

Shay Goldenberg

Volunteering at Fiverr

Colors Foundation Guidelines



Volunteering & The Workforce

The younger generations have new priorities when looking at potential employers. It is important to them to know that their employer does not operate with a "post-diluvian" mindset, which characterized many organizations in the past.

Therefore, conducting business according to **principles of corporate responsibility enhances organizations' ability to recruit and retain** high-quality, talented employees over time.



Source: [6 reasons to establish social and environmental responsibility policies in your organization](#), *Calcalist*

Volunteering & The Workplace

A 2011 *Deloitte* study found that regular volunteers feel **more satisfaction** with their employers (51%) compared to employees who volunteer infrequently or not at all (32%), and their satisfaction is **higher than their career progression** (37% versus 21%).



Source: [2011 Executive Summary Deloitte Volunteer IMPACT Survey](#),
Deloitte



Volunteering & The **Workplace**

A 2017 Deloitte study among employees in the United States found that **98% believe companies should offer employees professional volunteering opportunities.**



Source: [Pro bono and skills-based volunteering](#), *Deloitte*

Volunteering & The Workplace

50% of the workforce | 82% of millennials consider CSR efforts when deciding where to work, and 70% are actually willing to take a 30% pay cut to work for a company with strong social values.



Source: [How To Attract And Retain Top Marketing Talent Through Values, Forbes](#)

Driving **investors'** decisions

73% of investors state that efforts to improve the environment and society contribute to their investment decisions.

Shaping **public opinion**

75% of Americans believe it's either "somewhat" or "very important" for companies to make the world a better place.



Source: [15 Eye-opening Corporate Social Responsibility Statistics](#),
Harvard Business School Online

A hand with white nail polish holds a pencil, positioned as if about to write. The background is a dark green wall with large, stylized letters: a green 'S' and an orange 'P'.

Skill-based Volunteering

Generations Y and Z want to **utilize their skill sets and knowledge to make a difference**. They see great importance in volunteering opportunities that require professional skills, and are likely to volunteer more if they understand the impact they are creating.



Source: [6 reasons to establish social and environmental responsibility policies in your organization](#), *Calcalist*



Volunteering & Personal Development

One surprising benefit of volunteering is that it can assist in job-hunting. **Volunteers who've been unemployed are 27% more likely to find work than non-volunteers.**

Resume statistics indicate that 91% of recruiters value soft skills as much as hard skills, and volunteering is an excellent way to develop soft skills in a real-world environment.



Source: [Volunteering Statistics for 2024: How Charitable Are We?](#),
TeamStage

Israel Workforce

Investment in
workplace volunteering
programs has increased
by 25% since 2021*



Source: [‘Ruach Tova’: Volunteering in the business sector, 2023 index](#)

₪ 1,491,303

Donated for volunteering projects during 2023

2023

73,725

Total volunteering hours by business sector employees in 2023

2023

24,575

Employees took part in volunteering activities

2023

983

Volunteering projects coordinated for workplaces

2023

2,030

Inquiries from companies in the business sector

2023

We asked Fiverr:

**What is keeping you
from volunteering?**



I don't have time.



It's just not in my priorities to volunteer.



I'm not sure if I'm allowed to volunteer when I'm working.



I just haven't thought about it.



I am not aware of the different volunteering opportunities at Fiverr



I don't know if my manager will approve.



Colors Value Proposition:

Think of our volunteering platform as an upskilling & career development tool.





fiv-



Volunteering Policy

Ongoing Volunteering

1 hour per week.

52 Total annual hours!

One-Time Opportunity

Manager's approval for any activity longer than 1 hour.

Colors will arrange a quarterly 4-6 hours volunteering event that you can join.

If you're participating in a volunteering event not orchestrated by Colors - reach out so it will be added to your Pass it forward activity and of course make sure you're getting manager approval.

Timing

volunteering on No-Meetings day is preferred.

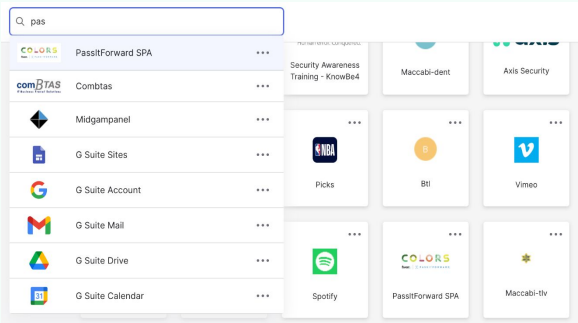
Setting

Volunteering Remotely - Work-from-home days are preferred.

Volunteering at the office - Contact the Colors team to coordinate the logistics and safety aspects.

