

# MINDALPHA

## THE BENEFITS OF VOLUNTEERING TO EMPLOYERS

Here is a brief overview of some of the research into the benefits of corporate social responsibility (CSR) programs and volunteering schemes for organisational performance.

There are several areas in which there is evidence of significant benefits, including: Talent attraction and retention, employee engagement, well-being, motivation and performance.

### TALENT ATTRACTION

1. **Cone Communications' Millennial Employee Engagement Study:**

Cone Communications conducted a study that found that 64% of Millennials consider a company's social and environmental commitments when deciding where to work. Companies with strong CSR programs, including volunteering initiatives, are more likely to attract talent.

2. **LinkedIn's 2020 Workforce Learning Report:**

LinkedIn's report highlights that 59% of professionals consider opportunities for learning and development when choosing a job. Volunteering programs that offer skill-building and personal growth opportunities are attractive to these candidates.

3. **PwC's Millennials at Work Report:**

PwC's survey of Millennials found that 88% of respondents want to work for a company that conducts CSR activities, such as volunteering. This demonstrates the appeal of socially responsible organizations to this demographic, which represents a significant portion of the talent pool.

### TALENT RETENTION

1. **Deloitte's 2017 Volunteer Impact Survey:**

Deloitte's "volunteerism" study found that employees who frequently participate in workplace volunteer activities were more likely to stay with their company for five years or more.

2. **CECP (Chief Executives for Corporate Purpose) - Giving in Numbers:**

CECP's annual survey of large companies has shown that organizations with more extensive employee volunteer programs tend to have lower turnover rates. It indicates that companies with a strong commitment to societal engagement see higher employee retention.

3. **Salesforce 1-1-1 Programme:**

Salesforce reported that their "1-1-1 Model" (where they donate 1% of their product, 1% of equity, and 1% of employees' time to the community) has helped them achieve higher employee retention rates.

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## ENGAGEMENT

### 1. **Deloitte's 2017 Volunteer Impact Survey:**

Deloitte's research found that employees who frequently participate in workplace volunteer activities tend to be more engaged with their jobs and companies. They reported higher levels of pride in their employer and a greater sense of loyalty and job satisfaction.

### 2. **Aon Hewitt's 2016 Trends in Global Employee Engagement Report:**

This report highlighted that employees who have the opportunity to engage in corporate social responsibility (CSR) activities, including volunteering, are more likely to be engaged. Companies with strong CSR programs saw a 19% increase in employee engagement scores compared to those with weaker or no CSR programs.

### 3. **CECP (Chief Executives for Corporate Purpose) - Giving in Numbers:**

CECP's research has consistently shown a positive correlation between employee engagement and volunteering programs. Companies that encourage and support employee volunteering have more engaged workforces.

## WELLBEING

### 1. **Doing Good at Work Feels Good at Home, But Not Right Away: When and Why Perceived Prosocial Impact Predicts Positive Change" (2017):**

This study, published in the Journal of Applied Psychology, found that employees who perceived their work as having a positive impact on others (which includes volunteering efforts) experienced increased life satisfaction and positive affect, contributing to overall well-being.

### 2. **Workplace Volunteering and Employee Well-Being: The Mediating Role of Job Crafting and Moderating Role of Interpersonal Trust" (2020):**

Research published in the Journal of Business Ethics showed that workplace volunteering is positively related to employee well-being. It found that employees who engaged in workplace volunteering experienced higher levels of well-being.

### 3. **The Health Benefits of Volunteering: A Review of Recent Research" (2018):**

This review, published in the Harvard Health Blog, summarizes various studies highlighting the physical and mental health benefits of volunteering, which indirectly contribute to employee well-being. It mentions that volunteering can lead to lower rates of depression, increased social connections, and improved life satisfaction.

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## PERFORMANCE & MOTIVATION

### 1. **Deloitte's 2017 Volunteer Impact Survey:**

Deloitte's survey examined the impact of volunteering on employee loyalty and job satisfaction. It demonstrated how employees who frequently volunteer through work tend to have a stronger commitment to their employer and their job.

### 2. **Corporate Social Responsibility and Employee Performance:**

Amanda J. Stewart and Lisa A. Mainiero in the Journal of Business Ethics (2004) explored the relationship between corporate social responsibility (CSR) initiatives and employee outcomes. The study found a positive link between CSR involvement and employee job satisfaction and commitment.

### 3. **Prosocial Motivation at Work: When, Why, and How Making a Difference Motivates Employees (2017):**

Research published in the Academy of Management Annals discusses how prosocial activities, including volunteering, can enhance motivation by satisfying the need for relatedness, competence, and autonomy (defined as the core determinants of motivation according Ryan & Deci's Self-Determination Theory).

### 4. **Employee Development and Skills Enhancement:**

David M. Kopp and Wendy K. Moe in the Journal of Service Research (2002) looked at the development of leadership skills through volunteer work.

### 5. **IBM Volunteering:**

IBM has shared how employees who participated in skills-based volunteering projects improved their expertise, which benefited their roles within the company.