



Impact Report



A Commitment from the CEO & Founder



Our Purpose



Our Positive Impact



Volies Global



Areas of Activity



Engagement with Stakeholders



Partnerships and Forums



Looking to the Future



Special Acknowledgements



Clients and Partners

2026: the International Year of Volunteers for Sustainable Development

A Message from Our CEO & Founder

There is **one day I will never forget** one of those that stands out on the calendar. I was among the few people invited to **take part in the official launch of 2026 as the International Year of Volunteers for Sustainable Development at the United Nations headquarters in New York City.** It felt like a recognition of a 19-year journey dedicated to promoting volunteering, as well as being a volunteer myself.

My life changed when I discovered this truly extraordinary world. I feel incredibly fortunate to devote myself to it wholeheartedly, leading **Volies Global** an organisation that now has branches in **Spain, Colombia, and most recently, North America.** An incredible and diverse team of over **40 people from 12 different nationalities** that continues to grow, and which last year alone coordinated the participation of more than **42,715 volunteers** worldwide, directly benefiting over **221,710 people in more than 40 countries,** in collaboration with **65 companies and over 400 NGOs.**

For another year, we continue to strengthen our role as a bridge between business and society. Not only through corporate volunteering, but by facilitating processes and

supporting real transformations within organisations that understand that impact is not an add-on, but part of the business, and that their team is the best ally for achieving it. We continue to consolidate our various business areas, such as diversity and Comms&Events, and to scale our impact through our already established subsidiaries.

Once again this year, we reaffirm our commitment to communities and the environment, and to the ethical values that lie at the heart of our social enterprise. In all our projects and offices, we continue to work in accordance with the **Principles of the Global Compact, the Sustainable Development Goals, and the values and principles of B Corp.**

We have concluded a year of significant impact, marking 2026 in our role as a key global player in the celebrations of the **International Year of Volunteers for Sustainable Development.**

Juan Ángel Poyatos

CEO and Founder of Volies





Our Purpose

MISSION

Transforming society through the power of teams

At Volies, we like to see ourselves as **the bridge connecting people within companies with local organisations** committed to social change.



We were founded in 2013 with the mission of **promoting social change through the transformation of individuals and organisations, by mobilising, empowering and supporting them throughout this process**, with the aim of building a sustainable world and a fairer, more inclusive, critical and diverse society.

VISION

To act as catalysts for a culture of shared responsibility, in which every individual and every organisation understands the impact of their actions and treats the world and society with fairness and empathy, through the design and implementation of valuable, innovative, sustainable and socially responsible projects that build trust.

VALUES

With our values at the heart of this corporate philosophy:



We place social **transformation and innovation at the heart of everything** we do and why we do it.



We base all **our relationships with our stakeholders on trust**.



We **foster cooperation**, because building partnerships is our raison d'être.



We **keep commitment** at the heart of our daily work.



We **embrace diversity** as a distinguishing value in everything we do.



We **cultivate passion**, as we cannot imagine our work without it, and besides, it tends to be contagious.

Our Positive Impact



As a **B Corp-certified company**, Volies adheres to verified **standards in the areas of social and environmental practices**, striving to strike a balance between economic growth, social well-being and environmental sustainability. More than just a certification, it is **a global movement** dedicated to serving people and the planet, of which we have been a part for the past three years.

KEY IMPACT DATA

COMPANIES
DRIVING
CHANGE

65

Companies **we have worked** with over the past year, implementing initiatives that have had a positive impact on the community; initiatives that have improved internal culture, strengthened their commitment, minimised negative impacts and fostered a more inclusive environment and better relations with local communities.

From environmental initiatives aimed at protecting biodiversity and preserving natural areas, to mentoring and support programmes for entrepreneurs, inclusive leisure and sports activities involving various groups, support for older people, and much more.

ACTIVITIES
CARRIED OUT

+1.990

VOLUNTEER
INVOLVEMENT

42.715

These figures reflect not only our commitment as citizens, but also **the power of our initiatives to inspire and transform lives**. Every person who takes part in one of these activities not only makes a positive impact on the community that day, but also returns home and to their workplace transformed into **an agent of change**.

HOURS WORKED

366.040

221.710

BENEFICIARIES

Behind each of these individuals lies a story of resilience and transformation. This is a measure that justifies the **scale of our work** and aligns with our mission to create a positive and sustainable impact. And **almost 700,000 people benefit indirectly**. For each and every one of them, our work is worthwhile.

We reach over 40 countries worldwide through our projects and activities, working with local organisations, either with our own team or in partnership with local organisations, always guided by a 'glocal' spirit: global in scope, local in approach.

COUNTRIES
WHERE WE OPERATE

40

400

PARTNER NGOs

The growing synergy we build each year with organisations around the world enables us to broaden our reach and ensure that every initiative is carried out with transparency and accountability. None of this would be possible without them. **It is they who bring their expertise to bear on every group, community and individual we support.**



19.000

COMMUNITY
& SOCIAL MEDIA

We are a **leading voice in corporate volunteering and social impact** within the Spanish-speaking world, with a highly engaged community of **over 19,000 followers across our Volies & Voluntare digital channels**, more than **1,000 annual posts that have generated 800,000 digital impressions**, and nearly **20,000 reactions** to our content.



VOLIES NORTH AMERICA IS LAUNCHED: VOLIES' THIRD SUBSIDIARY

Volies continues its international expansion with the opening of its third branch, in North America, featuring a new team operating from four cities across **the United States**. This new phase marks a milestone in our international growth, broadening our reach and **expanding our positive impact around the world** in a way that is close to and respectful of local communities.

