



youthforseva™
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CORPORATE VOLUNTEERING
HAND BOOK



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The objective of this handbook is to comprehensively showcase significance of **CORPORATE VOLUNTEERING.**

FOREWORD

This Corporate Volunteering handbook is specifically designed to showcase the importance of volunteering. It is an effort that covers the challenges and the volunteering-based solutions that have been undertaken to address them. It highlights the various opportunities that are currently available for corporate to participate in and contribute. Lastly, it covers the volunteering models that are currently available and the related resources such as tool kits, training materials, besides the impact that it has created so far.

Hope this hand book will be handy for all those who would like to donate time for the community.

This handbook was released during the Corporate Volunteering Conclave 2018 by Youth for Seva, to explore best practices and initiatives to maximise impact by employee engagement in volunteering.

IMPORTANCE OF VOLUNTEERING

Many social issues related to health, education and sanitation are big challenges for the overall development of the society. Despite formal programs to address them and efforts by many stakeholders, they have remained unresolved due to various reasons. Volunteering has emerged as a platform that can bridge this gap.

This girl child from a Government school for instance, who was perceived as dumb, while her actual problem was hearing disability, received timely attention under a Government scheme through the timely focus of certain corporate volunteers.

Similarly, this child of a migrant labour from Bihar was diagnosed of a serious eye infection that needed immediate surgery. Volunteering effort brought together the eye specialists and the sponsors to help the child recover the eyesight.

Volunteering also gives an opportunity for a professional to pursue his passion, while lending a hand to the needy. Volunteering helps bring out the inherent talent in them which can be useful for the society.

The dimensions with which volunteering can help are manifold in nature.

Who is a volunteer?

Anybody who can spare his time/energy for a cause or a need which can help the upliftment of the needy in the society without any intention of personal gains other than satisfaction.

FOCUS AREAS FOR VOLUNTEERING



Why engage employees in volunteering?

Corporates are another important stakeholder for the betterment of society, along with the citizens, NGOs and government. They are rich in resources - be it technology, finance or skill, and can utilize part of it for community development.

When employees engage in volunteering activities, the company gains a positive image in the society. Citizens view the company as part of the solution to the gaps in the society. Participation of employees also adds transparency to the projects funded by the corporate. Further and above all, a sense of pride and loyalty is created among the employees.

Building the culture of Volunteering

The leadership team within an organization play a critical role in building a culture of volunteering. There have to be methods for recognition of volunteer work through T-Shirts, plaques, certificates, awards, etc.

Create the buzz...

- Publicize your efforts, both internally and externally. Communicate pre and post event through newsletters, intranet, email, media releases, etc. Results of a volunteer activity are especially important in inspiring employees to start or continue volunteering.
- Recognize employees' time and effort spent on volunteering through:
 - Matching grants to the NGO where they volunteer
 - Gift cards that could be donated to any cause
 - Rewards/ certificates/media coverage for outstanding volunteers

At the policy level...

- Allow employees to take a "day of service" to do volunteer work.
- Provide logistics support for employees during volunteering like transportation, food, materials for activities, etc...
- Encourage employees to suggest projects where they volunteer and fund the project, thus bringing in more ownership and responsibility.

- Grant your employees an approved and compensated leave of absence to offer volunteer services to a non-profit.

Keys to success...

- Focussed team for CSR and Employee Engagement
- Executive Champions
- Volunteering Leaders within employees
- Well defined policies to steer decision-making
- Participation of employees at all levels
- Budget allocation for employee engagement (apart from funding projects)
- Identify meaningful opportunities that has an impact. One day activity can be part of a sequence of events to complete the loop.
- Orientation about volunteering, the project they will be engaged in and an overview of the partner organization.
- Clearly explain the role of the volunteers and set the right expectations
- Work with the partner organization to list down do's and don'ts and share it with the employees

ABOUT YOUTH FOR SEVA (YFS)

Youth for Seva (YFS), founded in April 2007, is a nation-wide volunteering movement that inspires youth to volunteer, and provides them with meaningful opportunities to serve the community.

