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**CORPORATE VOLUNTEERING AS AN ELEMENT
OF SUSTAINABLE DEVELOPMENT OF THE ORGANIZATION**

Abstract. The article is devoted to the topic of corporate volunteering development, which is relevant for society. The subject of analysis is corporate volunteering and its impact on the sustainable development of the organization. Corporate volunteering is considered at the intersection of the interests of the company, employees and the local community. The aim of the study is a theoretical analysis of modern corporate volunteering practices as a factor in the sustainable development of an organization. The results of the work consist in the fact that the authors grouped and summed up the motivational attitudes of the participants of the corporate volunteer movement, presented practical recommendations on the formation of a system of support for corporate volunteering and showed the relationship between the sustainable development of the organization and corporate volunteering.

Key words: volunteering, types and directions of volunteering, corporate volunteering, sustainable development of the organization.

As mentioned in the previous chapter, volunteering is one of the social component pillars of socially responsible companies. Problematic of volunteering has been a relatively busy topic lately, both with individuals and organizations. A large number of companies use volunteering as part of their CSR activities and cannot imagine running a business without volunteering. They allow employees to engage in volunteer activities organized by the company they are employed with. These companies also create a foundation in many cases for better organization of these activities. In chapter is described, what it is volunteering, as volunteering is defined by law. There are also mentioned individual areas and types of volunteer activities and, last but not least, what is corporate volunteering and what are its benefits for the company, for employees and involved non-profit companies. The benefits of corporate volunteering make it clear why companies are focused on volunteer activities in the application of CSR principles.

Definition of volunteering, and a volunteer. First, it is necessary to define volunteering. Concerning the definition, there is no consensus on the uniform wording, but according to Dekker and Halman (2003) we can find in the definitions of volunteering at least three common elements, namely: Volunteering is optional, is without a reward, and is in favor of others.

The fourth element is sometimes referred to as an organization, which is used in the definitions still rather often (Dekker et al., 2003).

Volunteering is a type of work that an individual or group of people chooses as their activity freely, is exercised for others and does not have any financial reward for them. There are two types of volunteering: formal volunteer invading formal. Formal volunteer ingression help to others in the organizational context, that is, the work that is carried out in the organization or the one mediated by the organization. Informal volunteering is all work for helping others, which takes place outside the organizational context without the right to financial reward (Skovajsa et al., 2010).

A volunteer is a person who, without the right to a financial reward, provides his or her energy, time, know ledge and abilities to the benefit of other people or even society. He is the person who hopes to

change things with which he or she is not satisfied, based on his/her efforts and sacrificed time. The volunteer activity carried out by the volunteer depends on the possibilities of the organization and the capabilities of the volunteer. In addition to the willingness of the volunteer to work without a financial claim, there are no further defined requirements. However, there are features that will help the volunteer in volunteering, and these are:

- Openness,
- Flexibility,
- the ability to cooperate,
- Sensitivity,
- Responsibility,
- Tolerance,
- Selflessness (Somro et al., 2006).

It is a great benefit for an organization that uses volunteer services if the volunteer works reliably and can be a mentor for employees who receive some form of financial reward. On the other hand, the organization should take into account the talents of the volunteer and also leave him space for his creativity. With space for creativity, volunteers have the opportunity to actively engage in the organization's operation and can affect the organization's work. This can serve as a motivation for them because they feel to be a real part of the organization, so it really can change something. Volunteers for given tasks and functions must be selected based on their skills. Ideally, the volunteer should go through the classic selection procedure to see if he or she is fit for the position. Unfortunately, this is still not the rule at present, as organizations are pleased to be drawn up because of the lack of volunteers. However, this is not a good solution in the future as the organization's needs for a job need not meet the volunteer options, so the volunteer's work cannot adequately fulfill its purpose. There are two ways one can become a volunteer.

The first is that one is interested in a specific activity that he or she is interested in, and does not even know at the beginning, or does not consider the possibility to engage in this activity in volunteering. The second is that one is interested in volunteering as such and wants to get involved. After that, he searches for an organization or activity to which he or she wants to be actively involved. Volunteers in the Czech Republic are predominantly secondary and university students and women in their 50s and 60s. Students of secondary schools and universities have a lot of unused leisure time and also try to gain experience. Women in a given age range also usually have enough spare time because either they retire or move the children they cared about. They try to take advantage of the newly acquired time they have not done so far, and to be useful to other people (Somro et al., 2006).

