

THE STATE OF CORPORATE VOLUNTEERING





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Note from the CEO

Over the past few years, at Goodera, we have been witnessing the evolution of corporate giving models. But never have we seen the landscape of corporate giving change as much as it did in 2020.

Amidst building tensions and a looming economic crisis, businesses worldwide have had to take calculated steps towards protecting themselves and their workforce. But what is impressive is that in the time of uncertainty, many businesses came forward to also uplift their communities.

It is noteworthy that in a highly remote world surviving the throes of a crisis, virtual volunteering came through. It enabled businesses to connect their highly skilled workforce to beneficiaries all around the world. Companies gradually started turning to virtual volunteering to give back to their community - what started small soon grew into being a permanent part of many corporate giving programs.

The reason for this increase in demand are many:

2020 ignited a wave of social reforms, revealing an innate, growing interest in people to do good.

Customers and investors grew more conscious of the social responsibility quotient of companies.

Focus grew on how efficiently business leaders are enabling their workforce to drive social impact.

The advent of a purpose-driven workforce dominated by millennials and Gen Zs catalyzed the need for corporate giving to evolve.



With the trust placed in corporate institutions increasing significantly, now is the time for corporates to take a lead in guiding the workforce towards driving social impact.

2020 was all about survival and resilience. Now, 2021 is a year of transition. As vaccine uptake increases, we are looking at a workplace that is highly distributed between home and the office.

The corporate volunteering model will again need to adapt to the needs of the new workforce. Business leaders must assume their roles as change leaders and volunteer champions and lead the workforce to an era of meaningful work coupled with social transformation.

Abhishek Humbad

Abhishek Humbad
Founder and CEO, Goodera



Introduction

At Goodera, we empower over 200 companies to provide engaging and impactful virtual and hybrid volunteering experiences to their employees globally. Our network of verified 50k+ nonprofits from 100+ countries enables us to offer a diversity of volunteering opportunities across cause areas. Having curated and executed over 4000 virtual volunteering events last year, we now stand on a wealth of data that can tell the story of how corporate volunteering is transforming.

From helping companies achieve their volunteering goals to driving ambitious employee engagement targets, the perceived benefits of volunteering are many. In this report, we share the unique insights and learnings we've gleaned in the process of enabling corporate volunteers to do good from the comfort of their homes.

Volunteer champions, change leaders, and all professionals who are involved in the volunteering process can better understand the state of corporate volunteering and what the future holds.

200
Companies

50k+
Nonprofits

100+
Countries

4000+
Events/year





Executive summary

During the pandemic, the power of public altruism came to the fore, with people willing to contribute in any way they can, online. With millions of people in the workforce, the onus fell on corporates to ensure that they are effectively channeling this need to do good.

Virtual volunteering came in like a breath of relief for volunteers as it opened up new and diverse ways of giving. Without the limitations of time and space, corporates suddenly found themselves with a large set of virtual volunteering opportunities that could engage their employees in different parts of the world.

Virtual volunteering complimented remote workplaces. Companies and nonprofits are now aware of how well virtual volunteering can bring together skilled volunteers quickly. Employee volunteers find virtual volunteering inspiring and engaging.

Now the question is, how will volunteering adapt to the future of work? We are entering the era of hybrid work, and it's only fair that giving models accompany.

As we welcome new ways of volunteering that suit our highly distributed workforce, the following are a few key points to keep in mind:



Experience is front and center:

Yes, employees want to volunteer. But whether they continue to love volunteering will depend on how you drive the experience. The experience fails when volunteers are unable to make an emotional connection with the activity or if it's too complicated. Volunteering instructions must be simple and engaging.



Technology is an enabler:

Hybrid and virtual volunteering opportunities offer the comfort of choice. But they could also be very cumbersome to manage if you have a large workforce. Invest in technology to ensure that all activities can be tracked, executed, and measured in a single place.



The focus on team-based volunteering will only grow:

Team-based volunteering enables cross-team communication and helps employees improve their soft skills. Team-based volunteering is especially popular among millennials and Gen Zs and fits both virtual and hybrid means of volunteering.



Corporates must lead the change:

With growing employee interest in volunteering, companies must ingeniously model strategies that build confidence among stakeholders in a remote setting. Reputation and ultimately the bottom line will benefit from businesses taking a lead on doing good.



