



Karma Survey

Report on the motivations and challenges of virtual volunteering, and its current adoption.





Goodera reached out to over 2500 corporates and nonprofits to understand their expectations and motivations around virtual volunteering, and understand the state of virtual volunteering today.

For the corporations, the questions were aimed at understanding their existing volunteering plans and stance on virtual volunteering. The survey also highlights what HR and CSR leaders at corporations feel are the benefits and the challenges of moving to virtual volunteering.

The responses from nonprofits report on the impact of COVID on volunteering and access to corporate support. They also shed light on the challenges and motivations for adopting virtual volunteering from the nonprofit perspective.

The beginning of the year 2020 was a special one, as the new decade opened its doors to the endless possibilities that were going to set the spirit of the coming age. But it's not been a year any of us imagined it to be.

Decades of climbing up Maslow's hierarchy of needs nearly shattered all at once. Businesses are reimagining fundamentals of work culture, and only essentials are making it to the shopping list for families.

These are times when help is needed the most. And it is now that the infrastructure built for corporates and nonprofits over decades nearly collapsed with the mandate of social distancing. From corporate programs to nonprofit projects, the volunteering ecosystem has been crippled by the pandemic.

This report tries to understand the emergence of a hope in the idea of Virtual Volunteering. It promises continuity of good in the new normal and beyond. Fit for remote work, unmoved by social distancing, and capable of a mass movement for a global impact.

But virtual volunteering is an uncharted territory for corporations and nonprofits alike. There are some fundamental challenges of adopting to virtual volunteering, from discovering opportunities to measuring impact. This report assesses the current state, the motivations, and the barriers to adopting virtual volunteering, as faced and reported by the ecosystem.

The new social order is here, and it's a blank canvas. I hope this report helps you see the picture you can help paint with Goodera's virtual volunteering technology, one volunteer at a time.

Keep doing good!

