



Re-inventing Volunteering

GlobalGivingTIME: the first 3 years

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I'm delighted to be able to contribute a brief introduction to "Re-inventing volunteering" from the Aegis Media point of view.

In an effort to re-invent the way brands are built, we put digital media at the heart of our work. Yet when we launched our sustainability programme Future Proof I was struck by how much of the corporate responsibility agenda still does not deploy technology to its advantage.

We purposefully set out to leverage digital technologies to enable our people to take positive action as part of Future Proof. Our first global programme, GlobalGivingTIME, and the subject of this report, was born in the partnership with GlobalGiving UK, which we feel is one of the most innovative charities in the United Kingdom at the moment.

Since then we also launched the iSave, a desktop widget that helps our people to manage their electricity consumption of their technological hardware and Please Cycle, a mobile app that encourages greener commuting in return for small incentives.

Using digital technology enables us to launch cost-effective, scalable and adaptive sustainability programmes that bring a global network like ours together, using data to drive effectiveness and close the gap between supply and demand.

Here's to the next 3 years for GlobalGivingTIME!

From Nigel Morris, CEO Americas & EMEA, Aegis Media

At GlobalGiving UK we are on a mission to support great grassroots charities worldwide. Supporting small- and medium-sized charities is at the core of what GlobalGiving delivers as we believe they are best placed to serve local needs.

From our inception, we have used digital technologies to deliver our mission, expanding our reach into every continent. We strongly believe in the power of digital to do good and unleash the potential in people to make positive change happen.

In Aegis Media, we found a partner who similarly puts digital at the heart of what they do, and a team that recognised the transformational impact that online volunteering could have. We were also aligned on identifying support for small- and medium-sized charities as the big gap in the market.

We learnt a lot over the past 3 years in our partnership, and we delivered brilliantly impactful work together. I look forward to the next 3 years!

From Eleanor Harrison, CEO, GlobalGiving UK

Introduction – Who are we?

We, **GlobalGiving UK**, are an award-winning digital charity with a mission to support great grassroots charitable organisations worldwide by facilitating the giving of time, money and skills.

We focus on supporting smaller charities working in local communities because we know that locally-led organisations are best placed to identify and deliver services that meet local needs .

Not only that, we believe in smaller charities because they have been proven to operate in a more cost effective manner than large institutions, and stay in communities for the long term.

GlobalGiving Uk makes its vision a reality by providing:

Access to Funding

- ▲ Finding and connecting individuals, companies and institutions to charity projects
- ▲ Vetting for international grassroots charities
- ▲ Digital fundraising and donor management (www.globalgiving.co.uk)

Access to Training and Support

- ▲ Monthly peer network meetings
- ▲ Remote training in fundraising, communications and organisation development areas



Access to Volunteers

- ▲ Online volunteering through GlobalGivingTIME
- ▲ Strategy and practical help via Effective Communications programme
- ▲ Overseas Evaluation Programme

Celebration of Small and Local

- ▲ Advocacy and lobbying with and for small, local charities in the UK and international development
 - ▲ Contribution to policy debate
-

Aegis Media is the world's leading media and digital communications group. Aegis Media helps its clients communicate and build relationships with consumers around their products and brands. Aegis Media provides communications strategy through digital creative execution, media planning and buying, brand tracking and marketing analytics. Aegis Media is a truly global organisation operating in 53 countries around the world with 12,000 employees.

Aegis Media has worked with us since early 2011 to ensure small and medium charities get access to quality media and communication support. We are hoping to realize Aegis Media Future Proof strategy together. Future Proof strategy is a commitment to donate 1% of their global workforce's time annually to help improve communications capacity of grassroots charities by 2015.

2 Doing Good Online, Nominet Internet Awards 2013

3 Every charity undergoes a rigorous due diligence and vetting process before becoming our partner. We currently have 383 charity partners working in 89 countries worldwide.

4 There is a considerable amount of scholarly work on the advantages of using local charities to deliver services to vulnerable people. Large organisations, such as Save the Children and Oxfam, increasingly subcontract local charities because they deliver sensitively and cost effectively. For details please refer to the How Matters article What's missing from the DIY aid debate? Overlooking the Capacity of Local NGOs at <http://www.how-matters.org/2010/11/08/missing-from-diy-aid-debate/> or Save the Children report Bottlenecks and Drip-feeds at http://www.savethechildren.org.uk/sites/default/files/docs/Bottlenecks_Full_Report_1.pdf

Executive Summary

It's all about TIME – so here's a summary for those of you who are short of it.

