

**OnHand**

beonhand.co.uk

# FROM TICK- BOX CSR TO TRUE IMPACT

Why Employees Need to *Love It to Live It*

Sanjay Lobo MBE, CEO of OnHand

DONATION

**GIVE  
BLOOD.  
ALL THE  
LOVE.**

Lisa B, MAPP Limited



ENVIRONMENT

**TREES  
PLANTED.  
SMILES  
STARTED.**

Frankie B, The Modern Milkman



POVERTY

**FOOD  
DROP  
NEVER  
STOPS.**

Holly P, Motability Operations Ltd





# FOUNDED BY CHARITIES, MADE FOR EMPLOYEES



Uber for  
volunteers  
IBM

On Hand

Dashboard

Admin

Members

Share Impact

Discover

My Actions

Leaderboards

Content hub

Create Org

Home » Discover

All actions

Acts of Kindness

Pay It Forward

Pet Food Bank Donation

Send a Card/Letter to Someone in Need

Social Meals

Black History Month UK

Black History Month: All Missions

BAME

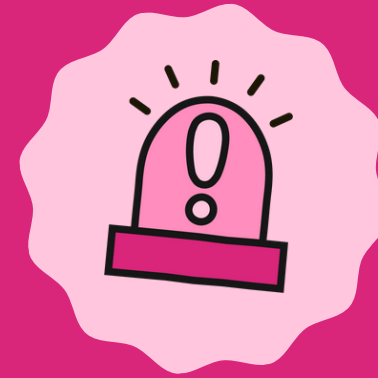
Speak Out (BHM)

Beyond Diversity (W)

Group Activities

View all actions

# THE PROBLEM



One-off volunteering days: same 20 faces, year after year

Partnerships launched with a PR splash... then silence

Employees disengaged, charities stretched

## WHY?

Because most programmes are designed top-down:  
**COMPLIANCE FIRST, CULTURE SECOND**

# DELIVER IMPACT BY ENGAGING EMPLOYEES

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Engage employees with causes they care about, using the skillsets they have.

# DELIVER IMPACT BY ENGAGING EMPLOYEES



## HYPER-LOCAL, GLOBAL SCALE

Relevance wherever  
you are

## PRE-SOURCED ACTIONS

Easy to do good  
from the get-go

## LAUNCH HYBRID CAMPAIGNS

Mix in-person  
and one-off

## MICRO-ACTIONS

10 Minutes on your  
commute counts

## GAMIFICATION

Hero points, challenges,  
leaderboards

## SOCIAL SHARING

Peer-to-peer  
momentum

## CASE STUDY

# SHERWIN WILLIAMS

Industry Manufacturing

Total Employees 47,000

Rollout EMEA

## THE CHALLENGE

Previous volunteering structure lacked cohesion and measurability.

Employees wanted to contribute but struggled to identify impactful opportunities.

No unified platform to coordinate or celebrate success across multiple countries.

## THE SOLUTION

### Cultural transformation:

Volunteering and sustainability integrated into every employee's annual performance goals.

### Strong leadership endorsement:

Senior leaders actively championed the programme, ensuring buy-in across all departments.

### Creative launch campaign:

“Big Bang” introduction at the annual sales conference with OnHand and team challenge – building bikes later donated to communities in Africa.

## THE RESULTS

2023 — 2024

**600**  
ACTIONS

**90,471**  
ACTIONS

This exceeded the goal of 7,500 by over 1,000%.

**100%**  
SIGN-UP ADOPTION

for EMEA  
rollout

**96%**

completed one  
action in year 1

**88%**

exceeded 25  
actions in year 1



## CASE STUDY

# SHERWIN WILLIAMS

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“

Through OnHand we've been able to improve how we coordinate and encourage employee support for our overall drive to improve social impact.

We've used it to help us set and measure our goals as well as inspiring the team to meet them. It also gives us a platform to celebrate the incredible impact we've seen across the team.

**SARAH SMITH, HR DIRECTOR,**

Sherwin-Williams, Consumer Brands Group, UK



# THE ONHAND SOLUTION

OUR 5 PILLARS FOR SUCCESS



## The Platform

Seamless, engaging experience

Drives behaviour change

Builds meaningful connections



## Group Volunteering

Fully managed opportunities

High quality and flexible

Tailored to every location



## CSR Consultancy

Guidance from start to finish

Strategic, hands-on help

An extension of your team



## Content & Campaigns

Ready-to-go resources

Saving time and effort

Boosts CSR visibility



## In-depth Reporting

Clear and real-time data

Tracks CO2e and engagement

Demonstrates social value



# **FUTURE OUTLOOK**



**2026 & BEYOND**

Partnerships defined by love,  
not mandates

Everyday actions replacing  
one-off photo ops

Platforms that feel like  
community apps, not payroll  
systems

**On Hand**

# TAKEAWAYS



## FOR CORPORATES

Engagement beats compliance

Micro-actions = macro impact

Gamify to galvanise

Local relevance, global scale

Tell stories, not just numbers

## FOR CHARITIES

Think like employees: make it easy

Offer both micro & macro opportunities

Align with corporate CSR goals

Pair data with human emotion

Leverage gamification