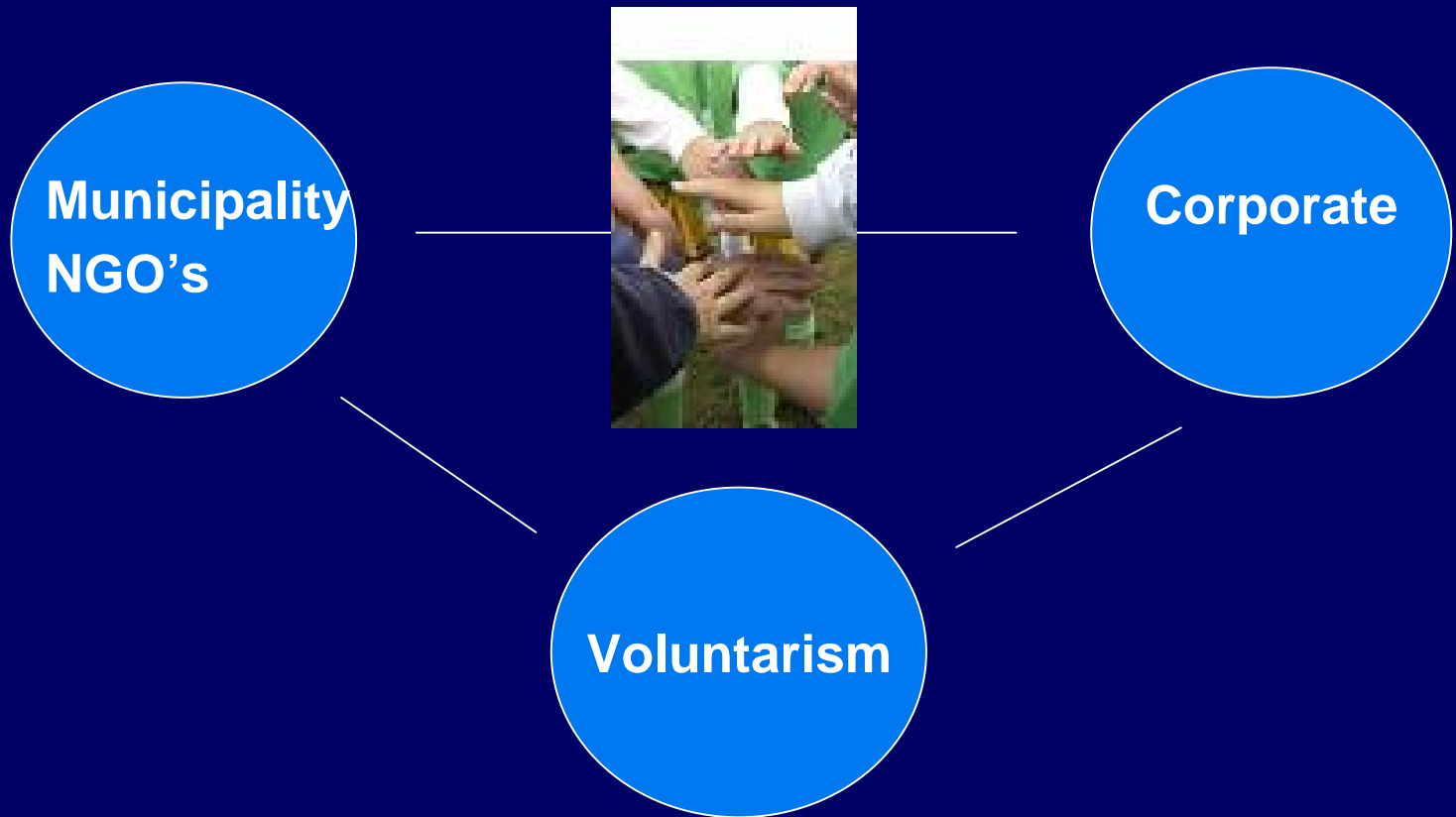


Our Vision

- Volunteers make a difference in the city of Tel Aviv – Jaffa
 - Existing active community groups
 - NGO's perform as a strong network
 - Volunteers as a resource for social welfare clients
-



Win-Win Model: Joining Forces to Deliver Services



Key Principles



- ❑ From philanthropy to partnership
- ❑ Both sides exert time and effort
- ❑ Long – term commitment
- ❑ Identifying mutual interests
- ❑ Workers of companies as voluntary capital
- ❑ Mutual partnership

Steps Towards Partnership

- We both do what we do best for others
- Building trust: knowing each other
- Identifying each partners aims and visions
- Tolerance to different organizational cultures
- Mutual investment of time