Business becomes only trusted institution

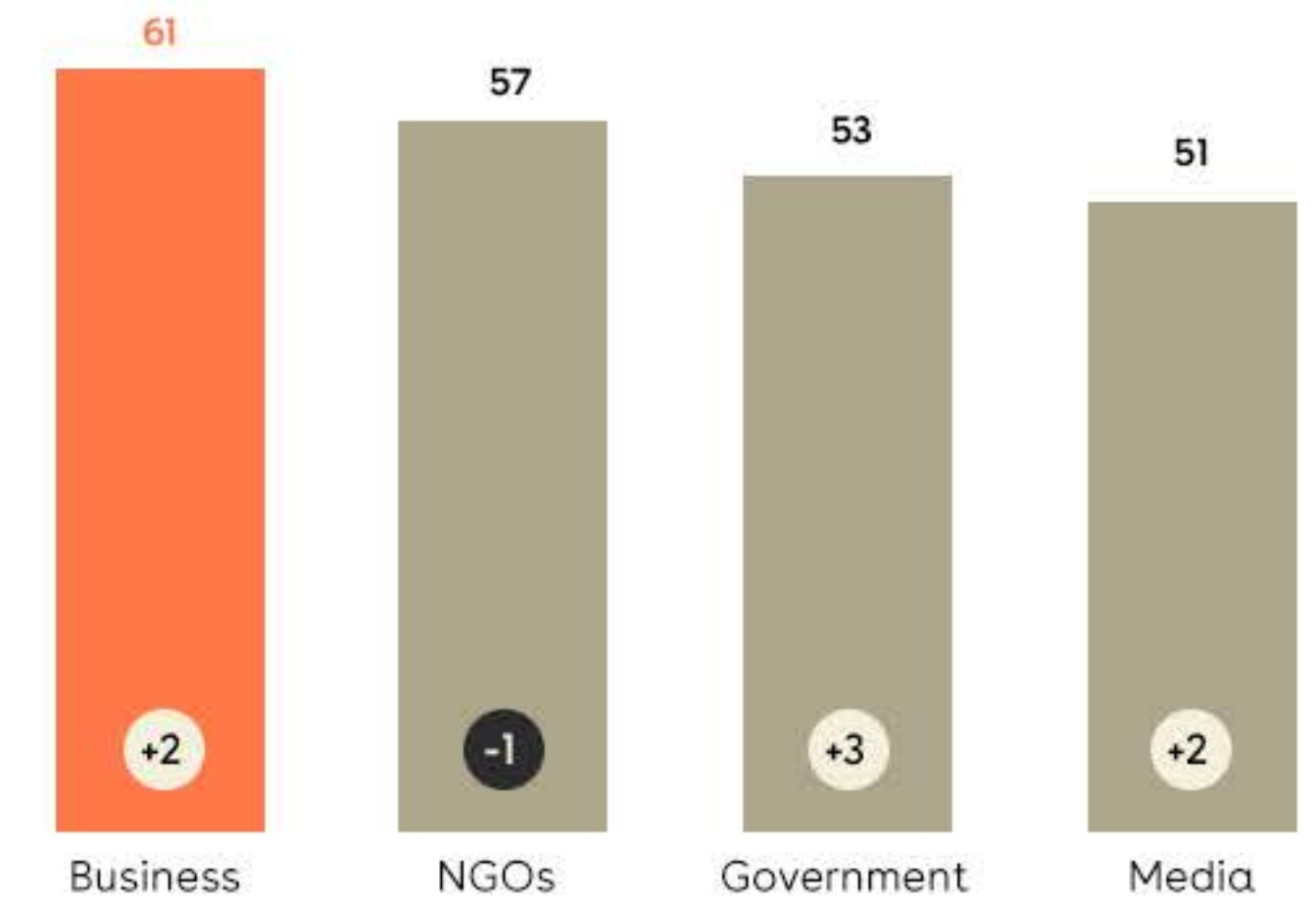
Percent trust (Global 27)



Distrust Neutral Trust



Change 2020 to 2021



The curtains are drawn. It is time for businesses to confidently pioneer social transformation initiatives that involve their employees, customers, and other stakeholders. The world is looking, and corporates must deliver.



There is a fundamental shift now in moving from rhetoric to action. Each one of us must look into the mirror and find the leader inside us to lead the social transformation. Our lives cannot be only about our own lives.

Ariana Huffington

Founder and CEO, Thrive Global





A year in review: The emergence of the giving culture

Recent events tested how far humanity could stretch and how resilient humankind can be. But beyond the obvious health crisis, the last year also paved the way for winds of change around social justice issues. Millions of people were pushed to poverty last year. The fragile healthcare ecosystem of many regions and the unequal access to these ecosystems became transparent.

Amidst growing concerns around the pandemic, the death of George Floyd catapulted the issue of racial injustice into the spotlight. Talks about racial equality permeated the borders of the U.S. and sparked a barrage of social media conversations on #BlackLivesMatter.



The biggest social justice issues in 2020-21



Climate justice:

Environmental change is perhaps the most alarming and widely felt issue in recent years. From the devastating wildfires in Australia to record-breaking temperatures felt in the Arctic news about the adversities of climate change has been making headlines.



Racial justice:

Racism has a long history in the United States, and its impact can be found in every facet of education, business, media, and day-to-day life. The Black Lives Matter protests that began last year continue as activists demand substantial change.



Education:

COVID-19 has exacerbated pre-existing inequalities in access to learning opportunities, adversely affecting 773 million illiterate young people and adults. Reimagining education within and beyond the context of the pandemic is critical to closing the literacy gap.

Healthcare:

High-quality healthcare is a very big challenge today, even in developed nations. This year, the COVID-19 pandemic has shown just how vital access to healthcare is as many communities struggle to access tests, treatment, and mental health professionals.

LGBTQ+ rights:

While progress has been made when it comes to LGBTQ+ rights, members of the community are still frequent victims of discrimination, harassment, and violence. LGBTQ+ inclusion will continue to be a key area of focus in the ensuing years.

Disability Inclusion:

CDC data shows that 61 million adults in the U.S. live with a disability - equating to roughly 26% of the total population. Stereotyping and discriminating against people with disabilities is still rampant and such practices need to be eliminated from the system.

Refugee crisis and immigration:

Nearly 30 million of the 70.8 million people who have been forced to flee from home have ended up in refugee camps, according to a UN report. Accessing education, healthcare, and economic opportunities are still distant dreams to many refugees.



Top three cause areas companies want to contribute to



Racial equality



Education



Inclusion

Top three countries with the most volunteer participation





Nonprofits experienced a major setback in 2020

Nonprofits have been the hardest hit by the pandemic, with 53% of them reporting a higher shortage of volunteers during the crisis.