The goal of YFS is to support schools, destitute shelters, government hospitals and other organizations in the social sector through volunteers who can help them mitigate some of their shortcomings and challenges. Volunteering is made easy and customized to the individual's interests, time availability and skill sets.

YFS aims to create positive change agents in the society, through the culture of volunteering.

Vision:

Self-reliant communities powered by selfless individuals.

Mission:

- To facilitate a movement of volunteering.
- To empower and enable individuals to become positive change agents.
- To enable institutions to effectively engage community to deliver services.
- To promote sustainable lifestyles.



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Role of Youth for Seva as facilitator

There has been a growing interest and trend among the corporates to engage their employees in meaningful volunteering activities. While many prefer a volunteering program at offsite locations or a partner non-profit, there are others who prefer an activity at their own campus. To suit the needs of the corporate, apart from engaging them in regular activities through the year, YFS also designs and organizes customized volunteering activities for corporate volunteers.

All the activities undertaken by YFS are Company Act compliant.

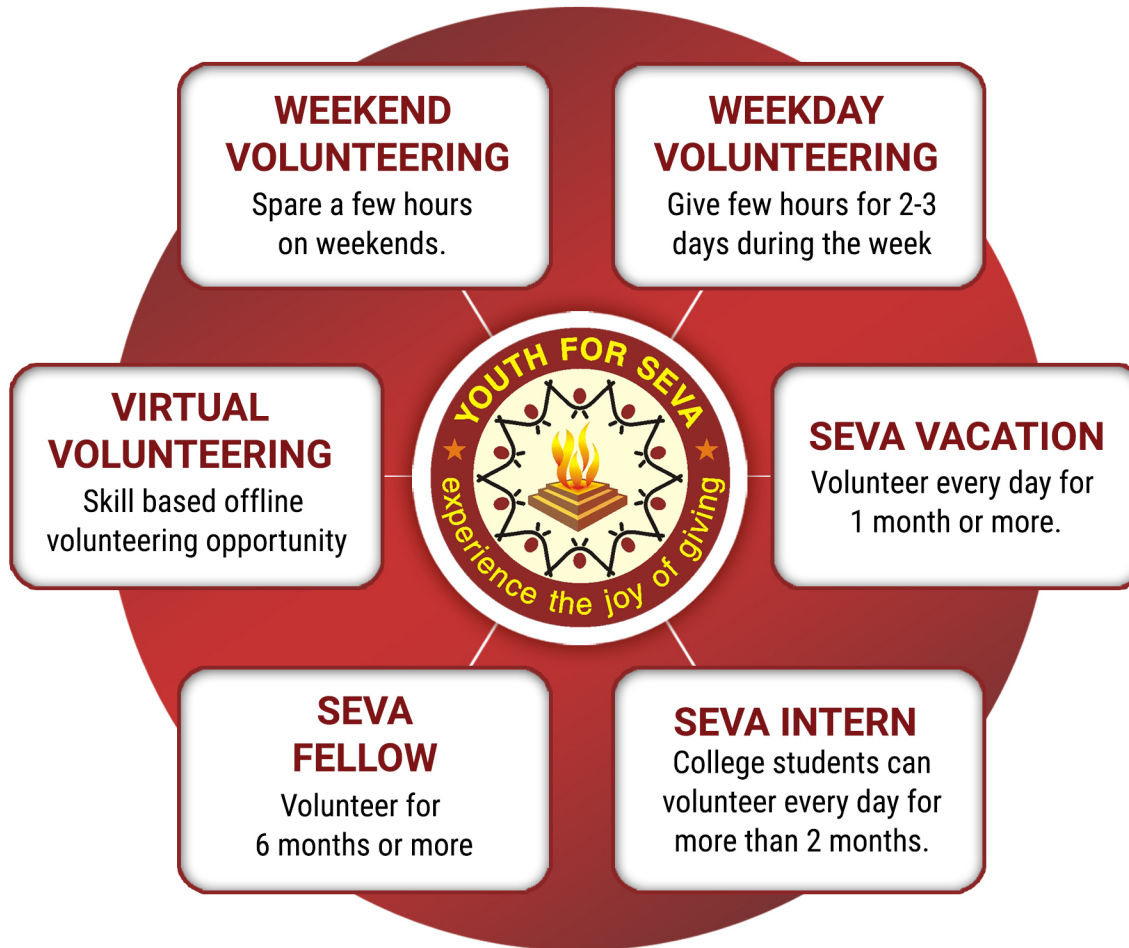
There are several benefits of a company to partner with an NGO having grassroot reach especially

