

## Empowering Private Sector Employees through Volunteering (EPSEV)



### EPSEV Research Summary Report \*

#### Research Objectives:

- The aim of the EPSEV Research Component was to obtain information about the current situation regarding Corporate Volunteering in Malta. The research also sought to provide an understanding of the current needs of non-governmental organisations (NGOs) and the business sector in Malta when it comes to Corporate Volunteering.

#### Methodology:

- SOS Malta commissioned Bloom Research to carry out the Research Component of the EPSEV project.
- The research was split into two segments. One part of the research focused on the business sector and the other part of the research focused on NGOs.

#### Business

- Telephone interviews were conducted among SMEs having 25+ employees. A sample of 100 companies was interviewed and although no fixed quotas were set, a spread was obtained for sectors and company size.
- An introductory letter was sent to companies containing a brief description of the study.
- When possible, companies who refused to participate in this study were replaced with a company which has a similar profile in terms of employee size and sector.
- The letter and questionnaire were made available in both Maltese and English.
- The questionnaire was designed and translated by SOS Malta and edited by Bloom Research.
- Data collection was carried out between 13 October 2010 and 4 November 2010.
- The response rate was 61%.

## NGOs

- Initially self-completion interviews were used as a method of data collection.
- The questionnaires were sent out via email together with an introductory letter containing a brief description of the study.
- Over 400 registered voluntary organisations were invited to participate in the study with a view to obtaining a response rate of around 25%, therefore a sample of 100 NGOs.
- A help-line for the respondents, specifically dedicated for queries, was made available by Bloom Research and reminders were sent out via email to boost response rate.
- An unexpectedly very low response rate was obtained with the self-completion method within the timeframe allocated and in order to boost response rate, research interviewers were engaged to follow up with a telephone method.
- The letters and questionnaire were made available in both Maltese and English.
- The questionnaire was designed and translated by SOS Malta and edited by Bloom Research.
- Data collection was carried out between 7 October 2010 and 19 November 2010.

## Other Relevant Information

- Quality Control: The interviewers and research assistants involved in the project were briefed face-to-face prior to commencement of the project. The interviewers were monitored during fieldwork and quality checks were carried out prior to data processing.
- Confidentiality: Data was treated in strictest confidence.
- Data Tables: Bloom Research presented the data in tabular form to SOS Malta.
- The Research Summary Report was compiled by SOS Malta and is presented in aggregate form.

## Main Findings:

### Business

- 61% of the companies interviewed are familiar with the concept of Corporate Social Responsibility (CSR) of which 67% (41 companies) have been involved in CSR initiatives and 21% (13 companies) have a CSR policy. The research revealed that the types of CSR initiatives that the 67% are engaged in relate mainly to donations (85%), financial sponsorships (78%) and grants in kind (54%).
- 45% of the companies interviewed have heard of Corporate Volunteering Programmes of which 11% (5 companies) have a Corporate Volunteering Programme in place. The Programmes undertaken by the 5 companies target a range of groups such as children, persons with physical and intellectual disabilities, youth, persons with mental health issues, the community at large, the homeless, the environment and heritage. The types of services provided by these 5 companies range from active participation in fundraising activities, manual work, financial services, administration and office work, PR, media and communication services, and project proposal writing. 4 out of the 5 companies reported that employees are able to choose whether to volunteer individually or in teams. 4 of the companies provide their staff with a list of NGOs which they can then choose from. The companies that do not have a Corporate Volunteering Programme in place (95%) were asked what benefits would make their company consider Corporate Volunteering. 84% of these companies claimed that the benefit that would make their company consider Corporate Volunteering would be the knowledge that the company is

contributing positively towards the community, 72% said that the benefit would be increased staff satisfaction and 59% said a positive company reputation.

- 61% (58 companies) of the 95 companies that do not have a Corporate Volunteering Programme in place are interested in introducing such a Programme. From the 61% of companies interviewed, most are interested in targeting the community at large (71%), children (55%), youth (31%), the elderly (29%) and persons with physical or intellectual disabilities (29%). The services these companies are mostly interested in providing are manual work (67%), active participation in fundraising activities (67%) and administration and office work (36%). 75% of the companies interviewed are mostly interested in team-based volunteering activities.
- The companies that are not interested in introducing a Corporate Volunteering Programme (39% - 37 companies) were asked why they would not consider participating in Corporate Volunteering. 38% of these companies claimed that it is due to not being able to lose employee working hours and 30% said the issue had not yet been discussed.
- 81% of the 100 companies interviewed would be interested in taking part in a free training programme on how to set up Corporate Volunteering Programmes if the opportunity were to arise.
- 58% of the 100 companies interviewed are interested in their company being listed in a database aimed at facilitating the matching of businesses with NGOs for the creation of Corporate Volunteering Programmes.
- 84% out of the 100 companies interviewed agreed to being contacted by SOS Malta for more information.

## NGOs

- 64% of the NGOs contacted reported that they have sought resources from the business sector. This assistance was mainly in the form of financial sponsorships, donations and grants in kind.
- 56% of the NGOs interviewed believe that the leaders and committee members of their organisations are aware of the concept of CSR as applied in the business sector.
- 37% of the NGOs interviewed had previously heard of Corporate Volunteering Programmes, however, only 9 of these have participated in such Programmes. From these 9 NGOs, nearly all recognise the importance of having intermediary organisations networking between the business sector and NGOs.
- Out of the 37% NGOs that are aware of Corporate Volunteering Programmes, 92% said they go about (or would go about) forming partnerships with the business sector through word of mouth whilst 46% mentioned intermediary organisations as useful in this regard. The types of services most required by these NGOs range from PR, media and communication services (68%), active participation in fundraising activities (68%), IT services (62%), administration and office work (59%), manual work (57%), and project proposal design and writing (54%). From the 37%, 76% (28 NGOs) reported that their organisation has the capacity to handle 1 to 5 employee volunteers per week whilst 14% (5 NGOs) said they can handle more than 10 employee volunteers per week. 57% (21 NGOs) answered that each of the employee volunteers could contribute up to 5 hours per week whilst 14% (5 NGOs) said each employee volunteer could dedicate more than 20 hours per week.
- 76% of all the NGOs interviewed are interested in their organisation being listed in a database aimed at facilitating the matching of businesses with NGOs for the creation of Corporate Volunteering Programmes.
- 88% of the 100 NGOs interviewed agreed to being contacted by SOS Malta for further information.



## Summary:

The results of the research activity show that almost one out of the two companies interviewed and approximately one out of three NGOs interviewed are aware of Corporate Volunteering Programmes. Furthermore, from the research it emerged that only 5% of the companies interviewed and 9% of the NGOs interviewed have a Corporate Volunteering Programme in place. Although this is low, the results show that interest from both the private and third sectors is relatively positive. In fact, 61% of the 95 companies that do not have a Corporate Volunteering Programme in place are interested in setting up a Programme and 58% of all the companies interviewed would like to have their company listed in a database responsible for linking companies with NGOs. Moreover, 81% of companies would be interested in participating in a free training programme related to Corporate Volunteering should the opportunity arise and 84% wish to be contacted by SOS Malta for more information. With regards to the NGOs, 76% of the NGOs interviewed would like their organisation to be listed in a database responsible for linking companies with NGOs and 88% agreed to be contacted by SOS Malta for more information. This is very positive both in relation to the EPSEV project and the for the potential of encouraging and facilitating the setting up of Corporate Volunteering Schemes more widely in Malta.

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