The basic principle of being a volunteer is that the volunteer works without any financial compensation. There are still features that can be beneficial to him when performing these activities, but these are no longer stored. In order to make the volunteer work effectively so that his work is meaningful to the organization, he should carefully select his knowledge and skills for the work he is going to do.

2.2 Volunteering and Voluntary Service under the Act

The concept of volunteering in the Czech Republic is defined in Act No. 198/2002 Coll., On Voluntary Service (Volunteer Service Act), as amended, which governs the conditions under which the state supports the volunteer service defined in this the law while defining the cases to which this law does not apply.

Volunteering, therefore, may not be exercised solely by the conditions laid down in this Act. However, if the conditions defined in the law are met, the state can support the volunteer service. Below are the basic definitions of volunteer service, the sending and receiving organizations and the volunteer as such by this law, as well as the conditions which must be met under this Act if volunteers request state support. Of course, there is a large number of volunteers who do not follow this law. This implies not only that the state does not support it, but also that they do not have to comply with the law - they do not have to meet the individual conditions, for example, to conclude a contract with the sending organization, to be over 15 years old,

In the law, the volunteer service itself is first defined as: "The activity where the volunteer provides:

- Assistance to the unemployed, socially disadvantaged, disabled, seniors, members of national minorities, immigrants, prisoners, drug addicts, domestic violence, as well as helping to care for children, young people and families in their free time,

- helping with natural, ecological or humanitarian disasters, protecting and improving the environment, preserving cultural heritage, organizing cultural or charitable events for the persons referred to in the first point, or

- helping with the implementation of development programs and within operations, projects and programs of international organizations and institutions, including international non-governmental organizations" (Act No. 198/2002 Coll., on Voluntary Service and Amendments to Certain Acts, as amended).

Volunteer service is not an activity that an individual or a group satisfies their interests or that which is performed in the course of gainful or entrepreneurial activity, or an employment relationship, a service or a member state. Volunteer service may be short-lived if it is performed for less than three months. Otherwise it is long-term (Act No. 198/2002 Coll., On Voluntary Service and on Amendments to Certain Acts, as amended).

The law further defines who is a volunteer under the Volunteer Service Act. The volunteer may be a natural person over 15 years of age. However, in the case of a volunteer service abroad, the individual must be over 18 years of age. The volunteer carries out volunteer work by a contract concluded with the sending organization. Where volunteering is carried out abroad, such contracts must always be in writing. If a natural person conducting a volunteer activity is in an employment relationship, service or membership, or a student, he/she then carries out volunteer work beyond his / her employment relationship, membership, school education or study. Voluntary activity is an obstacle to military service. If a person is a member of a social cooperative, he must not perform the volunteer activity for the benefit of the cooperative (Act No. 198/2002Sb., On Voluntary Service and Amendments to Some Acts, as amended).

The law also defines types of organizations. The sending organization must be a legal entity publicly beneficial with its registered office in the Czech Republic. The organization has to prove its public utility through a written declaration of the fulfillment of the conditions stated in Section 146 of the Civil Code. In the organizing organization, individual volunteers select, record, prepare for volunteer service, and volunteers conclude volunteer service contracts on condition that they have accreditation. Accreditation for the organization is granted by the Ministry of the Interior. Sending organization can settle contracts with recipient organizations and also conclude volunteer service contracts directly with volunteers for the benefit of the sending organization. This is possible provided the volunteer is volunteering activity outside of responsibilities, which they result from his / her membership of the sending organization and have no other legal relationship with the sending organization. The receiving organization is either a publicly beneficial legal entity or a natural person for whom a given volunteer service is performed. The receiving organization is eligible to enter into a contract with the sending organization and can meet the obligations arising from the contract. The Volunteer Service Act further regulates the conditions and content of contracts, more detailed information on sending and receiving organizations, the use of volunteer services by the state and territorial self-governing units, and the possibilities of obtaining subsidies for sending organizations (Act No. 198/2002Sb., On Voluntary Service and on Amendments to Some Acts, as amended).

Types and areas of volunteer activities. Volunteering can be divided into several aspects. According to Břízová (2013), the first of them is the point of historical development, the second is the way the voluntary activity goes, the third role played by the voluntary activity in the organization, and the last, that is, the fourth aspect, is the time limitation of this activity. Also, individual types of volunteering will be described.