What is GlobalGivingTIME?

GlobalGivingTIME is a digital platform which allows skilled volunteers to share their knowledge and skills with grassroots charities from all over the world to help them improve the way they function.

🕒 To learn more about how GlobalGivingTIME works, please read page 7.

Why did we create GlobalGivingTIME?

We created GlobalGivingTIME to offer busy professionals an opportunity to make positive change by providing online advice and guidance to grassroots charities. The challenges posted by charities often require only a small amount of time from skilled volunteers which means that even those constrained by it can donate their invaluable knowledge and skills.

🕒 To learn more about why skilled volunteering is important and how GlobalGivingTIME addresses the lack of time that stops professionals from volunteering, please read pages 8 & 9.

What are the benefits of GlobalGivingTIME for charities, companies and volunteers?

We believe that volunteering, while directly benefiting charities and their beneficiaries, also offers numerous opportunities and benefits to companies and their employees who volunteer.

Grassroots charities...

1. ...gain invaluable, continuous access to much needed specialist knowledge and skills.
2. ...save valuable time and critical resources that they can redirect to serving their communities.
3. ...can access GlobalGivingTIME for free, around the clock, wherever they are.

Companies...

1. ...are able to enhance their corporate reputation on the back of this community work.
2. ...benefit from integrated, automated data reporting on inputs, outputs and impact.
3. ...can provide a scalable, cost-efficient volunteers' professional development programme.

Volunteers...

1. ...enhance professional skills such as communication, problem solving or team-working
2. ...improve their perception of their employer, and build pride in their company.
3. ...expand their horizons and build their insight into social issues.

🕒 To learn more about the benefits of GlobalGivingTIME for charities, companies and volunteers please visit pages 12-16.

Executive Summary

What have we achieved together so far?

Inputs

440 Aegis Media employees volunteered on GlobalGivingTIME

USD \$17,185 shared in skilled volunteering time

1,357 answers were provided by Aegis Media employees

Outputs

297 charities were helped through GlobalGivingTIME

Impacts

4,708 direct beneficiaries reached per NGO

23,573 indirect beneficiaries reached per NGO

43% of grassroots charities improved communications capacity

85% of volunteers gained a more positive perception of Aegis Media

29% of volunteers improved their communication skills

For more details on our impact and progress in numbers, please visit page 17.

We're still learning, we're always improving

The success of GlobalGivingTIME has encouraged us to continue building our infrastructure.

Our goals for 2014 and beyond are, therefore, to expand and improve GlobalGivingTIME by:

- ✓ Increasing the number of active volunteers
- ✓ Further promoting employees' professional development
- ✓ Improving the quality of challenges posted by charities
- ✓ Helping volunteers to feel more connected to the charities
- ✓ Expanding our partnership to provide expertise in financial management and reporting, human resources, IT support - basic and advanced, media strategy, business planning and legal support.

So, if you have these talents in your team and want to help smaller charities, get in touch and together let's make positive change happen.

- To learn more about how we aim to improve GlobalGivingTIME and how to become a partner, please visit page 21.

What is GlobalGivingTIME?

GlobalGivingTIME is a digital platform created by us, GlobalGiving UK, and Aegis Media in conjunction with The Extraordinaries, Inc. platform Sparked.com. GlobalGivingTIME is an online micro-volunteering network that connects smaller charities seeking guidance and advice with volunteers looking to share their expert knowledge and skills.

STEP 1

Charities post challenges articulating the specific tasks they need help with.
*'Can you help us refine our logo?
... We like our current logo - a yellow scarf looped around the letters of our name, HERA. But it looks a little amateurish - because we did it ourselves! Could you please help us make it look more professional?'*



STEP 2

GlobalGivingTIME sends out a notification about a new challenge to skilled volunteers...
... Geoffrey from Aegis Media: 'This is something I can definitely help HERA with!'



STEP 3

The same day Geoffrey works on the challenge and replies to HERA on GlobalGivingTIME with his ideas on how to improve HERA's logo...



