Give & Gain Day Post Event Report

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Background

Give & Gain Day is a celebration of the power and potential of employee volunteering across the world. By getting unprecedented numbers of people out volunteering on one day, we’re championing the talent, skill and energy found in business and the role it can play in helping communities prosper. Since 2008, over 82,000 people in 35 countries around the world have taken part in Give and Gain Day.

2014 was the fourth year that Engage Dubai took part. Engage Dubai offered two options to Engage Dubai members to get involved in Give and Gain Day on 15th May 2014:

Option 1: Engage Dubai listed projects on the Engage Webpage of the Dubai Chamber website. These projects had been pre-arranged with Community Partners.

Option 2: Companies could organise their own Give & Gain Day project with a community partner they could volunteer with.

With both options Engage Dubai offered to:

- Provide planning support during the buildup to the day
- Communications support
- A post event survey to review the impact of the project

Summary

Give & Gain Day 15th May 2014 was a great success in Dubai, thanks to all volunteers from our corporate members who swapped their usual work day to make a difference to the communities they live and work in and touched upon the lives of thousands of community members. Also thanks to our community partners to offer community projects to make the day possible.

This year over 340 employee volunteers from 25 companies supported over 1500 beneficiaries in 40 projects organized by 22 community partners across Dubai.

The organizations and businesses provided volunteers are; Dubai Chamber, Aramex Emirates LLC, CHEP Middle East, DLA Piper, du, Dulsco, Emmar Community Management, Kuoni GTS Travel, Mashreq Bank, Oman Insurance Company in partnership with BUPA International, Standard Chartered Bank, Summertown Interiors, THE One Total Home Experience, UAE Exchange, ZAFCO FZCO, Al Futtaim Carillion, DP World, Emirates Global Aluminum, SamTech Middle East, TNT Express, CEB Middle East FZ LLC, EngageME Consulting, Nestlé, Deutsche Bank and Unilever.

The community partners organized volunteering projects / activities are; Dubai Foundation for Women And Children, Dubai Men’s College, University of Dubai, Growing Leaders Foundation, Goombook, Injaz UAE, Manzil Center for Special Needs, Mawaheb, SmartLife, Médecins Sans Frontières (MSF), Education4all, Angel Appeal, EWS-WWF, DOSC Sailability, Emirates Diving Association, Operation Smile UAE, Sheikh Mohammed Center for Cultural Understanding, InnerG Solutions, Al Bahar school for Special Needs Fujairah, Awladouna Center Sharjah, JSSIS school, Al Reef Institute and Pure Heart 4 Cancer.

The volunteers got involved in various community projects such as painting with special needs artists with Mawaheb; cooking and jewellery making with special needs children for Manzil Center for Special Needs as well as maintenance work to improve its facilities; reading stories and raising funds for and Al Bahar school
for Special Needs and Awladouna Center; improving community facilities at Dubai Foundation of Women and Children, Sheikh Mohammed Centre for Cultural Understanding and Emirates Diving Association; conducting study tours for students of University of Dubai, Dubai Mens College and Al Reef Institute; improving leadership skills of the students with Growing Leader Foundation; running job shadow workshop for cancer survivors with Pure Heart 4 Cancer; holding stationary drive with Education4all, running an Innovation Camp for students with Injaz UAE, taking part into environmental initiatives like giving a Ghaf Tree with Goumbook and supporting Marine Turtle Conservation Project with EWS-WWF; cleaning boats with DOSC Sailability; running an international pop show with Médecins Sans Frontières (MSF); raising a smile to children who needs support on facial deformities surgeries with Operation Smile; wrapping and distributing food parcels among needy sea farers as part of the Angel Appeal; distributing gifts to the children at the labour camps with SmatLife and promoting sports culture with InnerG Solutions; promoting recycling among school children at JSSIS school etc.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Companies</th>
<th>No. of Volunteers</th>
<th>Community Partners</th>
<th>No. of Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>11</td>
<td>107</td>
<td>11</td>
<td>793</td>
</tr>
<tr>
<td>2014</td>
<td>25</td>
<td>344</td>
<td>22</td>
<td>1530*</td>
</tr>
</tbody>
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*excludes the environment / public projects

Feedback from Companies

Total Responses: 71

Have you volunteered before?

- Yes, through my company 46.2%
- Yes, on my own 23.9%
- No 29.9%

Would you like to volunteer again?

- Yes, through my company 79.1%
- Yes, on my own 19.4%
- No 1.5%
In what way do you feel the community group/school/individual will benefit from the volunteer support they received?

