

The 100 Million Hour Movement

**Stronger workplaces
Thriving Communities**

About the movement

The 100 Million Hour Movement was created by national volunteering charity, Royal Voluntary Service (RVS) in response to declining workforce morale and engagement and rising pressures in communities.

It's a national call for a collective effort to grow participation in employee volunteering – a proven and practical solution for strengthening workforces and society.

Working towards a shared goal of delivering 100 million employee volunteering hours by the end of 2028 – double the 50 million used today – organisations of all sizes are urged to get involved.

Why it matters

The nation is under strain. Communities are divided, trust is low, and loneliness and anxiety are rising across all age groups. Workplace morale and engagement are also declining, impacting productivity and wellbeing. At the same time, charities and community services are facing increased demand for support, combined with a growing volunteer shortfall.

Yet millions of employee volunteering hours go unused every year, as organisations struggle to turn intention into action.

Unlocking this time could be a game changer for your organisation and the communities you serve, enabling:

- ✓ **Employees** to experience a greater sense of purpose, connection and morale at work -key drivers of higher engagement and productivity.
- ✓ **Employers** to strengthen performance through improved productivity, wellbeing and skills development.
- ✓ **Charities and community organisations** to benefit from much-needed time, skills and support.

How you can help

With a workforce 34-million strong, the UK's employers have the reach and influence to effect positive change. Expanding participation in employee volunteering is a powerful and tangible way to achieve this.

Help us double the impact of employee volunteering by the end of 2028 by signing the 100 Million Hour Movement pledge. It's an opportunity to demonstrate your leadership and commitment to your people and communities, while contributing to a shared national goal.

Once you sign the pledge, we will provide guidance, tools and support to help you deliver on the three actions.

The 100 Million Hour Movement will run from March 2026 to the end of 2028. Organisations can get involved at any stage.

The Pledge

By joining the 100 Million Hour Movement you are pledging to ensure your organisation will:

1. Lead from the front

Ensure senior leadership visibly participates in, and actively supports, your volunteering programme to send a clear message that volunteering matters.

2. Open volunteering up

Put in place, or update your existing, policy to enable all, or more employees – regardless of role, location or working pattern – to participate in and benefit from workplace volunteering.

3. Make it easy

Provide clear guidance on how to get involved and a simple sign-up pathway to reduce barriers to participation and encourage ongoing engagement.



How to pledge

You can sign the pledge by completing our simple [online form](#).

You will then receive items to help you promote your involvement. We will also send advice and tips to help you meet the pledge commitments.

Who can sign-up?

Employers of all sizes across the UK and in any sector – private, public and not-for profit – are invited join the 100 Million Hour Movement.

If your organisation is already championing employee volunteering and meeting the three action areas, you can still pledge, join the movement and motivate others to get involved.

Will my organisation name be shown publicly?

If you prefer to make your pledge anonymously, that's absolutely fine. When signing up, you can opt in to have your organisation name listed among the signatories.

Next steps

Once you've signed the pledge, it's your responsibility to follow through and take action to complete the three actions. We will be sharing a series of resources to help.

However, if you need more support with your employee volunteering programme or would like to arrange a demo of GoVo for Business, please contact our team on sales@royalvoluntaryservice.org.uk

Promoting your involvement

Collective action drives change, which is why we want as many employers as possible to sign the pledge.

We're encouraging people who sign to promote their involvement – and inspire others to follow suit – by sharing it on their website, on social media or any other way they can.

We have created some campaign materials to help you do this, which will be sent to you once you have signed the pledge.

When publicising your support please use campaign hashtag #100MillionHours

About Royal Voluntary Service

Royal Voluntary Service's mission is to mobilise volunteers for a better Britain.

For more than 85 years, we've convened volunteers at scale nationwide to support people in need, communities and the NHS, including through major digital initiatives.

Building on this experience, we recently launched GoVo for Business, the only national charity-backed employee volunteering platform designed for the modern workforce. It makes it easy for employees to volunteer and simple for teams to manage. The result: higher participation and volunteering that genuinely supports engagement and social value delivery – without creating extra work.



For more information about The 100 Million Hour Movement visit www.royalvoluntaryservice.org.uk/100millionhours or email media@royalvoluntaryservice.org.uk

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