

CCEC Virtual Meeting – April 21, 2020

Some issues, questions to consider in advance of meeting:

- How do CR programs ensure value to the business during COVID-19 and in a changed world going forward?
- ESG – what are the creative ways companies will need to look at “social” beyond philanthropy and volunteering?
- Short-medium term, employee engagement will be more important than ever. How will employee community engagement need to change to both serve community and be engaging, especially if much of it needs to be remote?
- Reduced budgets are likely, impacting staff and support to NFPs at a time when NFPs will be particularly financially fragile. How will this change how companies make philanthropic decisions and provide support to non-profits generally?

Discussion:

1. Expanding thinking on giving back

- Deloitte: Assessing your physical assets: how do we put them to meaningful use during COVID-19? E.g. at Deloitte considering physical buildings not being used during this time, using 3D printers for PPE (headbands for face shields), catering food in buildings, disinfectants that can be used in the community.
- First West: Low touch, high visibility: donations, activities to stay connected digitally (employees staying engaged with communities), “Wednesday challenge” initiatives through till end of June; sewing, knitting, crocheting baby blankets for YMCA.
- Enbridge: Employees are sewing masks, donating masks. Engaging employees through internal social media channels.
- CIBC: The company is examining what does volunteering mean. Perfect timing for NVW and COVID as company has broadened what can be considered, to include acts of kindness. Volunteers can then receive business donations for that act.

2. At this time have you stressed the link between volunteering and wellbeing (including health & safety)?

- Randstad: Yes, have made that connection. Developed materials for upcoming Mental Health Week, including volunteering. Conscious that many employees are under-deployed.
- HSBC: Leveraging partner resources for family interaction e.g. open source materials for kids
- Mackenzie/IG: Running virtual wellness sessions with athletes for employees on topics like staying sane, mediation. Q&A after is lively.
- Home Depot: HR working on wellbeing, webinars. Tying volunteering back to HD values. Recognizing employees who are taking care of each other, and sharing stories of stores in community.
- Coast Capital Savings: Sharing stories of employees volunteering in their communities e.g. making headbands for hospital masks, virtual volunteering examples from home. Employees can connect with and support each others’ initiatives.
- Enbridge: Use Yammer – volunteers giving reasons why they are volunteering during the year. Often links to wellbeing.

3. How are our roles changing, what program shifts do we see? To address current climate? Virtual space transition? How do you deploy support?

- Enbridge: Promoting global virtual vol opportunities, also in communication with NFP partners e.g. science fair among youth has been adapted to virtual. Trying to engage employees. Working with IT dept, to see about donation of tech.
- CIBC: Most NFPs are not quite there regarding being able to identify volunteer needs. Staff with skills they want to share, but NFPs not ready yet. We are patiently waiting.
- Deloitte: Hearing same thing from NFPs, or the populations they serve are not quite ready either. Supply of skilled volunteers is more than demand from NFPs. They have been working with their NFPs to shift to virtual, even before this. Difference between virtual and digitalized learning. Virtual delivery of learning programs is quite different. Not an easy transition. We will see more virtual learning models going forward.
- Volunteer Canada: Many, maybe most, NFPs have had to cut back on staffing. Filling staff roles, because salaries can't be paid, with volunteers is not a comfortable trade-off and not always possible.

Discussion for next meeting: Based on the new/emerging realities for NFPs, how can companies best help? This may include new asset use, like voice in advocacy.

Next meeting: Tuesday, May 5, 1 pm EST