- Raised individuals/pupils aspirations 46.9%
- Improved performance 4.7%
- Improved confidence of individuals 18.8%
- Individuals more ready for work 4.7%
- Improved physical space 4.7%
- Cash savings 1.6%
- More effective services 6.3%
- Improved skills of organisations staff 9.4%
- Able to generate additional income/funding for organisation 1.6%
- New services/products 1.6%

Please answer the following to the best of your knowledge:

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<thead>
<tr>
<th></th>
<th>Too early to determine</th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>Is it important to you that your employer supports volunteering?</td>
<td>3.1%</td>
<td>96.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Do you feel the time required to participate as a volunteer was rewarded by the benefits of your experience?</td>
<td>4.8%</td>
<td>88.9%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Do you feel you developed skills as a result of volunteering? eg. teamwork, communication?</td>
<td>3.1%</td>
<td>95.3%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Do you feel the skills/competencies you developed will be useful in a work context?</td>
<td>9.5%</td>
<td>84.1%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Does your employer acknowledge volunteering as a source of skill development?</td>
<td>9.5%</td>
<td>74.6%</td>
<td>15.9%</td>
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</table>

As a result of your employer's support for employee volunteering/pro bono work:

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<tr>
<th></th>
<th>Not at all</th>
<th>A little</th>
<th>Moderately</th>
<th>A lot</th>
<th>Greatly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has your perception of your company improved?</td>
<td>0%</td>
<td>4.7%</td>
<td>19.1%</td>
<td>41.3%</td>
<td>36.5%</td>
</tr>
<tr>
<td>Do you feel more committed to your employer?</td>
<td>0%</td>
<td>6.4%</td>
<td>11.1%</td>
<td>47.6%</td>
<td>34.9%</td>
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</tbody>
</table>
Please rate the degree to which your experience met your expectations:

- Below expectations 1.5%
- Average 10.1%
- Good 21.7%
- Excellent 40.6%
- Exceeded expectations 26.1%

What did you find most beneficial about the day?

**Key words:**

Children Community Company

Experience Knowing Knowledge Opportunity Result

Satisfaction Self Skills Students Teamwork Work Place

What do volunteers say?

- "Smile on the face of the children made the day most valuable and beautiful I’ve ever had."
- "New experience and knowing how to plant a tree…"
- "Sharing knowledge is very rewarding."
- "Giving back."
- "The teamwork and togetherness…"
- "Inner satisfaction."
- "See the students happy."
- "A good and unforgettable experience."
- "Creating bridges between the corporate world and local community."
Participant qualitative feedback on Give & Gain Day

- Provide opportunities that can be run by less number of volunteers so smaller companies can have more choice to participate.
- Better organization at site in terms of what needs to be done.
- It is advisable to create more activities that routine because volunteers are always expected to do various activities.
- We need to have some more interactive sessions i.e giving knowledge about plants growth, how this will help in our daily life, how we can teach to others etc.
- I think that if a group is coming to a workplace to learn about the company, then the school or university needs to do a more thorough process on picking as to who attends.
- The organization is doing a superb job. I am sure the experience the participants will receive after the event will suffice all their needs.
- Need to know the schedule of the event early enough.
- It was very nice.
- We need more.
- Keep up the good work and God bless you more.
- Participation should be for full day with other classes also.
- Try to motivate the participants to involve their loved ones and best friends and keep activities during week end also.
- More activities generate more fun.
- Follow ups and more tangible plans for activities like these.
- Ensuring organizations are also well planned and proper activity descriptions are provided. Some of the activities did not go as per the stated description/ text.
- Increase awareness of the event.
- I just want to say, thank you to Dubai Chamber for this opportunity and there should be more marketing around it for more companies to come on board.
- This type of activities should happen on quarterly basis.
- A good initiative by Engage Dubai. Keep it up. It would be nice if Engage Dubai could organize some activity of their own wherein all companies could participate.

Note: The feedback collected by the community partners / corporate members on their own formats is not included in the above analysis.

Learnings for 2015

- Better planning, more projects.
- Using social media more effectively.

Media Coverage

- Zawya
- Gulf Today
Pictures
ENGAGE Dubai is part of an international network of businesses and Community Partner organizations that collaborate to support the development of healthy and sustainable communities through increasing the quality and quantity of employee involvement in their local communities. The international ENGAGE program operates in Dubai, as well as in other major cities including Paris, Frankfurt, Istanbul, and Hong Kong. ENGAGE Dubai is run by the Dubai Chamber’s Center of Responsible Business, supported by the ENGAGE Secretariat of Business in the Community in the United Kingdom (BITC). For more information please visit http://www.dubaichamber.com/en/about-us/initiatives/crb-new/engage-dubai

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