GVS '25

GLOBAL VOLUNTEERING SUMMIT 2025

A WHITEPAPER ON THE HIGHLIGHTS AND DISCUSSIONS
FROM THE BIGGEST VOLUNTEERING SUMMIT

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Executive Summary

Global Volunteering Summit 2025 was an inspiring and impactful 2-day event, with multiple discussions and experiences to shape the future of employee volunteering.

300+
Registrations

200+
Attendees

100+
Companies

30+
Speakers

10+
Sessions

16+
Hours Of Volunteering-Specific Discussions

Organized

GLOBAL VOLUNTEERING AWARDS 2 0 2 5

Presented 12 awards to volunteering achievers in 11 categories

Over the course of two days, attendees engaged in meaningful discussions, workshops, panel discussions, unfiltered sessions, community circles, volunteering activities and more.

A standout feature was the Volunteering Safari, which allowed participants to immerse themselves in volunteering through interactive exhibits.

Filled with memorable insights, inspiring moments, and impactful takeaways, the summit gave the attendees a sneak-peak into the future of employee volunteering
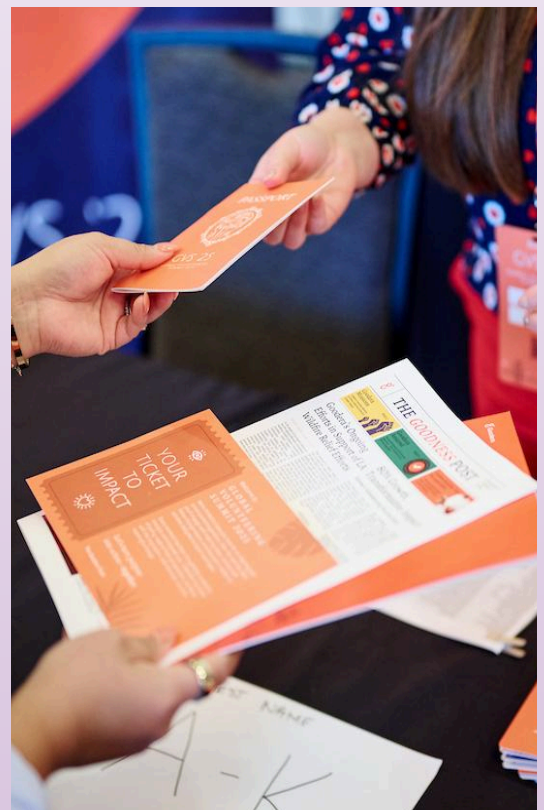
Volunteering Megatrends in 2025
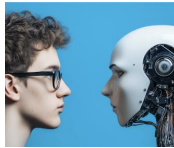
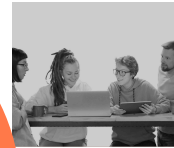**AI Agent-First World:**
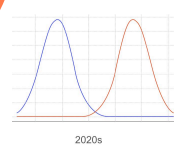92% of US organizations will use AI agents by 2026, revolutionizing work.

A Younger Workforce
Over 75% of the workforce will be Gen-Z and Millennials by 2025.

Volunteering is the Connective Tissue

Rising Loneliness
50% blame workplace culture, while 75% believe 'Finding ways to help others' is a solution to tackle loneliness

Political Polarization
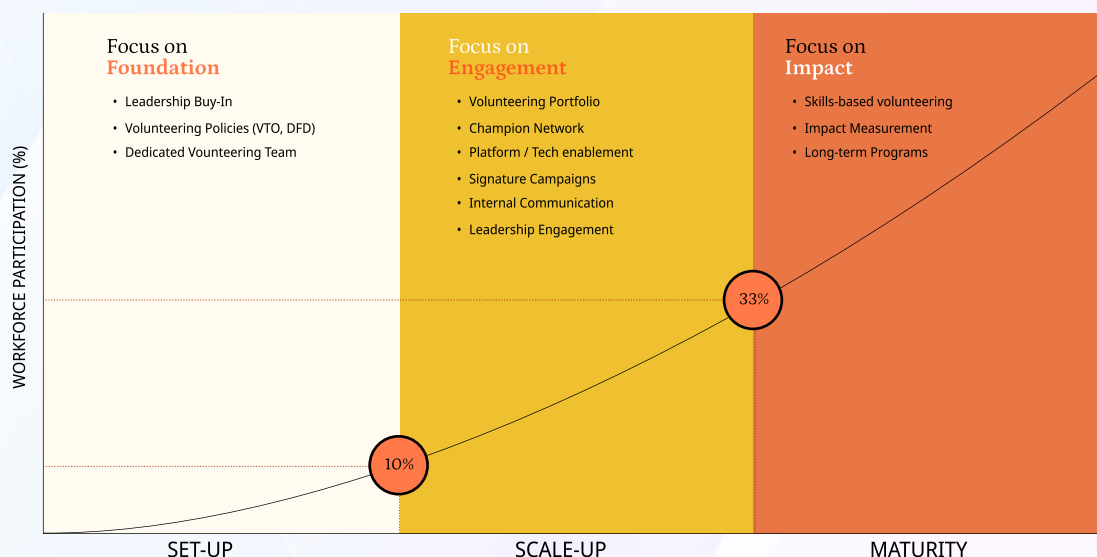Moderates in the U.S. hit a record low of 34%, deepening divides.

2020s

These mega-trends are reshaping the world in different ways, creating multiple opportunities and challenges for the workforce of tomorrow. Volunteering is emerging as the connective tissue that is likely to address the evolving needs of this workforce. This is also reflected in the significant rise in workforce participation in volunteering from 2021 to 2024 (61% growth in 2022, 56% growth in 2023, and 23% growth in 2024).