Thanks to **our in-house teams in the main countries where we operate: Spain, Portugal, France, Italy, Ireland, the United Kingdom, Germany, Argentina, Colombia and Mexico**, to which we have added the US in the last year. A diverse team of over **40 people from 12 different nationalities working from 17 cities around the world**.



VOLIES GLOBAL IS LAUNCHED



The launch of voliesglobal.com marks another step forward in **Volies' consolidation as a global player in corporate social impact**. This new website provides a comprehensive **overview of our international services**, our methodology, and the results achieved through successful partnerships with companies and organisations around the world.



With a simple, straightforward design, this **platform is aimed at an international audience**, primarily in Europe, Latin America and the US. It reflects the essence of our company: **connecting people, purpose and impact to drive large-scale social transformation around the world**.

VOLIES IN SOUTH KOREA

At Volies, we have always believed in the power of partnerships and mutual learning, and that by **joining forces with other organisations, we can amplify our impact**, bringing businesses closer to the communities in which they operate, in a responsible and sustainable way. In line with this philosophy, we launched a partnership with Volunteering Culture Korea to design and develop meaningful community engagement opportunities for Amazon corporate volunteers in **Incheon, South Korea's third-largest city**, sharing the expertise we have gained over the years with the local organisation so that they can continue to sustain local projects in the future. Furthermore, we strengthened these projects through our Comms & Events team by capturing the stories of the volunteers and local social organisations.

VCK's mission is to promote the value of volunteering and support volunteer participation. In line with this objective, **they have trained over 100,000 volunteer coordinators in South Korea** and launched programmes that make it easier for citizens to participate in volunteering as part of their daily lives, playing a key role in shaping the country's culture of volunteering.



As part of this collaboration, our International Director, **Celina Lesta**, was invited to play an **active role at the Global CSR Forum in Seoul**. The forum, organised jointly by VCK and IAVE, **examined how global CSR strategies can more effectively integrate communities through corporate volunteering**. There, we heard about the experiences of Korean companies and organisations and, in turn, **shared with them Volies' experience** regarding the value of volunteering as a space for connection.



VOLIES IN LATAM

For many years, Volies has played a key role in Latin America, under the leadership of Celina Lesta. Some of the most notable projects by country over the past year include:



Banamex-Mexico

Support for a process of analysis and strategic reflection on its Corporate Volunteering Programme.

Ticket for Change Mexico and Cemefi - Mexico

We carried out the first mapping of civil society organisations, with the aim of raising their profile and visibility, strengthening their capacities and connecting them with new opportunities for collaboration with businesses.

Gentera-Mexico

As part of this process, we held the first in-person working group meeting, bringing together 10 social organisations from different regions of the country.

Banco Galicia - Argentina

We supported the design of their new Financial Education Volunteering Programme, with the aim of training volunteers to share their knowledge with young people across the country in a clear, accessible and meaningful way, resulting in a comprehensive methodology that supports the volunteer throughout their journey.

Mensajeros de la Paz Association - Argentina

We organised landscaping activities and recreational days with older people and children from the Family Support Programme.

SAP - Chile, Argentina and Peru

Expansion of the corporate volunteering programme in Latin America, making a significant impact on the well-being of communities.

Trascender Foundation - Santiago de Chile

We run Future Skills workshops focused on leadership and innovation, aimed at students from schools with high levels of vulnerability.

Fundación Trencó - Panama

Together with AES Panama and Ricardo Pérez, created a joint event to recognise and celebrate their volunteers, to which we were invited to take part.

VOLIES COLOMBIA EXPANSION: OUR FIRST BRANCH OUTSIDE SPAIN

For yet another year, **we have continued to promote corporate volunteering in Colombia through our branch in Medellín.** In the words of Emilio Sierra, coordinator of Volies Colombia, it has been “a year of consolidating the work done in previous years and investing in the future of the programmes, the people and the organisations”. This has been made possible thanks to the involvement of our key clients.

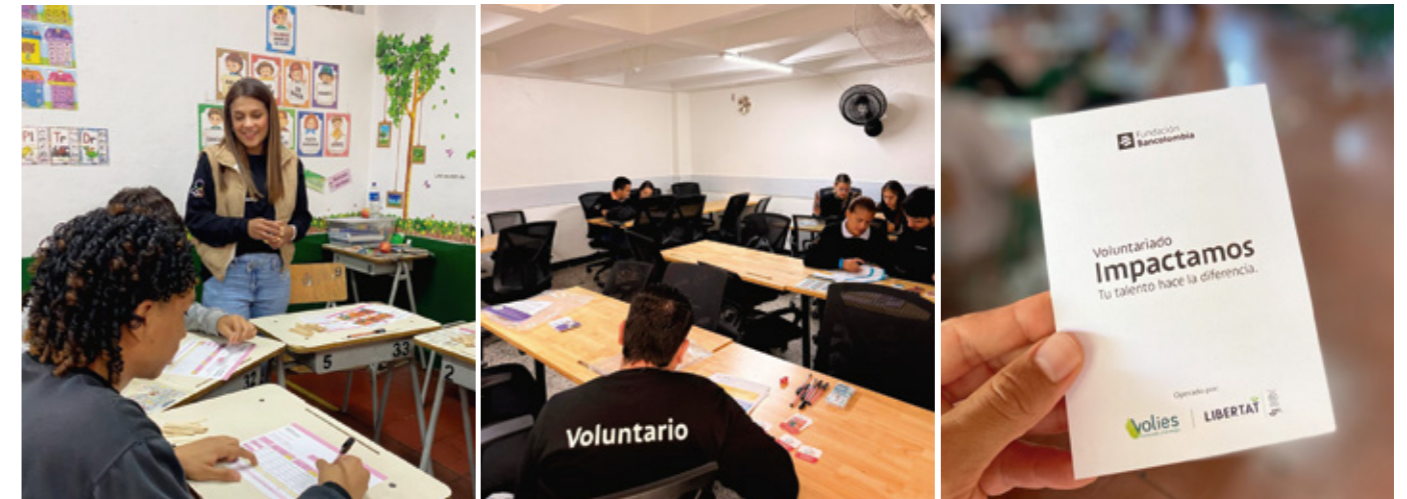
Bancolombia: we have developed new corporate volunteering initiatives, facilitating **financial inclusion** and strengthening the productive fabric as a cornerstone of their volunteering strategy. We are tackling the major challenge of expanding capacity, the portfolio of activities and the **number of volunteers** taking part in them.



