



RED IBEROAMERICANA DE
VOLUNTARIADO CORPORATIVO

CORPORATE VOLUNTEERING AND SOCIAL PARTNERSHIPS: BEST PRACTICES TO MOVE FORWARD



MANAGING PARTNERS



COORDINATOR



Webinar
January 27th 2026



AGENDA

01 **Welcome**

02 **Voluntare**

03 **GoodUp Introduction**

04 **Corporate Volunteering and Social Partnerships:
Best Practices to Move Forward**

05 **Q&As**



voluntare

red de voluntariado corporativo

WHO WE ARE

We are an **international network** for the promotion of **Corporate Volunteering**, the result of the alliance between companies, academic entities and third sector organizations.

OUR MISSION

To lead the **professionalisation of Corporate Volunteering**, developing and disseminating knowledge and tools thanks to collaborations and synergies between social entities and companies.

OUR GOALS

Facilitate spaces for connection and collaboration to promote strategic alliances. Promote tools, good practices and innovative projects that **maximise the social and business impact of corporate volunteering**.

good up

The Corporate Giving & Volunteering software

 **volies**
Voluntariado y Estrategia





Agenda

Agenda

- About GoodUp
- GoodUp Vision
- Client Cases
- Strategic Horizons
- Cooperation corporates & impact organisations
 - Challenges
 - Solutions
 - Best Practices



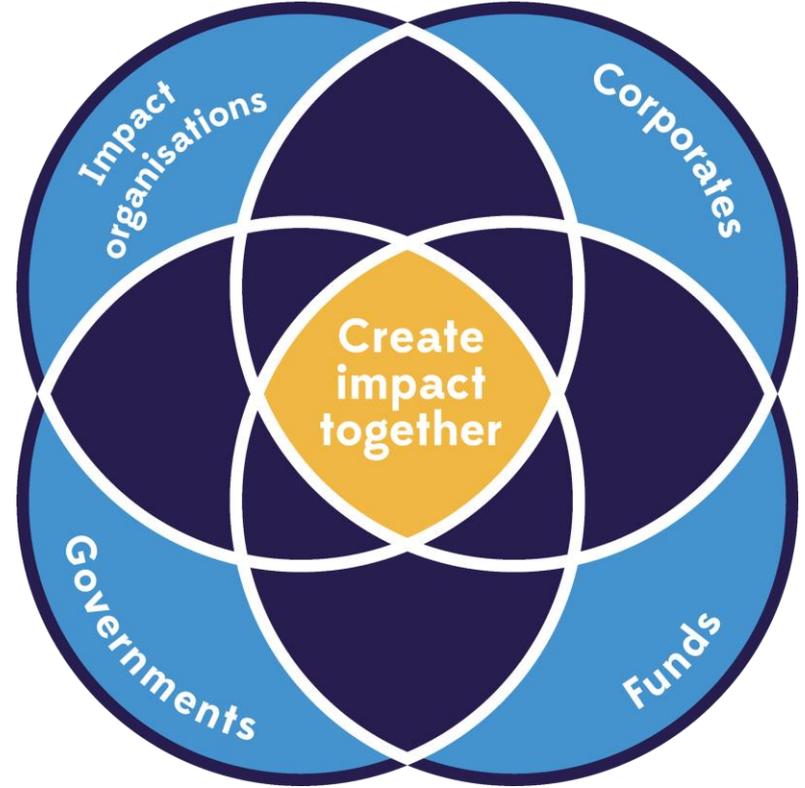
 Question 1 - Check in

What are you most proud of that you have achieved with your CSR programme last year?



Our Vision

Imagine a world where..
people, companies, funds
and **governments** can
seamlessly direct their
time, skills, resources and
money to the **impact-first**
organisations that need
them most - **fully**
measurable in real social
value.



Four Problems Everyone in the Impact Sector Faces



Fragmented ecosystems

- Companies, nonprofits, governments and funds operate in silos.
- Each uses their own tools, processes and data → no interoperability, no shared insights.



Manual workflows and limited data

- Matching, reporting, grant allocation, finding volunteers...
- Processes are slow, inefficient and nearly impossible to scale.



No shared infrastructure

- There is no central system where time, skills, money and resources come together.
- Without a common layer → no network effects and significant value remains unlocked.



No standard for impact

- Impact is measured in hundreds of different ways.
- Results are rarely expressed in comparable, actionable social value.



The Solution

GoodUp - The CSR Operating System

The GoodUp Operating System connects impact-first organisations with people, companies, governments and funds – all in one unified platform.

