MAJRA

Employee Volunteering and Engagement

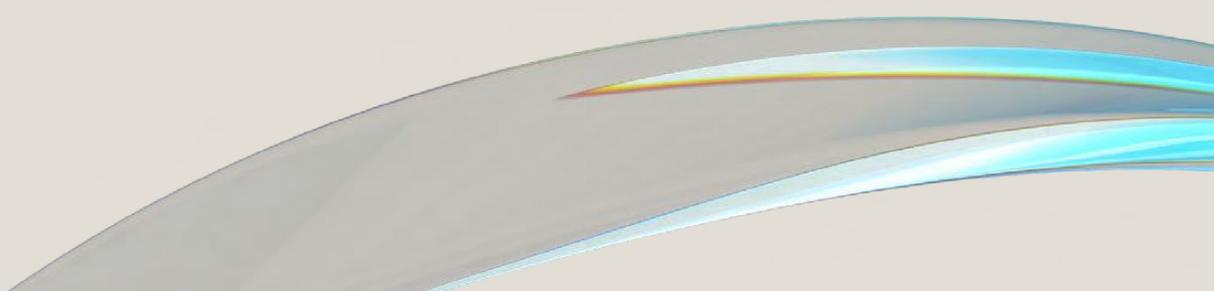## Majra Guidelines

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1 Introduction

The United Arab Emirates champions the ethos of volunteering and community engagement as pillars for fostering a cohesive society and driving sustainable development.

This commitment is manifested through initiatives and platforms designed to facilitate a wide range of volunteering activities, resonating with the nation's core values of generosity, solidarity, and social responsibility.

Within this vibrant volunteering ecosystem, the UAE government, along with various non-profit organizations, actively promotes a culture where individuals and corporations are encouraged to contribute their time, skills, and resources towards meaningful causes.

This guideline aims to harness this spirit of altruism, guiding organizations in creating impactful volunteering programs that empower communities and enrich employees through engagement and personal growth.

Purpose of this Guideline

The purpose of this guideline is to provide a structured framework for UAE organizations seeking to enrich their corporate culture through employee volunteering and engagement initiatives.

It aims to outline practical steps for integrating community service into organizational values, thereby enhancing employee well-being and contributing positively to societal development.

This document serves as a toolkit for companies to navigate the creation and implementation of effective volunteering programs, aligning employee efforts with the broader objectives of national development and social responsibility.

