Case study: Company-wide volunteering – Volunteering Matters and Chivas

Context

Team volunteering is a common form of employer-supported volunteering (ESV), where groups of employees take part in activities together for a day or short period. In June 2025, **Chivas** partnered with **Volunteering Matters** to deliver their Responsib'All Day, a company-wide volunteering initiative focused on the theme of 'loneliness' - promoting togetherness, mental health and community connection.

Volunteering activity

Volunteering took place across 4 key locations (2 in Scotland): London, Plymouth, Glasgow and Elgin. Activities were tailored to the locations, work patterns and interests of Chivas staff, as well as the needs of the communities.

Volunteering Matters matched the company's volunteers with local community partners in specific locations. They also coordinated all aspects of the day, including safeguarding, risk assessments, liaising with community partners and briefing volunteers.

In Scotland, volunteers completed various tasks:

- **Glasgow**: Knowetop was a community farm, which fell into disuse in around 2012. The current owners took over the site in 2021 and have been working since then to bring it back into use as a good place for nature and a good place for people. They already run a wide range of community events and activities, including wellbeing activities and holiday clubs for children. During the volunteering day, colleagues at Chivas provided practical support to complete tasks including: helping to improve footpaths, working in the market garden (potting on, planting, watering etc.), erecting a polytunnel and a fruit cage, building and filling raised beds in the community plots, cutting down overgrowth and saplings at path edges.
- **Elgin**: **Elgin Youth Development Group** is a charity established in 1998 in response to the fact that young people did not have a place to meet and socialise. The charity runs a range of projects, programmes and social enterprise initiatives all aimed at boosting the confidence, leadership and well-

being of young people, as well as promoting connection and change within the local community. Volunteers from Chivas provided practical support to the charity premises by preparing and painting internal rooms and some external spaces.

Impact

Employee volunteers learned about local community organisations and contributed to activities that promoted social connection and wellbeing. Participants said:

- “May we thank you and your staff for making us feel very welcome, and supplying us with our lovely lunch, drinks and cakes which certainly helped us to get through the work!”
- “It was an absolute pleasure to be part of this project and learn/witness the excellent work that you and your team do within our community. Hope to see you in the café (now I know it exists!)”

Community partners benefitted from the opportunity to connect with new audiences. They also received practical assistance on projects that may not have been possible otherwise, improving facilities and enabling better outcomes for the people using these spaces.

Key learning

Key insights from Volunteering Matters’ experience with managing ESV include:

- **Tailor activities locally:** matching volunteering opportunities to both employee interests and community needs increases impact and engagement.
- **Provide clear support and guidance:** pre-event briefings, risk assessments and on-the-day support ensure safety and positive experiences.

Knowledge Gateway

The Knowledge Gateway is created and led by **Volunteer Scotland**

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This is a regularly reviewed resource. If you have any suggested updates, please email Volunteer Scotland at **hello@volunteerscotland.org.uk**