Everything that is now fragmented comes together in a single infrastructure:

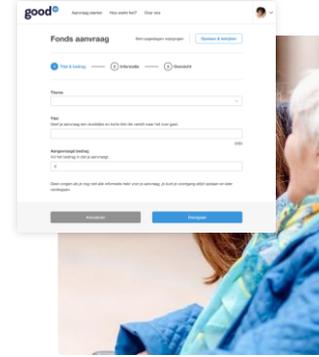
- Volunteering & challenges
- Donations & payroll giving
- Crowdfunding & matchfunding
- Fund management
- Impact measurement with Social Handprint

One system. One data layer. One standard for social value.

So every contribution flows to where it creates the greatest impact.



The SaaS building blocks of our CSR Platform



Volunteering & Challenges

- Skill-based and time-based volunteering
- Team initiatives & company-wide actions
- Challenges & Deeds to activate people

Donations & Payroll Giving

- Payroll Giving with employer matching
- Gift Cards for holidays, bonuses and special moments
- Fully handled tax benefits — frictionless for employees

Crowdfunding & matchfunding

- Online fundraising with campaign tools & rewards
- Know Your Customer (KYC) checks & payouts
- Goods and materials collection

Fund management

- Application, review and reporting flows for fund
- Handprint Impulse for impact-driven allocation
- Grant management and transparent reporting

Impact Measurement with Social Handprint

- Handprint Measurement for each impact-first organisation
- Real-time dashboards and benchmarks
- Reporting in social value (€) and SDGs



Client Cases

Why GoodUp? Don't ask us, ask our clients!

MARS



"GoodUp delivers a single tool that enables us to activate all employees on our corporate purpose."

Romi Mackiewicz
Global Director Brand & Purpose

Deloitte.



"The Volunteer Hub has given our societal impact programme a home. Opportunities to make a difference are now visible to all our colleagues in one, easy-to-use place. It's a game changer."
Lauren Burgess
Responsible Business Manager

dL financial solutions partner



"We are providing meaningful volunteering and fundraising opportunities to our members across 5 continents with support of the GoodUp platform!"

Nidhi Navadia
Social Impact Consultant

ATHLON



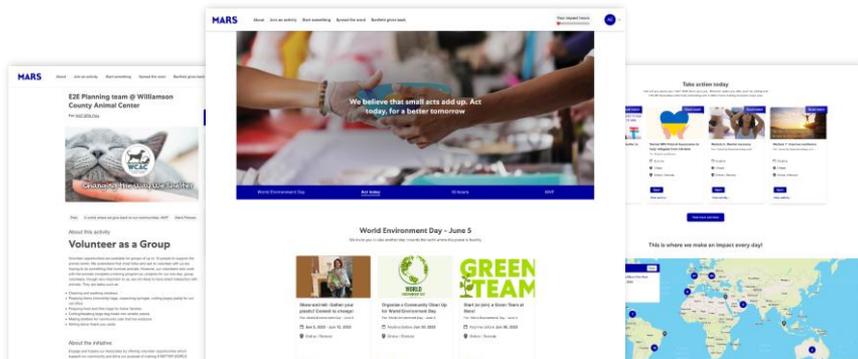
"I can't imagine a lower threshold to scale our ESG mission and reach my goal of engaging all of our employees."

Alexander Heijkamp
International ESG Lead

MARS

MARS ACTS

The world We Want Tomorrow Starts With How We Do Business Today



"GoodUp delivers a single tool that enables us to activate all employees on our corporate purpose."

Romi Mackiewicz
Global Director Brand & Purpose

Platform

The Mars Acts platform launched in 2020 and plays a significant supporting role in embedding and adoption of the Mars Purpose; *The world we want tomorrow is how we do business today.* Mars Acts enables their 150,000 employees worldwide to take action on topics that matter to them and to Mars like animal welfare, sustainability, diversity and inclusion, mental health, vitality and healthy food choices.

Program

- Mars Acts hosts their global Mars Volunteer Program and the Mars Ambassadors Program (pro bono assignments)
- Mars segments as PetCare, Food, Wrigley and brands as Banfield, KIND and Veterinary Health host their program on Mars Acts
- 16 Hours a year for all employees worldwide

Success Factors

- Cross Functional team with Marketing, Comms, Brand and HR
- 4-6 Big campaigns a year on topics as Mental Health, Earth Day and World Kindness Day
- Diversity of offer; hands-on vs time & skills on a wide range of societal topics
- Active Employee Resource Groups: i.e. Women Group, Pride+, Sustainability and Race, Ethnicity and Culture groups

Impact

- Significant changes made in the business due to bottom up initiatives from employees
- Making the sustainable journey of all brands and markets tangible via workshops, webinars and activities by employees for employees
- Worldwide planting of 147,000 trees, one for each Mars employee
- Successful emergency relief campaigns

Deloitte Volunteer Hub

Make an impact that matters for our clients, people and society



"The Volunteer Hub has given our societal impact programme a home. Opportunities to make a difference are now visible to all our colleagues in one, easy-to-use place. It's a game changer."