After COVID-19, volunteer shortage was felt especially in nonprofits that focus on education.

Percentage of nonprofits that reported shortage of volunteers by focus areas.



Virtual volunteering significantly helped fill the volunteer gap for nonprofits across the globe last year - helping them source skilled volunteers through corporate engagements.

This lays the foundation for corporates to help enable nonprofits to unlock the potential of skilled volunteers. A collective effort between for-profit and nonprofit institutions is paramount in ensuring that the volunteer needs are met and impact is delivered.

As nonprofits expand their catalog of volunteering offerings to continue supporting their beneficiaries, the onus is on corporates to continue engaging with them and providing support.



Corporates will play a more active role in addressing social injustice

While we've always looked at corporates as for-profit organizations, there is an undeniable level of trust that is being placed upon them to lead social change.

The [Edelman Trust Barometer](#) conducts an annual online survey that spans 28 countries and ~33,000 respondents to examine trust in global institutions. Amid the uncertainty amplified by COVID-19, this year's study found that **trust has decreased** across all types of societal institutions, including government and media.

Business stakeholders - from employees to consumers - have grown vigilant about how well companies are driving change beyond the looking glass of profit. The heightened expectations on corporates mandate focus on societal engagement with rigor and thoughtfulness.



CEOs must lead on societal issues

Percent who agree

86%

"I expect to publicly **speak out** on one or more of these societal challenges: pandemic impact, job automation, societal issues, local community issues"

"CEOs should **step in** when government does not fix societal problems"

68%

Consumers want to buy from visibly more ethical brands

Social responsibility has become an index used by consumers to measure a company's "goodness" before buying from it. The Edelman Trust Barometer affirms this.



Socially responsible brands will enjoy multiple benefits

Customer loyalty:

75 percent of people with high brand trust will buy the brand's product irrespective of cost and will stay loyal to their products.

Engagement:

60 percent of people with high brand trust are comfortable sharing personal info with the brand, and pay attention to the brand's communications.

Advocacy:

78 percent with high brand trust are likely to share content about the brand, recommend the brand, and defend the brand against controversies/criticism.

75%

60%

78%

Gen Zs and millennials want to work for companies that have a clearly defined purpose

Millennials are projected to form 75% of the global workforce by 2025, studies show. By 2030, Gen Z will make up an estimated 30% of the workforce and 40% of the consumer market. The new workforce is here, bringing along with it winds of change that can transform workplace culture.

A strong company culture of giving back has always been imperative in attracting and retaining talented workers. With the workforce we have at hand, company culture becomes even more important.

A global talent trends survey found that the highest-performing employees are 3x more likely to work for a company with a strong sense of purpose.

Younger workers are searching for impact-driven companies that champion the journey towards building a better world and take steps to effect positive change.



44% of millennials and 49% of Gen Zs surveyed said that, over the last two years, they have made choices about the types of work they are willing to do, and the organizations they'd be willing to work for based on their personal beliefs and values.

Virtual volunteering: A game-changer during the pandemic

Companies are looking at optimizing CSR strategies to fit the new normal. A large part of these strategies is corporate volunteering programs.

Retirement home visits, community kitchens for the homeless, and other popular physical volunteering opportunities are making way for the virtual setting with existing concerns around public health and safety.

Many companies have already moved completely to virtual volunteering. They have also identified at least 3 to 4 activity types that resonate very well with the employees. Considering the remote setup and difference in time zones and schedules, a few activities have won in popularity by a large margin.

Top three virtual volunteering activities with maximum participation



Audiobook
Recording



Flashcard
Creation



Sign Language
Workshop



Karma Survey

Last year, when virtual volunteering was quickly picking up, Goodera conducted a survey to understand the primary motive behind the shift to virtual volunteering. The survey showed the result to be an equitable distribution of motives of doing good towards both, the employees, and the community.

Virtual volunteering is more often being seen as a top instrument for employee engagement, bringing interest from employee experience leaders.

52% of surveyed companies have moved to virtual volunteering

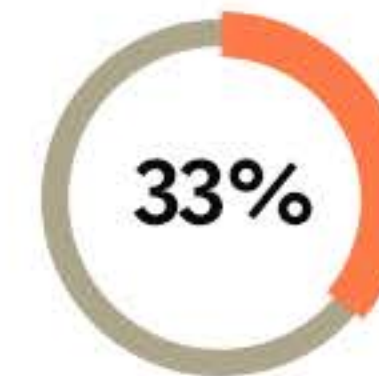
The adoption is higher in larger companies. The lack of opportunities retard access to the adoption of virtual volunteering in smaller companies

Organizations are opting for virtual volunteering in the interest of social impact and employee well-being





Top factors that help companies transition to virtual volunteering



Lower costs:
The cost is significantly lesser in virtual programs



Easy sourcing:
Virtual opportunities were readily available



Partner support:
Existing nonprofits have helped in shift



Impact story:
Measuring impact and sharing stories is easier



Participation:
Organizations find it easy to get employee registrations

Virtual volunteering leads the way

Despite initial teething issues, virtual volunteering quickly picked up towards the end of 2020. The reasons are many.



Increased flexibility:

Virtual volunteering activities are diverse and in many cases, not time-specific. It makes it much easier for all volunteers to volunteer around their schedule from the comfort of their homes.



Implementation safety:

Perhaps the most obvious benefit of them all would be safety. Virtual volunteering is undoubtedly the best mode of volunteering in a world that is still unsafe for physical engagements.