“ This has been another highly impactful year for Volies Colombia, during which we have shown that when someone decides to get involved, they contribute far more than just their time: they bring their empathy, their talent and their ability to inspire others into play. A collective determination to bring about change. ”

Emilio Sierra

Bolívar Davivienda: we continued the **training programme for social organisations, building on the progress made last year, and launched a new pilot scheme aimed at SMEs,** raising awareness of the impact and potential of developing volunteering programmes within these companies, and introducing tools such as the Impact Kit – developed by Volies – to facilitate programme management.



Comfama: we created opportunities **for discussion and training on volunteering and its impact on leadership in socially responsible companies,** and we organised an impact assessment workshop and recorded a ‘masterclass’ in podcast format, as part of the International Year of Volunteers.

Empresa de Energía del Quindío EDEQ: we supported them **in setting up their volunteering programme,** leading the process of developing its strategy.

Punto de Voluntariado Colombia: for the first time, in partnership with Voluntare, we organised the corporate volunteering event in Colombia as part of Social Fest, bringing together 20 NGOs to forge a new kind of relationship with five major companies in the country.





SUCCESS STORY - AMAZON

One of our finest examples of international work is the project we have been carrying out for Amazon for several years, supporting the implementation of its community engagement programme in various countries, including Germany, South Korea, Spain, the United States, France, Italy, Ireland, Sweden, Switzerland and the United Kingdom. We assist with identifying partnerships, designing local engagement projects and initiatives for data centre staff, supporting the volunteer ambassador programme, and managing the programme's communications. Through the production of videos and various graphic materials, Volies Comms&Events shares stories of the programme's impact.



“ We continue to expand our business operations around the world. The most important aspect of this expansion for Volies is that making a positive impact is the driving force behind every single project we undertake. Therefore, the more we grow and establish ourselves globally, the greater the positive impact we make. ”

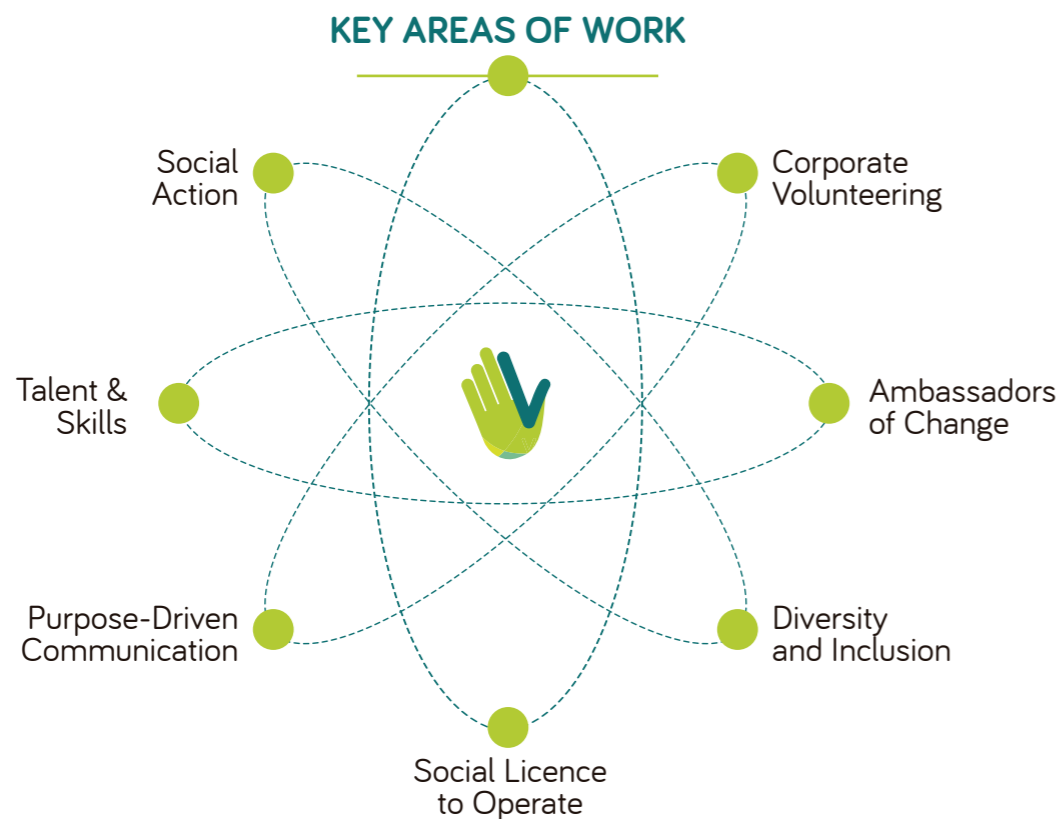


Areas of Activity

Our formula for social transformation:



To achieve this transformation, **we have broadened our scope of action in recent years, moving away from corporate volunteering** as the main tool for engaging employees within the company, towards other key areas of work that drive social transformation and positive **impact through the commitment of the people who make up companies and organisations.**



CORPORATE VOLUNTEERING

Corporate volunteering is at the heart of our business. With extensive international experience and partners around the world, we have spent years working alongside many companies that rely on Volies as a strategic partner to organise their activities throughout the year, as well as to celebrate their Volunteer Day, Week or even Month, as is the case with **Amazon, Coca-Cola Europacific Partners, the Endesa Foundation, the Repsol Foundation, the Telefónica Foundation, KPMG and L'Oréal, amongst others.**



SUCCESS STORY - STRATEGIES

One of the most notable changes in recent years has been the significant **increase in the number of companies that have turned to Volies to move away from one-off initiatives towards strategic volunteering. To achieve this, they have implemented a corporate volunteering strategy - one of our flagship services - which consolidates the evolution and maturity of volunteering programmes** and results in a greater positive impact on both the communities we work with and the business itself.