In terms of historical development, we divide volunteering into two models, namely the American model and the European model. The American model is managerially organized. This means that volunteer activities are run by volunteer centers run by professionals. They then look for people who are altruistically oriented and then engage them in volunteer activities. The European model of volunteering is sometimes also called a community model. In this case, the volunteers meet in a community such as a church, sports or youth organization, etc. These communities can then develop a volunteer center, which is usually focused on a certain type of volunteer activity or a particular age group (Břízová, 2013).

From how voluntary activity is pursued, two types are applied, name bottom-up volunteering and volunteering from outside. Bottom-up volunteering is based on the fact that an informal group of individuals (friends) will jointly start volunteer activities, gradually becoming an informal, structured

group, and eventually become a registered non-profit organization. A very positive element here is the informality and enthusiasm of everyone in the organization, which can help overcome the initial difficulties. On the other hand, problems can arise if the organization reaches a certain level where professional management is needed, both the whole organization and the volunteers. For volunteer working in from the outside, it is no longer functioning structured organization with professionals who decide to start collaborating with volunteers, where appropriate, existing cooperation with volunteers when cooperation was rather random, structured and professional. Such a type may be an advantage of professional management of the organization; on the contrary, a new relationship may arise between original professionals and newly arrived volunteers, where professionals can perceive incoming volunteers as an undesirable new element in the organization. Professionals can perceive volunteers as someone who takes their jobs, or as someone who will give them new concerns, for example, by making volunteers unreliable and seeing in detail the work they perform, which may be uncomfortable for the professionals (Břízová, 2013).

The third type of volunteer activity is according to the role it plays in the organization. The first role played by volunteering in an organization is that volunteers have a direct dependence on the organization, which means that together with a small group of professionals volunteers are involved in meeting the organization's primary goals. Volunteers are the decisive force of the organization. This type is mainly used to provide humanitarian actions and environmental initiatives and campaigns. The second role is that that volunteers do activities together with professional staff, where volunteering is not the foundation of the organization's work. Volunteers involved in volunteer activities within an organization can, for example, help with bookkeeping, ironing, work at the reception, or provide charity business. It is set in such a way that if these activities were not provided by volunteers, they would have to be provided professionally. This type of voluntary activity is most often used in health or social facilities. For the third role, volunteering is not indispensable for organizing the organization, but it can facilitate organization operations and improve service delivery. Here we can talk of activities like excursions with clients, art and language groups and the like (Břízová, 2013).

The last type of volunteer activity is determined in terms of timing. From this point of view, we distinguish three types of volunteer involvement, namely, participation in one-off events, long-term voluntary assistance, and voluntary service. Involvement of volunteers in one-off events consists of volunteer assistance once or several times a year. Volunteering is not much formalized and agreement with the volunteer is closed only in an oral form. It can be a help with benefit concerts, various campaigns, collections, etc. Long-term voluntary help is the help the volunteer performs regularly and repeatedly, for example, two hours each week, for the whole year. This type of volunteer help is very beneficial to the organization, as it is a regular activity. In this case, it is appropriate to draw up a cooperation agreement between the organization and the volunteer. The third time option is a volunteer service, which means a voluntary commitment to the volunteer work for a long time (several months or even years), mostly outside of your country. The cost of volunteering can be very high; this service is professionally organized (Břízová, 2013).

Areas, where volunteering is practiced, are many. Among the main ones, according to the Ministry of Education, Youth and Sports (2011), are:

- volunteering in the health service,
- In social services,
- In culture,
- In sports,
- volunteering with children and youth,
- In ecology,
- International volunteering and development cooperation,
- volunteering in emergencies,
- Corporate volunteering,
- Community volunteering,
- volunteering in churches and religious societies.

In the first chapter, Corporate Social Responsibility and its benefits were defined, below, what is corporate volunteering, which is one of the best ways to become a socially responsible company. At the same time, the benefits of corporate volunteering are described, namely the benefits for companies that

organize these activities, the employees of companies that carry out volunteer activities themselves and, last but not least, the benefits to public benefit organizations.

"Corporate volunteering is a joint promotion of public benefit organizations by the company and its employees: Employees (volunteers) invest their efforts, energy, and ideas, help with their work and deployment, the company pays the cost of their employees' time or aids its material. Through corporate volunteering, the company makes it clear that it is socially responsible to the community, the environment, and the region, in which it operates. In return, employees have the opportunity to personally meet the publicly beneficial environment, which very well develops personal values and a positive attitude towards the employer" (Business for Society, 2017).

