

SPOTLIGHT SERIES

EMPLOYEE ENGAGEMENT

Engaging your employees in your corporate giving is an effective way of inculcating a spirit of giving throughout your organisation. Employees will feel like they are personally contributing and giving back to the community. Not only can this help to amplify your company's social impact, research has shown that engaged employees generally means a more productive and cohesive workforce

According to research done by Deloitte¹, employees who frequently participate in their company's volunteer activities are:

- More likely to feel very loyal toward their company
- More likely to recommend their company to a friend
- More likely to be feel very satisfied with their employer

Here are some ways in which your company can increase employee engagement²:

- Identify what your employees are interested in and feel passionate about
- Offer a choice and range of activities to make it easy to get involved
- Encourage ground-up projects to give employees ownership
- Give employees the opportunity to nominate and/or select a cause for the company to adopt
- Set up employee-led committees and encourage charity champions and ambassadors
- Regularly communicate success stories and achievements
- Lead from the top with senior management setting an example
- Use technology and digital media to engage the Millennial generation in particular
- Provide platforms where employees can post and share their own stories and pictures
- Organise social events where employees can directly interact with non-profit organisations
- Offer employees the opportunity to get their families involved too

At company level, you can help to incentivise and motivate your employees by

- Matching employee's contributions and fundraising efforts
- Giving a grant to the employee's charity of choice when they volunteer
- Providing employee volunteering leave (paid time off)

Deutsche Bank's Giving Story

Employee Driven, Bank Supported

Deutsche Bank opened its office in Singapore in 1972 and today, employs 1,900 people locally. The bank believes in combining its culture of performance with a culture of responsibility when it comes to corporate giving. The company's giving initiatives focus on removing barriers to education and personal development, and on enabling communities and economies to prosper.

When it comes to corporate giving, Deutsche Bank lets its employees take the lead on many of its giving initiatives. In other words, corporate giving is employee driven and bank supported. This approach creates a culture where people can bring their personal passions into the workplace and this results in a high level of engagement among employees.

One example of how employees are empowered to make decisions can be seen in the way Deutsche Bank selects charities to benefit from the bank's flagship event "Donate One Day". This event involves employees electing to have one day or more of their salaries automatically deducted and staff vote to decide which non-profit organisations (NPOs) the donations go to.

For every NPO that Deutsche Bank works, it assigns an employee to take on the role of Charity Champion. These Charity Champions manage volunteers and communicate with their assigned NPOs to determine their needs, but they serve an even bigger role when it comes to employee engagement: Charity Champions are often the people who drive volunteer recruitment within the company by engaging colleagues through their passion for the charity and by sharing personal experiences.

To further engage employees, Deutsche Bank regularly organises lunchtime talks by various NPOs to speak about their causes and show employees how they can get involved. After major volunteering activities, feedback forms are sent out to employee volunteers to garner suggestions on ways to improve the various programmes, and every year, an annual Corporate Volunteering Survey is sent out to staff volunteers to collect data that would help the bank better its corporate giving efforts.

Deutsche Bank also seeks innovative and interesting ways to engage its employees in its corporate responsibility projects. “Born to Be” is the Deutsche Bank’s global youth engagement programme, and the bank partners with Singapore Chinese Orchestra (SCO) to provide music scholarships and music programmes for children and youths with special needs to help them become who they are born to be. This partnership culminates in an annual large-scale charity concert titled Dream Beyond, featuring the beneficiaries of this programme. In 2015, Stephanie Ow, - the first recipient of the Deutsche Bank-Singapore Chinese Orchestra Music Scholarship - together with students from the Rainbow Centre took to the stage to charm both the bank’s many other charity partners as well as employees in the audience. Five volunteer singers from Deutsche Bank also sang along with the children to the accompaniment of the SCO.



Marina Bay Sands' Giving Story

Inculcating a spirit of giving

Marina Bay Sands' Corporate Social Responsibility programme is called "Sands for Singapore", and its goals are to identify underprivileged sections of Singapore, leverage on the resort's unique offerings and mobilise its 9,400-strong workforce to make a positive impact in the lives of Singaporeans.

A recent survey among MBS employees revealed that 82 per cent of them are interested to volunteer for the company's giving projects and 86 per cent of them believe Marina Bay Sands to be a socially responsible company. This high level of employee engagement was achieved through various communication channels, including daily email blasts, to its in-house TV channel, to its human resource helpdesk. Even wall stickers and posters have been employed in the effort to spread the company's message internally!

Marina Bay Sands runs numerous internal volunteerism events that make it easy for its Team Members to play their part in supporting the underprivileged community in Singapore. For instance, a Team Member Sale & Bazaar was held last year where staff sold new and used personal items to raise funds for charity. Just this event raised over S\$20,000! The integrated resort also taps on the specific skill set of its Team Members through activities such as in-depth guided tours of exhibitions led by the education team from ArtScience Museum and table-setting workshops conducted by Team Members from the Banquet Operations department.

To maintain these high levels of engagement, feedback from employees is regularly reviewed at the company's CSR Working and Steering Committee meetings. More formally, Marina Bay Sands conducts the Sands Passion Survey every 18 months, where Team Members are asked to rate their volunteering experiences and indicate what sort of opportunities they would like to see in the future.



¹ Deloitte Volunteer IMPACT Survey, Published in 2011 by Deloitte Development LLC

² Examples extracted from Trends and Strategies to Engage Employees in Greater Giving, Published in 2012 by America's Charities

ACKNOWLEDGEMENT

This resource is developed for the Company of Good Resources, as part of the Company of Good Programme. We would like to acknowledge and thank the parties involved for their contribution. To use or distribute this resource, please attribute this publication to the Company of Good. For more information and to access more resources, please visit the Company of Good portal at companyofgood.sg or email us at contact@companyofgood.sg.

ABOUT COMPANY OF GOOD

Launched by the National Volunteer & Philanthropy Centre and in partnership with the Singapore Business Federation Foundation, the Company of Good is a programme designed to help businesses give better. The Company of Good Framework comprises 4 “Is” to guide companies on giving better and holistically. “Investment” defines how extensively and strategically a company gives. “Integration” depicts how giving is integrated with the business functions and interests of a company. “Institutionalisation” outlines how giving is supported by its policies, systems and incentives. “Impact” is assessed by the mechanisms put in place to measure the outcomes of the company’s giving efforts.

Through the Company of Good portal, companies can take a quiz to understand their profile of giving, access a useful pool of resources and toolkits to build their knowledge and capabilities to give better, and join the Company of Good Network to partner other companies to champion corporate giving in Singapore. As part of the Company of Good Network, companies can represent and advocate corporate giving in Singapore and be allowed to use the Company of Good badge as part of their corporate identity.

Last Updated August 2016