

September 2021 CCEC Meeting Breakout Discussion Notes

A. Idea Swap for Giving Tuesday

About ¾ of those who joined had held previous GT activities within their organization and one participated as a non-profit.

A few links/resources to share:

Toolkits on Giving Tuesday

<https://givingtuesday.ca/>

Benevity

<https://www.benevity.com/resources/givingtuesday-toolkit>

<https://www.givingtuesday.org.uk/>

Seeding account in Benevity:

- \$10 to all employees, to be used within 1 week or 1 month had a 50% usage rate
- Idea to seed accounts randomly – i.e. some would get \$10 and a few “lucky” winners would have \$500 or \$1000. Tried by a couple of orgs – mixed reviews on success

Acts of Kindness

- Lots of promotion of acts of kindness and sharing those ideas through internal storytelling (Internal news channels, Yammer, etc.).
- Track acts to earn rewards (i.e. food bank donation earns 30 mins)
- Ideas included connecting with employee resource groups for fresh ideas on how to make a difference (i.e. socks for souls donation to support homelessness, D&I focused giving/learning opportunities, Indigenous organizations to learn about/support)

Volunteering

- Double volunteer rewards for the day, week or month (i.e. double your dollars for doers for the week/month).
- Virtual events are still popular, but sign-ups are waning for many organizations
- Promoting skills-based volunteering (helping employees see how valuable their skills are to non-profit partners – i.e. financial planning)

Learning

- Promote learning about key social issues, strategic partners as part of pre-giving Tuesday activities
- Learning ideas included: mental health and wellness, including the mental health benefits of volunteering and giving, tax planning (including tax benefits to donations, will/estate planning and including giving as part of the planning), poverty – one company promoted understanding life below the poverty line as the CEO participated in the challenge
- Virtual lunch and learns/speaker sessions to help demonstrate company commitment to social change, key issues
- Attendees receive account seeding and/or donation to charity

B. Strategic Planning in a Hybrid World

- Those in breakout continuing with hybrid model focused on promotion of outdoor in-person and virtual/remote
 - Not planning to change this model in the foreseeable future
 - Outdoor groups revives old sense of teams, as do some online activities
- Not promoting indoor small in-person groups, but in some cases can be considered on case-by-case basis
- Of great importance is minimizing risk and liability
- Taking wisdom from CCEC meetings and not asking charities to create opportunities
- Virtual opportunities have opened new doors, created greater equity to access – will continue to keep virtual in the mix even post-pandemic for these benefits
- There is a thoughtfulness at companies on trying different ways of doing things

C. Favourite Virtual/Remote Activities

Kate (HSBC):

- At “beginning” of COVID-19 planned a large-scale virtual event with Enactus
- Major benefit of virtual volunteering was/is ability to recruit nationally (vs. regionally) which significantly increased the number of volunteer sign ups
- Current: Virtual fatigue is real.
- Looking for interesting opportunities: Impact Speakers, online quizzes....things that are more social.

Lauren O’Leary (Co-operators, GTA/Guelph):

- Looking at ways to volunteer virtually that don’t necessarily require people to be in front of a computer screen
- Lots of employees get together in the kitchens virtually, baking goods etc. and then donate the items to a non-profit

Amy (Home Depot):

- Virtual “Think a Thon” to try and link the project/task to their jobs
- Great results with a company-wide clean up, 140 participated, used internal comms to share/celebrate successes – didn’t need to partner with a 3rd party as the clean-ups were in communities where employees lived and worked

Maddie:

- “Sending Sunshine” online activity...sent employees supplies to make cards, used a virtual platform to learn about senior isolation, created cards and then sent to organization that sends to long term care homes.
- Virtual mock interviews have been successful
- Playing with learning model of Learn, Do Think
- Try to advertise and recruit volunteers within a 2-week timeframe so that don’t lost momentum

- Some great partners to work with virtually include UN Volunteers, Missing Maps

Kia:

- Zooniverse platform has some great citizen science opportunities
- Advocacy project with The Trevor Project
- Transcription project with Canadian Museum of Nature (via Zooniverse platform)
- Skills-based volunteering with Riverwatch (Manitoba)
- Let's Talk Science has great virtual opportunities, both through their Annual *Challenge* but also employees can contribute STEM career profiles to the LTS online career library
- In addition to "volunteering" can think about "Lunch & Learn" sessions where employees can learn about an issue and become better/more informed community allies