



BSR®

The Business of a Better World

# Corporate Volunteering for Impact

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# Agenda

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- Business Role in Society
- Current Problems with Corporate Volunteering
- The Corporate Volunteering Opportunity
- Benefits to Corporate Volunteering
- Effective Volunteering Programs
- Case Studies
- Conclusion

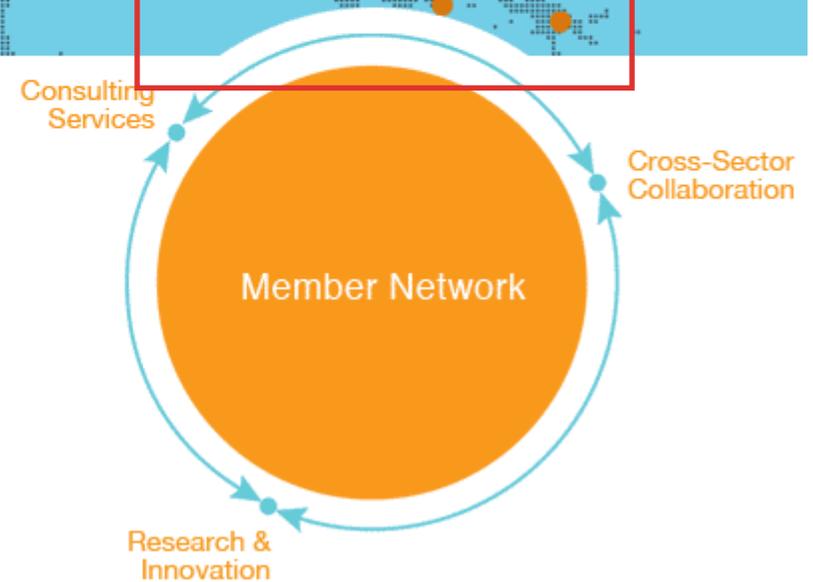
# BSR's Global Work



At BSR, our mission is clear:  
We work with business to create  
a just and sustainable world.

We have worked in more than 70  
countries from six offices in Asia,  
Europe, and North America