Social Impact teams across organizations are facing budget cuts, higher targets, and leaner teams. This makes demonstrating the business ROI of volunteering crucial. Volunteering ROI can be demonstrated in multiple ways, depending on an organization's business goals including employee retention, brand equity, return to office, disaster response, employee engagement, and more.

Maturity curve of volunteering:

Organizations focus on different levers as they mature in their employee volunteering journey. While the set-up stage is focused on setting up policies, teams, and getting leadership buy-in, it shifts in the scale-up stage to setting up infrastructure and a volunteering portfolio. As volunteering programs mature (workforce participation > 33%), the programs tend to become self-sustaining and the focus shifts on deepening impact in the communities.

Focus on
Foundation
- Leadership Buy-In
- Volunteering Policies (VTO, DFD)
- Dedicated Volunteering Team

Focus on
Engagement
- Volunteering Portfolio
- Champion Network
- Platform / Tech enablement
- Signature Campaigns
- Internal Communication
- Leadership Engagement

Focus on
Impact
- Skills-based volunteering
- Impact Measurement
- Long-term Programs

WORKFORCE PARTICIPATION (%)

33%

10%

SET-UP   SCALE-UP   MATURITY

Goodera launches

Volunteering Framework

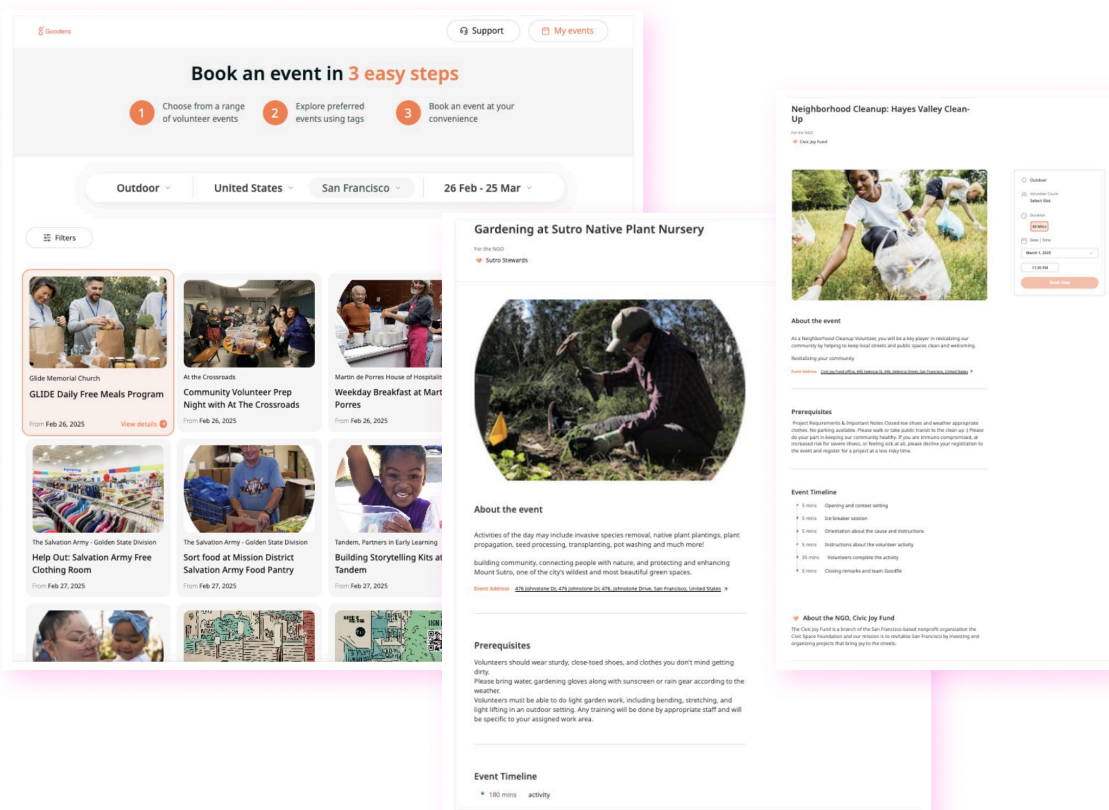|		
Portfolio 1	**Infrastructure** 2	**Knowledge** 3
For different employee personas and use cases	For scaling effectively	For customizing your volunteer program
NETFLIX	amazon	McKinsey&Company

Volunteering Portfolio

1 GoodHub

The World's Largest Inventory of Bookable Volunteer Opportunities Powered by AI

2 SkillsPlus: AI enabled Skills based volunteering

The introduction of SkillsPlus category focuses on AI enabled skills-based volunteering across diverse areas such as marketing, finance, tech, legal, AI, and leadership
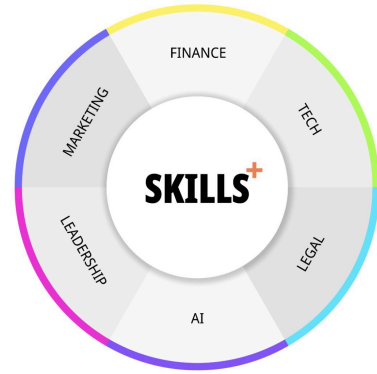
3 Juniors: Volunteering with Family and Kids

Volunteering activities designed to engage employees and their families while ensuring a safe and enriching experience

- Perfect for "Bring Your Kids to Work" day
- Shape future changemakers
- Safe and engaging projects

4 Icons: Volunteering for Leadership

Volunteering activities designed for executives to engage in high-impact, purpose-driven volunteering

- White-glove, curated experience
- Purpose-driven and personalized
- Gold standard for executive volunteering

5 VolCon: Volunteering for Conferences

Experiences designed to integrate volunteering into conferences

- Scalable for any event size
- Tailored to conference theme and agenda
- Multi-format volunteering

6 Celebrations: Volunteering for Cultural Moments

Volunteering activities that foster belonging through curated, immersive, and culturally meaningful volunteer experiences

- Experiences that cultivate belonging

- Designed and curated just for you

- Cultural immersion

7 Kiosks 2.0: Microvolunteering Pop-up

A scalable volunteering solution that provides the flexibility to volunteer at any time of the day

- Quick stop to volunteer anytime stations

- Open all day

- Offers easy, impactful activities

8 Missions: Collective action for Compounded Impact

Programs designed to focus on long-term impact through collective action. Missions for 2025 will focus on key global challenges through initiatives such as:

- **Future Forward:** Empowers HBCU students through mentorship, career guidance, networking opportunities to bridge academic potential with career success.

