DID YOU KNOW THAT COMPANIES WITH A HIGHLY ENGAGED WORKFORCE OUTPERFORM THEIR PEERS BY 147 PERCENT?

Yes, according to a report by Gallup¹, a highly engaged workforce can do wonders for the business. Surprising?

Well, it is simple. When employees are not engaged, they are not productive, and employee retention drops. Employees may begin to explore other opportunities if they sense that their current role with the current company isn’t fulfilling.

Another astonishing finding from the survey by Gallup revealed that a staggering 87 percent of employees worldwide are disengaged. Hence, it would not be wrong to say that organizations are already experiencing a crisis of engagement.

SO, WHAT’S A POSSIBLE ANSWER?

Employee Volunteering!

Volunteering programs can bring people together, give them purpose in their work, instill pride in your company, and increase their conviction that your company is doing something worthwhile in the world. Simultaneously, you are helping them give back to the community.

People Matters and Goodera’s report on “Employee Volunteering in India: Survey & Trends Analysis - VISTA 2018”, highlights emerging trends in employee volunteering and offers recommendations to help businesses looking to create or improve their employee volunteering programs to maximize talent, business and community impact.

¹) https://www.gallup.com/services/190118/engaged-workplace.aspx
INTRODUCTION

Employees are demanding more purpose than pay-cheques from their employers. Employee volunteering is seen as a potent way to engage employees who are always in search of purpose-driven work. The benefits of the employee volunteering program to your company and your employees can be many and varied - productive & engaged employees, staff retention, increased brand recognition, the enhanced reputation of the company, etc. While employee volunteering seems like an answer, but engaging the key stakeholders, employees, is a challenge.

The benefits of a well-chosen employee volunteering program are manifold. A meta-analysis\(^1\) of 199 studies on volunteering programs, covering 152 organizations, 44 industries, and 26 countries, conducted by Gallup suggested that a high employee engagement in organizations' employee volunteering program increased business performance numbers across the board: Profitability increased by 16 percent, productivity by 18 percent, customer loyalty by 12 percent, and quality by an incredible 60 percent.

Giving your team a say in the way your corporate social responsibility program works is a robust way to encourage employee engagement, which in turn, leads to improved retention and impacts positive bottom line results.

To study the current landscape of employee volunteering in India, People Matters in partnership with Goodera has launched a survey - Volunteering in India: Survey & Trends Analysis - VISTA 2018. Following are the top findings from the survey:

- **88%** of employers shared that they support their employees to volunteer for a cause they feel for. However, only 26% have a formal volunteering policy in place.
- **76%** of the organizations responded that the most likely reason to implement an employee volunteering program is that they would like to support employees to fulfil their CSR objectives.
- **57%** Organizations who support employee volunteering revealed their workforce consisted of more than 50% Millennials.

1) [http://www.forbesindia.com/blog/business-strategy/how-to-successfully-engage-your-employees-in-corporate-volunteering-programs/]
Volunteering in India: Survey & Trends Analysis-VISTA 2018 was an endeavor to uncover some of the most pertinent trends in the employee volunteering landscape. The study focused on three broad sections:

- **Current landscape of employee volunteering:**
  Focusing on priorities, objectives, practices, and investment pattern in employee volunteering

- **Volunteering - a key to engaging millennials:**
  Focusing on how volunteering can be placed within the organization as a means to engage millennials

- **Resistance among organizations to implement volunteering programs:**
  Understanding why organizations are resistant to implement volunteering programs

### ORGANISATION STRENGTH:

<table>
<thead>
<tr>
<th>Organization Strength</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,000</td>
<td>50%</td>
</tr>
<tr>
<td>1,001-5,000</td>
<td>24%</td>
</tr>
<tr>
<td>5,001-10,000</td>
<td>08%</td>
</tr>
<tr>
<td>10,001-20,000</td>
<td>07%</td>
</tr>
<tr>
<td>More than 20,000</td>
<td>11%</td>
</tr>
</tbody>
</table>

### DESIGNATION:

- **Senior Management:** 29%
- **Middle Management:** 22%
- **Supervisory:** 49%
RESEARCH INSIGHTS

1) Current landscape of employee volunteering

Organizations need employees who are inspired, engaged, and happy.

