



Developing Employee Volunteering – A joint venture between volunteer organizations and companies?

Volunteer Organisations working with Corporates – what does it take?

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1. Introduction to BTCV



- **Vision** - A better environment where people are valued, included and involved.
- **Mission** - To create a more sustainable future by inspiring people and improving places.
- **Our outcomes**
 - A better environment
 - Environmentally active citizens
 - Improved health and well being
 - Employment and skills for the future

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1. Introduction to BTCV



BTCV the organisation

- UK based NGO but working globally
- 700 staff, and 400 full time volunteers supporting 280,000 volunteers
- Credibility - Sound financial structure (income £26 million) and celebrating 50 years anniversary in 2009
- Funding from: corporate and individual donations, charitable trusts, central and local government grants, lottery, our commercial operation, legacies

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1. Introduction to BTCV



The BTCV Climate Change Challenge

1. Mobilising large scale community environmental action to address the impacts of climate change
2. Encouraging behaviour change among our staff and supporters
3. Contributing to the policy debate
4. Putting our own house in order



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2. Employer Supported Volunteering

Business Case for companies

- Strengthen brand confidence in the local community
- Build and enhance community relationships
- Boost employee morale and pride in employer
- Increase reputation as an employer to work for
- Demonstrate commitment and leadership in Corporate Responsibility and Sustainability agendas to stakeholders
- Enhance environmental credentials by going beyond carbon offsetting with practical action



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2. Employer Supported Volunteering



Employee Action Days

- Engage employees with Corporate Responsibility & Sustainability policy, feeding into annual reports
- Team building projects UK-wide
- Achieve specific conservation aims
- Ideal team bonding opportunities
- Costs c. £75 per person
- Central point of contact & project evaluation can be made available
- International sustainable development projects



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2. Employer Supported Volunteering

Business skills and Secondments



- Consultancy skills – performance management, change management, marketing, IT
- Pro bono professional services – legal
- Business skills
- Benefit to BTCV's management, employees, volunteer officers and community groups
- Secondments are also considered



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2. Employer Supported Volunteering

Developing sustainable employee volunteering programmes

- Working together to address mutual objectives
- National structure and relationship management opportunities
- Track record of working with businesses
- UK and international networks
- Project evaluation and statistical evidence for CR reports
- Enhance business reputation: brand awareness, profile
- BTCV has excellent SROI statistics



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3. Corporate Partnerships

Corporate Donations and Sponsorship



- Sponsorship of specific work programmes and initiatives – with local impact (maybe in area where employees live or work)
- Sponsorship of high profile BTCV events
- Leverage of additional monies increasing value of your investment
- Unrestricted donations or gifts in kind



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3. Corporate Partnerships

Other means of support



- Payroll Giving - can also help to build better employee relations
- Fundraising
- Challenge events
- Challenge4Change



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4. Creating lasting networks



Top Tips

- Research
- Tailor approaches to meet companies' business objectives
- Benefits
- Target CSR, Community Investment, Sustainability and Training & Development departments
- Strategic partnerships take time to develop and must be nurtured
- Employee volunteering is a good starting point from which mutually beneficial and lucrative partnerships may develop
- Maintain relationships even during difficult economic times
- Measure, feedback and evaluate

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5. Case study

RBS Group

- Strategic partnership 2007 - 2009
- Focus on employee involvement in community and profile
- Over 800 employees involved in more than 50 projects across UK
- Funded Partnership Manager
- Partnership review – May 2009
- Focus shifted to meet business objectives and involve customer base



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Contact



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Questions?



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