Abhishek Humbad

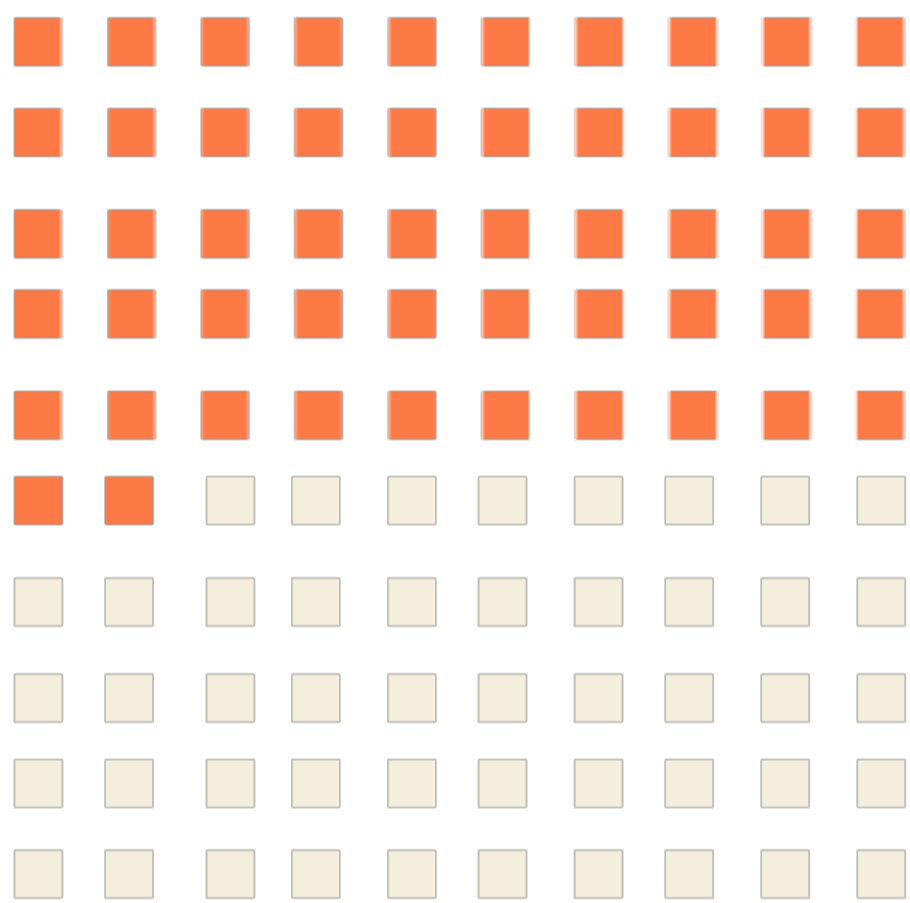
Abhishek Humbad
Founder & CEO, Goodera



Response from **corporates**

Shift to virtual volunteering

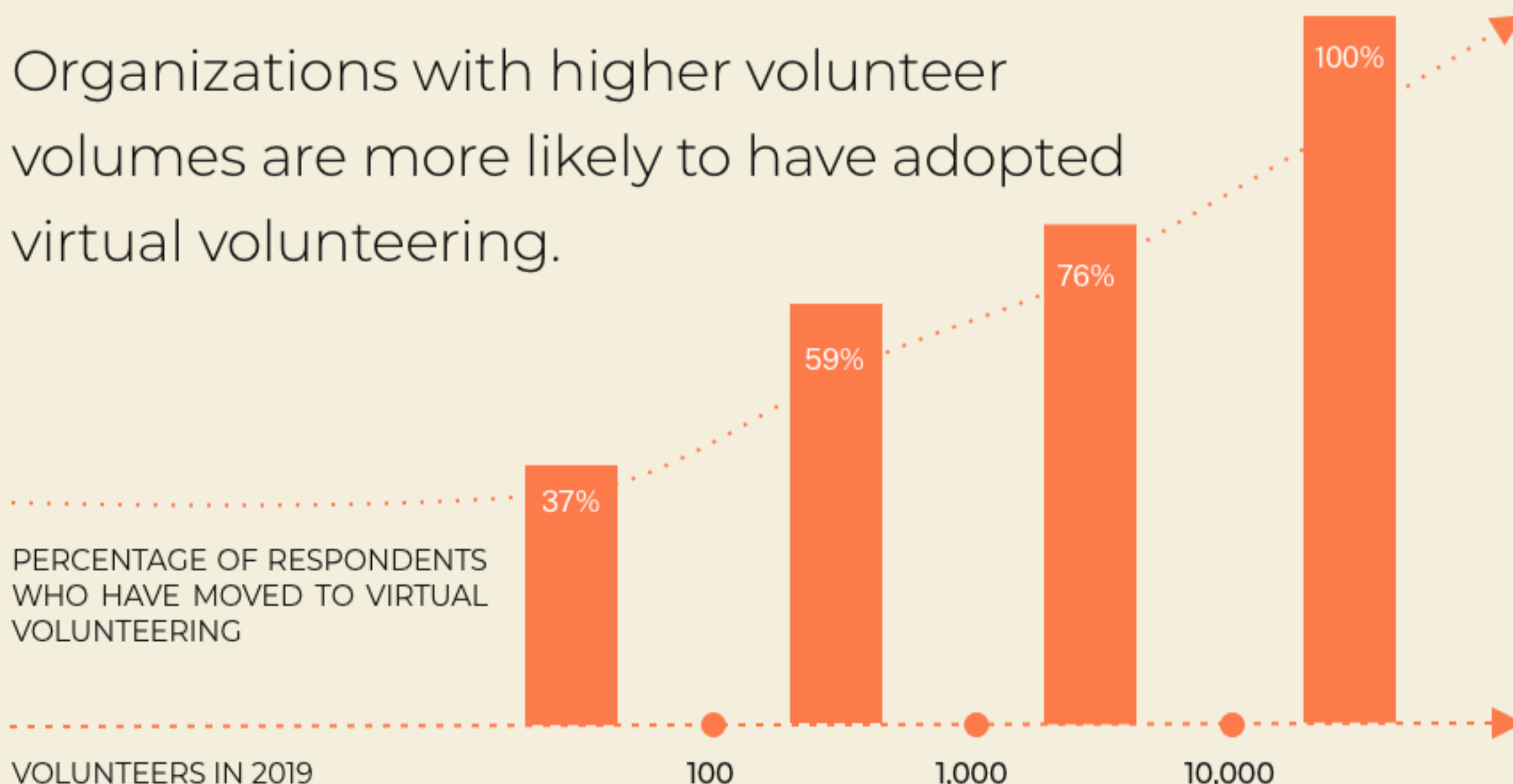
Virtual volunteering has seen some early adopters in the past few years, but the pandemic has accelerated adoption at an unprecedented scale. Every second company has already executed virtual volunteering programs.