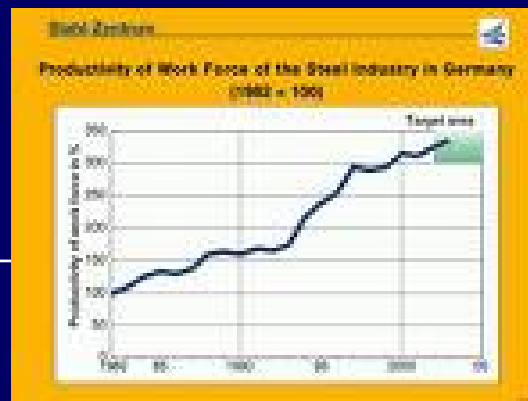
NGO's / Municipality Aims of the Project

- ❑ To reduce social gaps
- ❑ To help the needy
- ❑ Social Justice
- ❑ To enlarge the amount of volunteers
- ❑ To ensure a high quality of volunteers
- ❑ To acquire more resources



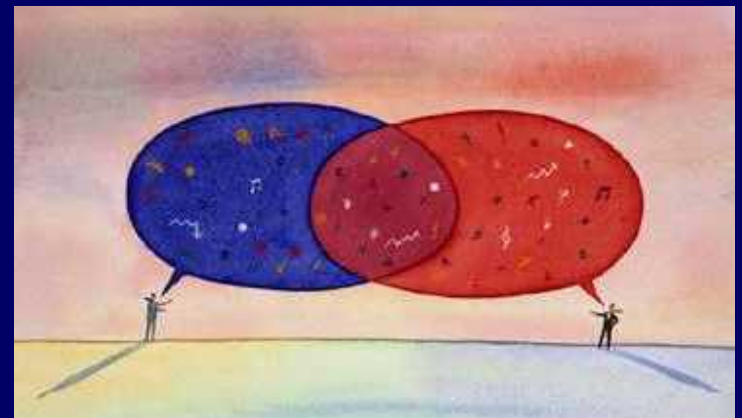
Corporate Aims of the Project

- ❑ Adoption of social values as part of the organization's culture
- ❑ Improvement of company's image
- ❑ Improving worker's productivity
- ❑ Reducing worker's burnout



Corporate expectations from NGO's or Municipality

- ❑ Tangible outcomes
- ❑ Wide subject, not just small intervention
- ❑ Focus on mutual project
- ❑ Transparency of management
- ❑ Ability to perform
- ❑ Good communication
- ❑ Sustainability





Municipality expectations from Corporate Companies

- ❑ BRING SKILFULL WORKERS TO VOLUNTEER
 - ❑ SUPPORT THE VOUNTEERS
 - ❑ INVOLVE MANAGEMENT IN VOLUNTERISM
 - ❑ WE BOTH CAN USE OUR EXPERETIES AS
EQUAL PARTNERS FOR THE BENEFIT
OF OUR MUTUAL CLIENTS
-



The Roles of Volunteer Coordinator in the Project

- ❑ Identify community needs
 - ❑ Design project outlines
 - ❑ Write the proposal
 - ❑ Set a joint committee
 - ❑ Specify duties
 - ❑ Set time table
 - ❑ Plan training program
 - ❑ Work together with corporate rep.
-



The Role of the Company's Representative in the Project

- ❑ Secure management approval
 - ❑ Form a committee
 - ❑ Involve managers in the process
 - ❑ Responsible for recruitment process
 - ❑ Responsible for training together with volunteer coordinator
 - ❑ Implementation of the project
-

The role of both partners

- Bring to the partnership on-going management knowledge
- Implementation of the voluntary project
- Arrangements and setting of the project
- Supervision & Monitoring
- Conflict management
- Evaluation of project
- Future planning





Conclusion

- ❑ Deep commitment to the clients
- ❑ Give the best to the clients
- ❑ Strong values of social change
- ❑ Innovation
- ❑ Flexibility





Corporate Volunteering The Right Move !



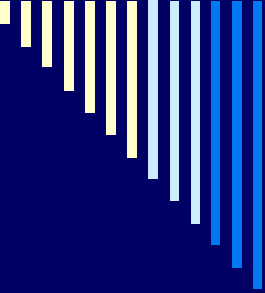


Municipal Volunteering

The right move!

“ALEH”- Municipality employee’s
volunteer in the Community





If corporate volunteerism is doing so well why not try to create a municipal project for municipal volunteerism?