Research consistently shows that employees are happiest and most likely to stay with companies that are innovative, align with personal values, offer opportunities for growth and development, cultivate and encourage collaboration and teamwork, and foster an environment where employees feel inspired and play an integral role in making a positive impact in the world. People Matters and Goodera conducted a study which surveyed 169 unique companies to understand the current landscape of employee volunteering in Indian organizations.

The survey highlights that employers are aware about the concept of employee volunteering (79 percent) and they support their employees to volunteer (88 percent). On being asked about how their organizations are supporting employee volunteering, it was found that majority of organizations do not have a formal program in place but provide support to employees on a case to case basis (42 percent). It was found that while 41 percent organizations have a formal employee volunteering in place, only 26 percent employees said they have an employee volunteering policy at place.

While it was found that organizations are leveraging employee volunteering as a tool to promote team collaboration and alignment (53 percent), learning and development (49 percent), align workforce to their organization’s purpose (49 percent), still the majority of the organizations (76 percent) see employee volunteering as the means of achieving their CSR objectives. Majority of the organizations (50 percent) responded that HR looks after volunteering programs for employees, followed by the CSR department and corporate communications department.

The top five causes that the organizations support are Education (72 percent), Skill Development (66 percent), Environment Conservation (56 percent), Good health and Well-being (51 percent), and Women Empowerment (47 percent).
88% of the organizations support their employees to volunteer.

Majority of organizations do not have a formal volunteering policy in place:
- 50% do not have volunteering policy in place
- 26% have volunteering policy in place
- 24% do not have enough evidence to comment

Who manages employee volunteering programs?

- 50% HR
- 28% CSR Department
- 7% Business
- 7% Corporate Communication
- 8% Others
TOP FIVE REASONS TO IMPLEMENT A VOLUNTEERING PROGRAM

- **76%**
  We are conscious about corporate social responsibility (CSR) and would like to support employees to fulfil our CSR objectives

- **53%**
  We leverage it as a tool to promote team collaboration and alignment

- **49%**
  It is a learning and development opportunity

- **49%**
  This is an opportunity for us to align our workforce to our organization’s purpose

- **45%**
  Supporting employees to volunteer outside of work gives a push to our employer brand in the market

TOP THREE WAYS HOW ORGANIZATIONS ARE SUPPORTING EMPLOYEE VOLUNTEERING

- **42%**
  do not have a formal program in place but provide support to employees on a case to case basis

- **41%**
  have volunteering programs in place to support volunteering outside of work

- **34%**
  have partnerships to share volunteering opportunities
EMPLOYEE VOLUNTEERING BUDGETS FY18-19 VS. 17-18
*Trends show that budgets for employee volunteering are mostly stagnant.*

- 22% Budgets are going up
- 20% Budgets remain same
- 02% Budgets are going down
- 31% No budgets allotted so far
- 25% Not enough evidence to comment

TOP FIVE CAUSES ORGANIZATIONS SUPPORT

- 72% Education
- 66% Skill Development
- 56% Environment Conservation
- 51% Good health and well-being for all
- 47% Women Empowerment

91% of the respondents are not using any form of technology for employee volunteering.

Technology has been an enabler to a range of features that employees look for in their corporate programs. Technology will intensify the volunteering experience and enhance the impact. It will further reduce the time spent on transactional tasks and general management.
VOLUNTEERING - KEY TO ENGAGING MILLENNIALS

In the next two years, half of the workforce will be made up of the millennial generation. This generation has changed and influenced almost all aspects of the world-politics, media, communication, and business. According to a study by *Gallup*¹, only 29 percent of the millennials are engaged in the workplace, and 60 percent are open to new opportunities. Hence, it is paramount that companies should start reflecting on their approach to engaging and retaining this generation.

Abhishek Humbad, Founder of Goodera, shared, “Millennials want mission and impact from their work, and their values are different from Gen X. As the workforce is evolving, the employees are looking to work with the purpose which goes beyond just business or skill specific contribution. Assessing employee preferences, giving them a sense of the program ownership and crafting meaningful experiences engages employees deeply.”