STEP 4

The charity receives a notification from GlobalGivingTIME that their challenge has been picked up and a response is awaiting a review. The logo is exactly what HERA was looking for.



STEP 5

HERA replies to Geoffrey: *'Wow, we love the new logo! Thank you Geoffrey!'* and gives him a **'Thumbs Up'** and an **'Award of Excellence'** for his valuable contribution to HERA's worthy cause.



STEP 6

HERA is happy. Geoffrey is happy. **Positive change happened!**

Why did we create GlobalGivingTIME?

We created GlobalGivingTIME to support grassroots charities around the world get better at what they do – making a direct impact in the local community.

We are convinced that grassroots or local charities (we use these terms interchangeably) are best placed to identify and deliver services that meet local needs. There is a considerable amount of scholarly work on the opportunities afforded by working with local small- and medium-sized charities to deliver services. Large organisations such as Save the Children and Oxfam increasingly subcontract to local charities because they are able to deliver services sensitively and cost-effectively.

“*At GlobalGiving UK we are on a mission to support great grassroots charities worldwide. Our first step was to open up fundraising for these charities by creating a digital marketplace where donors and charities could meet. Since our launch in 2007 we have enabled charities on GlobalGiving to raise £2.5m.*”

Eleanor Harrison, CEO, GlobalGiving UK

Evaluating our progress in 2010, we discovered that many of the charities we supported lacked effective communications skills – on the one hand to raise funds, and on the other hand to communicate progress effectively and reach their beneficiaries. At the same time of this realisation, we started a conversation with Aegis Media on how they could support our mission. As a business-to-business company in the media industry, it was just starting out on its journey towards corporate responsibility.

Why did we create GlobalGivingTIME?

In 2010, Aegis Media had identified a second need to tackle with GlobalGivingTIME. As they were developing Future Proof, their corporate responsibility programme, they strongly felt traditional volunteering activities were not reflective enough of people's individual skills or interests and that it did not always link into their personal development. In internal focus groups, people shared these concerns and indicated that they were keen to share their media and marketing skills and knowledge.

GlobalGivingTIME was developed to respond to this need too. It connects small- and medium-sized charities with corporate volunteers in an effort to unlock professional knowledge and skills.

“*The concept behind GlobalGivingTIME is very simple. Let's expand GlobalGiving's marketplace for funding to include a forum of exchange for skills and knowledge - in the process of which we are “re-inventing” skilled volunteering and closing the gap between supply and demand.*”

Frank Krikhaar, Global Corporate Responsibility Manager, Aegis Media

GlobalGivingTIME delivers volunteering opportunities on a global scale - connecting over 500 small- and medium-sized charities with a global network of 12,000 employees in 62 countries and 200 offices. Incentives are provided for corporate volunteers to return to the platform, including social media tools like nudges in the form of “thumbs up” and recognition structures such as the “award of excellence”.

What is special about GlobalGivingTIME?

- **24/7 giving.** GlobalGivingTIME ensures that no time zone or geographic location is an impediment to giving.
- **Combining money and time.** Every charity needs financial as well as volunteer support to help deliver its social or environmental mission. Whilst the currency of trade on GlobalGivingTIME is time, the GlobalGiving website provides an opportunity for charities to also access worldwide fundraising opportunities.
- **Targeting need.** Volunteers are able to indicate their preferred causes and their skills on the platform, efficiently matching supply and demand. GlobalGivingTIME is adaptive and responsive to growing and changing needs of charities, enabling volunteers to help where it matters most.
- **Engaging users.** The digital platform of GlobalGivingTIME helps it to integrate elements of “nudge” theory to engage volunteers and charities on an ongoing basis. Users receive automated, regular updates showcasing what friends are doing and suggesting small steps to get involved. The “thumbs up” and “awards of excellence” features deliver a “stickiness” that builds lasting engagement.
- **Exploiting big data.** Seamless integration of measurement and reporting around inputs, outputs and impacts of community activity. This integrated approach leverages data-driven insight and success statistics that engages users and shows clear social impacts.
- **Unlocking support for SMEs.** Small and medium-sized charities have traditionally struggled to access financial and corporate volunteer support due to a lack of awareness and internal capacity. The platform is easily accessible and enables new connections and opportunities.
- **Scaling volunteering.** Effectively engaging and organising volunteering for groups over 100 people is difficult. Through the use of its digital platform, GlobalGivingTIME facilitates access for hundreds of volunteers simultaneously. In addition, it is able to direct the efforts of these volunteers to a wide array of grassroots charities rather than just one beneficiary. So it scales both giving and receiving!
- **It is future proof.** Its digital nature means it’s responsive and flexible around developing needs of charitable organisations and developing skills bases of volunteers. Its focus on knowledge transfer ensures sustainable outcomes for charities that means that there is no ongoing reliance on GlobalGivingTIME for charities.

