An employee volunteer program (EVP), sometimes referred to as a workplace volunteer program, is a planned, managed effort that seeks to motivate and enable employees to effectively volunteer under the official sponsorship and leadership of the employer.

Advantages

- Improves corporate image and relations with stakeholders by positioning as a leader in corporate volunteerism at the local and national level.
- Professional and personal development: enhances employee skills (including soft skills, leadership skills) and productivity.
- Supports specific business functions, most often in the areas of human resources and external relations.
- Boosts employee morale, team spirit, commitment, loyalty, motivation, recruitment, retention and reduces absenteeism.
- Reaches more clients, increase sales and therefore has a positive impact on profitability.
- Employee volunteering can give access to local networks and alliances, perceptions and problems, which can inform management decisions and help innovation.
- Builds stronger communities by addressing social issues.
- Illustrates organization values in action and builds organizational learning.
- Provides a way to implement corporate and strategic business goals.
- Demonstrates corporate support for employee volunteer activities that allows employees to:
  - Spend quality time with their family
  - Be a positive role model and provide learning opportunities for children
  - Educate their families about their workplace, co-workers and the importance of good corporate citizenship
- Leverages contribution dollars and therefore enhances impact of financial contributions.

Disadvantages

- Requires resources and knowledge (e.g. tracking, measurement, structuring, etc.).
- Requires all-level corporate engagement, including top-management support.
- Cost-related restraints.

EVP practices are the functions, programs, policies and activities that constitute the EVP – the way these are structured, hugely impacts the operations of the EVP. Many challenges that appear unrelated to structure, such as recruitment and data tracking, are often overcome with a structural change, such as adding a new position, reducing the responsibilities of an existing position, or adding a senior-level advisory board.

Starting an EVP is never easy, but successful programs are developed by following certain steps: assessing employees’ interests and community needs; identifying business priorities and goals that the EVP can meet; securing management support and participation; developing a program structure and program policies; measuring the program and evaluating results; establishing a recognition or awards program; publicizing efforts, both internally and externally.
Request for survey data about EVPs nationally:

In terms of data, there is not a single national statistic, but there have been informal surveys and studies done by Points of Light and other organizations that analyze corporate EVPs.

**General EVP information**

Key findings of the Points of Light Trends of Excellence in Employee Volunteering reveal that excellent EVPs are housed in departments where it seems more productive, consider investing at least $179 per employee, spend an average of $416 per volunteer and employ an EVP team of at least one full-time staff position for every 28,000 employees.

According to the Committee Encouraging Corporate Philanthropy’s Giving Number 2011 Edition Report, 89 percent of companies in 2010 reported having a formal domestic EVP while 52 percent reported having at least one formal international employee volunteer program.

**EVP Name**

As it has been observed for the past five years, 96 percent of 2010 and 2011 CEAE finalists have a named EVP program.

- Name diversity is rooted in each company selecting to best fit its mission, culture and brand. The Campbell Soup Company aligns its corporate mission with each of its operational directions: Nourishing Our Consumers, Nourishing Our Employees, Nourishing Our Planet and the Nourishing Our Neighbors (EVP).
- Some names refer to the volunteer program, as in the case of the McKesson Volunteer Program, while others refer to greater efforts to reach out to communities and solve certain issues. For example Amway's EVP, One by One Campaign for Children, focuses on the company’s campaign to engage all corporate resources to address specific issues facing children and improve the way they live, learn, achieve, and play. Other excellent EVPs have multiple titled programs that make up their EVP. For example Goldman Sachs’ EVP includes Community Team Works, 10,000 Women, 10,000 Small Businesses and Goldman Sachs Gives.
- Sixty-one percent of Excellent EVP names contain the organization name, for example Intel Involved, Amway One by One Campaign for Children, Team Hasbro, Cisco Citizen Volunteer. Third-eight percent use the term "community" in the EVP name, including Carolinas HealthCare System Community Involvement Program, Cummins' Every Employee Every Community, Goldman Sachs’ Community Team Works.
- Twenty-one percent of Excellent EVPs contain the term "volunteer" or another conjugate of it, including Merk Volunteers Program, Bank of America Community Volunteers.
- Eight percent of EVPs use the word "employee" (Kraft Foods' Employee Involvement Program), 21 percent use the term "care" or its derivatives, including Qualcomm Cares (QCares), Discover's You Care, We Share Volunteer Recognition Program, AT&T Cares, Constellation Energy's Power of Caring and Credit Solution's (CS Care).
- Also 21 percent use words that denote a relationship such as "team" or "partnership", like UniSource Energy Services' UES Community Action Team (CAT), Team Hasbro or BNY Mellon Community Partnership Program. Thirteen percent of EVPs use short descriptive messages that highlight their essence: IBM's On Demand Community, Intel's Intel Involved or JP Morgan Chase's Good Works.

**Location**

- EVPs are housed in various departments, although many EVPs (33 percent) are housed in internal units that are externally-oriented, such as Cbeyond's Community Affairs Department or McKesson's Corporate Citizenship Department or units that are oriented both internally and externally.
• Twenty-one percent of EVPs are hosted by community-oriented corporate foundations (Kraft Foods Foundation, Bank of America Corporate Philanthropy, Intel Foundation or the AT&T Foundation.

• A small portion of Excellent EVPs (8 percent) are housed in internally focused departments, including Qualcomm’s Human Resources or Old National Bank’s Diversity & Work Life departments.)

• The remaining forty-six percent of Excellent EVPs are housed in departments that combine internal and external orientations, such as IBM’s Marketing and Communications Department or Discover Financial Services’ Corporate Communications unit.

The **Points of Light Corporate Institute** enables companies to engage their employees and customers in service to the communities in which they do business. It provides resources, consulting services and on-the-ground activation to companies around the world seeking innovative, multi-channel engagement in Employee Volunteer Programs, Skills-Based Volunteering and hands-on service.

For additional information on Employee Volunteer Programs, please visit [www.pointsoflight.org](http://www.pointsoflight.org) or contact Jennifer Highsmith, Senior Director, Business Training & Consulting, at [jhighsmith@pointsoflight.org](mailto:jhighsmith@pointsoflight.org) or 404-979-2929.