2 Framework

Section 1: Create a Volunteering Program

This part delves into crafting a volunteer program tailored to your company's ethos and the community's needs, setting the foundation for impactful engagement.
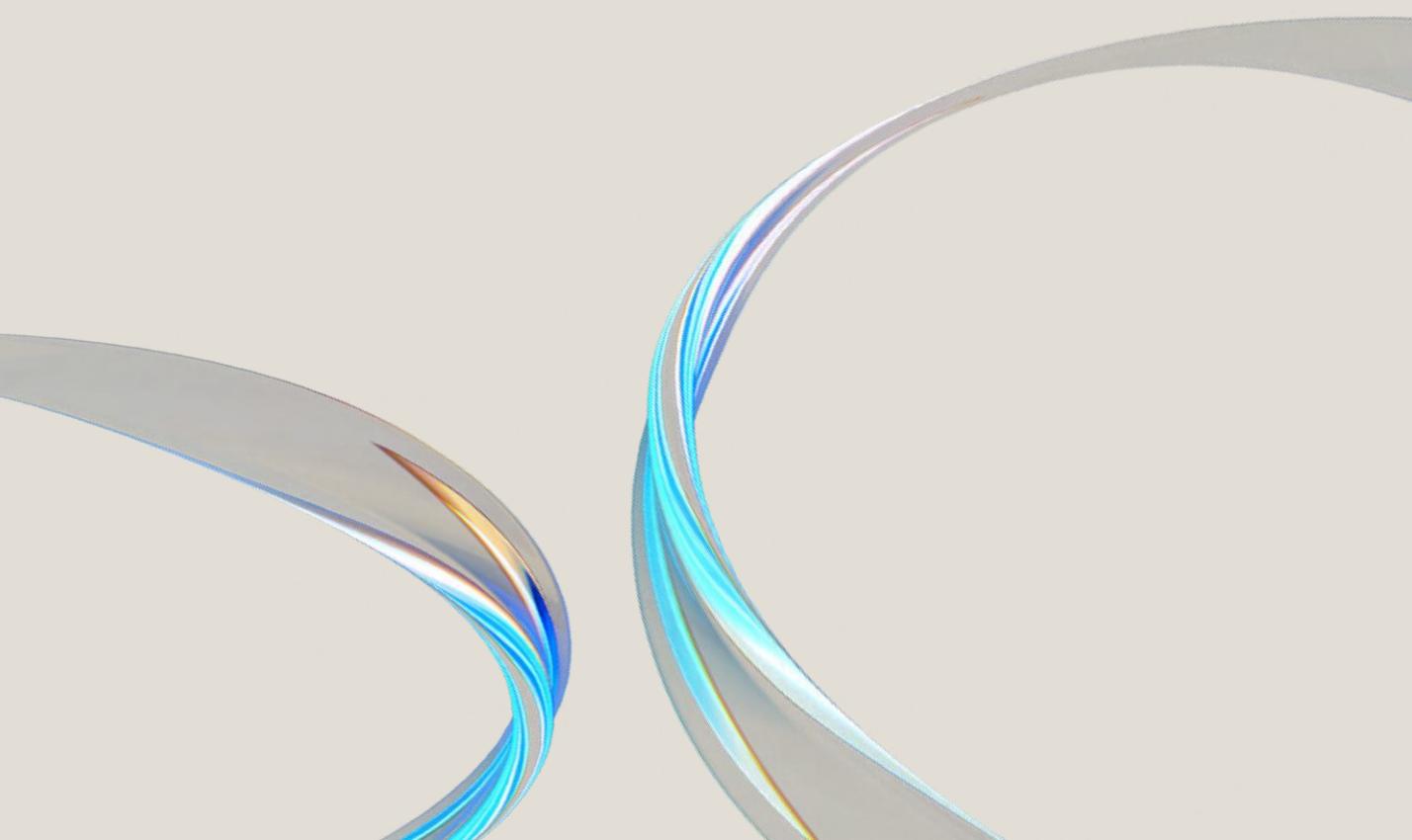
Action	Description
Identify Community Needs	Collaborate with local NGOs and community leaders to identify pressing community needs that align with your organization's capabilities and interests.
Develop a structured volunteer program aligned with the organization's CSR goals	Identify key areas for community service that resonate with the company's mission and employees' interests, such as environmental conservation, education, or health and wellness.
Engage Employees in Program Design	Involve employees in the creation process of the volunteering program through surveys or workshops to ensure it resonates with their interests and skills.

Section 2 : Incentivize Participation

This section explores strategies to encourage employee involvement in volunteering, using recognition and rewards to weave volunteerism into the fabric of your corporate culture.