- **Empower Her:** Empowers women through education, employability, and well-being initiatives, connecting corporates and nonprofits to drive gender equality.

- **Acts of Green:** Powered by collaborations with community partners - Global Citizen, Citizens of the Reef, and others - Acts of Green enables volunteers to contribute to community-wide conservation projects, clean-up drives, reforestation efforts, advocacy for sustainable practices.

- **Blue Sky:** Enhances disaster preparedness and rapid response by prepositioning aid and collaborating with emergency response partners for swift, sustainable impact.
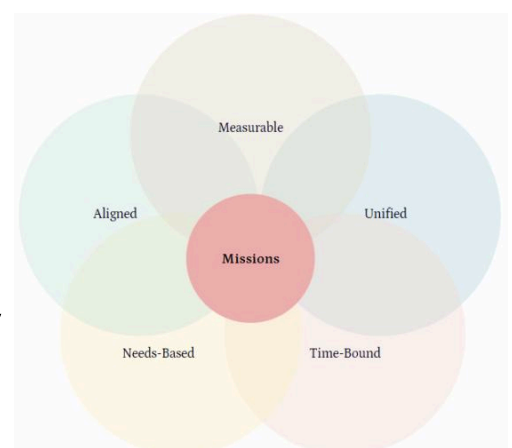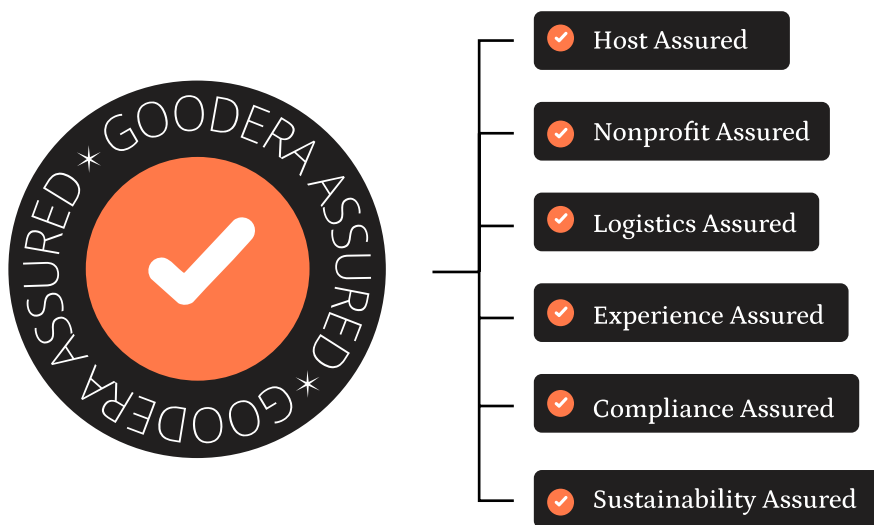
Infrastructure

9 Goodera Global: Enabling Volunteering in 100+ Countries

Goodera is expanding its reach, enabling volunteering activities in over 100 countries. It has partnered with logistics providers like UPS and FedEx, along with leveraging a network of 2,000+ hosts.

Additionally, Goodera's partnership with WeWork has enabled volunteering for all virtual and in-person teams in the nearest WeWork across the world.

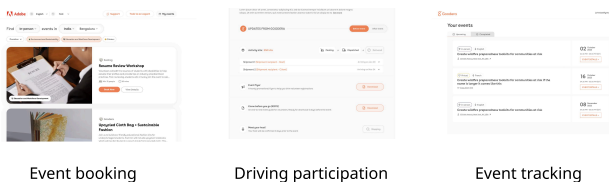**10** Goodera Assured: 100+ checks for every event

A comprehensive check-list ensuring high-quality, reliable volunteering experiences.

- ✅ Host Assured
- ✅ Nonprofit Assured
- ✅ Logistics Assured
- ✅ Experience Assured
- ✅ Compliance Assured
- ✅ Sustainability Assured

11 State-of-the-art tech stack for volunteering

Goodera's tech stack streamlining volunteering management includes our: Champion Hub, Admin Hub, Host Hub, and Nonprofit Hub. All four together are designed to streamline volunteering management across all stakeholders.

1. Champion Hub | Powered by Goody AI

Event booking   Driving participation   Event tracking

2. Admin Hub

Impact reporting   Track everything Goodera
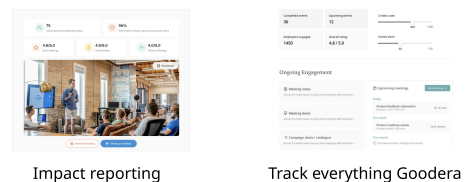
3. Host Hub | An app exclusively for hosts

- Track upcoming events and find relevant info
- Detailed pre-event checklist, event deck, KBYG document and other resources
- Volunteer hour tracking during the event
- Post-event checklist
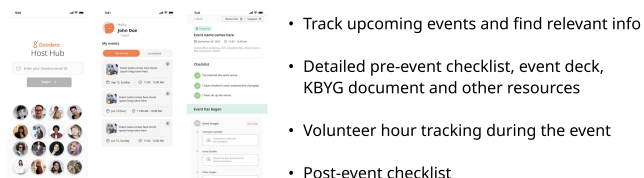
4. Nonprofit Hub | A platform for nonprofits