In recent years, we have worked on the volunteering and social action strategies of companies such as:



VOLUNTEER AMBASSADOR SCHEME

After more than a decade of promoting volunteering programmes in over 70 companies, if there is one thing we have learnt, it is that a key factor in success is the role of volunteering ambassadors.

These internal leaders are the driving force behind employee engagement, linking the company's values to a real social impact.

The volunteer ambassador programme empowers these agents as drivers of change, multiplying the impact of the corporate volunteering strategy within the broader sustainability or CSR strategy.

Benefits for the community



It generates a local and sustainable social impact.



Scale up the impact of corporate volunteering initiatives.



It fosters long-term partnerships between businesses and social organisations.

And also for companies and their CSR teams:



It raises social awareness within the organisation.



Increase employee engagement.



Make a deeper and more meaningful social impact.



SUCCESS STORY - SAVIA

Savia is a chain of care homes comprising 22 centres in various towns and cities across the Valencian Community. Following the development of the group's Social Engagement and Volunteering Strategy, we implemented an innovative Volunteer Ambassador Programme. One staff member from each of these 22 centres, mainly their Socio-Cultural Activities Coordinators, has been trained and supported to carry out this role within their care home, acting as catalysts for volunteering activities at the centre in collaboration with businesses, NGOs, schools and other local community centres, for the benefit of their residents and the wider community. Thanks to this programme, activities have been stepped up, initiatives have been replicated from one centre to another, and professionals have been able to share and learn from each other's experiences.





DIVERSITY, EQUITY AND INCLUSION DEPARTMENT

One of the areas we have focused on most in recent years is diversity. Drawing on our experience, we can offer a comprehensive **solution for managing diversity, equity and inclusion within the organisation**. Through strategic consultancy, we provide a robust framework from which to define specific, business-aligned actions that are a priority for the organisation.



CONSULTANCY

We design cross-functional strategies for diversity, equity and inclusion, setting out objectives and plans aligned with the business that generate a real impact and value both within and outside the company.



TRAINING

We offer a training programme for both DEI managers and the rest of the workforce. It can be tailored to each specific context and is essential for fostering more inclusive societies.



ACTION

We develop initiatives to put ideas into action through various participatory models designed to break down barriers and overcome prejudice, equipping people with skills that will have a lasting impact on their lives and foster an inclusive and fair society.



COMMUNICATIONS & EVENTS DEPARTMENT: COMMUNICATING WITH A PURPOSE

At Volies **Comms&Events**, we help craft the stories needed to drive change: authentic stories with transparent messages and genuine emotion, **combining creativity with a deep understanding of the social landscape.**

We are the perfect partner who understands the challenges and difficulties of both areas: volunteering and communication. We design strategies based on innovative channels and formats, with impactful content that connects and mobilises people—such as, of course, the communication of the volunteering programmes themselves to achieve maximum engagement and participation, as well as other forms of social communication and purpose-driven events.



COMMUNICATION ON CORPORATE VOLUNTEERING PROGRAMMES



MEDIA RELATIONS



MEANINGFUL EVENTS

When something is done well and communicated effectively, it allows us to connect with and inspire people, mobilise them, build credibility, and strengthen our reputation.



SUCCESS STORY - PACHANGUITAS

The Pachanguitas project began as a crazy idea: **to transform the courtyard of a care home into a tennis court** to host the most thrilling match of the **Faulcombridge Cup**, a prestigious professional tennis tournament founded in 1933 and organised by the Valencia Tennis Club, which is now a highlight of the men's **ATP Challenger 125/175** clay-court circuit.

And so we did just that, creating a unique story which we recounted in a very special short film for **International Day of Older Persons**. The trailer has already moved more than 65,000 people, and we screened the film at the Cup final on the big screen, in front of the entire audience and the protagonists themselves, turning the tournament and **tennis into a platform for social change.**





SOCIAL ACTION

We go one step further, finding **the perfect match between businesses and NGOs** to create enriching partnerships with a significant social impact. We identify **the ideal project** for each business, taking into account its potential, its needs and those of its community. This includes **projects exploring new forms of social engagement, educational initiatives, collaborative ventures, and more.**



ANALYSIS

We carry out an internal and external analysis, as well as drawing up a matrix of strategic and operational objectives.



ACTION PLAN

We draw up a plan and/or activity design, with a particular focus on measuring impact.



MADE TO MEASURE

We examine each case and tailor our projects to suit each relationship.

TALENT AND SKILLS DEVELOPMENT

Numerous studies have shown that corporate volunteering helps develop personal skills and abilities that enhance professional performance, as well as the working environment in which employees operate. Building on this, at Volies we lead talent and skills development projects, following a pioneering methodology focused on three key areas:

1/

Professional volunteering initiatives

2/

Development of additional skills

3/

Measurement and certification of these



SUCCESS STORY - YOUR DEVELOPMENT MATTERS

“**Tu Desarrollo Suma**”, developed in partnership with Human Way, goes beyond the traditional training model. It aims to foster learning through volunteering by **combining two elements: social action and talent development – both of which are of great value to teams today.**



With a predominantly **experiential approach**, the programme also incorporates elements of formal learning and learning through interaction with others, thereby reflecting the 70-20-10 learning and development model, which has been shown to be the most effective way for professionals to learn.