Lauren Burgess
Responsible Business Manager

Platform

The Deloitte Volunteer Hub launched at the end of 2019 starting in the UK, rapidly expanding to Ireland, Italy, Switzerland and the Middle East reaching 55,000 employees.

Each country has its own program and activity offer represented on the Hub. The Deloitte Volunteer Hub is in process to become the global solution for all Deloitte impact programs worldwide.

Program

- Deloitte's impact program focuses on the themes WorldClass, WorldClimate and Talent, Wellbeing and Respect and Inclusion
- WorldClass is the main focus where the ambition is to reach 100 million people by 2023. Deloitte invests people's time, provides volunteers, and donates to support millions of students, teachers, and education leaders worldwide

Success Factors

- Extensive collaboration with programmes and partnerships leading educational organisations around the world
- Dedicated Deloitte relationship manager(s) per partnership promoting volunteer opportunities
- Dedicated CSR teams in all countries that unite in a broader NSE team exchanging experiences and learnings

Impact

- Over 90% awareness and a solid 50% of Deloitte employees that made an impact contribution over the last three years
- Yearly volunteer months in May where the whole organisation is invited to make an impact via one of the many volunteer opportunities
- 34 million people reached of the 100 million target on WorldClass

DLL Community Investment Program

Together we make it count!



“We are providing meaningful volunteering and fundraising opportunities to our members across 5 continents with support of the GoodUp platform!”

Nidhi Navadia
Social Impact Consultant

Platform

In 2015 DLL rolled out their Community Investment (CI) portal to all their offices worldwide. They have reached 90% awareness and more than 50% of their 5,500 employees have been involved in bottom up volunteering for local initiatives versus various giving and emergency response campaigns. DLL has a target of 33,000 volunteer hours for 2023.

Program

- Volunteer program focused on four themes: Protection of the Environment, Care for People, Empowerment of Youth, Promote Entrepreneurship
- The program is strategically managed from The Netherlands but supported by regional CI coordinators
- All DLL employees have 16 hours per year to participate in volunteer work for the community

Success Factors

- Open program: hands on volunteering vs time & skills activities
- Actively promoted bottom up program inviting the employee to start an initiative
- Emergency relief campaigns
- Strong and loyal coordinators network worldwide with regular tuning in with the CI Coordinator group on a global level to exchange success and learnings

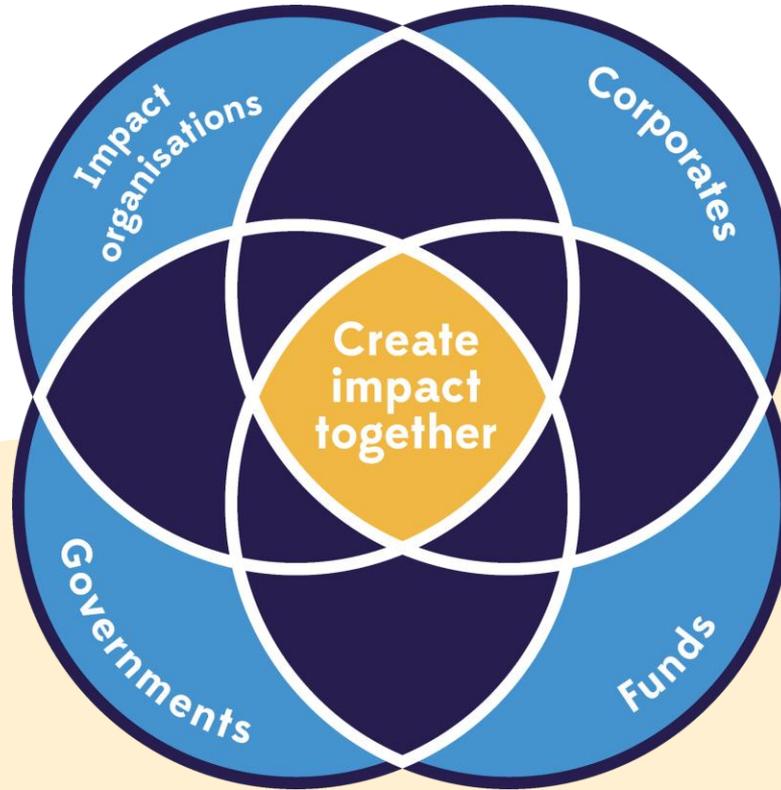
Impact

- Two global volunteer weeks a year where all offices organise volunteering activities related to a relevant theme
- End of year giving programme
- 2-3 challenges a year (on kindness, sustainability & mental health)
- Autonomy of CI Coordinators to organise and motivate local projects



Corporates & Impact Organisation

Create Impact together



We serve four core segments across the impact ecosystem



Companies

- Younger generations expect social engagement at work.
- Volunteering and giving are becoming standard employee benefits.
- Companies want to demonstrate ESG investments and impact to customers and partners.



