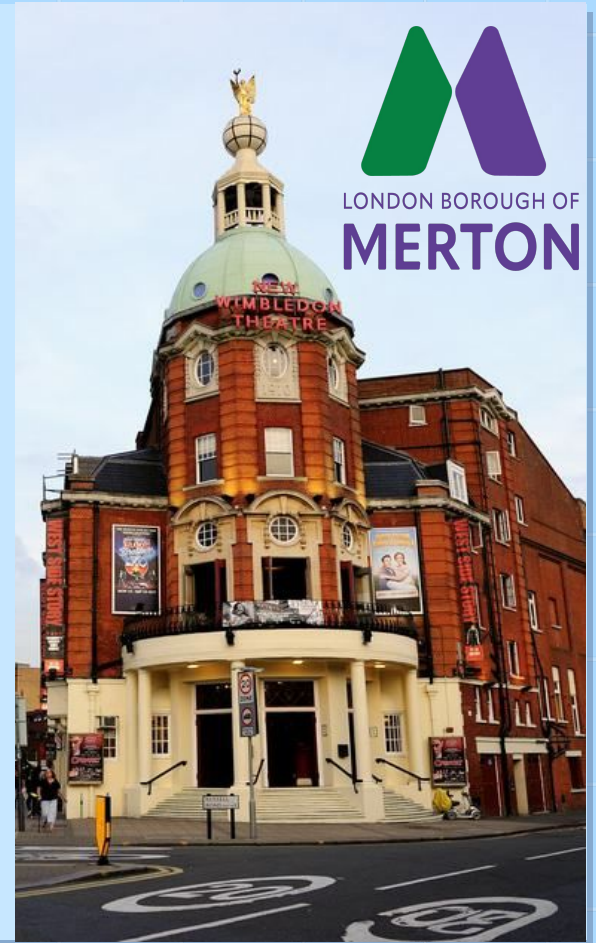


Promoting Employee Volunteering Schemes in Merton

London D24 Interactive Qualifying Project

Ryan Kornitsky, Michelle Miller, Anthony Previte
April 24th, 2024



Our Team



Ryan Kornitsky - Computer Science

Anthony Previte - Computer Science

Michelle Miller - Biomedical Engineering



WPI



merton connected



Employee Volunteering Schemes as a Valuable Resource



Corporate Opportunities

14.3% rate of
employee
volunteering
engagement in
the UK per year



Project Goal

- Evaluate existing employee volunteering schemes
- Recommend how to enhance schemes and encourage more employee participation

Project Objectives

Objective 1

Assess the impact of employee volunteering schemes in Merton.

Objective 2

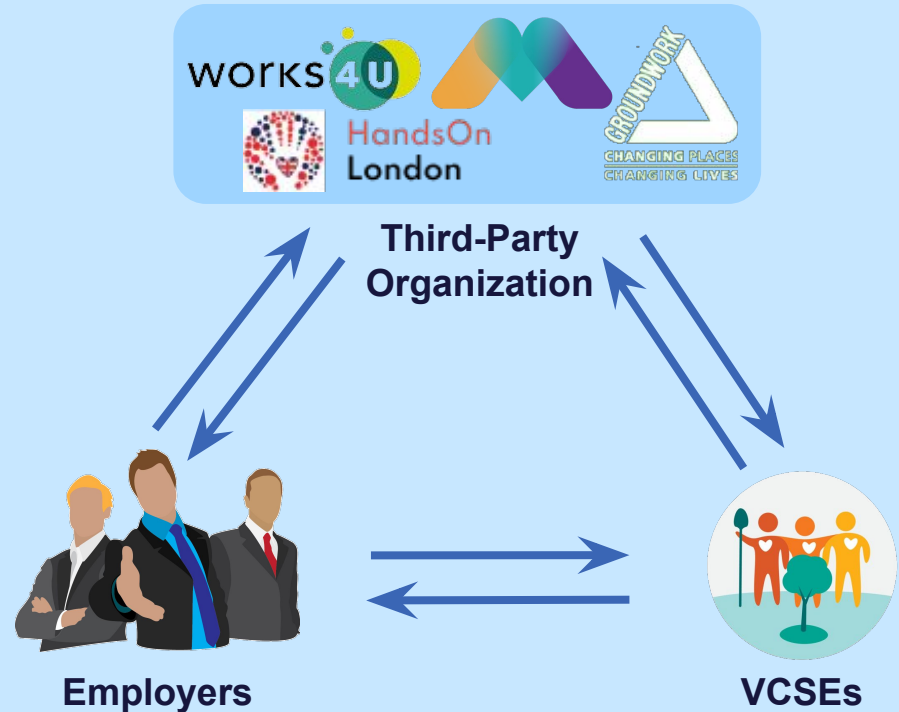
Evaluate current and best practices in employee volunteering schemes.