Increased nonprofit reach:

No longer limited to opportunities near the office, employees can volunteer for nonprofits across the globe. This opens up a diaspora of volunteering causes for employees to choose from.



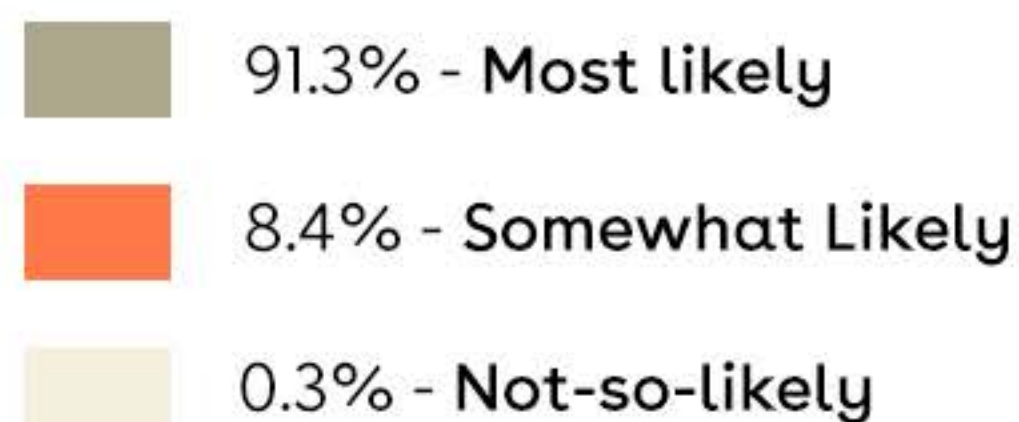
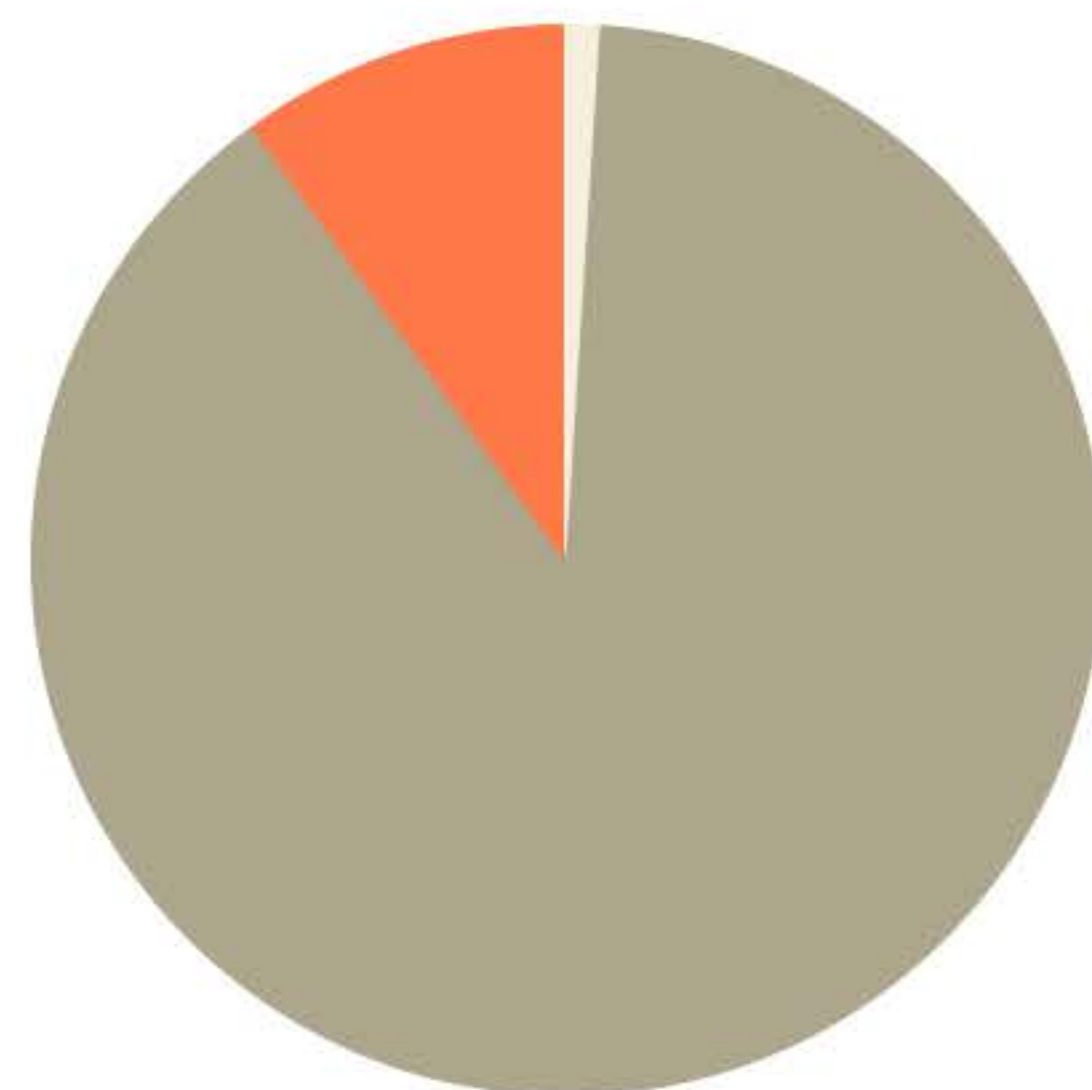
Ease of implementation:

Physical volunteering involves heavy planning around time, personnel, and logistics (travel, cost, materials, VTO, etc.). On the other hand, virtual volunteering is much easier to plan and implement.