52% companies have moved to virtual volunteering

The adoption is higher in larger enterprises, while only a third of smaller companies are volunteering virtually. The lack of access to opportunities retards the adoption of virtual volunteering in smaller companies.

Organizations with higher volunteer volumes are more likely to have adopted virtual volunteering.



PERCENTAGE OF RESPONDENTS WHO HAVE MOVED TO VIRTUAL VOLUNTEERING

VOLUNTEERS IN 2019

100

1,000

10,000

Response from **corporates**

Motivation for change

Virtual volunteering adds multiple new dimensions to the traditional volunteering experience, making it a reliable channel for engaging employees. The survey sought answer to *What is the primary motivation for shifting to virtual volunteering*. The result is 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.

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

33%



Community impact aligned to our cause areas

33%



Employee engagement

25%



Employee well-being and mental health

9%



Employee learning and development

Response from **corporates**

A successful shift

Respondents who had implemented virtual volunteering programs had realised more than one advantage of virtual volunteering over the traditional setup. From easy transition to lower costs, a lot of factors came up as tailwinds for this shift.

The survey asked them to indicate the single most important factor that helped in implementing virtual volunteering.

Top factors that help companies with transition to virtual volunteering programs.



Lower costs

The cost is significantly lesser in virtual programs.



Partner Support

Existing nonprofit partners have helped in shift.



Participation

Organizations find it easy to get employee registrations.



Easy sourcing

Virtual opportunities were readily available.



Impact story

Measuring impact and sharing stories is easier.

Response from **corporates**

Barriers in adoption

While there are some clear benefits of virtual volunteering, and some significant advantages over traditional ways, only 13% of the respondents mentioned they do not see any significant difficulty in this shift.

The barriers in adoption of virtual volunteering impact smaller organisations more than the larger ones, primarily stemming from a limited reach in nonprofit network and opacity in discovery of opportunities. The survey highlights what companies feel is the biggest challenge in this shift to virtual volunteering.

More than a third of companies have not been able to make the shift due to lack of availability (or access) to virtual volunteering opportunities.

36% said it's difficult to find the right opportunity.

23% said they have never done this before and lack clarity.

10% said they feel it will require a lot of bandwidth to execute.

Among the organizations which had at least once executed virtual volunteering programs, 44% said finding a fitting opportunity was a challenge.