Objective 3

Recommend how Merton Connected can help foster and improve employee volunteering schemes in Merton.

Methodology

- Interviewed stakeholders: employers, third-parties, and VCSEs
- Distributed survey to employees in Merton
- Comparative analysis



20 Stakeholder Interviews

In Merton

Outside Merton

Third Party

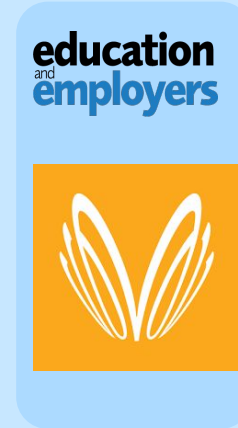
VCSE

Employer

Third Party

VCSE

Employer



Employee Survey on Volunteering in Merton

54 responses

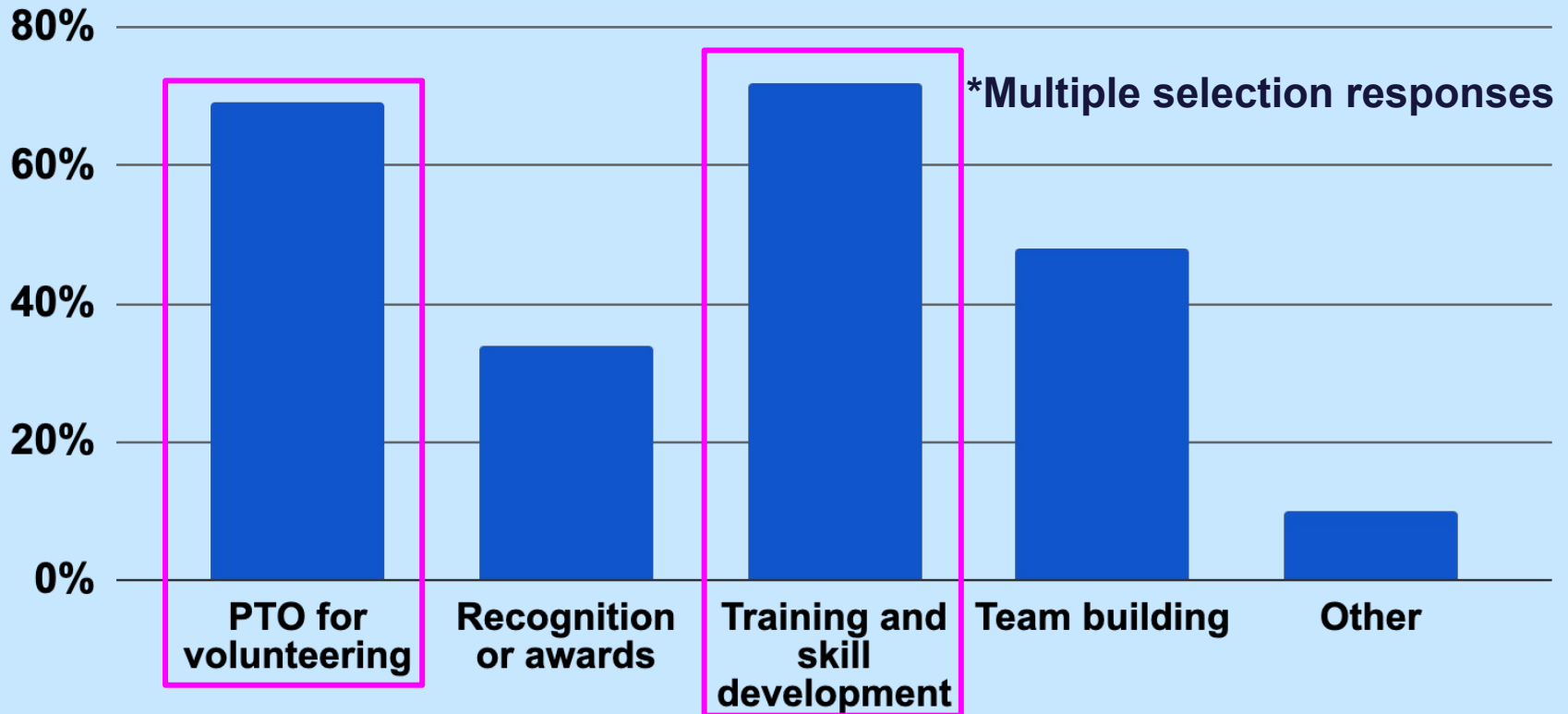


51

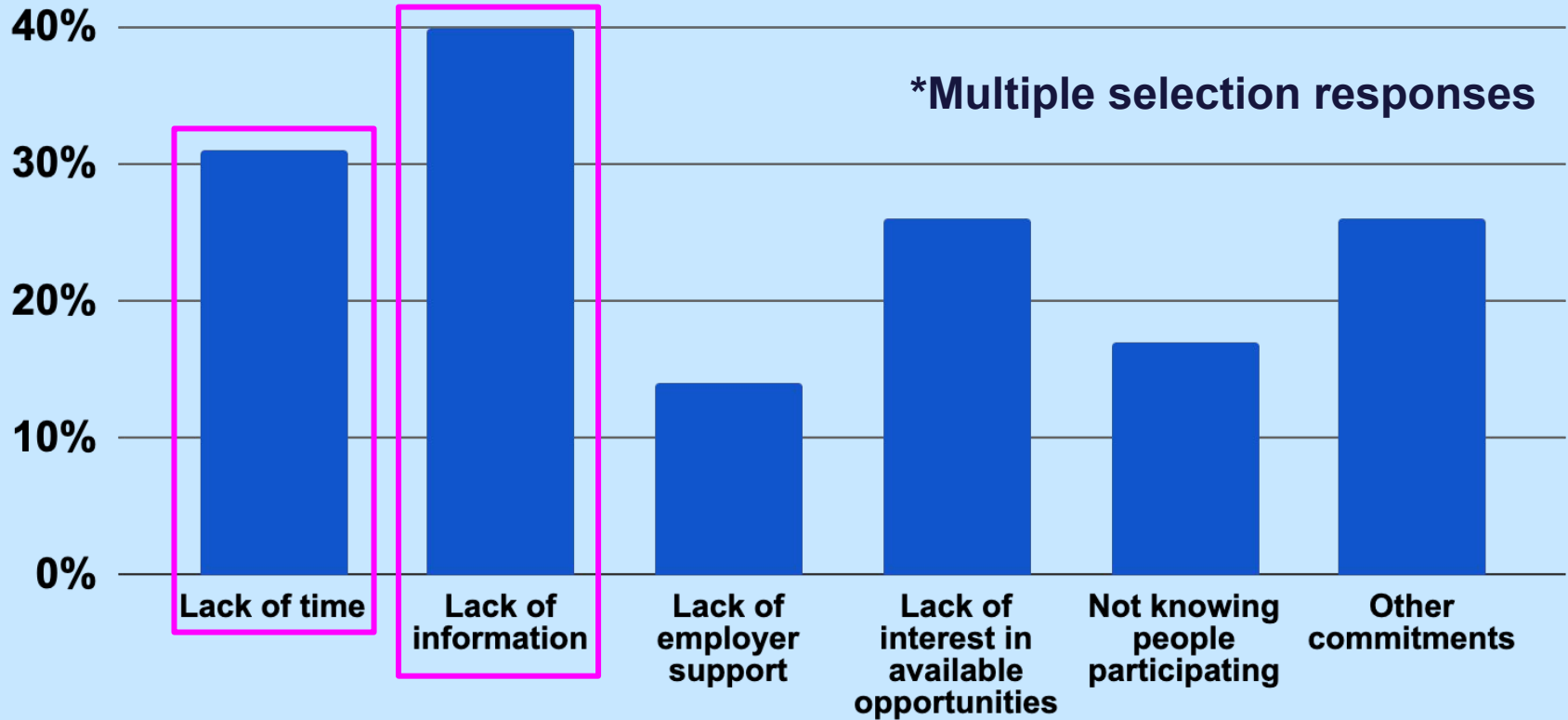


3

Motivators and Benefits of Employee Volunteering

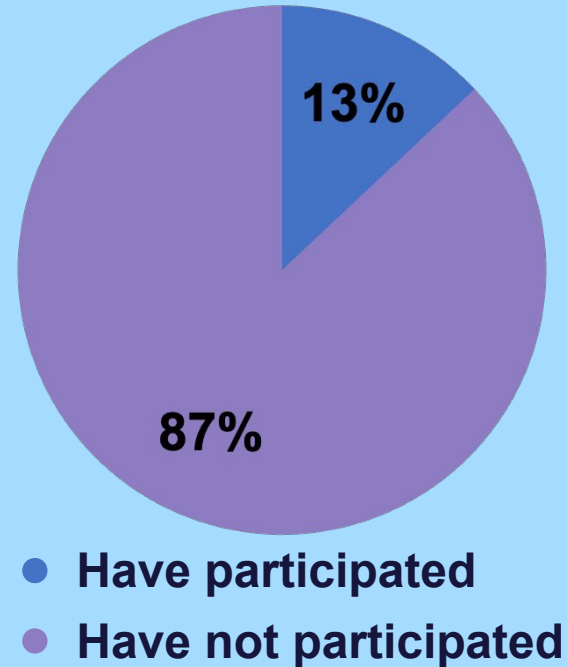


Barriers of Employee Volunteering



Number of Employee Volunteers