Employees, nonprofits, and organizations who've tried virtual volunteering, love it.

Likelihood of companies continuing with virtual volunteering activities



57%

prefer Virtual

If given a choice, what would be your preferred mode of volunteering (Virtual, In-Person)

4.8

Out of 5

How likely is it that you would recommend this virtual volunteering activity to a friend or colleague? (5 being most likely)



“

When we can serve together in person again, we expect that virtual volunteering will always have a role in our service portfolio. Goodera has shown us how virtual events can effectively meet the needs of our communities and our volunteers, leaving everyone feeling better for their experience.

- Atlanta McIlwraith

Director Global Community
Engagement & Activation, Timberland

The future of volunteering: traditional, virtual, or hybrid?

A hybrid work model incorporates a mixture of in-office and remote work in an employee's schedule, made possible through smart, secure technology.

Companies like **VMWare**, **Novartis**, **Siemens**, **Slack**, **Facebook**, and **Twitter** are a few of the many companies that are permanently moving to a work-from-home setup. Whereas **Apple**, **Amazon**, **Google**, and **Uber** are looking at a hybrid working model.

Let's address the elephant in the room: What happens when the world returns to the new normal?

Looking at the change in workplace practices, it is clear that the future of volunteering is a hybrid. It only makes sense that corporate volunteering models accompany.



Virtual volunteering vs. hybrid volunteering: What's the difference?

To properly articulate what hybrid volunteering is and what it encompasses, we must start by revisiting the meaning of virtual volunteering.



Virtual volunteering

represents volunteering activities that are conducted entirely online, without physical intervention. Volunteers and the event host join the activity online from their homes. The resources created during the volunteering activity are then shared digitally with the associated nonprofit.

Example: Creating flashcards to raise awareness on racial equality. Volunteers and the host join virtually on a call, and flashcards are created separately by each volunteer as per the instructions provided by the host. The host then shares the completed digital flashcards with the nonprofit.

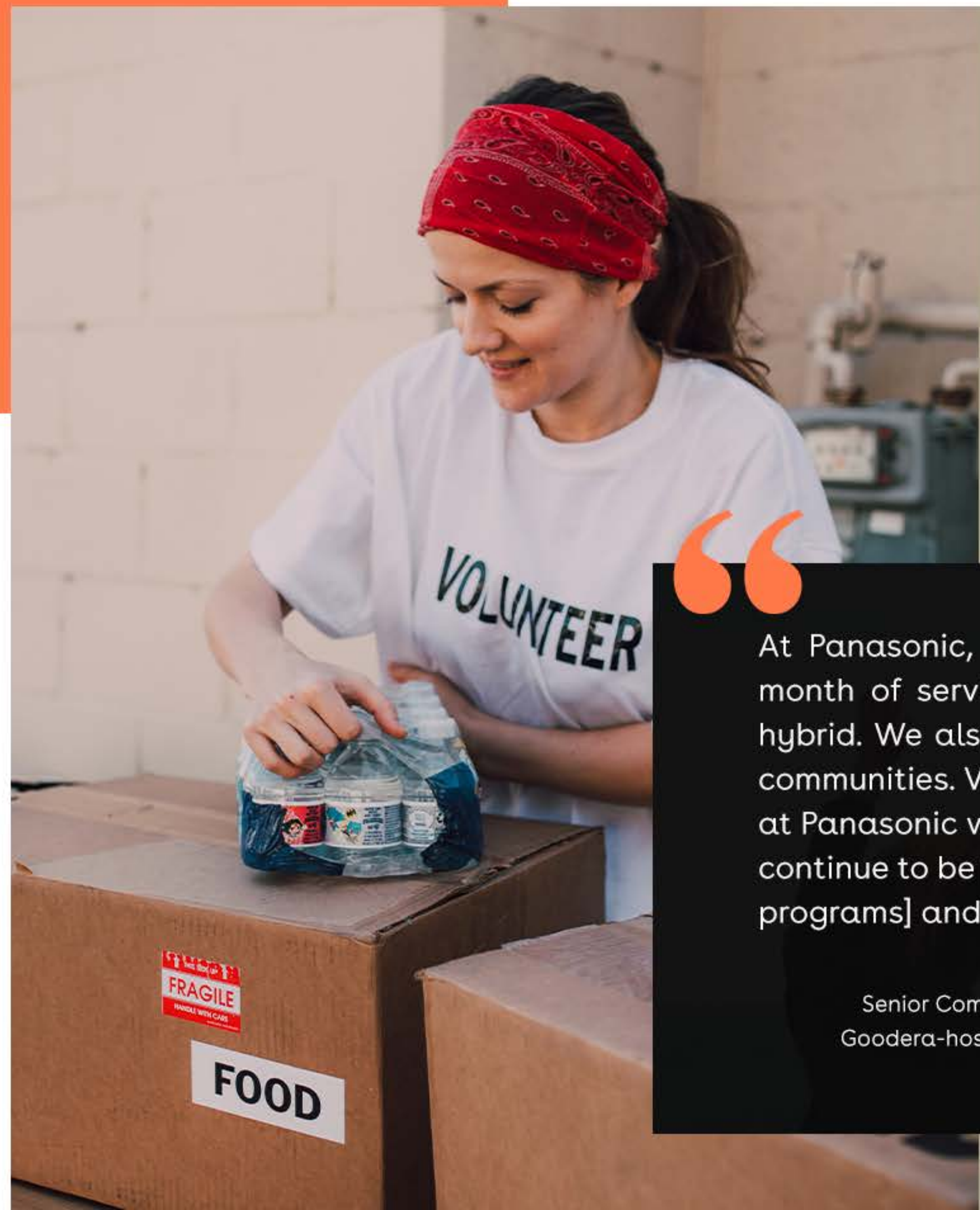


Hybrid volunteering

on the other hand encompasses some aspects of virtual and physical volunteering. To keep up with the hybrid work model, volunteering models have evolved to form a hybrid volunteering model that includes activities that involve physical and virtual means of volunteering.