- Upload volunteering opportunities, Review opportunities
- Share testimonials and photos easily
- Track shipments/ review volunteer submissions
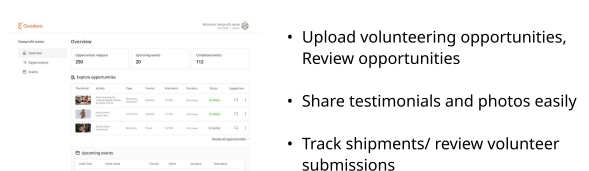
12 Goodera API

Goodera API enables seamless integration with leading giving platforms like Deed, YourCause, Goodstack, and Benevity (coming soon), to provide a seamless experience of browsing, booking and tracking volunteering events.

Goodera's API partners

deed

YourCause®
from Blackbaud

goodstack

benevity
(Coming soon)

13 Champion Project Management Office (PMO)

Goodera introduced Champion PMO, a **24x7 support team consisting of regional social impact managers,** designed to streamline event planning and logistics, while increasing volunteer participation per event.

Features:

- ✅ Curated catalog of volunteering opportunities
- ✅ Nonprofit selection and vetting
- ✅ Onboarding Champion-nominated nonprofits
- ✅ Marketing collaterals to drive registrations
- ✅ End-to-end event day logistics

- ✅ Attendance capture
- ✅ Collect feedback from nonprofit
- ✅ Impact reporting
- ✅ Support for non-Goodera events

14 Goodera Studio

Goodera Studio offers customized digital and physical assets like standees, banners, posters, 3D logos, and campaign videos to ensure engaging communication with volunteers - all aligned with brand guidelines.
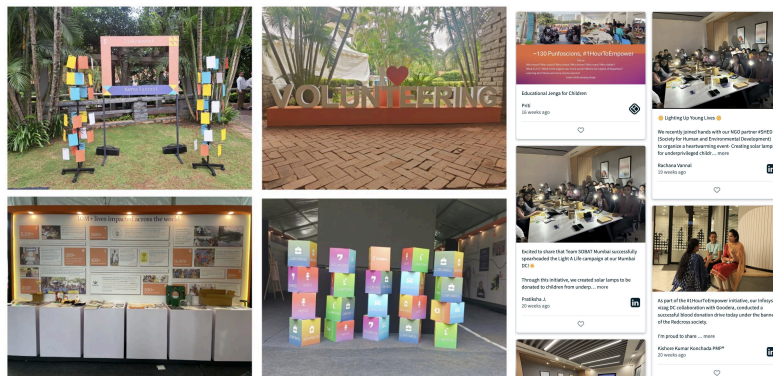
15 Goodera Merch Store

Goodera Merch Store enables companies to customize high-quality apparel, accessories and souveniors for your company's volunteers and champions.

Fully customizable designs as per brand guidelines

Sustainable, high quality materials

Sizes as per regional standards

Perfect for campaigns, events and employee engagement

16 Goodera Foundation: Our 501 (c) (3) entity

Goodera has established the Goodera Foundation, a 501(c)(3) nonprofit entity dedicated to tackling global challenges, promoting social equity, and driving collective action for a sustainable future.

17 Impact Measurement Module

Goodera's Impact Measurement tracks both people impact and social impact to showcase meaningful contributions globally.
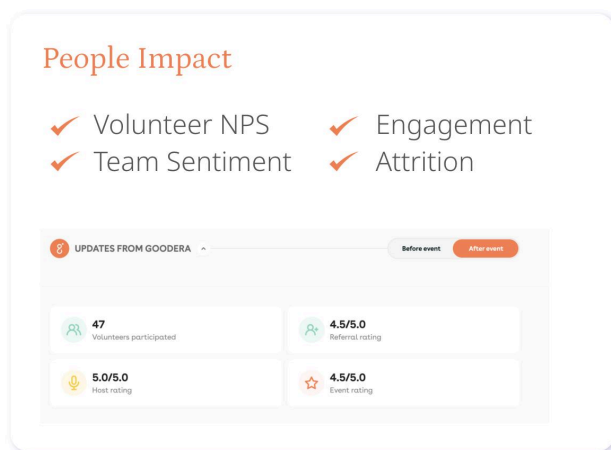
Knowledge

18 Goodera Knowledge Workshops

Goodera has introduced Knowledge Workshops, offering structured modules to build strong volunteering strategies. Key workshops include

Goodera also curates workshop modules for specific organization requirement e.g. workshops on skills-based volunteering, day/ week/ month of service, AI strategies, stakeholder communication, global expansion, and more.

Click here to book a strategy workshop

19 Goodera Expert Network

Goodera has launched the Expert Network, a panel of **10 experts with over 200+ years of collective experience** in Employee Volunteering Management.

Areas of expertise

Geographic Expansion	Champion Network	Impact Measurement	Tech Enablement
Volunteering Portfolio	Leadership Engagement	Disaster Response	Transformational Volunteering
Skills-Based Volunteering	AI For Impact	Target Setting	...And Others

20 Volunteering Quotient Report 2025

Goodera researched the ESG reports for 2300+ companies, and included the latest public data on **222 companies** which have shared reliable data on unique volunteers and workforce participation for the last year. Key highlights from the report are:

- 22.2% median workforce participation across companies

- 25% growth in workforce participation in volunteering, compared to last year

- Hours per volunteer saw a rise from 6.8 to 7.2 hours, reflecting sustained engagement

- 1.9X higher workforce participation in volunteering for companies that leverage at least one volunteering enabler (Flagship volunteering program, Volunteering Platform, Volunteering Time-Off, Dollars-for-Doers) vs companies that don't

Click here for the full report

21 Annual Volunteering Plan

An Annual Volunteering Plan helps organizations co-create a structured, year-long roadmap for volunteering, covering target setting, calendar planning, governance, reporting, volunteering portfolio, volunteering infrastructure, budgeting, champion plan etc. with Goodera's expertise.