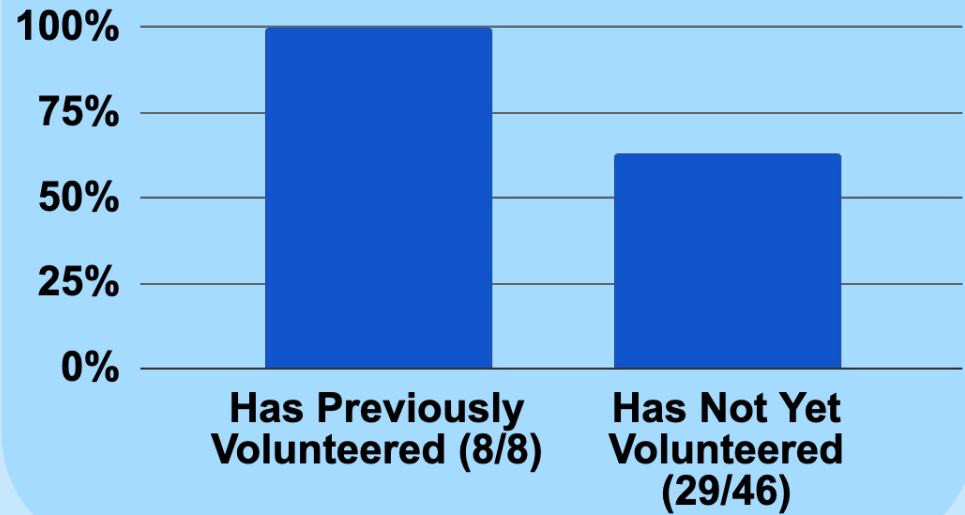
- **Local participation increased during COVID**
- **Local participation decreased post-pandemic**
- **Little to no current employee volunteers in Merton**



Patterns in Employees Likely to Volunteer

- Senior level employees generate more participation
- Younger employees are more likely to participate
- Employees who volunteer once are more likely to participate again

Likelihood to Participate in Future if Employee



Incentives of Employers

- Corporate social responsibility (CSR)
- Team building
- Boost in employee productivity
- Recruitment of new talent
- Employee retention



Types of Employee Volunteering Schemes

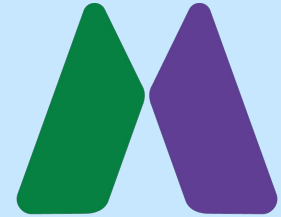


BANK OF AMERICA

- **Unlimited paid time with approval**
- **30% participation**



- **Missions using OnHand**
- **2,987 missions since 2022**



MERTON
LONDON BOROUGH

- **2 days paid time per year**
- **2 of 2,000 participated in 2022-2023**

Promotion of Employee Volunteering Schemes: Employer to Employees



**Internal comms
system**



Newsletters



**Direct
communications**



**Office
space
advertising**

Promotion and Matching of Opportunity Between VCSEs and Companies



Direct contact via
phone and email



Social media and
networking



Third party involvement

SimplyConnect 

Online matching services

Employee Feedback

Positive:

- Almost all positive
- Community impact
- Fulfillment
- Team building

Challenges:

