Voluntary Activity ECOLOGY engagement Fairprotection deamanagement community work Ref GOALS SUStainable MUNITY giving back environment engagement

## **Corporate Social Responsibility**



ard • Fundraising ecology SOC1a sustainable equilation GY environment giving back Work 1 RESPONSIBLE Success manager fair 1 community ethics PROTECTION ( Fair SUCCESS management corporate Brain protection corporate engagement sustainable Idea Be eltaststandard regulation responsibility mental Responsibility corporate Giving Back OLOGY Organisation NATURE standard WORK GOALS ENVIRON ECOLOGY Organisation Protection COJ engagement egulation BUSINESS sustainable community ORPORATION regulation g sustainable belfast fair Fundraising ecology standard corporate Responsibility ethics GOALS work environmenta/corporate 1 Tengagement ecology draisingstandard Respon rkGiving BackBELFA protection all protection concept environmental corporate ng COMMUNITY giving back environmental CESS corporate Social Goals Fundraising COMMUNITY giving back environment engagement SUCCESS Responsibility standard business sustainable nature standard sustainable corporate

# Disiness GOALS ECOLOGY environment sing ecology Social organisation regulation organisation of the second standard organisation of the second standard organisation of the second standard standard regulation of the second standard response of the second standard standa

## Agenda

- Our structure and how we have achieved an sitewide approach. Converting policy into a culture!
- Best Practices:
  - ✓ Induction Volunteering scheme
  - ✓ Creative communication Volunteering & Social Enterprise Expo
- Challenges
- Q&A session





### **Our Communication Tree and Structure**



# Dusiness GOALS ECOLOGY environment sing ecology Social organisation regulation organisation of the standard organisation of the standard standard organisation of the standard organisation of the standard organisation of the standard organisation of the standard of the s

### **Induction Volunteering Program**

#### The Problem:

The Belfast Corporate Social Responsibility (CSR) committee surveyed our staff in 2011 and discovered that **only 14% of Belfast staff had ever used their volunteer day**.

In previous years some pockets of staff had participated in volunteering programs but nothing had been done <u>across the site</u> to put volunteering firmly into the DNA of Citi Belfast.

After an initial pilot of the scheme through the Legal intake in 2012, the first site wide Induction Volunteering Program took place between the 1st September 2013 and the 31<sup>st</sup> August 2014.

Three volunteer days captured all the new graduates employed by the Belfast CSC during this period.

#### **Objectives of the scheme**

- Ensure all new employees participate in a volunteer day early in their employment
- Provide a networking & team building opportunity early on so that people get to know their own teams and departments.
- Provide staff with a volunteering experience, with the hope that those staff will volunteer year in year out following employment.

#### Metrics

Each volunteer was sent a survey in order to determine how they felt their experience had impacted them. Here is some of what they said:

Would you now recommend a volunteering challenge to other colleagues?

Would you volunteer again for another Citi organised volunteer event?

Is it important to you that Citi supports work in the community?

Do you feel the time spent volunteering was rewarded by the benefits of your experience?

Do you feel more committed to Citi as a result of this experience?

Has your perception of Citi improved as a result of this experience?









#### **Implementing as Best Practice**

 Suitable when 10-20 employees are recruited at the same time and go through an initial induction program.

#### Results in

- Increased number of volunteer days used in the company (year in year out)
- increased staff commitment to the company (see above metrics) and
- improved staff survey results.
- You need:
  - leaders in your organisation who also champion your culture and commitment to volunteerism

With a little enthusiasm and time invested we can all 'be the change'

# Ture Constrained and a standard fundraising ecology Social organisation regulation organisation of the standard of the standard

## The Volunteering Expo & Social Enterprise Fair

- Increase awareness of the Citi Volunteer Day
- Match Citi employees with volunteering experience
- Provide diverse volunteering opportunities
- Provide a networking opportunity for the charities and social enterprises to increase their pool of volunteers and/or customers











## Dusiness GOALS ECOLOGY environment standard • Fundraising ecology, Social organisation reg Drganisation Control of the standard of the standar

### Challenges

## Solutions

- Knowing what the staff want
- Increase impact each year
- Making volunteering part of the fabric of Citi
- Communicating the opportunities
- Recognising contributions

- Regular surveys/expos etc.
- Measuring ourselves in key areas and setting strategic goals
- Introducing staff to volunteering as early as possible.
- Use of internal social media.
- Tell the story
- Saying thank you publicly
- Sharing best practices

#### Drganisation TURE CSR RESPONSIBLE CESS management corporate organisation Cess management sustainable Idea Comporate engagement sustainable Idea Comporate engagement sustainable Idea Comporate engagement sustainable Idea Cess management sustainable Idea Cess management

Rules of the road for successful ESV

- Plan and Facilitate!
- Two –way communications. No assumptions
- Make it personal to the employees
- Ensure opportunities are enjoyable and have value
- Educate managers on the team benefits
- Bottom up and top down approach necessary
- Build programmes that are not about clocking up hours but are about <u>true impact</u>