In hybrid engagements, few volunteers could volunteer together from the same location, while the rest of the volunteers and the host could join from their homes. Activities that involve some sort of physical contact with the nonprofit would also fall under hybrid volunteering activities.

The difference between the virtual and hybrid volunteering models is that the latter always has a physical component involved, no matter how small.



Hybrid volunteering example: Creating kits for hospitalized children. Volunteers at the office assemble in a room to create kits using resources pooled by the company. Volunteers work – as individuals or as teams – to create kits as the event host guides them on the screen. Finished kits are then shipped to the nonprofit. Employees volunteering together is the physical component while hosting and shipping constitute the virtual elements.

Due to the varying levels of physical involvement that could be present in hybrid engagements, there is big room for confusion. Is there a distinct structure that applies to all hybrid volunteering events? The answer is no.



At Panasonic, we observe a month of service every year. The month of service 2020 was all virtual, while this year it was hybrid. We also had in-person events at local food banks and communities. Virtual volunteering and hybrid volunteering for us at Panasonic was not a temporary fix. It is going to stay and continue to be part of our culture. We will strengthen [these programs] and work to include as many employees as possible.

- Eleazar Gutierrez

Senior Community Affairs Specialist at Panasonic North Americas, speaking at a Goodera-hosted webinar on [Reimagining week of service for the hybrid workforce](#).



There are many hybrid volunteering scenarios. The following are the most common among them.

As lockdown rules and company policies change according to external factors such as the virus spread and vaccination, the hybrid model could change in a variety of different ways. As you step into hybrid volunteering, be prepared for new scenarios of engagement.

01

Scenario 1:

A section of the employee volunteers participate from a conference room in the office, while the host and the remaining employee volunteers join the activity remotely, online. The employees at the office could split themselves into different groups that could occupy different conference rooms to maintain social distancing.

02

Scenario 2:

All the employees could be at the office, participating in the volunteering activity from the conference room(s). The host continues to be remote and is connected to the volunteers online.



03

Scenario 3:

A section of the employee volunteers participate from the office, while the others participate from their homes. The host assists them virtually on, for example, a kit-based volunteering activity. Employees who are close to the nonprofit location could physically deliver the physical kits to the nonprofit partner, constituting yet another physical component to the hybrid activity.

Benefits of hybrid volunteering



Best of both worlds:

Virtual volunteering has helped nonprofits and corporates discover easier and more flexible ways to do good. It was, in fact, the only approach that was practical for a pandemic-separated world. On the other hand, there is something irreplaceable about physical volunteering – the human connection. Hybrid volunteering ensures employee safety while also driving better volunteer engagement, optimally.



Aligns with the hybrid working model:

Companies are brainstorming on the best ways to bring their employees back to the workplace amidst a wave of vaccination. Many are using shifts to bring in different teams at different times, to the office. While some have offered permanent work-from-home facilities for some or all of their roles. Whatever the hybrid work model brings, hybrid volunteering can adapt.



Better volunteer engagement:

Having employees together in the same conference room after over a year of separation is the recipe for great team bonding and engagement. What better way to celebrate the return to the office than to spend some quality time volunteering for a great cause that employees care about? Hybrid volunteering undoubtedly brings in a stronger element of engagement compared to virtual volunteering.



Now that offices around the world have experienced a taste of physical and virtual volunteering experiences, it is much easier to mix aspects from both to form the hybrid model that suits employee interests.

Hybrid volunteering events do not have to be standalone events - pair them with a pizza party or a gaming session to deliver an unforgettable experience to your people and teams. We're not far away from a future where employee engagement activities are replete only with hybrid volunteering opportunities.

Building your hybrid volunteering program

Moving to hybrid volunteering is an exercise that requires every organization to combine two different experiences. How do you take the best parts of your in-person volunteering program and add them to the best aspects of your virtual program to amplify impact?





Give your employees the power to choose:

Your employees will ultimately decide the success of your volunteering program - give them the option to choose what they would like to do. Remote employees may prefer virtual volunteering, while office employees may want local opportunities. Work with your nonprofit partner to craft a program that works for all your employees.



Foster a sense of togetherness:

With people volunteering in different ways, it is easy to lose sight of the common altruistic goal. Ensure that all volunteering efforts are communicated effectively, across teams, using virtual collaboration platforms. Delegate volunteering champions to ensure that every volunteer has somebody to reach out to when needed.



Focus on skills-based volunteering:

Skills-based and team-based volunteering emerged as clear winners among the most sought-after volunteering activities, last year. The reason? These volunteering models suit a hybrid setting perfectly, as they are enabled primarily by technology. Volunteers get to team up for a cause or choose to share their skills with a beneficiary.

No matter how workplace dynamics change, companies will still need to build strong teams that are engaged and connected to the larger purpose of the organization.

Design volunteering models for your employees based on their preferences. Choose from a diaspora of virtual and hybrid volunteering to power your next giving program.