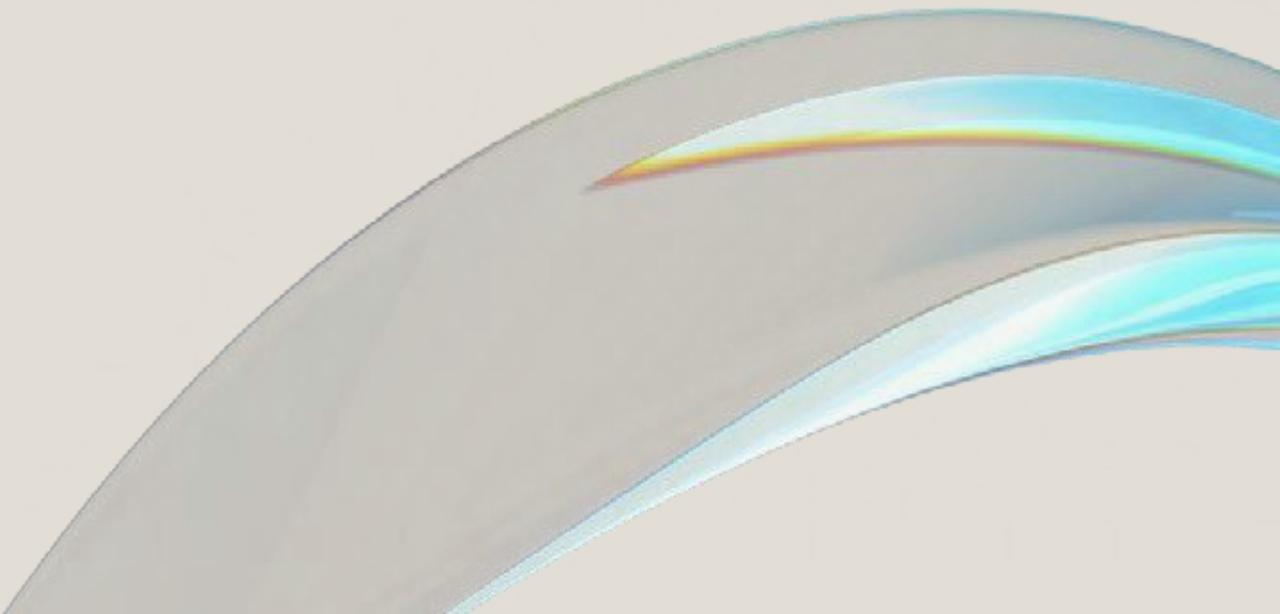| Action	Description
Recognize and Reward Volunteering Efforts	Implement a recognition program that acknowledges employees' volunteering contributions, such as awards ceremonies or highlighting volunteers in company communications.
Facilitate Team Volunteering Opportunities	Organize team volunteering days to contribute to the community and enhance team building within the company.
Provide Resources and Support	Ensure employees have access to the resources and support they need to participate in volunteering activities, including information on volunteering opportunities and logistical support where necessary.

Section 3: Partnerships with Community Organizations

This part highlights the value of forging meaningful collaborations with community groups to enhance the scope and impact of volunteering efforts.

Action	Description
Co-create Volunteer Initiatives	Work with community organizations to co-create volunteer initiatives that leverage the strengths and resources of both parties for maximum community impact.
Offer Skills-Based Volunteering	Encourage employees to offer their professional skills and expertise to community organizations, providing valuable support that goes beyond traditional volunteering.
Establish partnerships with NGOs, charities, and community organizations.	Collaborate with local entities to identify volunteering opportunities, ensuring activities are impactful and aligned with community needs.
Evaluate and Evolve Partnerships	Review the effectiveness of partnerships and volunteer initiatives, seeking feedback from both employees and community organizations to deepen the impact of collaborative efforts.

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Section 4: Employee Training and Development

This section highlights the value of forging meaningful collaborations with community groups to enhance the scope and impact of volunteering efforts. It's important to equip employees with the knowledge and skills for effective volunteering.

Action	Description
Design Volunteer Training Programs	Create comprehensive training modules that cover the basics of volunteering, including the ethical considerations, safety protocols, and effective communication skills necessary for impactful community service.
Foster a Learning Community	Encourage the sharing of experiences and lessons learned from volunteering activities, fostering a community of learning and continuous

3 Conclusion

This guideline on Employee Volunteering and Engagement outlines a comprehensive approach for UAE organizations to foster a culture of community service and personal development through volunteering.

By establishing volunteer programs, incentivizing participation, partnering with community organizations, and focusing on employee training and development, organizations can significantly contribute to societal welfare while enriching their employees' professional and personal lives.

This initiative aligns with the UAE's vision for a collaborative and sustainable future, strengthening the bond between corporations, their employees, and the community at large, creating positive change and mutual growth.