SOCIAL LICENCE TO OPERATE

A Social Licence to Operate is neither a legal document nor an official certification. It refers to **the level of acceptance and support** a company receives from stakeholders in the areas where it operates. It is an **intangible asset that can change over time**, as it depends on how communities perceive the company and its project.

At Volies, we develop **social licence to operate and community engagement projects designed to build social legitimacy, prevent conflicts, strengthen reputation and, above all, generate shared value and solid long-term relationships** between the company and its community.



SUCCESS STORY - GENIA

At Volies, we are working on developing **a process of analysis, consultation and dialogue with stakeholders, as well as designing social and environmental proposals across different regions. We are conducting a regional analysis and socio-economic study** of the area where the biomethane project will be carried out, with the aim of understanding the region's main vulnerabilities and strengths. We are identifying and analysing all parties affected by the company's activities, seeking to understand their perspectives and needs. We are also undertaking other important actions to secure our social licence to operate, **such as quantifying the direct and indirect jobs** created by the project, **conducting studies on reinvestment in the local area**, and **developing social engagement plans** with on-the-ground support to facilitate interaction with the various key stakeholders identified.



Engagement with Stakeholders

Our key stakeholders include: the companies for which we carry out projects, the Volies team that makes this possible, and social organisations, which are our strategic partners in developing social impact initiatives alongside companies. Also of vital importance are the local communities where we carry out our projects, other organisations with similar aims to ours, and the media and governments, which can provide support and help us reach a wider audience in pursuit of our shared purpose.



Most of these groups are represented within the Voluntare network, which we have been coordinating for over 15 years and which serves as a platform for social organisations and businesses to meet and collaborate.

We invite all the companies we work with to join the network, thereby creating synergies between our various stakeholders. Our team also takes part in the meetings, training sessions and other activities organised by Voluntare.

Many of the social organisations we partner with for our corporate volunteering initiatives are part of the network, as are various organisations representing groups at risk of social exclusion and under-represented groups.

WORKERS

Our team is our most valuable asset. It is the people who make up our team who make our work possible.







In our annual workplace survey, which we conduct every year to gauge the well-being of our teams, we have this year, for the first time, exceeded the scores of the previous two years, achieving an average score of 4.2 out of 5, with a participation rate of 100% of the workforce for the first time.



Once again this year, the team remains strongly committed to Volies' mission. They regard it as a great place to work, where respect, diversity and equality are valued. They also rate aspects such as flexibility and camaraderie very highly.



Among the key measures we offer to maintain this level of job satisfaction are:

-  Flexible working hours, adaptable and 100% remote working.
-  The opportunity to work from anywhere in the world and at any time of year.
-  Performance reviews as a structured process of listening and dialogue.
-  An exceptional variable remuneration scheme, linked to both the company's common objectives and the personal objectives of each role.
-  16 hours per year to participate in voluntary work.
-  Wellbeing and care voucher.

WOMEN'S TEAM

Volies is **firmly committed to equal opportunities for men and women and to supporting female professional talent**, working to remove all kinds of barriers and glass ceilings in pursuit of this goal.

Over the past year, we have maintained a strong female presence within our team, with the proportion of women in leadership roles **on the executive committee rising from 70% to 87.5%**.

The move towards 100% remote working and flexible working hours are undoubtedly two powerful tools for achieving these objectives and breaking down these barriers.

We therefore ensure that **all our projects and day-to-day operations within the company** are guided by strong female leadership.



PARTNER COMPANIES

We are **committed to delivering the highest quality and ensuring the utmost satisfaction** of the companies we work with, whilst constantly striving to achieve shared goals that align with our mission: to have the greatest positive impact on local communities.

This commitment is reflected in initiatives such as: an annual satisfaction survey for our key clients, in which we maintain a score of 9 out of 10 – the same as last year.

How satisfied are you with your relationship with Volies?



How likely are you to recommend Volies?



In this survey, **clients have highlighted aspects such as: the personal touch of our team, alongside their professionalism and knowledge of the social sector**, and the commitment, empathy, rigour and depth of our work.

To maintain this standard, **we ensure a close and personalised approach throughout the project**, with project completion meetings where we personally gather feedback on the service provided.

We formally record the suggested improvements and share them with the rest of the management team.

We strive for excellence in every relationship and learn from mistakes and proposed improvements.

We share the results of the evaluation survey with the whole team and the key findings publicly.

We take **all suggested improvements** into account when designing new services.

Our **communication activities** are guided by **transparency and truthfulness**, and aim to highlight the positive social and environmental impact of our actions, placing people at the centre.

Consequently, we do not typically run purely commercial marketing campaigns; instead, **we focus on purpose-driven communication regarding specific actions developed in collaboration with our stakeholders**, and on publicising the achievements we have attained together.



NGOs AND SUPPLIER COMPANIES

The unique nature of our social enterprise means that what **we might call ‘suppliers’ are, in most cases, social organisations** with which we forge links and partnerships to carry out volunteering projects with companies that use Volies for this purpose.

This is why our relationship with this stakeholder group is very close and strong. Furthermore, in general, to carry out our projects:

We always aim to prioritise the use of responsible suppliers, taking into account the following criteria: local suppliers, social and solidarity economy organisations, foundations and associations (preferably certified by Fundación Lealtad), and small and medium-sized enterprises and/or family-run businesses.