San Francisco, Beijing, Guangzhou  
Hong Kong, New York, Paris



# CiYuan: China Philanthropy Incubator

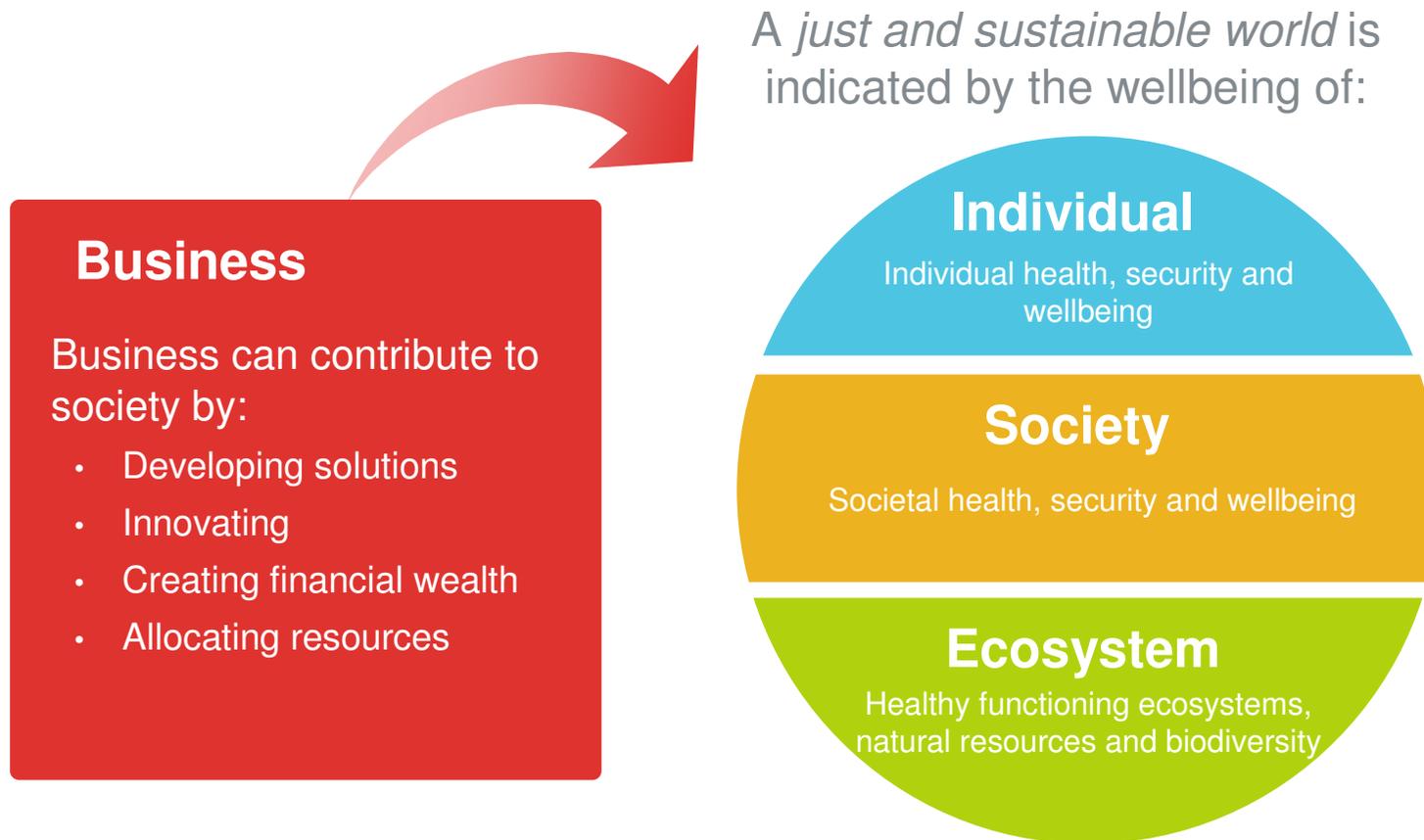


**Building Cross-sector Partnerships  
to Enhance Social Investment in  
China**

# Corporate responsibility is aligning business with the world's needs

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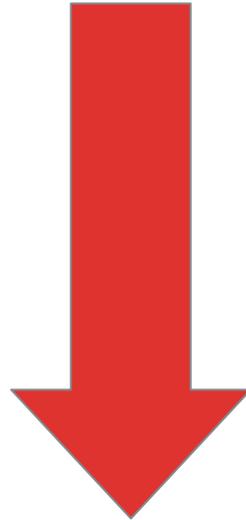
Business has the potential to promote the wellbeing of the world through problem solving and wealth distribution.



# Business Role in Society

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“Business cannot succeed in a society that fails”.



“The more successful a society is, the more successful a business can be”.

# Current Problems with Corporate Volunteering

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- The greatest barrier to more effective corporate volunteering programs -that benefit both communities and businesses- is a lack of understanding of the benefits to businesses.
  - Thus a lack of resources are invested in making sure they are successful.
- Often more beneficial to companies than to society bearing in mind the effort and investments made.
- Provide good reputational benefits for businesses and can be motivational and fun for employees.
- Rarely provide real benefits to communities or are actually designed to provide benefit to communities.
- Often short-term, last-minute organized, media-oriented, and drain of resources on communities.
- Non-profits bend over backwards for businesses!

# The Corporate Volunteering Opportunity

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- Volunteering efforts should be strategic and part of a broader strategy.
- They should be leveraged (to provide greater benefits for others).
- They should leverage existing corporate and non-corporate activities or resources in order to be as impactful as possible.
- Businesses have tremendous assets -their greatest asset is their people- yet struggle to apply them to help communities.
- Businesses are missing golden opportunities to have a great return on their volunteering investments.