**Percentage of generations forming the workforce**

<table>
<thead>
<tr>
<th>Composition</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
<th>Generation Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25%</td>
<td>86%</td>
<td>9%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>26-50%</td>
<td>50%</td>
<td>43%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>51-75%</td>
<td>17%</td>
<td>33%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>76-100%</td>
<td>9%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

In our study, we found that out of the 88 percent organizations that support employee volunteering, 57 percent of them employ more than 50 percent millennials. We also found that the companies who support their employees for volunteering consist of a greater millennial population as compared to the companies which do not.

The key lesson here is that millennials want to balance social good in their everyday activities. However, they are challenged to do so because, from a life stage perspective, they are also striving to set their career paths on the right trajectory and facing major consumerism challenges, like purchasing homes and starting families. Hence, employee volunteering can act as a key to attract, engage, and retain millennials.

CHALLENGES IN EMPLOYEE VOLUNTEERING

Employee volunteering programs promise inspiring global impacts, but the short-term can then be wrought with challenges. Implementing volunteering programs can itself be a challenge. The result of the survey revealed that 12 percent of the organizations that participated in this survey do not support employees to volunteer for a social cause. Diving deep, we found that out of those 12 percent companies, more than half of them responded that the prime reason for not accommodating or encouraging employees to volunteer is that they have never considered employee volunteering programs as a source of employee engagement (57 percent). The other reasons for not supporting employee volunteering includes lack of team bandwidth to initiate, execute and sustain these programs (33 percent), and leadership not willing to buy-in the benefits of employee volunteering programs (29 percent).

Embracing an employee volunteering program provides organizations with an opportunity to enhance their social impact and gain business benefits. In addition, businesses with established employee volunteering programs can amplify the business brand, enhance employee well-being, and improve leadership skills. In fact, according to a study, there exists a strong link between volunteering and employee development. Volunteers are benefited from accelerated growth by gaining alternative experience and new skills. Employee volunteering provides employees with opportunities to practice business-related skills in real-life situations, deal with the new audience, and to explore new sectors.

Abhishek Humbad shared, “As the workforce is evolving, the employees are looking to work with the purpose which goes beyond just business or skill specific contribution. Assessing employee preferences, giving them a sense of the program ownership and crafting meaningful experiences engages employees deeply. Employee volunteering also helps employees relate better to the company values and culture. Volunteering programs that encourage soft skills learning, and personality development along with social good are more sustainable in the long run.”
RECOMMENDATIONS

There are many contributing factors to what makes a volunteering program engaging and sustainable. Here are the 7 elements to setting up a formal employee volunteering program:

- Assess employees’ interests as they are the key stakeholders of this program. Once you receive the information, understand the community needs.

- Document vision for the Employee Volunteering Program. Identify and include societal goals and outcomes that are to be targeted. Align them with the business goals of the company, industry, and sector.

- Document the objectives you wish to achieve out of your employee volunteering plan. Decide on the kind of impact you plan to create through your program, identify beneficiaries, and stakeholders. Include a program structure and a governing mechanism.

- Get buy-in of the senior leadership on the vision and objectives of the program. If possible, get pledges from senior leadership on their involvement. Additionally, align leadership with the recognition programs for volunteering.

- Assess the requirements to implement an employee volunteering program including: Supporting policies and processes, cultural change to encourage participation, resourcing to support the program management.

- Utilize online volunteering platforms to reduce the burden on employer, employee and the voluntary sector organization.

- Reward and appreciate employees for their efforts. Also, keep on adapting to new situations and needs. Your program should be continuously improved to meet changing organizational and community needs by addressing feedback received from employees and community partners.
About Goodera

Goodera is a state-of-the-art technology platform that helps organisations plan, execute and measure the impact of their employee volunteering programs. Our robust tech platform and on-ground management of events ensures the volunteering program is scalable and standardised across locations. Currently, 30+ corporates including Amazon, Tata Communication, HGS and Myntra are using the Goodera Volunteer Platform for end to end management of their volunteering program. With 5 lac + employee volunteers and 60 lac + beneficiaries, we are transforming the way the world of good works.