- Work-volunteer commitments
- Lack of direction

Limitations of Findings

1

Small number of overall survey responses

2

Small sample size for stakeholder interviews

3

Best practices come from very different environments than Merton

Conclusions



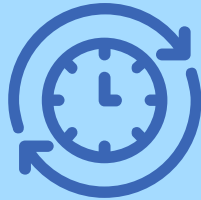
Mutually beneficial



Impact of employee position



Major employer incentives



Major barriers to employee participation



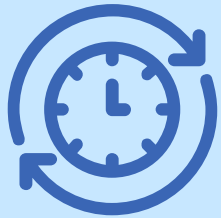
Promotion



Participation since COVID

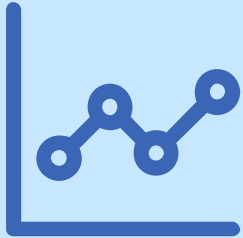
Recommendations

Time, workload, and flexibility are major barriers to employee participation



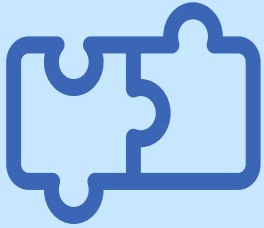
- **Increase flexibility in employee volunteering schemes**
 - **Time**
 - **Range of organizations**
- **Standardization of trainings**

VCSEs in Merton are struggling to return to pre-pandemic levels of participation



- **Promotion from VCSEs, Merton Connected, and employers**
- **Volunteering opportunity catalog given to employers**

Limited seamless matching technology between employee volunteers and VCSEs



- **Local user feedback form**
- **Set up a user committee for how Simply Connect is being used across all charities or third-parties**

Successful employee volunteering schemes require effective advertisement to employees



- **Use multiple methods of promotion within the company**
- **Share employee volunteer stories**

Expectations for the volunteering event must be set to allow for a productive and successful experience



- **Goal of the event**
- **What is expected of the volunteers when they arrive**
- **Required trainings and skills**

Thank You!

Thank you to our hosts at Merton Connected, Tony Molloy, Beau Fadahunsi, Loana Vazzano, and the rest of the team

Another thank you to our advisors Dominic Golding and Bruce Bursten

Questions?

References

- Business partners* | Habitat for Humanity. (n.d.). Retrieved February 26, 2024, from <https://www.habitat.org/volunteer/group-opportunities/business-partners>
- Guide to Council Tax* | Merton Council. (n.d.). Retrieved February 26, 2024, from <https://www.merton.gov.uk/council-tax-benefits-and-housing/council-tax/guide-to-council-tax>
- Habitat for Humanity. (2024). In *Wikipedia*. https://en.wikipedia.org/w/index.php?title=Habitat_for_Humanity&oldid=1196132298
- Lobo, S. (2020, October 23). *Why do 200 million hours of corporate volunteering go unused every year?* | *LinkedIn*. LinkedIn. <https://www.linkedin.com/pulse/why-do-200-million-hours-corporate-volunteering-go-unused-sanjay-lobo/>
- London Borough of Merton*. (n.d.). New London Architecture. Retrieved February 28, 2024, from <https://nla.london/members/london-borough-of-merton>
- Bird, A. (2018, November 20). 15 Best Things to Do in Wimbledon (London Borough of Merton, England). *The Crazy Tourist*. <https://www.thecrazytourist.com/15-best-things-to-do-in-wimbledon-london-borough-of-merton-england/>
- Merton Connected*. (n.d.). Retrieved February 26, 2024, from <https://www.mertonconnected.co.uk/about-us>
- Merton Connected, Volunteering, Charity Organisations, Social Prescribing*. (n.d.). Retrieved February 26, 2024, from <https://www.mertonconnected.co.uk/>
- Merton Council. (n.d.). *Our priorities for the 2024/25 Council Budget—YouTube*. YouTube. Retrieved February 26, 2024, from <https://www.youtube.com/watch?v=doDULniiGgMg>
- Our Volunteer Opportunities*. (n.d.). Retrieved February 26, 2024, from <https://www.ymca.org/get-involved/volunteer/opportunities>
- YMCA Partnership* | Clarkson College. (n.d.). Retrieved February 26, 2024, from <https://www.clarksoncollege.edu/ymca/>
- Yorkshire councils' government funding cut by £945m since 2015, figures show*. (2023, November 28). <https://www.bbc.com/news/uk-england-leeds-67543927>