- Understanding and designing need-based, scalable and sustainable solutions.
- Training and orientation for the volunteers.
- Effective engagement of volunteers in well-defined, meaningful projects.
- Ownership of initiatives to generate impact.

Youth for Seva can closely work with HR/CSR team to orient employees about volunteering and customizing activities based on the employees' interests and skills. Furthermore, YFS can guide employees who would like to take a sabbatical to meaningfully contribute to the society.



VOLUNTEERING MODELS



Sample volunteering opportunities:

- Teaching Aids – Preparing Maths and Science experiment kits in-house
- Escorting children on education trips
- Volunteering in rural locations
- Career Counselling
- Go green initiatives - Sapling plantation, Seed-ball making
- Audio Recording for the visually challenged
- YFS Flagship Events – School Kit Packing/Distribution, Chiguru/Navoudit – Kids Carnival for under privileged etc.

Note: Orientation and Training will be provided by YFS for all the above





Volunteering in Rural Areas



Career Counselling



Sapling Plantation



Menstrual Hygiene and Health Awareness



Audio Recording for the visually challenged



Seed-ball making



School Kit Packing



School Kit Distribution



Navoudit - Kids Carnival



Chiguru



Chiguru

Sample projects for sponsorship:

- School Adoption Program
- Sports in Schools
- Abhyasika (Learning Centres in slums)
- Lab on Wheels
- School Health Program
- Teachers Workshop + CRC (Cluster Resource Centre) Enrichment



TESTIMONIALS

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Thomson Reuters supports and partners with non-profits, nongovernmental organizations (NGOs), and governments whose missions align with these key areas. We invest through a combination of financial grants, technology and in-kind program contributions, bolstered by employee volunteering and expertise sharing. Our PublicPrivate partnership model enables us to scale, sustain and multiply our CSR impacts over the long-term. Youth for Seva is our strategic NGO partner and we together create resilient communities that will not only benefit people but also help our business to thrive by creating economic stability, giving us access to new markets, customers, and sources of innovation; and together we building a healthy pipeline of well-educated talent for our global operations, as well as those of our customers and partners.

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- Archana Sahay,
Head – Thomson Reuters, CSR India

