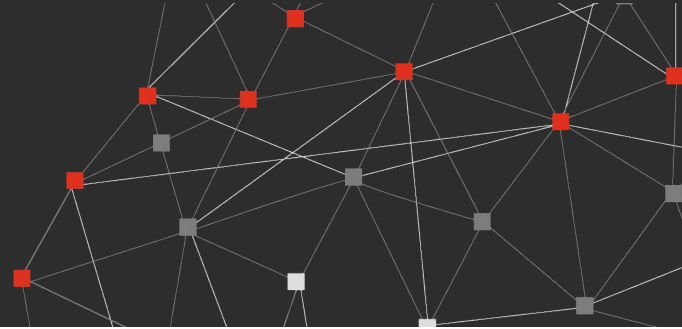


COVID-19 and the rise of virtual volunteering



How business is responding to the NFP sector call for virtual support

- Since COVID-19's onset, **PwC's** Volunteering Platform¹ has seen a 130% increase in the number of NFP entities requesting access and more than 80% of all volunteering opportunities advertised are taken up by PwC's workforce of 8000 people. Further, in a bid to offer support with digital upskilling, PwC has also released its Digital Fitness Assessment app free of charge globally.²
- **NAB** is using virtual volunteering to support the niche needs of NAB Foundation partners and other not-for-profits, as well as support its small business customers. For example, the 'Help a Small Biz' program³ is virtually matching the skills of NAB volunteers with small business to help those business keep trading, or reopen; and NAB business analysts virtually assisted social enterprise Two Good Co. with process mapping in March, to help it swiftly adapt its supply chain to COVID-19 restrictions.
- The **Johnson & Johnson** family of companies in Australia and New Zealand runs its 'Talent for Good Program', empowering employees to harness their expertise to make a positive and dramatic impact to society and create a ripple effect of change. The organisation is transitioning skilled volunteering to the virtual world, teaming with its community partners to address their priority challenges by matching skills required with employees. They are also supporting their partners to pivot their fundraising events to digital platforms through the development of innovative campaigns, enabling them to source much needed funds to continue their vital work.
- **Optus'** Donate Your Data program aims to help break the digital divide faced by many young people and families living in disadvantage. It provides free SIMS including data, unlimited talk and text and additional data donated by Optus customers enabling access to the internet and vital services to those most in need. Optus is also partnering with a range of charities including: ABCN, The Smith Family, Mission Australia, Salvation Army, KARI Foundation, Girls Academy and yourtown. The impact of COVID-19 has seen schools shift to remote learning and Optus' Donate Your Data program has enabled over 13,000 vulnerable students to continue to engage in their education during these unprecedented times.
- **SAP** has launched a new global digital learning initiative to support students learning from home; hosted 20+ sessions for 2,600+ people through its new SAP Purpose Network;⁴ and opened access to technologies to support businesses and NFPs connect with employees and communities⁵ – with more than 8,000 organisations around the world utilising this offer so far.⁶

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