GlobalGivingTIME impact and progress in numbers



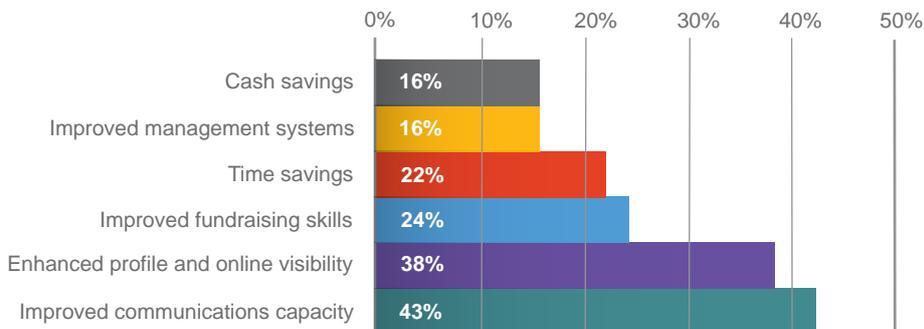
What are the benefits of GlobalGivingTIME for grassroots charities?

Grassroots charities...

1. ...gain invaluable, continuous access to much needed specialist knowledge and skills.
2. ...save valuable time and critical resources that they can redirect to serving their communities.
3. ...can access GlobalGivingTIME for free, around the clock, wherever they are.

...which means that even small charities in remote areas in Africa, Asia or Latin America can improve the way they communicate with the world. But the benefits don't end here. 70% of charities that received help from Aegis Media employees reported leverage from using GlobalGivingTIME, as the graph below shows. The efficiency gains, such time and cash savings, mean that the charities can focus on their core mission.

Leveraged Impact



Case Study: St.Nicholas'Home



St. Nicholas' Home is a Malaysian charity helping blind and visually impaired children become independent and to integrate into their community. It does this by providing education and developing new skills. It does a fantastic job, but sadly its dated logo and a lack of knowledge on how to effectively communicate had prevented it from attracting new supporters and funding. Until... it posted its challenge on GlobalGivingTIME, which was quickly picked up by Aegis Media employees. Soon St. Nicholas'Home had a new logo and new visual marketing materials alongside strategic advice on how to successfully brand itself. Additionally, Aegis Media employees performed search engine optimisation for the St. Nicholas' Home webpage that has significantly increased the online traffic on their site. 👍



Dan uses his motor skills to identify fruit – St Nicholas Children's home
<http://www.globalgiving.co.uk/projects/equip-deafblind-children-with-skill-for-life/>

What are the benefits of GlobalGivingTIME for companies?

Companies...

1. ...are able to enhance their corporate reputation on the back of this community work.
2. ...benefit from integrated, automated data reporting on inputs, outputs and impact.
3. ...can provide a scalable, cost-efficient volunteers' professional development programme.

Enhanced CSR strategy

There are many fantastic opportunities for skilled volunteers to make positive change happen. However, they often require would-be volunteers to commit to a single project for a specified minimum amount of time⁵. Engaging in skilled volunteering initiatives may, therefore, pose a challenge to companies due to the time constraint their employees face. GlobalGivingTIME addresses this issue by allowing skilled volunteers to 'donate' their expertise at the time and place convenient for them. Moreover, by enabling volunteers to engage in group challenges GlobalGivingTIME allows companies to assist charities in more complex tasks. Above all our online platform offers a cost-effective solution to enhancing companies' CSR strategies.

Testimony...

