

# Raising the case for Corporate Volunteering



Youth mentoring is a rewarding experience that makes a real difference

A Harvard Business Review article has recently shared that: “while 2020 has led businesses to pledge to step up as good corporate citizens like never before, this shift was long in the making.”<sup>1</sup> According to the 2020 Deloitte Global Millennial Survey<sup>2</sup>, employees have been re-examining the companies they work for with an eye toward purpose and impact on society. Employees, potential hires, and especially younger workers increasingly want to work at companies that pursue equity, diversity, and community.

Meaningful employee volunteer opportunities are often overlooked as part of this equation. More and more companies are discovering that when they integrate volunteer programs with their corporate giving plan, it's good for their business. Research has shown that these programs improve employee satisfaction, foster employee engagement, and boost

retention. For instance, the Macquarie Graduate School of Management (MGSM) found that 93% of employees who volunteer through their company, reported being happy with their employer<sup>3</sup>, and 54% of those who are proud of their company's contributions to society are engaged at work.

## Partnerships where everybody wins

The corporate partnership opportunity with Raise is far reaching and benefits the whole community – supporting young people, achieving business goals, upskilling teams and improving employee satisfaction and retention. Most importantly the ripple effect from supporting young people in local high schools is profound, positively impacting schools, employees, parents, teachers, and broader community individuals and organisations.

### Young people centric with community wide benefits

#### Community Individuals

Experience feel good factor, giving back to the community and a sense of purpose whilst learning transferable skills for home and work life

#### Schools

Meet the needs of students so they flourish, and achieve strategic KPIs, as a result of increased activity to meet the Australian Student Wellbeing Framework

#### Businesses

Enjoy a partnership that gives back to community as well as achieving CSR and business goals, and improve the retention, satisfaction and wellbeing of your employees

#### Government

Partner with a trusted, scalable, early intervention program that provides a cost effective solution with proven outcomes that deliver against the Australian Student Wellbeing Framework

#### Philanthropists

Appreciate an evaluation led program that delivers measurable impact, where every dollar can be trusted to support the wellbeing of the next generation



1. Horoszowski M (2020) *Managing Yourself How to Build a Great Relationship with a Mentor*, Harvard Business Review, [https://hbr.org/2020/01/how-to-build-a-great-relationship-with-a-mentor?utm\\_medium=social&utm\\_campaign=hbr&utm\\_source=linkedin&tpcc=orgsocial\\_edit](https://hbr.org/2020/01/how-to-build-a-great-relationship-with-a-mentor?utm_medium=social&utm_campaign=hbr&utm_source=linkedin&tpcc=orgsocial_edit)  
2. Deloitte (2020) *The Deloitte Global Millennial Survey 2020*, <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>  
3. Bengtson B (2020) *Social Responsibility Reimagine Your Corporate Volunteer Program*, Harvard Business Review, <https://hbr.org/2020/12/reimagine-your-corporate-volunteer-program>

# Raising the case for Corporate Volunteering



## Volunteering is a strategic asset, helping to achieve business success

Corporate volunteering helps to achieve business goals. These key goals include:

- **Managing the culture** – CEO's have reported one of the benefits of volunteering is being able to use it as a tool to assist in managing company cultures.
- **Strengthening the workforce** – volunteering offers participants the opportunity to strengthen their skills, broaden their networks and find new meaning in their job. These all lead to increased engagement.
- **Recruitment and retention** – there is growing evidence that volunteering is an essential tool that can help make companies more competitive for talent, particularly amongst the younger generation.
- **Building loyalty, morale and pride** – these are now considered desired outcomes of volunteering, not coincidental by-products.
- **Professional development** – the experiential nature of volunteering is particularly important to the development of the volunteers' skillset.
- **Health and wellbeing** – employers benefit if their workers are healthy. If the desired outcome is a healthier workplace, volunteering is the goal to make this happen.
- **Team-building** – volunteering can be used to cut across existing organisational silos and build strong teams.
- **Preparing for the future** – volunteering can be used to upskill the future workforce by working with youth and education.

## Evaluation of Raise Corporate volunteers



97%

feel a sense of pride in their employer



81%

more likely to stay with employer



94%

improved listening and communication skills



83%

applied mentoring skills in the workplace



81%

improved leadership skills

## Benefits of mentoring as a corporate volunteer opportunity

The Raise Mentor Training course and mentoring experience provides a range of benefits and skills that extend beyond the opportunity to support and guide a young person. The skills and experience combined provide insights, knowledge and learning that can be applied in every day home and work life situations. In addition working with young people provides an invaluable opportunity to bridge the generation gap by better understanding the challenges of the next generation.