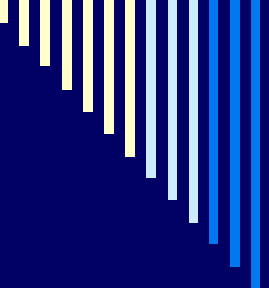




There are 9,000 workers in the
Municipality of Tel Aviv – Jaffa.

“Many workers will take part in volunteering
if they knew where to volunteer “.
(Survey results 2008)





“Many workers will like to volunteer together with their fellow workers/ managers” ...

“Volunteering is great but it should not interfere with my work” ...

(Survey results 2008)





MAIN TARGETS OF “ALEH”

Cultivating Volunteerism as an integral part of the municipality Culture

Giving a hand to the person / family in need by municipal volunteers

Strengthening the ties between workers and community





Setting the Guidelines:

Volunteering activity will take place within the city limits.

Volunteer actions will be geared for Tel Aviv – Jaffa residence in need.

Volunteer projects and actions will take place in safe places.





Setting the Guidelines:

Volunteering will take place after work hours.

Focus will be given on group volunteering

Municipal assets can be used for
volunteering (cars ,gas, computers)

All volunteers will have
Insurance once they volunteer .





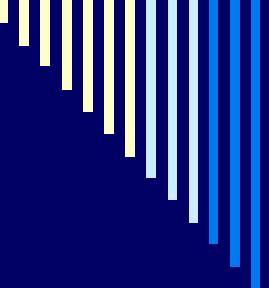
Setting the Guidelines:

Volunteering will be open for any worker or manager. No worker will be obliged to volunteer.

Supervision will be given throughout the volunteering activity.

A thank you letter will be inserted to workers personal file.





In case of applying for a job in the Municipality - a credit will be given to the fact that the worker volunteers in the community.

A municipal ceremony to thank the volunteers will be held every year.

Volunteering is an on going action - therefore we need an ongoing commitment from each volunteer.





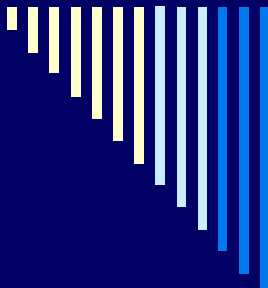
Volunteer possibilities:

Volunteering with children (first to six graders) in an after school day center.

Volunteering with the elderly- “Yad Al Hadofek” Project.

Teaching Economics to young children in elementary school.





Volunteering with handicapped children
(planting, horse back riding)

Volunteering with vision impaired clients
(learning basic computer skills)

Packaging food baskets

Picking fruits and vegetables



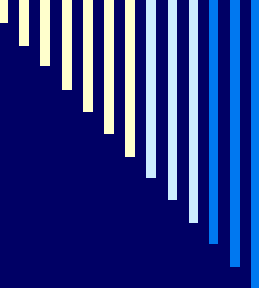


Tailoring The Process

The Volunteer Unit will give every unit all the information on all forms of volunteering.

Each unit will vote in a democratic way on the most wanted group volunteer activity.

