

GROWING PARTICIPATION

- **76,7%**
Of organizations mobilize more than 10% of their workforce
- **65,3%**
Of volunteers feel recognized as key agents
- **66,6%**
Volunteers feel their contributions are heard

CORPORATE VOLUNTEERING DURING WORKING HOURS

- **96,6%**
Of organizations offer work hours for volunteering

KEY **02**

ETHICAL AND SOCIAL MOTIVATION

- **98,7%**
Support it as part of their social responsibility
- **94,1%**
Associate it with strengthening people management and attracting/retaining talent

CHALLENGES AND OPPORTUNITIES

- **Barriers:** lack of resources, staff, and projects of interest
- **Priorities:** technology, training, measurement, and executive commitment

KEY **10**

VOLUNTARE REPORT 2025 THE 10 KEYS TO CORPORATE VOLUNTEERING



Evolution, impact, and challenges toward 2026, International Year of Volunteers



WITH THE SUPPORT OF



FULL STUDY AT

www.voluntare.org

STRATEGIC ALIGNMENT

- **99,2%**
Relate volunteering to corporate values
- **99,6%**
Relate volunteering to real community needs
- **93,7%**
Relate it to the SDGs

KEY **04**

DIVERSITY OF FORMATS AND AREAS

- **99,2%**
In-person
- **98,7%**
Group-based
- **99,2%**
Social area
- **91,1%**
Environmental area
- **85,2%**
Educational area

BENEFITS FOR TEAMS

- **98,3%**
Improvement in motivation
- **97,5%**
Improvement in engagement
- **97,4%**
Improvement in skills
- **97,1%**
Improvement in workplace climate

BUDGET AND EXECUTIVE SUPPORT

- **91%**
Have their own budget
- **61%**
Report high participation from executives

KEY **08**

COMMUNICATION: EFFECTIVE BUT IMPROVABLE

- **47%**
Have an internal and external communication plan
- **90,7%**
Use email as the communication channel to promote volunteering programs and activities

TRAINING AND LEADERSHIP

- **60,6%**
Have volunteer leaders or ambassadors
- **42,4%**
Volunteer managers have received specific training

KEY **06**