



# Stop Hunger survey results

Show your heart. Play your part.

February 2021

# Stop Hunger survey – an overview

As we look to life during and after Coronavirus (Covid-19), the Stop Hunger Foundation wants to give Sodexo colleagues the confidence to continue arranging, participating in, and promoting Stop Hunger activities.

To help Stop Hunger understand exactly how it can achieve these goals, whilst taking into account current employee sensitivities, in October 2020 Stop Hunger asked Sodexo colleagues to show their heart by taking part in a personalised and anonymous survey.

The survey was developed as a way for Stop Hunger to gather feedback directly from Sodexo colleagues, giving the Foundation an opportunity to identify the best and requested ways to support activities through the pandemic and beyond.

With a target of 400 responses, reflecting a true sample of Sodexo's employee base, the survey ended up reaching 227 Sodexo people – 57% of the survey target.

In this deck, we share the results of the survey, the suggested recommendations and what changes Stop Hunger is making.



# Survey results – general information

- Government & Agencies was the most engaged representing 29% of responses.
- 98% of responses were from connected employees (those who have a @sodexo.com email address).
- 43% of respondents did not know who their local Stop Hunger Charity Champion was / is.
- 69% of respondents said they were likely to volunteer for Stop Hunger over the next year, with 66% likely to participate in Stop Hunger fundraising activities.
- Those who were unlikely to engage with Stop Hunger activities cited Covid-19 and safety as their main reasons for not participating.
- Additional feedback indicates that Sodexo colleagues would like to see:
  - › organisation of regional and group volunteering opportunities (64%)
  - › explore fresh and new fundraising ideas (52%)
  - › advocate for safe virtual volunteering (48%)
  - › communicate more Stop Hunger success stories (39%)
  - › focus on one output (comments)
  - › localise activities where possible (comments)



# Survey results – volunteering

- **60% of respondents say that volunteering is more valuable than fundraising;**
- 96% of respondents think volunteering makes a significant impact in our region;
- and 74% of respondents said that volunteering was important to them.
- However, 18% did not know about Sodexo's support for volunteering (1 to 3 days paid leave);
- and **more than 50% have not volunteered with Stop Hunger** over the past three years.
- Of those who have volunteered, 65% had booked their volunteering through The Stop Hunger Goodness Platform, with the remainder organising their own volunteering through their team or segment.
- The respondents who volunteered with non-Stop Hunger charities, 65% had not recorded their volunteering leaving some valid volunteering on Sodexo time uncaptured through the current process.
- Additional feedback indicates that Sodexo colleagues would like to see:
  - › more safe and localised volunteering opportunities (43%)
  - › see more volunteering success stories (21%)
  - › the creation of additional volunteering resources and guidance (17%)
  - › an easier process to register for volunteering (comments)
  - › support from senior leaders and management for volunteering time (comments)
  - › increased awareness of Sodexo's volunteering policy and support (comments)



# Survey results – fundraising

- 96% of respondents think fundraising makes a significant impact in our region;
- and 80% of respondents said that fundraising was important to them.
- 63% said they have participated in a Stop Hunger fundraising activity over the past three years;
- with 69% not participating in any non-Stop Hunger fundraising over the past three years, making it more likely that Sodexo employees will participate in fundraising at work than outside of the workplace.
- Additional feedback indicates that Sodexo colleagues would like to see:
  - › more regional fundraising activities (37%)
  - › see more fundraising success stories (20%)
  - › the creation of additional fundraising resources and guidance (20%)
  - › Increased communication of fundraising best practice and tips (18%)
  - › support from senior leaders and management for fundraising (comments)
  - › an easier banking process for funds raised (comments)
  - › pre-organised fundraising activities to save on time (comments)
  - › a Stop Hunger fundraising pack of resources (comments)
  - › Stop Hunger available as a Facebook fundraiser (comments)



# Survey results – suggested recommendations

As a result of this survey, the feedback from Sodexo colleagues suggests Stop Hunger should:

- Localise the Foundation's activities, offering advice and support as the charitable arm of Sodexo.
- Work to embed volunteering and fundraising as part of Sodexo's social value strategy.
- Continue to share Stop Hunger success stories across internal and external communication channels.
- Focus on virtual volunteering, both locally and regionally, as a safe way to support charities.
- Develop a suite of materials to support Charity Champions with their localised activities and agendas.
- Empower Sodexo colleagues to organise their own volunteering and fundraising activities.



# What changes is Stop Hunger making?

The Stop Hunger Foundation has already taken steps to support the recommendations from this survey and research work conducted with Business in the Community (BITC). Over the coming months Stop Hunger will be:

- Widening its approach and move to focus on the opportunities it is providing communities.
- Establishing a monthly communication plan to support the internal and external publication of successful charity partner donations, supported by the redefinition of charity partners' role in communications.
- Revisiting the Stop Hunger Lead Charity Champion's role, defining new terms of reference and support for them to establish a localised Site Charity Champion Network and activities.
- Continuing its work to embed volunteering and fundraising as part of Sodexo's social value strategy, incorporating segment targets with an added opportunity to integrate them into future business bids.
- Looking to develop a suite of new resources for virtual volunteering and fundraising to support activities through the current pandemic and beyond.

