

MAYOR OF LONDON

Employer Supported Volunteering


Demonstrating the benefits of volunteering to businesses and individuals

#LondonVolunteers



Introductions

Katerina Rudiger
Chief Community Officer, CIPD



Championing
better work and
working lives

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Objectives

- Explore the benefits of ESV for businesses
- Explore the benefits of ESV for individuals
- Look at ways to promote ESV to different stakeholders



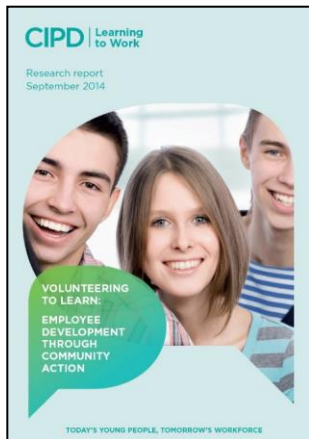
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CIPD – promoting ESV

- Creating opportunities for our members that draw on their skills - through action they will recognise the benefits first hand
- Volunteering survey
- Research and best practice guides:



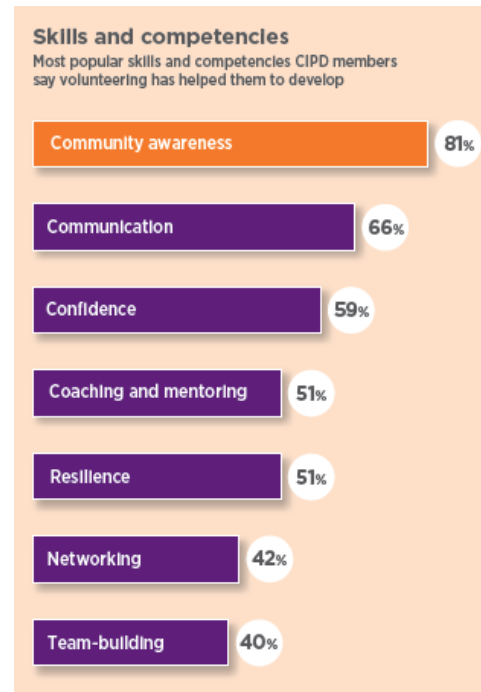
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The Benefits of ESV – our survey says:

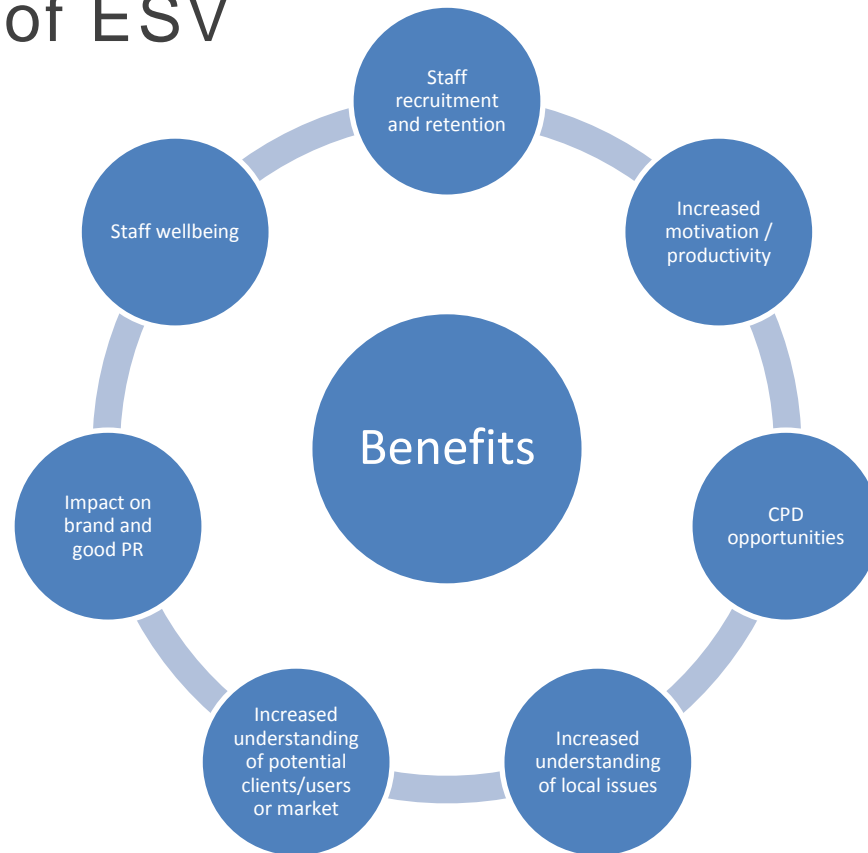


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The Benefits of ESV



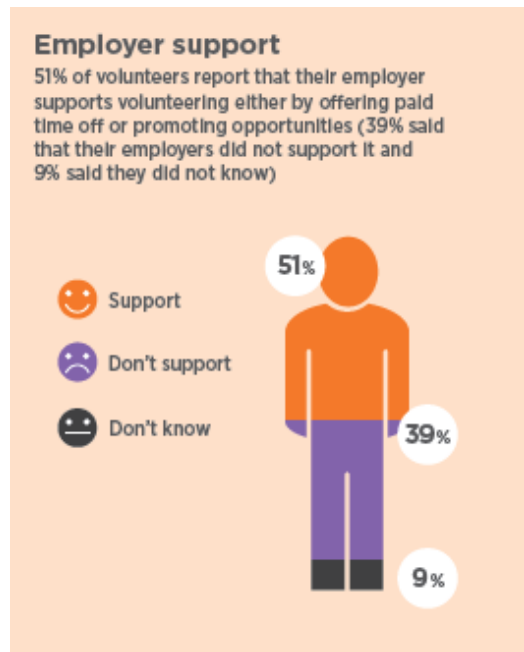
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However...



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Challenges to embedding ESV

We don't have enough staff to cover

This opportunity doesn't fit with our CSR Strategy

We already give back. We fundraise

We don't have a CSR department

The organisation doesn't offer volunteering days

Volunteering is just clearing up litter, isn't it?

We offer time but staff don't take it

Isn't ESV just for team building?

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ESV in Practice

Jonathan Arana-Morton
Founder
The Breakfast Club



Eva Arnaiz
Charities and Communities Manager
The Breakfast Club

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‘Do well by doing good’



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TODAY IS GOING TO BE A GOOD DAY..

№12-16





**Good to Our People
Good to Our World
Good at What We Do**



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Over **£100,000**
donated to support
charitable projects

12 different
charities

Up to **250**
volunteering hours
per month

GOOD DAY PRODUCTIONS

1 CIPD award for
Best Volunteering
Programme

Hourly staff are paid the
London Living Wage -
£9.75 p/h - to
volunteer

100% score from the
Sustainable Restaurant
Association for giving back
to the community



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HOW?



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1. INDUSTRY SKILLS



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2. CAFES



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3. PASSIONS & INTERESTS



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The
Breakfast
Club

Do Well By Doing Good

Attract/Retain the Best/Right Team
Do Well



By

Doing Good

Enhance your ☐ brand ☐
Do Well



By

Doing Good

Attract the Right/Best Partners
Do Well



By

Doing Good

Personal Pride
Do Well



By

WARNING!!
Doing Good



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To find out more about Good Day Productions
follow us on

Instagram: **@thebrekkyclub**

@gooddayproductions

Twitter: **@thebrekkyclub**

www.thebreakfastclubcafes.com/good-day/

#BCGoodDays



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COMMENTS

“The Breakfast Club are completely in tune with our needs. Our relationship is far from tick box approach. What we like most is the time they are willing to donate. TBC have gone above and beyond to not only fundraise for our charity but contributed with their wealth of experience to our cause. They are real champions for local charities who face big challenges every day.”

-Momtaz Ajid, Projects Manager at Leaders in Community

“We've developed, tried and tested our partnership until we've found a genuine way of working together that really meets our needs. This differs from other organisations we work with who have a very rigid idea of what they would like from our charity – sometimes with little regard of what the needs of our organisation actually are.”

- Liam O'Driscoll, Development Coordinator at Opening Doors

“Volunteering has allowed me to further my training in an unexpected and personally rewarding way. I'm so grateful for being given the opportunity to do two things I love at the same time.”

-Izzy Sleeman, Assistant Manager at The Breakfast Club

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ESV in Practice

Hazel Bradford
Future Talent Recruitment Advisor
Marks & Spencer



Jordan Hurcombe
Enterprise Coordinator
Team London

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Engaging stakeholders in ESV

Activity

On your tables you will find a scenario. Each group will be asked to develop a 2 minute pitch to explain the benefits of ESV to a specific stakeholder identified.

The pitch can take the form of a role play, individual or group presentation. Groups may be invited to present for feedback.

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Q&A

- Jonathan Arana-Morton, Founder, The Breakfast Club
- Eva Arnaiz, Charities and Communities Manager, The Breakfast Club
- Hazel Bradford, Future Talent Recruitment Advisor, Marks & Spencer
- Jordan Hurcombe, Enterprise Coordinator, Team London

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Key Considerations for Collaboration

- Collaboratively develop the activities and partnership
- Support and encourage employee volunteers to revisit organisations to see the long-term benefits
- Work to ensure a greater understanding – and communication of – the costs involved
- Consider longer-term, skills-based volunteering activities. These do not have to replace one-off activities and both could be offered alongside one another
- Develop a good understanding of one another's motivations and objectives in advance

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Thank you for coming



www.thebreakfastclubcafes.com/good-day/

www.cipd.co.uk

www.london.gov.uk/what-we-do/volunteering

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