

Employer Supported Volunteerism (ESV)

Sponsored by:

The logo for Vancity, featuring the word "Vancity" in a white, sans-serif font centered within a solid red rectangular background.

Volunteer Victoria

- Not for Profit Organization serving our community for over 30 years.
- Recruit over 16,400 volunteers/year
- Represent 280+ member agencies
- Support volunteers and agencies, striving for excellence in non-profit & volunteer management.

What is Employer-Supported Volunteerism (ESV)?

- Employers choose to encourage & support their staff to volunteer as individuals or in groups
- Flexible: length of time, volunteer hours, number of participants, and level of investment
- Program designed to fit your company's needs

Did you know?...

- 71% of businesses in Canada either encourage employees to volunteer on their own time or accommodate employee volunteer activities during work hours

From national survey done by the University of Lethbridge and Imagine Canada.

Some ESV Initiatives



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Investors Group employees and family members packing "shoebox" supplies for homeless clients.



Some ESV Initiatives



Vancity

Molson Canada BC Sales Staff cook for low income/homeless while attending their annual conference in Victoria.



Some ESV Initiatives



Vancity

Sierra Systems employees sponsor and decorate a tree for the "Festival of Trees" fundraiser for the Boys and Girls Club.



Some ESV Initiatives



WCG International staff members participating in the Walk to End Breast Cancer.

Some ESV Initiatives



Vancity

TELUS employees doing a beach clean-up with the "Power to Be" agency.



Local Companies Say

- “The benefits are immeasurable – you get what you give – it is not just about the money, or the bottom line, nor should it be.” *Rob Bisson, Regional Director, Investors Group*
- “Participating in these various events helps us to bond as a team and get to know each other in a way we might not otherwise.” *Susie Mullen, HR Manager, Sierra Systems, Victoria*

Local Companies Say

- “We are one of the fastest growing companies in Canada and the 4th ‘Best Company to Work For in BC’. The volunteer work we do in our community, I believe, helps us to be viewed as a company of choice, and as a good corporate citizen. It has also helped us to attract and retain top talent.”

Barb Patterson, Director of Human Resources, WCG International

Benefits to Employers

- Increased community profile
 - Opportunity to be more visible in the community
 - Have your logo on agency materials &/or website etc.
- Improved consumer satisfaction & loyalty
- Increased staff morale & productivity
- Greater staff recruitment & retention

Benefits to Employees

- Professional skills development
- Networking opportunities
- Improved work environment
- Satisfaction of giving back and so much more!

Benefits to Community

- Enhanced service to community agency clients
- Increased organizational capacity for agencies
- Enhanced diversity of volunteers
- Increased awareness of community services available.
- Positive relationship with your business

Flexible Options

- ½ day or longer term projects
- During or outside work operating hours
- Individuals or groups of 2–50 people
- In person or “virtual” opportunities
- Many causes to choose from

Examples of ESV

- Posting volunteer opportunities for staff
- Recognizing staff who volunteer
- Permitting use of company resources
- Providing flexible work schedules
- Linking company donations with staff volunteer hours
- Organizing staff volunteer projects

Popular ESV Options

- “Adopt-an-Agency” initiative
- “Team Volunteer” activity

Examples of Adopt-An-Agency Opportunities

- Work as an event committee
- Develop a strategic business plan
- Plant & maintain a garden/park trail
- Help deliver ongoing programs or community events
- Consult on HR practices...

Team Volunteering

- Two or more staff members volunteer together
- One-time, short-term project (1/2 day – few days)
- Can be during or outside work hours
- Can involve family members
- E.g. A roadside cleanup where company signs can be posted and shirts worn.

Examples of Team Volunteering Opportunities

- Prepare & serve food
- Plant a garden
- Transport people & goods
- Sell tickets & take donations
- Welcome visitors & direct traffic
- Assemble & pack gift hampers...

Questions to Consider

- What do you want to achieve? Links to company goals/objectives?
- Resources available?
- Bottom-up or top-down approach?
- During or outside work hours?
- Which cause(s) do you want to support?

How We Can Help

- Work with your staff to create the right opportunity to meet your goals
- Assist with ongoing communication, drafting of agreements, and provide advice and support when you need it
- Follow up and evaluate outcomes

Thoughts From Local Employers

- “It is all worth it! – you will reap unexpected benefits.” *Susie Mullen, HR Manager, Sierra Systems, Victoria*
- “Start small and make sure your goal is achievable. You’ll be surprised at the result!” *Barb Patterson, Director of Human Resources, WCG International*

QUESTIONS?

Together, we can make a difference!

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