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OBJECTIVES & TARGET SETTING

VOLUNTEERING PORTFOLIO
- Key campaigns and use-cases
- Formats
- Cause areas

CALENDAR PLANNING ACROSS
- Geos / Regions
- Quarters

CHAMPION NETWORK
- Number of champions estimation
- Onboarding and training plan
- Engagement framework

VOLUNTEERING INFRASTRUCTURE
- Tech enablement
- Communication plan
- Leadership engagement

BUDGETS

GOVERNANCE MECHANISM

REPORTING

Goodera 365

Goodera 365 is a solution designed to embed volunteering into the core of company culture. With a fixed annual fee, it offers unlimited access to the full suite of Goodera's best resources.

Unlimited Volunteering with the Best of Goodera at a Fixed Annual Fee

All Formats
In-person, Virtual, Hybrid, In-office, Outdoors and more

All Use-cases
For every need, every goal and every moment

All Regions
Across 100+ countries and 1000+ cities around the world

Consulting and strategic support

Impact reporting

Full Goodera tech stack

Support for non-Goodera events

Signature campaigns

Marketing support

Host and Execution support

Nonprofit onboarding

50-300%
increase in volunteering participation
seen by organisations using Goodera 365, making it a powerful tool to scale impact without increasing budgets.

Panel Discussion

1. Defining The Right Volunteering Strategy

Speakers:

Alissa May

Sara Link
IBM

Shayla Nielsen
JPMORGAN CHASE & CO
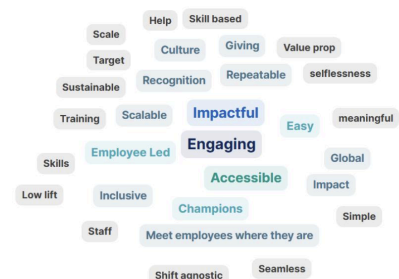
Amanda Misbe
ADOBE

Key Takeaways:

- People first. Community first. A successful volunteering strategy prioritizes deep connections with communities, ensuring meaningful impact rather than just high participation numbers.

- Volunteering should never be a burden to nonprofits; instead, companies must collaborate to solve real challenges and provide necessary resources.

- Investing in employee champions with training, budgets, and leadership opportunities enhances engagement and long-term sustainability.

- Measuring impact effectively over the next five years is crucial, shifting from transactional volunteering to high-impact, skills-based contributions.

- Companies should embed volunteering into their culture, leveraging employee skills, AI, and data-driven insights to scale global efforts efficiently.

Poll responses:

What is the percentage of employees volunteering at your organization?
Multiple Choice Poll · 63 votes · 63 participants

Share

0 to 10% - 9 votes — 14%

10% to 20% - 21 votes — 33%

20% to 30% - 13 votes — 21%

30% - 20 votes — 32%

Define key elements of a volunteering strategy
Wordcloud Poll · 94 responses · 65 participants

Help · Skill based · Scale · Giving · Value prop · Target · Culture · Recognition · Repeatable · selflessness · Sustainable · **Impactful** · meaningful · Training · Scalable · Easy · Skills · Employee Led · **Engaging** · Global · Low lift · Inclusive · **Accessible** · Impact · Champions · Simple · Staff · Meet employees where they are · Shift agnostic · Seamless

2. Benevity x Goodera: Partnering For Purpose

Speakers:

Missy Peck
GOODERA

Candace Worley
BENEVITY

Abhishek Humbad
GOODERA

Key Takeaways:

- Benevity and Goodera are integrating their platforms to streamline volunteering experiences, reducing manual effort and making participation seamless for volunteers and program managers.

- API integration will enable auto-event creation, real-time data synchronization, and simplified reporting, ensuring better accuracy and efficiency.

- The partnership aims to leverage AI and automation to enhance event discovery, optimize workflows, and provide smarter engagement opportunities.

- By reducing admin work and improving data accuracy, the partnership lets champions and nonprofits focus on impact.

Announcing

benevity | Goodera

How the Benevity & Goodera Partnership Works

1. **Auto-Event Creation** – Instantly creates events, reducing setup time from 48 hours to zero.

2. **Roster Exchange** – Streamlines attendance, notifications, and communication while ensuring data governance.

3. **Integrated Ecosystem** – Provides a unified platform for champions to seamlessly book events via Benevity.

Outcomes from the Partnership

Instantly synchronized experience for your Volunteers

Streamline event preparation, recruiting, and attendance tracking for Champions

Ensure accurate data management and comprehensive reporting

3. Creating A C-Suite Led Global Volunteering Campaign

Speaker:

Kenrick Fraser
PAYPAL

Key Takeaways:

- PayPal's volunteering program saw a major boost with 82% workforce participation and over 500K volunteer hours after launching the Community Impact initiative.

- A structured approach, including a Global Community Impact Lead Network and localized strategies, helped scale volunteering efforts while staying aligned with PayPal's mission.

- Success relied on tracking impact, onboarding 150+ nonprofits, and ensuring smooth execution across 15 countries with 20+ hosts managing events.

4. Expanding Volunteering Globally: Challenges and Solutions

Speakers:

Sriram Shankar
GOODERA

Mallory Burke
ATLASSIAN

Stephanie Bormann
HP FOUNDATION

Parnita Rane
RED HAT

Key Takeaways:

- Companies like Atlassian, Red Hat, and HP focus on maintaining a unified volunteering strategy while allowing for regional customization, ensuring local relevance without losing the global vision.