“ I think it's a great platform especially because it allows busy people like me to still be effective in their social environment. ”

Francesca Ronnie, Aegis Media employee

Data reporting on impact

GlobalGivingTIME enables on-demand automated real-time reporting⁶ of:

- the number of charities helped
- preferred causes
- the number of employees involved
- the number of challenges resolved
- skills shared
- the amount of time donated, by country, region or business division
- an equivalent monetary value of services rendered

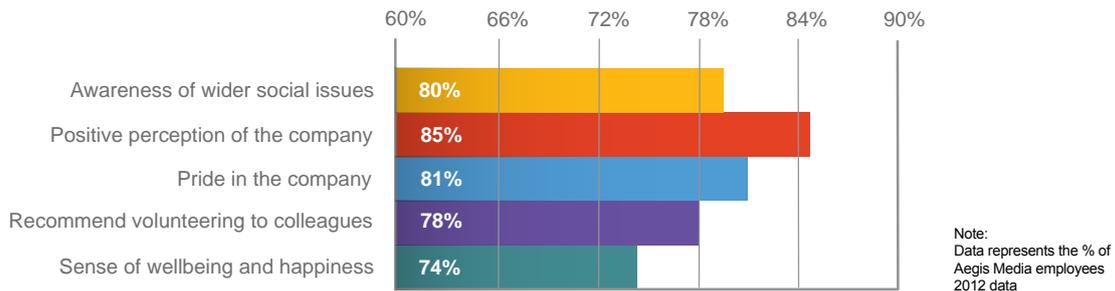
⁵ For instance AfID (Accounting for International Development) offers accountants skilled volunteering opportunities overseas. The posts usually require a minimum time commitment of 2 weeks.
⁶ We collect all data needed for London Benchmarking Reporting and more.

What are the benefits of GlobalGivingTIME for companies?

Professional Development Programme

80% of Aegis Media employees report that their involvement in GlobalGivingTIME has improved their awareness of wider social issues. Amazingly, 85% also state that this experience has improved their perception of Aegis Media and the way they talk about it, which are undeniable added benefits to the company.

Improved Attitudes



What are the benefits of GlobalGivingTIME for volunteers?

Volunteers...

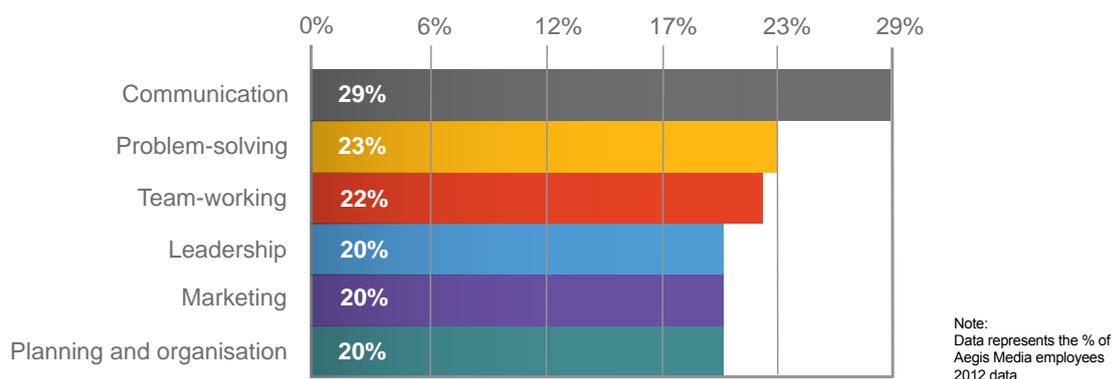
1. ...enhance professional skills such as communication, problem solving or team-working
2. ...improve their perception of their employer and build pride in their company
3. ...expand their horizons and build their insight into social issues

Testimony...

“ Working as a volunteer has changed my perspective; the half-empty glass became half-full, difficulties turned into challenges and opportunities. It has also allowed me to hone my research and writing skills. I've really enjoyed it. I think everyone should give it a go! ”