We express our deepest thanks to the volunteers who spent time with our people with hearing (dis)ability by learning sign language and recording heartwarming and immensely supportive messages of hope. This kind gesture of yours is helping them bloom into more confident and self-reliant people.

- **Sangeeta Sengupta** | Executive Director, Deafroots UK



Hybrid volunteering activities

At Goodera, we have begun hybrid volunteering engagements with our customers. They agree that it combines the best part of both volunteering approaches, giving employees the power to choose what model suits them.



Following are the most successful hybrid volunteering activities we've executed to date:

- Creating flashcards
- Recording audiobooks
- Sign language workshops
- Building bird feeders
- Creating thank you cards for frontline workers
- Creating educational quizzes
- Designing awareness posters

Harness the changes for social good and resiliently build a new model for your organization that can withstand global changes. Both companies and the community win when employees volunteer.



How can corporates ride the wave of conscious change?

The pressing question today isn't whether companies can drive social impact alongside driving profit, but how social impact can be delivered most effectively.

Brands that lead the way and ride the waves of conscious change will emerge as the most trusted and accountable organizations. Besides attracting the best talent, this will also help companies boost their bottom line - by attracting loyal customers and investors.

For businesses to succeed in today's digitally-connected world, business leaders must focus more on collaboration than on competition.

Corporates must do three things to emerge as socially responsible leaders of the future.

Walk the talk.

Senior leaders must take the lead in advocating social justice concerns, to motivate employees and amplify your brand message fearlessly.

Show trust and empathy.

Communicate your values and take a stance on causes you stand for. Be empathetic and perceptive to the causes and people you address.

Build meaningful partnerships.

Collaborate with nonprofits, media, and governments to identify a common purpose and work collectively toward achieving it.

Invite different perspectives.

Lend an ear to the ideas, comments, and concerns raised by your stakeholders and take positive steps towards addressing them.



We are so grateful for the time you [volunteers] have dedicated to helping bring light and encouragement to our youth through your submissions. Your enthusiasm and kind gesture help us further our mission in providing support to homeschooling families. Your submissions are timeless and can be used for years to come.

- Rasheeda Denning

President - Black Homeschoolers
of Central Florida, Inc.



Planning a year of giving

Many businesses provide opportunities for employees to participate in seasonal giving initiatives or an annual day of service. However, for businesses that are dedicated to cultivating a culture of giving back, a once-a-year event or campaign is often insufficient. Employee giving initiatives that run all year provide businesses the chance to boost employee engagement, improve their public image, and have a bigger impact.

"I constantly hear from employees about their desire to give back through the workplace," says Abhishek Humbad, CEO and Founder of Goodera. "By giving them the chance to contribute year-round, you are giving your business a competitive advantage in recruiting top personnel while also guaranteeing that your company is contributing to a positive social impact."

Most companies use the SDG planning calendar to structure their giving initiatives. This is a great approach, seeing that the calendar covers all the important observances year-round, covering every major cause area. However, for companies that want to sustain focus around a specific social cause, planning giving strategies around every single event in a year might not yield great results.

Identifying two to three main cause areas is critical for every business. This helps you focus your resources - such as finances and employee volunteers - on a narrow set of objectives, resulting in the rapid achievement of those objectives. You may still contribute to other causes, as long as you don't lag on your main goal.

Here are a few quarter-wise giving initiatives that can help you constellate your volunteering and giving efforts



Week/Month of service (Between January - March):

The International Week of Service is a chance for service organizations around the globe to partner with one another to make a big difference in their communities. This entails one week/month of focused effort wherein corporates partner with nonprofits of their choice to engage their employees in driving impact. While many companies observe service month/week, they choose different dates for the program, depending on the giving model.



National volunteer week (Between April - June):

National Volunteer Week is an opportunity to recognize the importance of volunteerism and the ability of volunteers to address society's most pressing problems and to act as a force for positive change in their communities and throughout the world. Each year, businesses may shine a light on the people and causes that motivate us to do good, appreciating the volunteers who give their time, skill, and voice to make a difference in their communities and across the world.



Summer volunteering (Between July-September):
Summer is a time when the schools are closed and families get to spend more time together. That is why, this is the perfect time for companies to involve not just their employees - but also their families in doing good. The summer volunteering program fosters family bonding while helping young children broaden their worldview.



Thanksgiving/Giving Month (Between October-December):
Thanksgiving day is one of the busiest volunteer events of the year for hunger prevention nonprofits. With people motivated to give and celebrate the act of giving, this is one time when corporates should arrange for giving opportunities that will help employees engage in the social causes that they are passionate about.

The way forward

While the pandemic did accelerate this move to adopting hybrid and virtual means to volunteer, this paradigm shift was a long time in the making. Leaders of corporations or nonprofits just did not look into implementing volunteering on a large scale before.

Adding to that, there weren't many solutions in the market to connect corporates and nonprofits or manage everything from curating events to measuring the impact of volunteering programs. But now, technology is proving that being physically apart need not put a rein on your ability to conduct volunteering sessions that are impactful, fun, and enriching.

As we prepare for a future of hybrid and virtual volunteering, keep the following in mind to amp up your programs.

- Experience drives employee engagement and volunteering acceptance
- Team-based volunteering is the most popular choice for virtual and hybrid models
- Technology and tools will define how well you get to implement your immersive volunteering experiences
- Set up clear volunteering guidelines that employee volunteers can abide by
- Consistently measure the impact of your volunteering program through defined KPIs



We are at an age when technology is the safest way for us to be connected. Now is the best time for us to embed, stabilize, and grow a connection of people who have, and people who need.