We are committed to ensuring that **more than 50% of our turnover comes from this type of responsible supplier**, and in particular that at least 50% of suppliers are based near each of the operational centres where we operate.

In international projects, **we seek out local entities close to the location of each activity.** This is why, in the main cities where we operate, we have our own local team with extensive knowledge of the local community network.

We consider it **a disqualifying criterion for potential suppliers to have publicly known convictions or pending cases for human rights violations**, as well as companies in the tobacco, gambling and arms industries.



COMMUNITY

Everything we do at Volies is driven by a firm commitment to improving the world we live in and making a positive impact on the community.



We have worked with over 400 social organisations around the world, with whom we design and implement strategic partnerships with the business sector, channelling their interests and seeking long-term synergies.



Through the Voluntare network, we act as a ‘platform’ or ‘voice’, promoting best practices in corporate volunteering, from both businesses and social organisations, with the aim of increasing the sector’s reach and impact and raising its professional standards.



We are committed to diversity, communication, equality and social innovation in all our projects. We raise awareness of the importance of these values both internally within our team and amongst other stakeholders.



We reject all forms of discrimination, including workplace harassment, sexual harassment and any other form of harassment.



Although our remote working structure allows us to recruit people from all over the world, which is a great asset, **the company is committed to local development and community support**, so we prioritise hiring people who live near our main operational centres.



We donate 1.5% of our annual profits to charitable causes.

Partnerships and Forums



Following the **I Corporate Volunteering Congress in Spain and the dissolution of the foundation that had organised it**, a group of companies and organisations that had taken part were convinced that the movement they had started could not end there. **Under the leadership of Juan Ángel Poyatos, they came together and founded the Voluntare network in 2011**, to keep alive the spirit of what had begun to take shape there.

Voluntare is currently the largest Spanish-speaking corporate volunteering network, with over 130 members, companies and social organisations, constituting an innovative and unique think tank in the world dedicated to corporate volunteering. Volies acts as its coordinator and driving force. According to the latest survey sent to members, with a response rate of 22%, a total of 138,103 volunteer participations, 327,128 hours of volunteering and 759,578 people benefiting were recorded across more than 30 countries amongst Voluntare's member organisations.

In collaboration with the network's partners, **collaborative projects and tools are developed to generate knowledge and promote the professionalisation of the sector through events, conferences, training courses and the communication of activities undertaken by both the network and its partners.**

Its Voluteca currently contains over 200 resources, making it one of the most comprehensive digital libraries specialising in corporate volunteering.



Among the flagship events is the **annual Advanced Course for Corporate Volunteer Managers**, offered in both face-to-face and online formats; the latter places a special focus on the Latin American audience and is now in its 10th year, with around thirty participants in each session.

The **'Puntos de voluntariado'** event, a unique specialised marketplace and networking event held annually in six Spanish cities: Madrid, Barcelona, Seville, Valencia and Bilbao, and for the first time in Medellín, Colombia, which generates hundreds of synergies between companies and NGOs to carry out social action and corporate volunteering initiatives. Or the Voluntare Talks, online discussions on current affairs which have now run for nine editions and are available on their YouTube channel.

VOLUNTARE 2025 REPORT

We are pleased to present the **"Voluntare Report 2025"**, which analyses trends in corporate volunteering in Europe and Latin America over the last 10 years; this is the report's third edition. Among the key findings, it is noted that corporate volunteering has evolved from being an isolated initiative to becoming a cornerstone of companies' social and talent management strategies. It identifies three major future trends in corporate volunteering: digitalisation and the use of technology, the growth of volunteering based on skills and knowledge, and a culture of partnerships to increase impact.



The report also identifies the need to recruit more volunteers, boost innovation and further increase senior management's commitment as key challenges for volunteering in Europe, whilst in Latin America the focus going forward will be on professionalising management and expanding resources.



Download
the report and
infographic here



Research carried out by:






Partner Organisations:



INTERNATIONAL FORUMS

Partnerships and membership **of networks with interests similar to those of Volies** are essential because:

-  They create value for all our stakeholders.
-  They enable us to keep abreast of the latest trends, best practices and meaningful experiences.
-  And because by pooling our knowledge and experiences, we generate synergies that drive social change in innovative ways.

In all of these, we actively share our knowledge, collaborate, learn and improve, adding greater value to everything we do.



Since 2024, **Juan Ángel Poyatos, CEO and founder of Volies, has been a member of the Board of this global network of organisations** that work through volunteers to achieve sustainable development.

They promote responsible and impactful volunteering through calls for applications, research and standards.

Since 2020, we have partnered with **Volonteuropa, a European network promoting volunteering, active citizenship and social justice**, which facilitates the exchange of ideas, projects and knowledge.



Our founder, Juan Ángel Poyatos, and Marcos Ramírez, Project Director at Volies, play an active role on the Board of this organisation, contributing to its agenda and objectives as a network.

We are 50 members from 20 countries, including Volunteering Matters, La Ligue de l'Enseignement, GemeinsamLeben und Lernen in Europa, GVC and ActionAid.



We have also been members of the **International Association for Volunteer Effort (IAVE) since 2020.**

It is an international network of NGOs, businesses, national volunteer centres and volunteer leaders.

It promotes and supports volunteering as a collective expression of civic engagement that builds community cohesion and resilience.



Since 2013, we have been members of **Points of Light, the world's largest organisation dedicated to promoting volunteering.**

In partnership with organisations and individuals, it works to build a society where no one is left behind. We share this organisation's mission and exchange knowledge and experiences in order to learn and add further value to our projects.

We are also part of the **Global Pro Bono Network. The network brings together 48 organisations across 31 countries to promote pro bono volunteering through the exchange of knowledge and best practice, mutual support and collaboration.** Our membership demonstrates our commitment to this form of volunteering.