Response from **corporates**

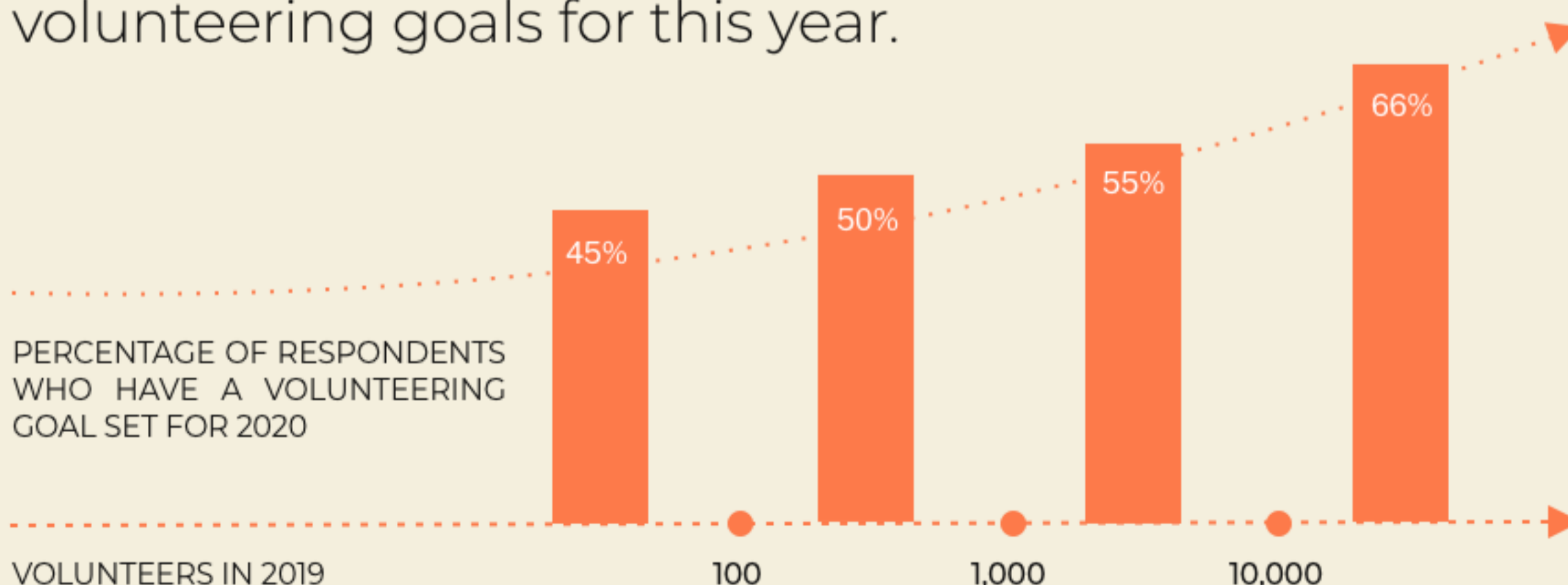
Volunteering goals

Our respondents were primarily a part of the HR or CSR teams and responsible for volunteering, corporate impact and/or employee engagement.



Corporations usually have a goal for volunteering hours, and tend to plan their volunteering engagements accordingly. These goals are quantified as number of employees volunteered, or number of hours volunteered. Half of our respondents mentioned they have a volunteering goal set for 2020.

Organizations with greater volunteer activity last year are more likely to have set volunteering goals for this year.



Response from **nonprofits**

Virtual Offerings

Nonprofits have been hit hard by the pandemic, with 53% of them reporting a higher shortage of volunteers during the crisis. The impact is higher on smaller nonprofits, with two-thirds of smaller nonprofits in our survey indicating a shortage. 40% of the larger nonprofits (more than 1,000 volunteers) reported a shortage.

Virtual volunteering has the potential to fill the volunteer availability deficit for nonprofits across the globe, helping them source skilled volunteers via corporate engagements. Our survey respondents are leaders from nonprofits of various sizes and from across multiple focus areas.

1 out of 2 nonprofits offers virtual opportunities



51% nonprofits have started offering virtual volunteering opportunities

49% respondents are yet to make the move.