Ursula Burns

Member of Board - Exxon Mobil, Nestlé, Uber



Choosing the right volunteering opportunity to engage your employees isn't easy - especially if you have never tried volunteering as a corporate. Even with experience, at times, finding the right opportunity that caters to the interests of your workforce is no easy task.

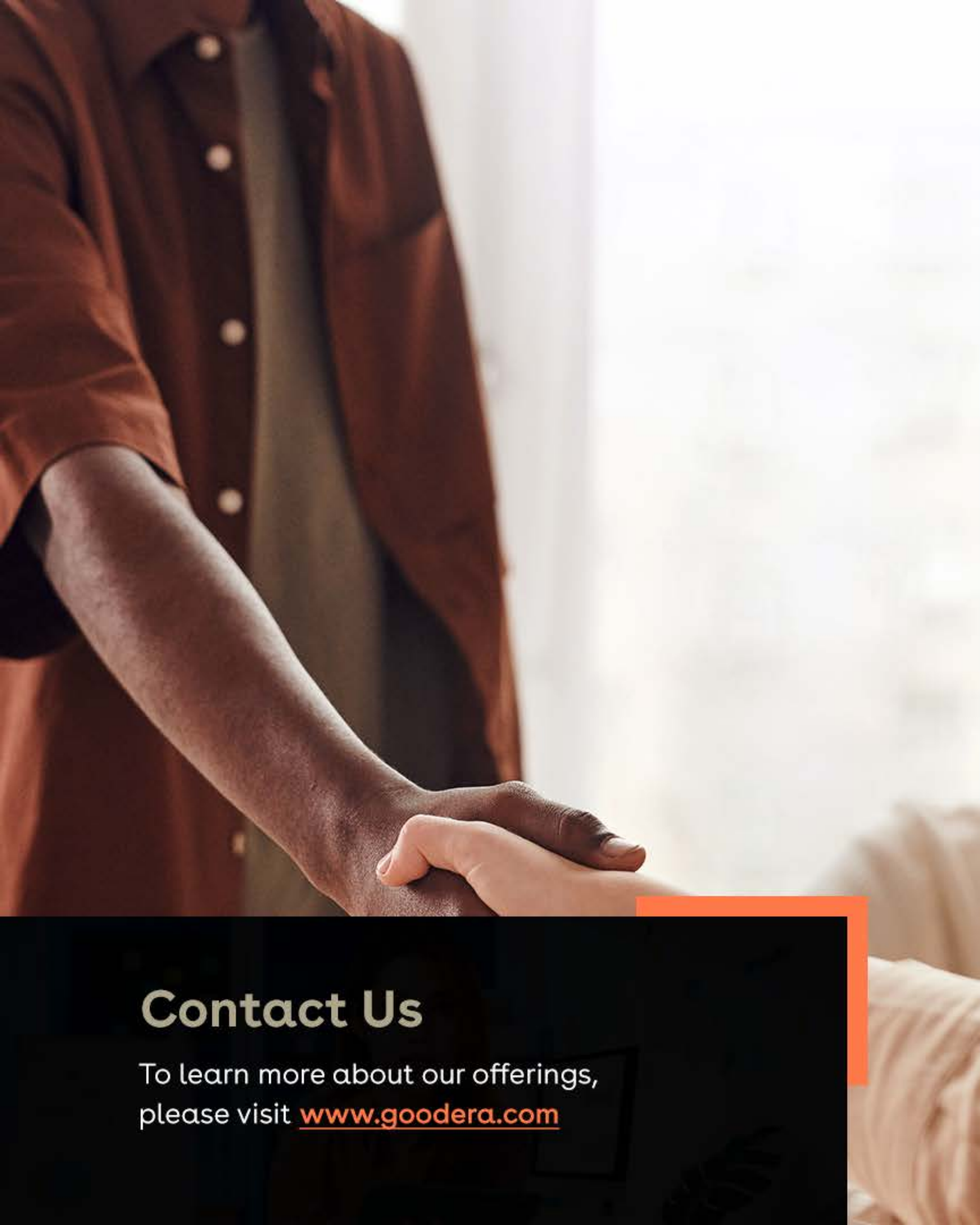
Goodera's on-demand free volunteering events are aimed at helping corporate leaders experience volunteering and make an educated decision on whether they want to make it a part of their engagement programs.

Now you can try a free volunteering experience with 5 to 20 members of your team. You can volunteer to:

- Create cards for veterans to uplift their spirit.
- Record audiobooks for children with vision impairment.

Book a free volunteering event for your team





About Goodera

Goodera is an employee volunteering, CSR, and ESG management company that enables corporations, foundations, governments, nonprofits, and employees across 90+ countries. Goodera empowers companies to provide engaging and impactful virtual volunteering experiences to their employees globally and achieve volunteering goals.

Through curated volunteering opportunities, end-to-end program management, and impact measurement, Goodera offers a seamless volunteering experience. Goodera enables nonprofits to create a sustainable impact by raising money, increasing visibility, and building long-term volunteers for causes they support.

Goodera's virtual volunteering offerings cover 50+ cause areas spanning 100+ countries. To date, Goodera has engaged over 1M employee volunteers at 200+ companies to drive benefits towards 10M+ beneficiaries associated with 50K+ nonprofits.

Goodera is co-headquartered in Menlo Park, CA, and Bangalore, India.

Contact Us

To learn more about our offerings, please visit www.goodera.com