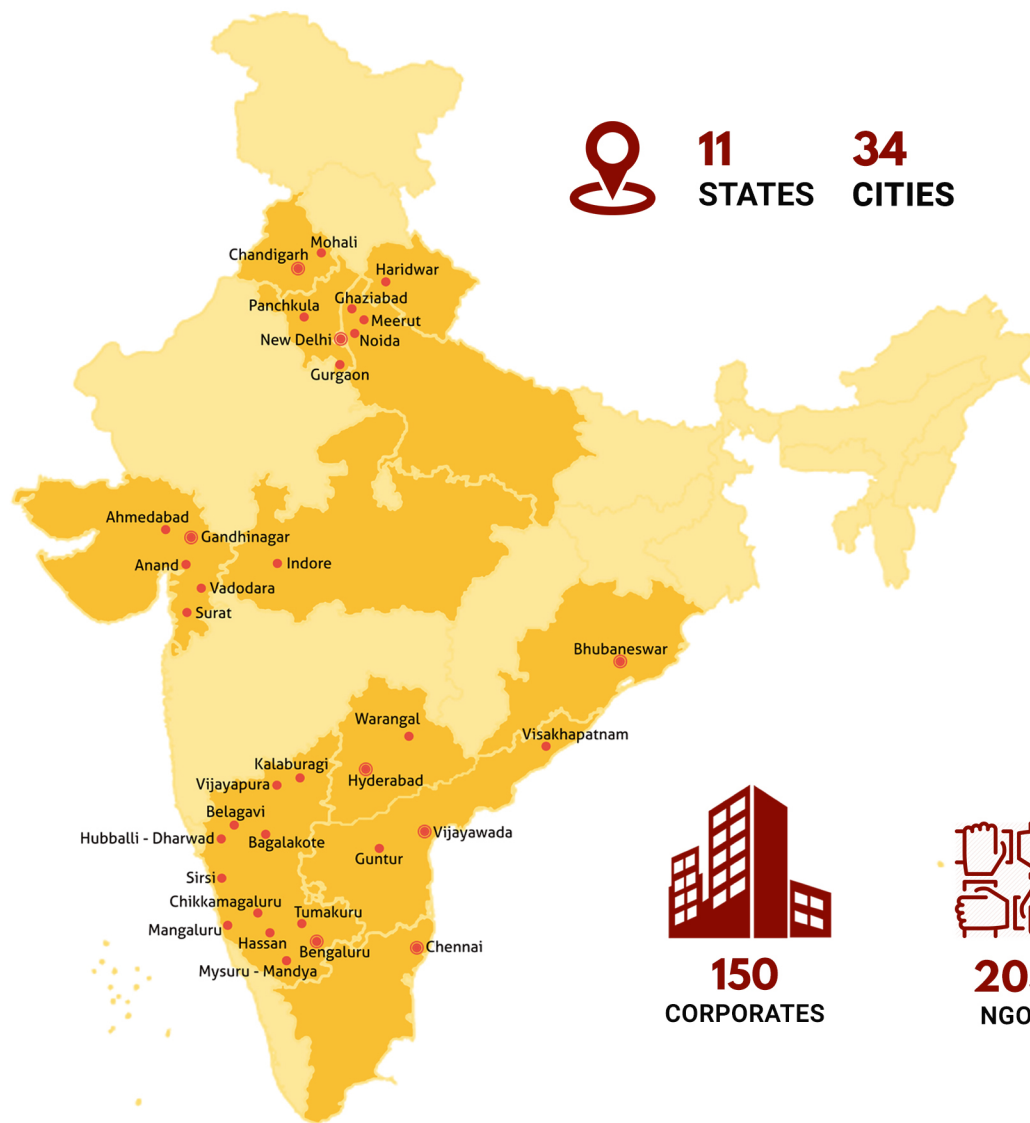
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Navoudit-2018 the event organized by YFS was an experience in itself, both from scale and efficiency perspective. It was a platform to create opportunities for students across different strata of society. Congratulations to the students who presented amazing acts, and a my personal note of gratitude to all the volunteers, the effort was visible in the success of the event. It seemed like an well oiled machinery of volunteers at work. Am proud of each of you. It is because of the zeal to give back to the society that this WORLD is and will continue to be a better place. Thanks once again, and I was humbled at the opportunity to interact with the students and volunteers. God Bless Us All.

”

- Ratul Choudhury,
Director - Business Operations, Dell EMC

YFS SO FAR



11
STATES

34
CITIES



68,329
VOLUNTEERS



7,87,549
BENEFICIARIES



150
CORPORATES



203
NGOs



578
SEVA KENDRAS



Registered Office :

'Jnanagiri', # 75/76, 4th Cross, 2nd Main, Soudamini Layout,
Konanakunte, Bengaluru - 560062

📞 734 924 6271
☎ 080-26325966

✉ contact@youthforseva.org
🌐 www.youthforseva.org