Funds

- Shift from outputs to outcomes: social value over project counts.
- More co-financing with companies, municipalities and other funds.
- Legacy processes moving toward digital, data-driven decision making.



Governments

- Seeking collaboration with citizens, companies and funds to unlock local initiatives.
- Increasingly filling SROI requirements with social activities.
- Need to steer on impact with fewer resources and greater responsibility.



Impact-first organisations

- Want structural partnerships instead of one-off project funding.
- Need access to companies, funds and governments to scale their work.
- Seek visibility and recognition for the social value they create.

What impact organisations say about working with companies

Impact Organisations about Companies

- Hit-and-run
- Too fast-paced
- Requests come too late
- Skills mismatch
- PR-driven
- They want everything for free



Companies about impact organisations

- Missing structure
- Small scale
- Unclear impact
- Slow communication
- Why should we pay to volunteer?

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 Question 2

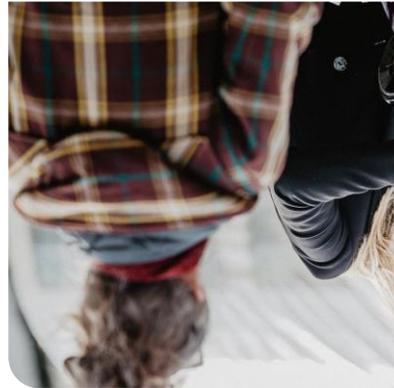
What is your biggest challenge of working with Impact Organisations?

The future of cooperation between Corporates & Impact Organisations



1. Shared language & rules

- **Expectations** Clear alignment on goals, roles, ownership and decision-making
- **Planning** Realistic timelines that respect both corporate cycles and NGO capacity
- **Costs** Transparency on budgets, internal time, coordination and overhead
- **Impact** Shared definition of success, outcomes and social value created
- **Process** Agreed ways of working, escalation and feedback loops
- **Accountability** Clear responsibilities on delivery, communication and reporting



2. Sustainable partnerships

- **Long-term Multi-year** collaboration instead of one-off or campaign-driven actions
- **Focus Clear** thematic choices linked to corporate strategy and societal needs
- **Alignment Shared** objectives between business goals and social mission
- **Trust Fewer** partners, deeper relationships and mutual commitment
- **Continuity Space** to learn, adapt and improve year over year
- **Scale Ability** to grow impact without reinventing partnerships each time



3. Expertise where it counts

- **Skills-based Focus** on professional expertise, not only hands-on volunteering
- **Matching Precise** alignment between employee skills and real organisational needs
- **Relevance Work** on challenges that truly matter to the impact organisation
- **Depth Fewer** activities, higher quality and stronger outcomes
- **Learning Employees** apply and develop skills in a new societal context
- **Value Greater** impact for organisations and deeper engagement for employees



4. Transformative experiences

- **Learning Volunteering** designed as a personal and professional learning journey
- **Engagement Experiences** that emotionally connect employees to the cause
- **Context Understanding** the societal challenge behind the activity
- **Reflection Space** to reflect on contribution, impact and personal insights
- **Meaning From** “doing something good” to feeling genuinely involved
- **Retention Stronger** connection to company purpose and values



5. Unified administration & impact measurement

- **One system** Single way of registering volunteering, donations and initiatives
- **Consistency** Comparable data across teams, partners and programmes
- **Reporting** Clear insights for ESG, CSRD and internal decision-making
- **Measurement** Impact expressed in outcomes and social value, not just activities
- **Efficiency** Less manual work, fewer spreadsheets and handovers
- **Transparency** Shared visibility for companies, impact organisations and funds



 Question 3

Can you share best practices of successful partnerships with impact organisations?

 Check out - Questions

*What is your main insight / learning
from today's session?*

Let's TeamUp
for Change



Petra Houtkamp
petra@goodup.com
www.goodup.com

Mail me to book a personalised demo

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VOLUNTARIADO CORPORATIVO

www.voluntare.org
info@voluntare.org