- Building strong champion networks helps decentralize volunteer program management, making it more inclusive and reducing the burden on central teams.

- Internal platforms like Slack help streamline communication, track participation, and provide equitable volunteering experiences for remote and in-office employees.

- Encouraging leadership participation and embedding volunteering into company culture significantly boosts employee engagement and program success.

5. Inspiring a Volunteering Revolution with Storytelling

Speaker:

Matthew Luhn
FORMER STORYTELLER, PIXAR

Key Takeaways:

- Storytelling is a powerful tool for inspiring action, making information more memorable, and emotionally engaging audiences.

- A strong story structure—hero, goal, obstacle, and transformation—helps connect with listeners and persuade them effectively.

- Visual storytelling, emotional highs and lows, and relatable metaphors enhance impact and retention.

- Successful pitches and presentations should focus on personal connections, clear messaging, and audience-driven narratives to drive engagement.

Unfiltered Session

6. Skills-Based Volunteering: Making It Work

Speakers:

Stephanie Kuei
ADOBE

Matthew DePace
IBM

Key Takeaways:

- Measuring the impact of skills-based volunteering requires clearer metrics, as traditional methods may not fully capture its long-term benefits.

- Identifying and selecting the right projects remains a major challenge in scaling skills-based volunteering, requiring better matchmaking between volunteers and opportunities.

- Volunteer engagement is highly dependent on effective communication, leadership buy-in, and reducing barriers such as time constraints and burnout.

7. Meaningful Volunteering For Disaster Response

Speakers:

Alistair Kiyingi
GEM

Michael Budwig
DEED

Key Takeaways:

- Disaster response is most effective when companies and nonprofits prepare in advance during "blue sky" periods, ensuring resources like funds, supplies, and volunteer networks are in place before crises hit.

- Financial contributions, especially recurring donations, have a greater long-term impact than in-kind donations, which often include expired or unnecessary items that are difficult to distribute.

- Corporate disaster response should balance immediate relief with long-term recovery efforts, integrating volunteerism strategically after the initial surge of aid to sustain rebuilding efforts.

8. Volunteering for New-Age Companies

Speakers:

Mark Daniels
GUIDEWIRE

Key Takeaways:

- With remote and hybrid teams, companies are leveraging virtual champions, skill-based volunteering, and partnerships with nonprofits to drive participation despite limited resources and office spaces.

- New-age companies tend to be more employee-driven in their volunteering efforts, but leadership buy-in remains essential for integrating social impact into business priorities.

- Low-barrier volunteering options, like manager-led events, boost participation in fast-scaling companies.

- Traditional enterprises can learn from agile, tech-first volunteering models used by startups.

9. Global Citizen x Goodera: Partnering For Purpose

Speaker:

Michael Sheldrick
GLOBAL CITIZEN

Key Takeaways:

- Volunteering not only creates meaningful change for communities but also improves mental health, reduces stress, and fosters a sense of purpose for volunteers.

- Strategic partnerships, like Global Citizen and Goodera, amplify impact by engaging corporate volunteers, leveraging technology, and driving policy change.

- Storytelling is essential for mobilization—sharing personal experiences and impact narratives helps turn apathy into action.

Announcing the Global Citizen x Goodera "Acts of Green Mission"

Global Citizen kicked off NYC Climate Week last year with International Coastal Cleanup Day, where they mobilized 125 volunteers to remove 550 pounds of marine debris from Plumb Beach in Brooklyn—with the help of Goodera. Continuing this momentum, Michael announced the Global Citizen x Goodera Acts of green Mission — a global movement to drive 40,000 acts of green. This mission will engage corporate employees globally in two high-impact activities:

- Seedball Planting (In person) – Restore green spaces, one seed at a time.
- Digital Waste Cleanup (Virtual) – Reduce your carbon footprint by decluttering digital

More details on how to participate will be shared shortly

10. Building a Self-Sustaining Volunteer Leader Network: From Check-ins to Champions

Speakers:

Angela Parker
REALIZED WORTH

Marissa O'Rourke
SERVICENOW

Will Telfer
TIKTOK

Stephanie Smith
FORD

Alice Zients
NASDAQ

Key Takeaways:

- Enable, don't overwhelm – Social Impact teams are small and mighty, but it's their full-time job. For Champions, this is an added responsibility. Social impact leaders can support efforts by reducing friction to make their roles easier. Work alongside them to be their support system, rather than the other way around.

- Structure for success – Clearly define roles (Formalize), tailor programs to regional needs (Localize), acknowledge contributions (Recognize), and equip champions with resources (Budgetize) to scale impact.

- Align with purpose – champions need to see how their efforts connect to company values and objectives. Sharing the impact strategy and involving them in planning ensures they feel invested rather than simply assigned tasks. Share the 'why!'

- Start with people – purpose should feel tangible. Remind employees how their actions contribute to progress and recognize that building these networks takes time.

Panel Discussion

11. Perspectives from Goodera's Nonprofit Council
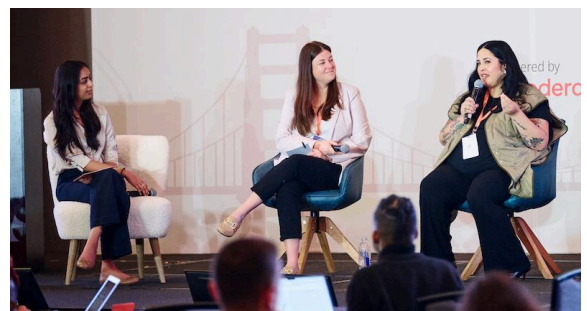
Speakers:

Harshita Goel
GOODERA

Amanda Bisgaard
BOYS AND GIRLS CLUB OF AMERICA

Monique Iniguez
COVENANT HOUSE OF CALIFORNIA

Key Takeaways:

- Nonprofits need deeper collaboration with corporate partners to design volunteer programs that are both impactful and aligned with the real needs of communities they serve. Nonprofits highlighted that initiatives like Goodera's skateboard and solar lamp distributions have demonstrated tangible benefits for beneficiaries, reinforcing the importance of well-designed volunteering projects.