Response from **nonprofits**

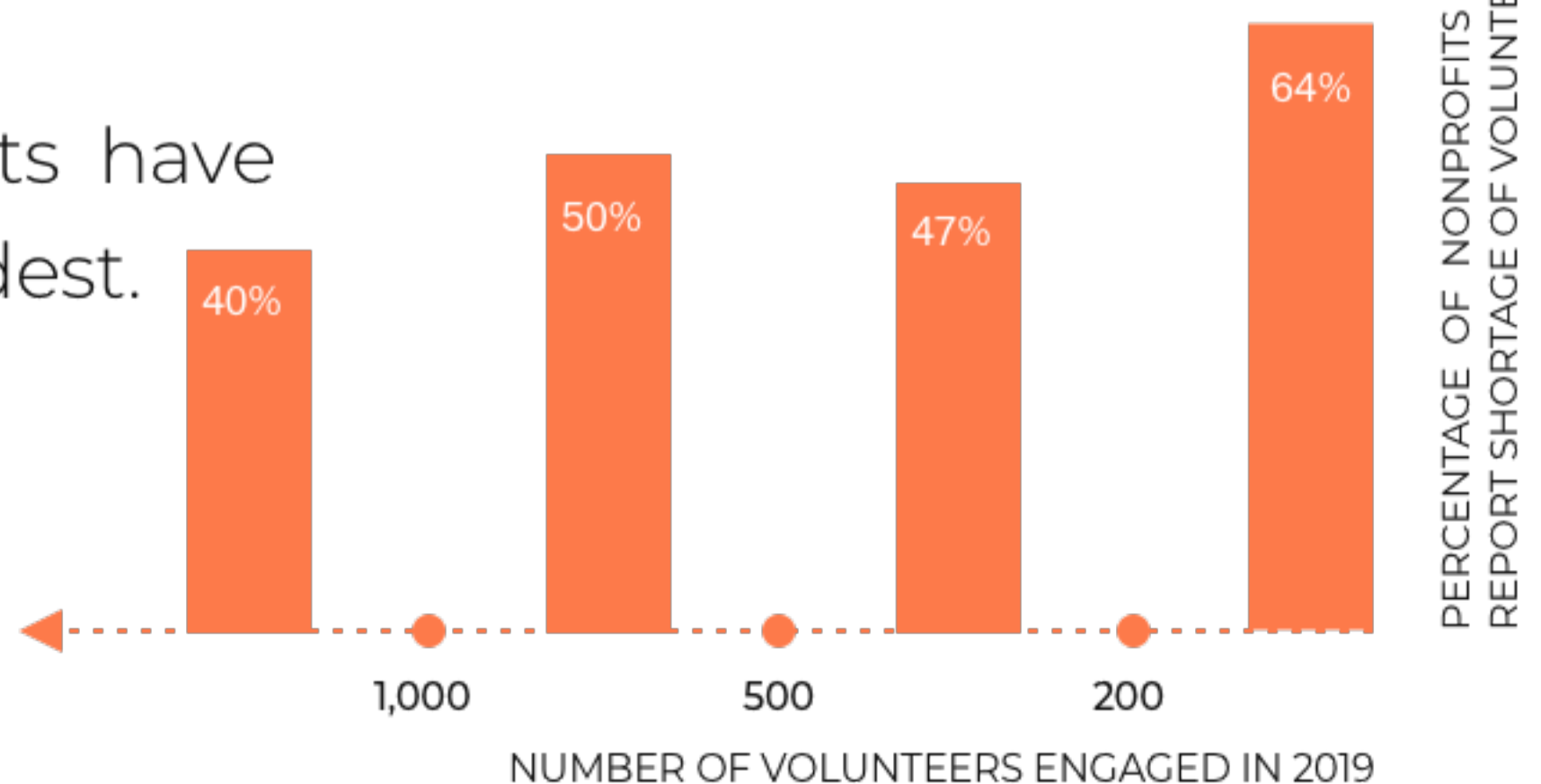
Impact across focus areas

After COVID, the shortage of volunteers is the highest in nonprofits focused on education. When we saw responses by the size of nonprofit, we saw that the smaller nonprofits have been hit the hardest, with 2 out of 3 reporting a shortage.

PERCENTAGE OF NONPROFITS THAT REPORTED SHORTAGE OF VOLUNTEERS BY FOCUS AREAS.



Smaller nonprofits have been hit the hardest.



Response from **nonprofits**

Motivations

The survey clearly establishes the need and benefits for nonprofits to start offering virtual volunteering. We wanted to further establish the single primary motivation for nonprofits to work towards virtual offerings.

The biggest driver is the need for financial support through corporate giving and matching programs, reported 40% of nonprofits. The larger nonprofits which are looking to expand their ecosystem are specially interested in financial momentum, and the smallest nonprofits seek the same for survival.

Nonprofits with 200 to 1000 volunteers report their primary motive as *Access to skilled volunteers across the globe*.



Access to financing

Primary motive is to receive funds via corporate giving and matching programs



Sourcing volunteers

Access to skilled volunteers across the globe is a strong motivation for mid-sized nonprofits



Corporate exposure

Visibility amongst corporates becomes increasingly important as the size of nonprofits increases.

Response from **nonprofits**

Barriers in offering

Roughly a third of nonprofits reported that their cause can not be supported with virtual volunteering. About 12% of the respondents did not have a need for volunteering right now. The survey tries to understand the biggest barriers for those who can and are willing to offer virtual programs.

Lack of awareness and resources is the single biggest reason for nonprofits not being able to offer virtual volunteering opportunities.

Similar to corporates, virtual volunteering is an uncharted territory for most of the nonprofits. The lack of clarity is a barrier for 51% of nonprofits, who reported that they are not sure about how to mobilize volunteers virtually.



74%

Lack of knowledge and resources

Respondents either did not know how to mobilize volunteers virtually, or could not find a feasible way to do so.



26%

Did not evaluate virtual offerings

Respondents had not considered virtual volunteering as an option.



KarmaHub

At Goodera, we are in the pursuit of matching the goodwill of responsible corporations with the selfless ambition of nonprofits. In this endeavour, we have built the world's largest collection of virtual volunteering opportunities, handpicked for corporations to engage their employees with purpose.

We have combined these opportunities with Goodera's technology to build Karma Hub - The platform for teams, companies and individuals to come together and help nonprofits through virtual volunteering.

Write to us at karmahub@goodera.com to explore opportunities and see how Goodera can help you organize virtual volunteering programs.