Since March 2022, we have been part of the **Business Network for LGBTI Diversity and Inclusion.**

The network comprises over 100 member companies, alongside individuals ('supporting members') and expert consultants, all working to promote LGBTI diversity and inclusion in the workplace.

We have been a **certified B Corp since 2023. B Corps represent the world's most advanced model of sustainable and regenerative business.**

But beyond certification, B Corp is a community, a global movement comprising more than 10,000 companies in 105 countries. There are 334 of them in Spain, with a combined turnover of around €16 billion and generating more than 44,000 jobs.



Since 2023, we have been part of the **European Volunteer Centre, a European network comprising more than 60 organisations dedicated to promoting and supporting volunteering in Europe.** The Centre aims to be the leading voice in the debate on values-based volunteering in Europe, shaping and sharing current and future trends and challenges.

Looking to the Future

Looking ahead, **our strategy focuses on deepening and expanding the positive impact we have achieved. Building on a solid foundation forged over more than a decade of action**, our plans for the future reflect our ongoing evolution and our commitment to taking on new challenges:

NEW PROGRAMMES AND INNOVATIVE PROJECTS

We continue **to develop '360° Impact' initiatives** that integrate social, environmental and economic dimensions into a holistic vision. This vision is based on our accumulated experience and on the need to address emerging and global challenges, whilst ensuring sustainable growth.

STRENGTHENING INTERNATIONAL PARTNERSHIPS AND NETWORKS

We will remain committed to collaborating on a global scale, actively participating in all the networks of which we are a part, and seeking new partnerships that will enable us to replicate our intervention models in different contexts. **Our international experiences will continue to guide us as we expand our reach and adapt to local realities without losing sight of the bigger picture.**

DIGITAL TRANSFORMATION AND IMPACT ASSESSMENT

Technological innovation will be key to improving the management and monitoring of our initiatives. We are implementing platforms that integrate real-time data, enabling us to optimise resources and justify every action using precise and transparent indicators, in line with ESG criteria. At the same time, we are enhancing and providing new KPIs and measurement tools to our employees.

TRAINING AND DEVELOPMENT OF SOCIAL LEADERS

Ongoing training and mentoring will become essential tools for empowering the next generation of committed leaders. **Our aim is for every volunteer and staff member to become an ambassador for change**, replicating the best practices we have refined year after year. We will continue to refine our methodologies and support these agents of change on their journey.

FUTURE GENERATIONS

More and more companies are seeking **to involve the younger generation in their volunteering and social and environmental initiatives, through schemes such as summer camps for employees' children.** We will continue to explore these and other ways of actively and directly engaging the younger generation in issues that affect them so deeply and are so important to them.

Specials Acknowledgements

None of this would be possible **without the passion and commitment of everyone involved in this great project for change that is Volies.** We would like to extend a very special thank you to:



TO OUR VOLUNTEERS

Your **dedication and daily commitment** are at the heart of everything we do. Every testimony, every story and every shared effort reinforces our conviction that, together, we can change lives.



TO OUR TEAM

Without **the passion, creativity and unwavering dedication of every member of the Volies team**, we would not be where we are today. Your day-to-day work, often behind the scenes and largely unseen, ensures that every initiative meets the high standards of professionalism, commitment and ethics that define us.



TO COMPANIES AND STRATEGIC PARTNERS

The trust you have placed in us and your ongoing support have been vital in driving our projects forward. Your collaboration not only drives internal change within your organisations, making them better every day, but also translates into tangible benefits for the communities in which you operate.



TO OUR COMMUNITY AND FOLLOWERS

FROM EVERY CORNER OF THE WORLD

Every comment, **suggestion and word of encouragement we receive on our platforms motivates us to keep improving and innovating in everything we do**, reaffirming our commitment to transparency and continuous improvement.

Clients and Partners

WE HAVE CARRIED OUT PROJECTS FOR

Abbvie	Fundación Repsol
Abercrombie and Fitch Spain, S.L.	Fundación Telefónica
Aigües de Barcelona	Fundación Trencó
Allianz	Genia
Amadeus	Hidraqua
Amazon	IBM
Autopistas	Ilunion Textil Care
Ayuda en Acción	INECO
Banamex	IPSEN
Banco Galicia	Konecta Foundation
Bureau Veritas	La Liga
CaixaBank	L'Oréal España
Campofrío	Meliá Hotels International
Coca-Cola Europacific Partners	Mondelez
Comfama	Navantia
Copa Faulcombridge	Nespresso
Cofides	Redeia
Crédito y Caución	Samsung
Damm	Santalucía
Davante	Sanitas
DeAgostini	SAP
EDEQ	SAVIA
Ecoherencia	Synopsis
ENAIRE	THU
Dataiku	True North Partners Spain SL.
Factoría F5	UPS
Fesbal	Verisure
Fundación Bancolombia	Vertex
Fundación Bertelsmann	Werfen
Fundación Bolívar Davivienda	
Fundación Endesa	
Fundación Mahou San miguel	
Fundación Mapfre	
Fundación Moeve	
Fundación ONCE	
Fundación Pasqual Maragall	
Fundación Quadpack	