Natalia Garstecka, GlobalGivingTIME volunteer

Improved Skills



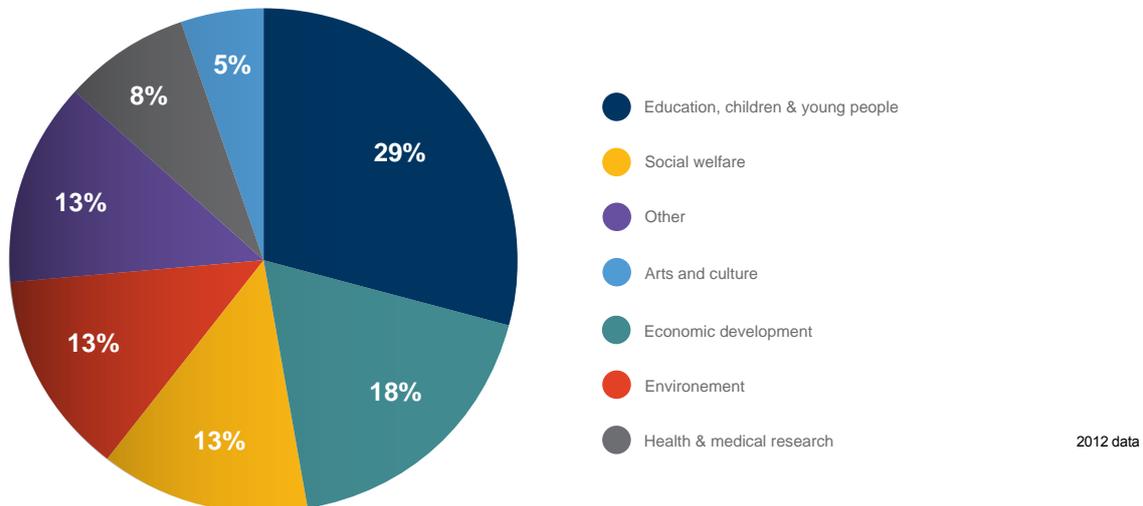
Who has GlobalGivingTIME helped so far?

The fantastic feature of GlobalGivingTIME is that it is not constrained by geographical boundaries. Reaping all the benefits of world wide web it allows anyone anywhere to help any charity anywhere in the world at any time. So really what matters is what's close to one's heart, be it a particular cause or a specific region they feel strongly about, and not what's close to their home's doorstep.

Our partner charities are estimated to serve 4,708 direct beneficiaries each. This means that in 2012, through GlobalGivingTIME, we helped 1,398,296 direct beneficiaries. Out of this number, over 400,000 were children and young people, which include for instance orphans in South Africa being given a chance to go to a wildlife sanctuary.

We also contributed to helping over 250,000 direct beneficiaries under the category 'economic development', which include for instance victims of trafficking from Eastern Europe who want to rebuild their lives and set-up a new business in London.

Top Causes Helped



Case Study: HERA (Her Equality, Rights and Authority)



HERA (Her Equality, Rights and Autonomy) helps trafficked women to regain their economic independence by providing them with mentoring and entrepreneurship training. Yet, with scarce technology and marketing knowledge this wonderful charity had been prevented from developing a more sophisticated website, a regular newsletter or a social media initiative, which had effectively restricted its ability to raise awareness of the great work it does to attract new donors. Until... it posted its challenge on GlobalGivingTIME, which was picked up by Aegis Media employees. Soon HERA had a new logo, new branding and communication strategies, a new website and a great impact video. Aegis Media employees also helped HERA to develop a social media campaign. HERA has since enjoyed an increased online traffic and has been able to communicate its progress with donors on a regular basis. It continues to rely on GlobalGivingTIME volunteers for many technical tasks and support in digital communications. 👍



“ Thank you to everybody who contributed to this - I am humbled by the number of super-talented people who are willing to help organisations like ours, who do not otherwise have access to such skills - it's like having our own private 'genius bar'. Amazing! Thank you so much!! ”

Angela Morgan, Director, HERA

<http://www.globalgiving.co.uk/projects/help-formerly-trafficked-become-entrepreneurs/>

Case Study: PAAJAF (Providing Adolescents and Adults Jobs for Advancement in the Future)

PAAJAF provides education for neglected children and youth in Gbawe, Ghana. In the long term PAAJAF aims to effectively break the pattern of poverty within their community by supporting the new generation in obtaining education so that they have the necessary skills and qualifications to find a good job and send their own children to school. To date PAAJAF has posted over 30 challenges on GlobalGivingTIME and Aegis Media employees have helped the foundation to enhance the design of its website, to improve its social media tools, to create new videos and to design and publish articles. As a result PAAJAF has been able to successfully reach more donors and to send more local children to school. 👍



PAAJAF sponsors 9 year old orphaned Erica's education (far left). With her aunt and cousins.