- Flexibility and customization are key—every nonprofit and location has different requirements, so corporate volunteering programs should be adaptable rather than one-size-fits-all.

- Sustainability matters—one-time projects are helpful, but nonprofits benefit most from long-term partnerships that include ongoing support, funding, and skill-based volunteering.

- Workforce readiness and youth engagement are growing focus areas, with opportunities for corporate volunteers to provide mentorship, career exposure, and AI training to better equip young people for the future.

12. How We Increased Volunteer Participation by 80% In A Year

Speakers:

Meire Braga
ARROW ELECTRONICS

Becky Taillon
ARROW ELECTRONICS

Key Takeaways:

- Clear goals and benchmarking helped Arrow set a 17% volunteer participation target, with an internal stretch goal of 23%.

- Expanding the Global Volunteer Network from 25+ to 155+ champions enabled wider engagement and localized volunteer efforts. Dedicated onboarding, regular check-ins, and continuous support empowered champions to organize and promote volunteering activities effectively.

- A mix of structured campaigns, spotlights, and ad-hoc events provided flexible opportunities for employees to participate.

- Integrating Goodera 365 with internal platforms like YourCause from Blackbaud streamlined event planning, registration, and reporting. Automated confirmations, calendar invites, and real-time tracking made it easier for employees to get involved while providing leadership with clear insights into volunteer impact

13. The Culture of Volunteering

Speakers:

Abhishek Humbad
GOODERA

Tara Lubbers
AMAZON

Key Takeaways:

- Leadership buy-in is essential for embedding volunteering into company culture, and achievable by aligning it with business goals, and can help secure long-term engagement.

- A structured approach, ranging from microvolunteering to skill-based initiatives, makes participation accessible at all levels while encouraging deeper engagement.

- Balancing global strategies with local needs makes volunteering more relevant and impactful, while AI and technology enhance scalability and personalization.

- Clear goal-setting, strong infrastructure, and engagement frameworks sustain volunteering initiatives, ensuring long-term impact, and employee participation.

Panel Discussion

14. Volunteering Metrics That Matter

Speakers:

Vishesh Gera
GOODERA

Andrea Bell
ACCP

Jane Baldwin
LEXISNEXIS RISK SOLUTIONS

Brian Mattos
VISA

Key Takeaways:

- The session began with insights from ACCP, focusing on the evolving role of corporate social impact professionals and how companies are structuring their volunteering programs.

- VQ Report 2.0 provided data-driven insights on workforce participation in corporate volunteering, highlighting key trends such as increased engagement and the impact of volunteer enablers.

- Traditional metrics, including the number of volunteers and hours contributed, remain crucial in measuring participation and benchmarking company performance in volunteering programs.

- Storytelling was emphasized as a powerful tool for leadership buy-in and reporting, helping to translate volunteering data into meaningful narratives.

15. Hilton & Sequoia: Amplifying Impact Through Consumer Engagement

Speakers:

Missy Peck
GOODERA

Nancy Prowda
HILTON

Diann Lawson
SEQUOIA

Key Takeaways:

- Hilton's Meet with Purpose program integrates social impact into meetings by reducing waste, sourcing sustainable food, and offering volunteer activities that leave a lasting community impact.

- Sequoia engages clients in volunteering by providing structured pathways, toolkits, and gamified giving experiences, making social impact accessible and rewarding.

- Both companies emphasize that incorporating volunteering into customer and client engagements strengthens relationships, builds trust, and creates a shared sense of purpose.

- Success is measured through participation rates, impact tracking, and storytelling, ensuring that employees and clients see the tangible outcomes of their contributions.

16. HBCU Heroes x Goodera: Partnering For Purpose

Speakers:

Tracey Pennywell
HBCU HEROES

Key Takeaways:

- HBCU Heroes partnered with Goodera to create Mission Future Forward, providing mentorship, career prep, and volunteer opportunities to support HBCU students in bridging academic and corporate gaps.

- Virtual and in-person engagements like speed mentoring, LinkedIn/resume reviews, and career coaching help students, especially first-generation graduates, gain crucial corporate connections and job opportunities.

- Corporate partners like LexisNexis and IBM support students through mentorship, interview coaching, and career kits, enhancing career readiness.

17. Impact Measurement And Reporting

Speaker:

Harshith Muppiri
ATLASSIAN

Key Takeaways:

- Companies are shifting from tracking volunteer hours to measuring deeper engagement and long-term impact.

- Inconsistent reporting from nonprofits and auto-logged hours create challenges in data accuracy.

- Organizations are balancing quantitative metrics with employee stories to capture meaningful impact.

- Volunteer impact is increasingly framed in financial terms and executive scorecards for leadership buy-in.

- Dashboards, storytelling, and internal campaigns are driving higher volunteer participation and awareness.

18. AI 101 for Volunteering Leaders

Speaker:

Mahesh Yadav
GOOGLE

Key Takeaways:

- AI has evolved rapidly, from requiring PhDs to build models to today's large language models that generate insights instantly.

- Accuracy and bias in AI depend on training data, and ethical concerns about its usage continue to grow.

- AI agents are advancing beyond automation, now capable of executing tasks, integrating tools, and making decisions.

- AI's environmental impact is a concern, with large-scale model training consuming immense power and resources.

- Organizations must stay ahead by adopting AI responsibly, balancing efficiency with ethical considerations.

Experiences at the Summit

1 Guided tour of the Volunteering Safari

The guided Volunteering Safari at GVS 2025 explored the future of employee volunteering through innovation, technology, and impact-driven strategies.