# Benefits to Corporate Volunteering

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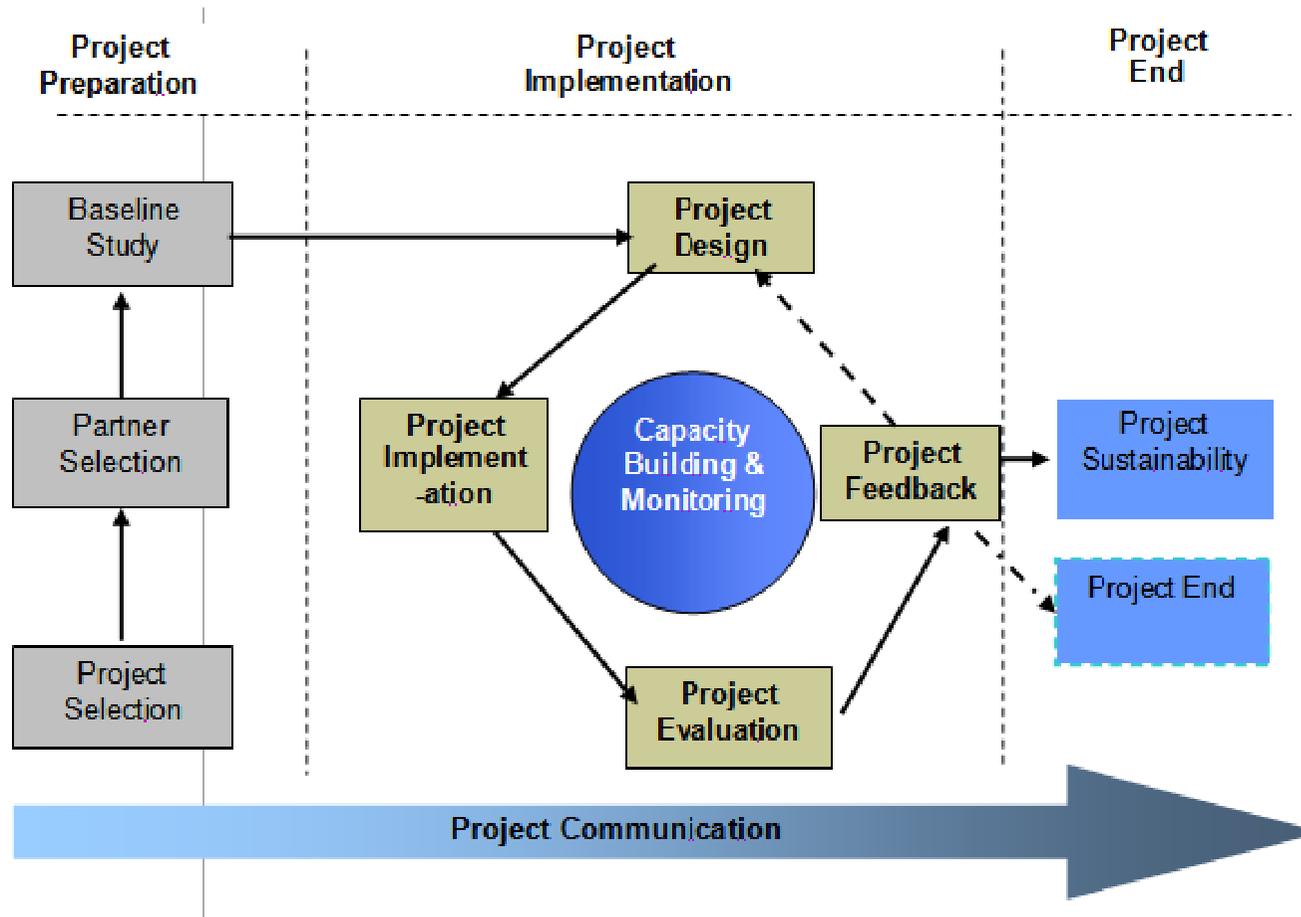
- Employee Engagement
- Consumer Engagement
- Market Research and Insights
- Employee Development
- Relationships

# Effective Volunteering Programs

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- Why is the activity happening and for whose benefit? The volunteer, the community/organization, or the company?
- How long is the duration of the activity? Will it be short-term, one-off activities which are most convenient but may add limited value? Can teams be used to combine individual short-term volunteering to provide long-term volunteering?
- Does the cost of the activity outweigh the benefits? Are the activities part of a well-funded program and thus a carefully planned out component of a broader initiative that is really focused on impact?
- Is the partner suitable, incurring any costs (including opportunity costs), having any ownership over the activities, or able to handle the volunteers/activities?
- Are there any unintended consequences, such as being harmful to beneficiaries, making partner organizations reliant on unreliable source of resources, or might it actually be better to be paying long-term staff than using volunteers?
- Employee and Senior Leadership Participation

# Bayer Cares



- Impacts on different partners

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- Purpose
  - Engaging Employees
  - Enriching Communities
  - Engaging other stakeholders (customers, suppliers and governments)
- Effective mechanism of using employees.
- Business Benefits.
- Long-term involvements in local communities so impacts possible –though not always achieved, or known.

# Conclusion

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- Corporate volunteering is an untapped opportunity for great benefits with little investment.
- If businesses recognize the benefits to them they will invest more in smart volunteering and this should benefit communities.
- Elevate volunteering to a strategic priority and involve strategy, R&D, sales, marketing, government affairs HR etc.
- Unleash employees.
- Businesses must stay focused on ensuring activities are part of broader strategies that have impact
- Volunteers should be part of a well designed program supported by experts and finances.

Thank you for listening

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