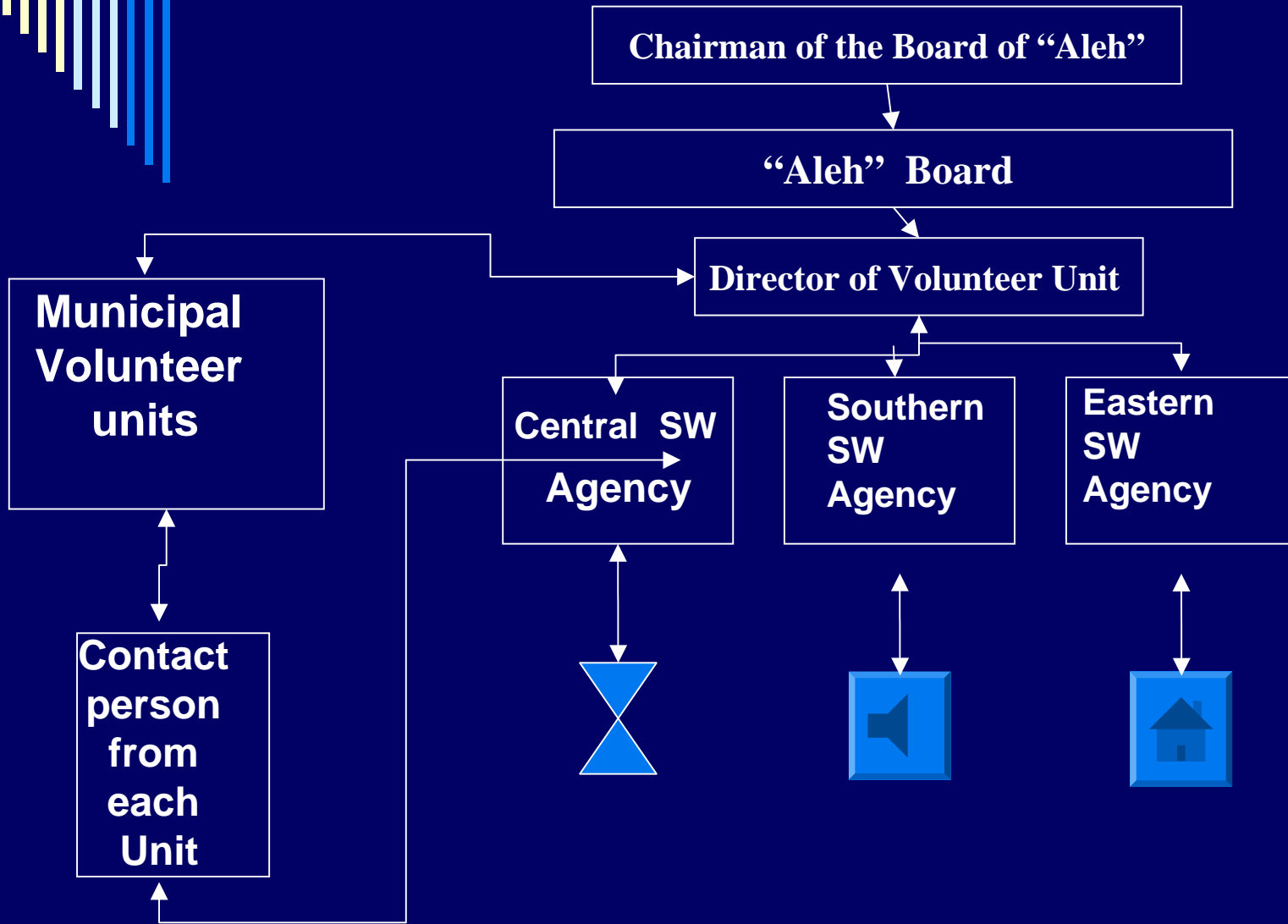
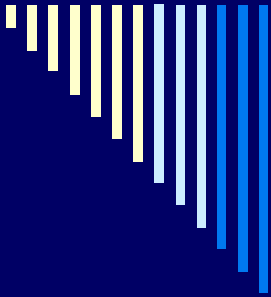




The Volunteer Unit will decide with potential volunteers on days, hours, and the form of volunteerism.

Each unit will appoint a volunteer to be the contact person with the volunteer coordinator and with the manager of the volunteer placement.







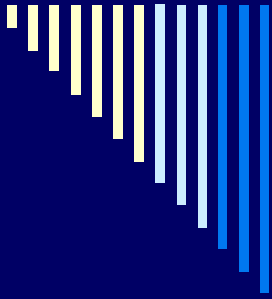
“ALEH” - 2009

18 units are volunteering in “Aleh”

500 workers and managers are volunteering in the program.

80% of the volunteers are volunteering on a year round basis.





20% of the volunteers are volunteering for a few months or a few times a year.

A steering committee of all contact persons from volunteering units was formed.





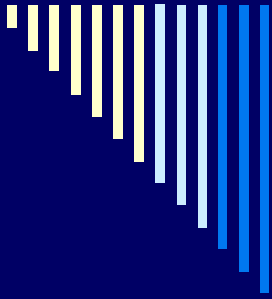
Difficulties and Challenges

Not all workers and managers know about “Aleh”

Not all workers want to volunteer

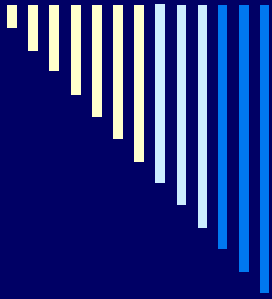
Managers can help out or block the volunteer action





Enhancing volunteer spirit throughout the volunteer action – “ keeping the high Spirit” within the group & avoiding “burn out”.



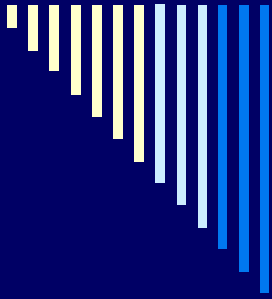


Bringing new volunteer assignments
and offering them to potential volunteers

Monitoring volunteer activities & actions

Insurance and Supervision





Thank you for your participation!