More and more companies meet the principles of their corporate social responsibility through corporate volunteering. Business volunteering brings benefits to all parties involved in the activities (Business for Society, 2016).

Benefits for the company:

- Building employee loyalty to the company and company management - important is support and participation of the company management
- help a good cause,
- Confidence, satisfaction, and motivation while performing volunteer activities
- acquisition or enhancement of goodwill, positive awareness about company, brand loyalty, publicity in the media, and all related long-term increase in value and credibility of the company,
- The company becomes visible within the community in which it moves, which helps to improve relationships of firms in the environment in which they are working,
- The company makes it clear to them that they are not afraid to sacrifice part of their funds to help where the aid is needed (Business for Society, 2017).

Employee benefits:

- Employees are more identifiable with a company that promotes socially responsible activities,
- Employees' self-confidence, satisfaction, and motivation to carry out volunteer activities,
- Employees develop their skills- such as communication skills,
- Employees have a good sense of work and help,
- Corporate volunteering helps cement the working team, enables collaboration with colleagues at new and unfamiliar situations and new environments
- Employees familiarize themselves with the world of public benefit organizations, which can inspire them and broaden their horizons,
- Can instantly see the outcome of their help (Business for Society, 2017).

Benefits for the nonprofit organization are numerous; volunteers can help them:

- Manually, such as assistance with moving, cleaning and repairs, gardening, repairing and cleaning of cultural monuments in the care of the environment
- work with clients, for example, when assistance assisting clients, escorting clients, taking part in leisure activities with clients,
- Organizationally, such as assistance with preparation of events and programs for clients (concerts, bazaars, markets, excursions or competitions),
- Professional training, mentoring, consultations, workshops, etc. (Business for Society, 2017).

The benefits outlined above show what drives employees to do volunteer work, motivates employers to support volunteer work, and why non-profit organizations are involved in these activities.

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КОРПОРАТИВТІК ЕРІКТІЛІК ҰЙЫМНЫҢ ТҰРАҚТЫ ДАМУЫНЫҢ ЭЛЕМЕНТІ РЕТІНДЕ

Аннотация. Мақала қоғам үшін өзекті корпоративтік еріктілікті дамыту тақырыбына арналған. Талдау пәні корпоративтік волонтерлік және оның ұйымның тұрақты дамуына әсері болып табылады. Корпоративтік волонтерлік компания, қызметкерлер және жергілікті қоғамдастық мүдделерінің тоғысында қарастырылады. Зерттеудің мақсаты ұйымның тұрақты дамуының факторы ретінде корпоративтік волонтерлік

қызметтің қазіргі заманғы тәжірибелерін теориялық талдау болып табылады. Жұмыс нәтижелері авторлар корпоративтік волонтерлік қозғалысқа қатысушылардың уәждемелік нұсқауларын топтастырды және жинақтады, корпоративтік волонтерлықты қолдау жүйесін қалыптастыру бойынша практикалық ұсыныстар ұсынды және ұйымның тұрақты дамуы мен корпоративтік волонтерліктің арасындағы өзара байланысты көрсетті.

Түйін сөздер: еріктілік, еріктілік қызметтің түрлері мен бағыттары, корпоративтік волонтерлік, ұйымның тұрақты дамуы.

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КОРПОРАТИВНОЕ ВОЛОНТЕРСТВО КАК ЭЛЕМЕНТ УСТОЙЧИВОГО РАЗВИТИЯ ОРГАНИЗАЦИИ

Аннотация. Статья посвящена теме развития корпоративного волонтерства, которая актуальна для общества. Предметом анализа является корпоративное волонтерство и его влияние на устойчивое развитие организации. Корпоративное волонтерство рассматривается на стыке интересов компании, сотрудников и местного сообщества. Целью исследования является теоретический анализ современных практик корпоративной волонтерской деятельности как фактора устойчивого развития организации. Методология. Результаты работы состоят в том, что авторы сгруппировали и суммировали мотивационные установки участников корпоративного волонтерского движения, представили практические рекомендации по формированию системы поддержки корпоративного волонтерства и показали взаимосвязь между устойчивым развитием организации и корпоративное волонтерство.

Ключевые слова: волонтерство, виды и направления волонтерской деятельности, корпоративное волонтерство, устойчивое развитие организации.

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