About Goodera – A look at Goodera's 10-year journey, global presence, and the Host Wall celebrating 2,500+ hosts and 50,000+ nonprofits.

Volunteering Portfolio – Explored diverse formats, activities, and use cases, with hands-on experiences at the Volunteering Kiosk and Virtual Volunteering Booth.

Volunteering Infrastructure – Highlighted Goodera's AI-powered tech stack with dedicated apps for champions, admins, hosts, and nonprofits.

Goodera Resources – Featured key reports, case studies, and strategic guides, including the Volunteering Quotient Report 2025 and the Annual Volunteering Plan.

Goodera Assured – Showcased a 100+ point quality checklist for seamless execution, along with Goodera 365 for scaled volunteering and an impact case study from Arrow Electronics.

Goodera Merch Store – Displayed branded merchandise and digital assets for volunteering campaign customization.
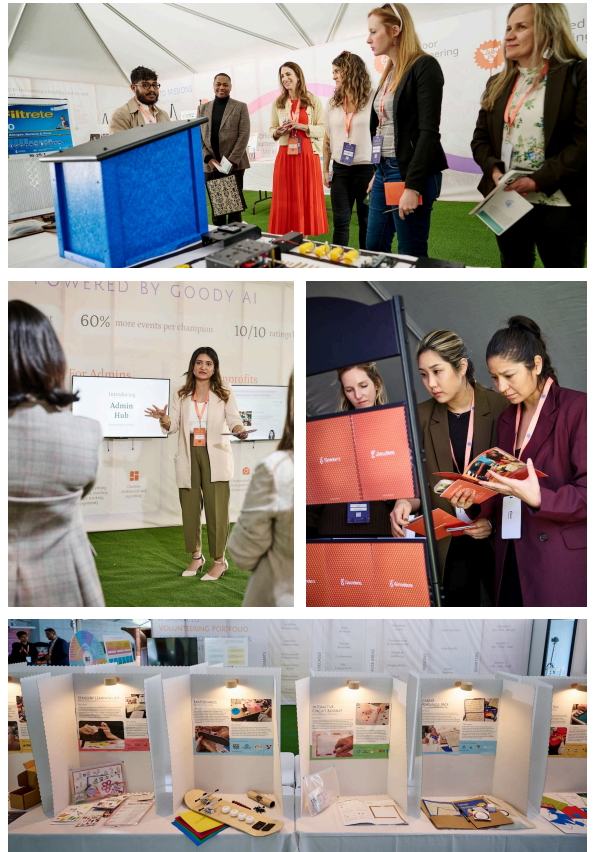
2 In-person Volunteering Activity: Make Seed Balls to support Native Bees

Volunteers made over 1,000 seed balls in an in-person volunteering activity for Planet Bee Foundation. These seed balls are expected to germinate into thousands of wildflowers, providing vital support for native bee populations.

3 Networking Sessions

GVS 2025 fostered vibrant networking through community circles, unconference sessions, discussion circles, gala night and more—creating multiple touchpoints for meaningful connection and exchange around corporate volunteering.

Community Circles

Unconference Sessions

Discussion Circle

Gala Night

The Global Volunteering Awards 2025 were organized to honor excellence in volunteering across 11 unique categories.

After receiving over 100 submissions, an independent jury evaluated submissions based on predefined criteria, and we presented 12 awards to volunteering achievers in the following 11 categories:

Company Awards

The Volunteering Powerhouse (>20k employees)

for the most consistent volunteering effort

WINNER **IBM**

The Volunteering Powerhouse (<20k employees)

for the most consistent volunteering effort

WINNER **Atlassian**

The Innovator

for driving innovation in employee volunteering initiatives

WINNER **Dropbox**

Impact Accelerator

for a rapid scale-up of the volunteering program

WINNER **Tik tok**

The Mobilizer

for driving innovation in employee volunteering initiatives

WINNER **LEXISNEXIS RISK SOLUTIONS**

The Global Champion

for expanding volunteering initiatives globally

WINNER **JPMORGAN CHASE & CO**

The purpose pioneer

for mission-driven volunteering programs addressing key societal challenges

WINNER **FORD**

Changemaker Awards

Changemaker of the year

for the most consistent
volunteering effort

WINNER
Meire Braga
Arrow Electronics

Community Ally

for engaging Affinity Groups
in volunteering programs

WINNER
Marissa O'Rourke
ServiceNow

Rising star

for young practitioners driving employee
volunteering in their organizations

WINNER
Parnita Rane
Red Hat

Impactpreneur

for launching unique and innovative
volunteering programs

WINNER
Kenrick Fraser
PayPal

Engagement architect

for leading champion network
development and engagement

WINNER
Shannon Coyne Rosado
Nielsen

Resources from the summit

Throughout the summit, we explored cutting-edge insights, trends, and strategies shaping the future of corporate volunteering. Below are key resources shared during the sessions—designed to help you drive greater impact in your programs:

📌 <u>Goodera's Annual Volunteering Quotient Report 2025</u> – A deep dive into industry trends, benchmarks, and best practices shaping employee volunteering this year.

📌 Geo Reports – Regional insights into volunteering engagement, participation trends, and localized impact strategies for:
- <u>Australia</u>
- <u>India</u>
- <u>China</u>
- <u>Ireland</u>
- <u>Japan</u>
- <u>Singapore</u>
- <u>UAE</u>
- <u>UK</u>

📌 <u>Annual Volunteering Plan Template</u> – A strategic framework to help organizations plan and execute high-impact volunteering initiatives.

Explore these resources and continue the conversation to drive meaningful change in your programs!

GVS 2025 pictures
<u>Link here</u>

Goodera

Scan the QR code to
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www.goodera.com