IN PARTNERSHIP WITH ORGANISATIONS SUCH AS

AAJUDE	Asociación La Sinia
AARF	Asociación Llambria
Abracadabra	Asociación Madrileña para la ayuda del recluso abandonado (AMPARA)
Accem	Asociación Pasión por el hombre - Bocatas
Acción Directa	Asociación Plana Alta
Acción por la música	Asociación Reforesta
ADEMTO	Asociación Sí puedo
Aesmowi	Asociación Zubietxe Elkartea
AFANDICE	ASPIMIP
Age UK Borough	Associação Caboverdeana de Sines
Alcaldía Bucaramanga	Associação de Bombeiros Voluntários de Figueiró dos Vinho
Allegro	Association Algerienne de promotion du travail volontaire environnementale
Alucinos	Atenea
AMI 3 Asociación en favor de personas con discapacidad de Tres Cantos	Aula Ambiental Pozuelo de Alarcón
Ampac	Banco Alimentar de Setúbal
Angelina Social Bakery	Behindertenhilfe in Offenbach
Animal Rescue	Björn Schulz Stiftung e.V.
APADIS	Bobath
APASCOVI	Bombillo Rojo
Apercim	Bradford County Conservation District
Aprocor	Campo Vivo
Arche	Career Day
Armada de Colombia	Cedecur
ARN	CERCICAPER
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ASILIM Asociación para la Integración Lingüística del Inmigrante en Madrid	CFHVA
Asociación Amiab, Puertollano, España	CGENIAL Foundation
Asociación Ayúdame 3D	Cirvite
Asociación Creática	City of Dublin
Asociación Cultural Ayuda de la Comunidad de San Egidio de España	City Raunheim
Asociación Directa Bolivia	Coezion Studios
Asociación ECOS DO SUR	Coffee and Deeds
Asociación Educación	Colegio CEPRI
Asociación Iberoza	Colegio Padre Manjón

IN PARTNERSHIP WITH ORGANISATIONS SUCH AS

Colegio Los Álamos	Fundación Catalina Munoz	Iniciatives Solidaries	Paris Rooftop Association)
Conaldem	Fundación Compartamos	Instituto Ecoflora de Atividades Ambientais, Brasil	Perú te quiero limpio
Cooperativa Social Mulleres Colleiteiras	Fundación Costa Viva, Venezuela	IPAV	Pipote
Corporación Buen Vicir-Colombia	Fundación Dame la Mano	Jinju Study Room Regional Children's Center	Plantar uma Árvore
Corporación Síndrome de Down	Fundación Ecomar	Johanniter Frankfurt	Powercoders
Corporación Superarse	Fundación Edinfi	Johanniter Liederbach	Pueblos Unidos
COSI	Fundación Felisa	Juegaterapia	Red Cross
Creso Potsdam	Fundación Floreciendo con Amor	Jumpers	Redes de apoyo policía comunitaria
Creso Project Frida	Fundación Fraternidad	Keenat	ReDI School
Cruz Roja	Fundación Fuente Agría, Puertollano	KiJuFa Maintal	Rehab Republic
Cultura y solidaridad	Fundación Goodjob	Konecta	Rejoué
Dara Company, Libia	Fundación Hogar Sí	Labdoo	Salvando Huellas
Defensa Civil	Fundación Integra	Le Monnier y Partners SL	Semear
Desarrollo Santa Marta	Fundación Iter	Letcraft	SEO Birdlife
Die Arche Hamburg	Fundación José María de Llanos	Libertat	Seo-gu Kimchi Festival
Die Arche Munich	Fundación Manantial	Loudoun County Public Schools	Sociedade Portuguesa para o Estudo das Aves
Digitale Chancen	Fundación Mi Sangre	Lumni	SPEA
Down Madrid	Fundación Nantik Lum	Luz Casanova	Special Olympics Madrid
Ecoherencia	Fundación Nativa y Municipio de Santiago de Lomerío, Bolivia	Ma Petite Planète	Sunbury Big Walnut Chamber of Commerce
Elterninitiative krebskranker Kinder e.V. Nürnberg	Fundación Novaterra	Ma Voie	Tafel Deutschland
Epic! Youth	Fundación Numen	Main Clean-UP	Tafel Hanau
Erasmus Gymnasium Heusenstamm	Fundación Obras Sociales Betania	Malteser Deutschland	Texas A&M Forest Service, Estados Unidos
Eryn Pink	Fundación Pan Vivo	Malteser München	The Be W.I.S.E. Initiative
Fake Hair Don't care	Fundación Pequeño Deseo	Mensajeros de la Paz	Ticket for Change México
Fashion Green Hub	Fundación Pequeño Valiente	Mobile Hope	Tigery Beekeepers Association
FCDPD	Fundación Polibea	Movimento Claro	Tsuneni
FDI	Fundación Ronald McDonald	MS Food Network	Unbound Cali
FESBAL	Fundación Secretariado Gitano	Municipio de Nuqui	Village of Plain City
Finkids	Fundación Soñar Despierto	Mural do Clima	Voluntechies
FODES	Fundación Theodora	Museo Melele	
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Fundación Adecco	Fundación Trascender	NABU	
Fundación Alas	Fundación Trébol	Fundación Nantik Lum	
Fundación Altius y Colegio Jaime I (Paiporta)	Fundación Zafir	New Albany Local Schools	
Fundación Andi	Grupo Naturalista Hábitat	Nuestra Barranquilla	
Fundación Apadis	Gyeyangjae Elderly Support Service Center	Nueva Acrópolis, Bolivia	
Fundación APROCOR	Haeban Culture	Nuevo Futuro	
Fundación Apsuria	Hakik High School	ode.org	
Fundación Astier	Hilliard City Schools	ONG Rescate internacional	
Fundación Balia	Hospiz-Team Nürnberg e.V.	Otro planeta	
Fundación Bancolombia	ICLI	Otro tiempo	
Fundación Bolívar Davivienda / Red Alumni AFLORA		Pantera makers	

We are grateful to all the companies and organisations for sharing their images, helping to illustrate this report and bring to life some of its most memorable moments.

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“We continue to transform society through the strength of teams within organisations.”



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