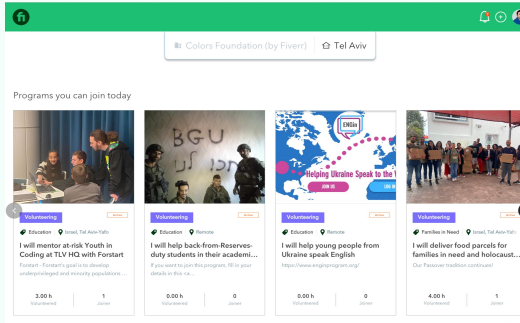


Pass it Forward: User Interface



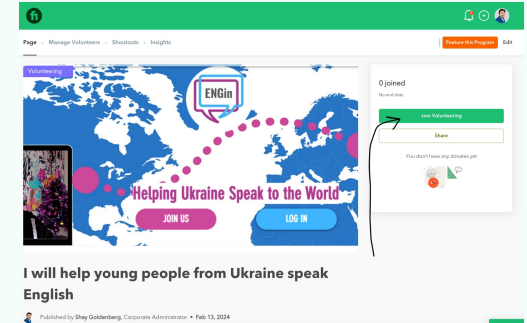
Step 1

Personal access to the system is available to all Fiverr users via the **Okta** dashboard.



Step 2

The homepage displays the various volunteering opportunities open to you based on your location, profession, and preferences.



Step 3

Click the volunteering activity you are interested in and click "join volunteering".



Pass it Forward: Admin Interface

Volunteering
Volunteering Program Title
I will mentor at-risk Youth in Coding at TLV HQ with Forstart

Program Type: Volunteering Hours | Location: Israel, Tel Aviv-Yafo | Duration: 03.04.2024 - No end date | Status: active

Created By: Shay Goldenberg | Created On: 02.22.2024 | Last Update: 02.22.2024 10:38:59 UTC

Members Engaged

1 Supported Organizations | 1 Supported Campaigns

333 Employees | 1 Pending | 0 Requested | 0 Accepted | 0 Completed | 0 Declined

Volunteer Date	Volunteer	Organization	Campaign	Schedule	Status
Mar 05, 2024	Shay Goldenberg shay.goldenberg@fiverr.com	ForStart	Everyone can code	04:30 PM - 07:30 PM	Pending

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Monitoring

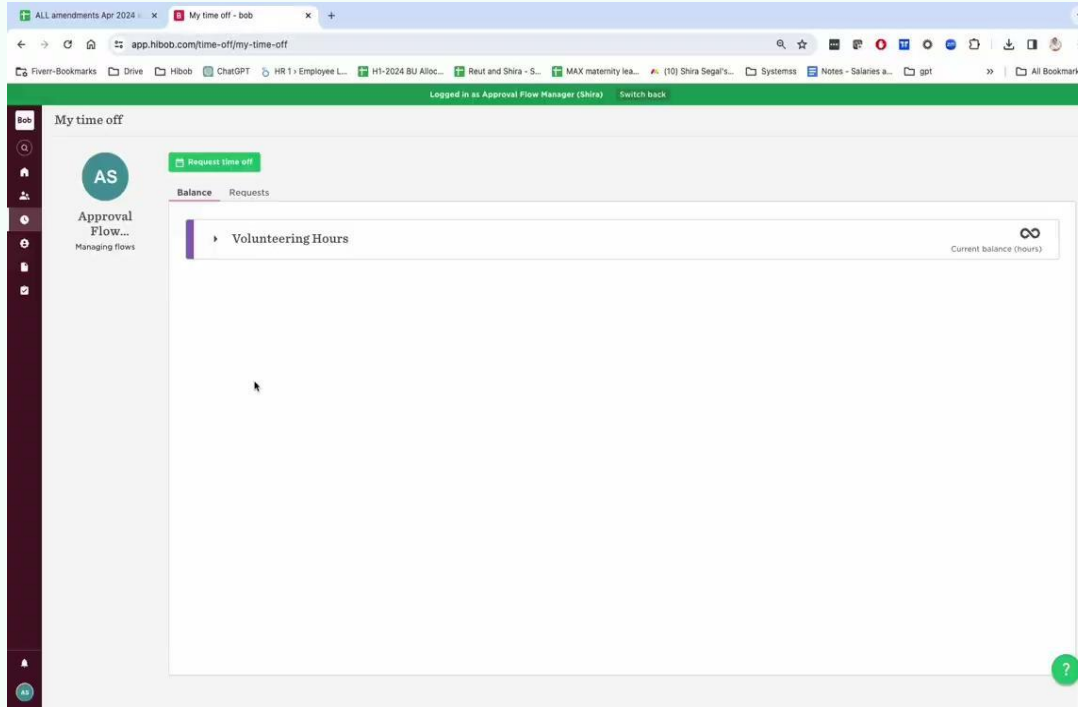
The Colors team monitors the volunteering requests and approves them. Once approved, activities change status to “accepted”. Once completed, status will change to reflect it.

Tracking

A new interface on HiBob is used to document completed volunteering activities to track the volunteering hours accumulated by the employee and make sure they’re not exceeding the annual cap.



Volunteering Tracking



Questions?



Thank You!

