ABSTRACT

The purpose of this research was to identify which employees volunteer for an organisation's Corporate Social Investment (CSI) programmes. Second, the purpose was to understand the benefits to the employees who volunteer as well as the benefits to the employer as a result of their employees' volunteering. The research was carried out at African Bank, a South African financial services organisation.

The investigation included both qualitative and quantitative phases. The quantitative research took the form of a self-completed questionnaire. One hundred and seventy seven questionnaires were processed. The qualitative research took the form of a one-on-one interview with ten executives of African Bank.

The main findings of this research were that female employees between the ages of 30 to 40 who hold down a supervisory or management position are the employees most likely to volunteer.

There are many benefits for the employee, such as skills enhancement in areas such as teamwork, communication, and improved relationships with colleagues. Among the benefits for the employer, the research showed that employees were more committed to African Bank as a result of their CSI involvement but not necessarily more productive. A shared benefit for the employee and employer was the pride employees developed working for African Bank through the organisation's CSI volunteer initiatives.