Benefits to Volunteers	Value in work life
Opportunity to gain new knowledge	Bring new knowledge of the community and its needs and assets into the workplace; can inform development of new products and services
Opportunity to refine existing skills	Improve work performance
Opportunity to learn new skills	Increase potential for job change and promotion and improved productivity
Opportunity to develop leadership skills	Improved relationships and increased potential for job change and promotion
Demonstrates commitment to values inherent in volunteering and community involvement	Align self with corporate values; potentially improve opportunities; increase visibility
Brings a sense of personal fulfilment and wholeness	Positive impact on work/life balance that can improve commitment and performance
Greater pride in and loyalty to employer	Improved work performance, increased morale and positive attitude
Builds social connections	Potentially increase connections and networks within the company; expanded external networks may align with job responsibilities
Opportunity to develop an expanded view of the world; to see how others live	Greater openness to diversity and globalization; improved self-awareness
Improved mental and physical health	Feel better, work better
Opportunity to demonstrate ability to make a difference	Increased sense of self-worth and confidence translates into better performance
Opportunity to work with a team	Improved readiness and comfort to work in team settings
Possible exposure to new and innovative ideas	Potential contribution to workplace and/or to CSR program

*“I would like to take this opportunity to thank you for being a good mentor that helps me get through difficult times and helps me understand my life better. Thank you for making me happy”.*

Excerpt from a Thank You Letter from a participating Mentee



## Past Evidence on the power of Corporate Mentoring

As a research and evaluation led organisation we pride ourselves on measurable outcomes, reporting on impact and sharing the success that we create across the community and more importantly for the young people who really need us. The following table highlights evidence from research that demonstrates the power of corporate mentoring/volunteering for the organisation and the employee.

Benefits to employees	Evidence
<b>Learn new skills and knowledge: Leadership skills, communication skills, setting goals, training, conflict resolution, ability to adapt</b>	The 2005 Deloitte survey was of adults who were either employed full-time or part-time. It found that 93% agreed that volunteering offers the opportunity to enhance leadership skills; almost 90% that it helps enhance problem-solving and decision making skills, and over 80% that it helps enhance negotiating skills (Deloitte 2005). Greater acceptance of diversity
<b>Greater job satisfaction</b>	Volunteers were more likely than non-volunteers to feel engaged, to desire to remain in the organisations for the rest of their career and to be satisfied with almost every aspect of their jobs. High retention rates are vital for a strong organisation and organisational culture. (Haski-Leventhal study, 2013)
<b>Increased physical and mental health including increased wellbeing and happiness</b>	In a recent study conducted by Volunteer Match and United Healthcare entitled "Do Good Live Well Study Reviewing the Benefits of Volunteering" researchers found that companies reported improved physical and emotional health of employees who volunteer.
Benefits to the company	Evidence
<b>Increased employee engagement</b>	The 2011 Deloitte survey shows a close relationship between participation in company volunteer efforts and measures of employee engagement. The volunteers were more likely to see the corporate culture as positive, to be proud of their company, to feel very loyal toward the company, to be satisfied with the progression of their careers, to recommend the company to a friend, and to be satisfied with their employer (Deloitte 2011). Gallup estimates that in the UK, employees who feel unengaged at work cost employers upwards of \$64 billion every year. They discovered that for companies where employees were more engaged than not, their profitability jumped by 16% and general productivity was 18% higher than other companies. Employees who participated in corporate volunteering scored significantly higher than non-volunteers on all measures of engagement with their organisation, as well as on most measures of job satisfaction (Haski-Leventhal study, 2013)
<b>Increased loyalty to the company</b>	A recent study in Ireland found that 87% of employees who volunteered with their companies reported an improved perception of their employer. Additionally, 82% felt more committed to their employer (C.Jarvis).
<b>Better retention rates</b>	The survey found that 72 percent of Americans want to work for companies that support charitable causes. Employees who volunteer through the workplace were significantly more committed to remain than those who had not volunteered (Haski-Leventhal study, 2013)
<b>Attraction of top staff, particularly millennials</b>	In the rarely or never volunteer cohort 61% said that "a company's commitment to the community would likely be a factor when choosing between two equivalent jobs"(Deloitte 2011). Nearly 50% of interviewees from the millennial generation will raise the issue of CSR during the interview or hiring process with a potential for-profit employer. (C. Jarvis)
<b>Enhanced public image and reputation</b>	78% believed volunteer programs improve company image. (Deloitte 2004)
<b>Building external relationships</b>	The process of building relationships leads to increasing levels of trust.
<b>Develop relationship with stakeholders</b>	CSR activity can facilitate corporate engagement with stakeholders critical to the successful operation of the business. (NAB Study 2007)
<b>Competitive advantage</b>	Some of Australia's leading corporations are developing a competitive advantage through corporate
<b>Managing culture</b>	CEO's have reported one of the benefits to them of volunteering was as a tool to assist in managing company culture. The Deloitte 2011 findings suggest a link between volunteerism and several drivers of employee perceptions of positive corporate culture