“ GlobalGivingTIME is a great platform and has been beneficial to PAAJAF. When we need volunteers to help us on a specific task we post our challenge and find volunteers to deliver the task to our expectations. We are very grateful to be on this platform. ”

Philip Kyei Appiah, Co-Founder and CEO, PAAJAF

<http://www.globalgiving.co.uk/projects/vulnerable-children-in-ghana/>

What we've learnt

Since its launch in 2010, GlobalGivingTIME has given us an opportunity to discover the most effective way of facilitating community investment in the 21st century. We learnt:

- **Don't go against the grain.** Aegis Media employees spend most of their business hours behind computers, and are heavy users of technology. Why try to convince them to abandon it when we can empower them to use it for good? We use technology to fit into their lifestyle, rather than trying to change their lifestyle to fit in volunteering.
- **Gamification works.** Online volunteering makes volunteers' impact very visible and creates lots of data to visualise their impacts and to help unlock new "levels" of engagement.
- **Value not values.** People volunteer "to give back". The digital generation, however, sees volunteering more holistically as part of their lives. We learnt that an appeal to utilise skills and knowledge was more successful than an emotional appeal to just participating for good. Skills-based volunteering like GlobalGivingTIME has higher engagement than other initiatives.
- **Nudge and engage.** For volunteering to be successful it needs to be longer-term, not a one-off. GlobalGivingTIME is very successful in getting volunteers and charities to return time and time again through the use of social media nudging and in-built regular communication algorithms.
- **Recognition rather than rewards.** To encourage more involvement in the local community, do volunteers want to be rewarded for their contribution? We learnt through GlobalGivingTIME that it is not so much about reward as recognition. For doing good, employees do not expect a monetary reward.

The future...

Our plans for 2014 and beyond



We're still learning, we're always improving

The success of GlobalGivingTIME has encouraged us to continue building our infrastructure in line with our GlobalGiving values:

– Always Open – Listen. Act. Learn. Repeat. – Never Settle
– Committed to WOW.

Currently we are working to further improve:

- The quality of the matches between challenges posted and expert volunteers
- The quality of help and advice provided
- The quality of feedback provided by partner charities to ensure constructive and motivating advice for volunteers
- Running more volunteer competitions to further increase engagement



What will you do in 2014?

In 2014, together with Aegis Media, we will:

- Increase the number of active volunteers involved in GlobalGivingTIME to 400 monthly helping Aegis Media get to their 1% of workforce's time, promoting employees' professional development
- Improving the quality of challenges posted so that charities get better support
- Helping volunteers to feel more emotionally connected to the charities through more interactive communications.

Can other companies get involved?

Yes! We want YOU to be a part of our journey also. We want more partners from diverse industries to further add to the quality of GlobalGivingTIME. We are looking for partners with expertise in financial management and reporting, human resources, IT support - basic and advanced, media strategy, business planning and legal support. If you have these talents in your team and want to help smaller charities, get in touch.

Find us at: www.globalgiving.co.uk

Contact: Rachel Smith, Head of Programmes, rsmith@globalgiving.co.uk

What does it cost?

There is a small fee for companies to use GlobalGivingTIME. We are a non-profit organisation and all funds raised are fully invested in the service delivery. We are very passionate about quality and dedicated to providing the best possible service to charities and an enjoyable and fulfilling experience to our volunteers.

We are willing to discuss structuring our charges e.g. to minimise upfront costs. We promise you value for money and are looking forward to welcoming you onboard to, together, make positive change happen.



“ *GlobalGivingTIME has re-invented volunteering for the 21st century. The pioneering digital platform makes skilled volunteering scalable, adaptive, flexible and impactful.* ”

Frank Krikhaar, Global CR Manager, Aegis Media

“ *GlobalGivingTIME inspires positive action by all. It provides a fantastic solution for grassroots charities to access professional support to help them deliver their social mission.* ”

Eleanor Harrison, CEO of GlobalGiving UK

“ *It's simply the best thing for small charities.* ”

Angela Morgan, Director of HERA

297 charities helped
440 employees engaged in social action
4,708 direct and 23,573 indirect beneficiaries per charity¹

This report has been written and produced by GlobalGiving UK and Aegis Media.

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