

What if your company could train employees, boost morale, and create a healthy connection with the community, all while remaining cost-effective?

Sounds like a good thing.



“An active corporate volunteer program is a commitment to the community. And you need a healthy community to have a healthy business.”

-**Marcia Long**, Corporate Volunteer Council member with United Way of King County, WA

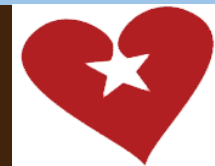
The contributions of a single volunteer can make a significant difference—imagine maximizing the people power of the Roanoke Valley’s businesses, both small and large. If we all pitch in, the possibilities of resolving social issues in this part of Virginia are astounding. The achievement of this ambitious vision begins with your company, with the establishment of a corporate volunteer program.



To find out more, call (540) 985-0131, extension 502, email cvc@councilofcommunityservices.org, or visit www.councilofcommunityservices.org/vrv/cvc.html.

Good Company

The benefits of a Corporate Volunteer Program



Volunteer Roanoke Valley
Council of Community Services



“For me, volunteering is kind of like soup
It’s warming to my soul knowing that I’ve given back.
I’ve been blessed by so much, it’s nice to help others out.”

- **Bill Rienstra**, Corporate Volunteer Council member
with United Way of King County, WA

CORPORATE VOLUNTEER PROGRAMS

encouraging good relations

Maybe it’s time for your company to think about creating a corporate volunteer program. It’s a fact—when a company supports employee participation in a cause, it strengthens corporate culture while benefiting the community it serves. No business is too big or too small to realize the value:

Within your company

- Training and skill development for current employees
- Recruitment tools for discovering potential employees
- Team building and leadership opportunities

In your community

- Stronger, more intimate connection with the community
- Enhanced reputation
- Cause-related recognition in the marketplace

The public relations benefits of doing good are priceless. A recent Cone/Roper study states, “Americans solidly and consistently support cause-related activities and that companies see benefits to their brand’s reputation, image and bottom line.”¹

¹Cone/Roper Cause Related Trends Report, 1999

EMPLOYEE VOLUNTEER EFFORTS

creating good feelings

For the individual, volunteering is much more than its own reward—it also provides a healthy dose of self-esteem. Employees feel good about a business that allows them to support a cause close to their heart. Give people a better balance of work and private life, and you’ll have a more productive, satisfied staff.

There are numerous personal benefits:

- Greater awareness of and affinity with community
- Enhanced job performance and work satisfaction
- Chance to develop new or advanced skills such as
 - leadership
 - public speaking
 - project management
 - event planning

Volunteer Roanoke Valley supports volunteer efforts by providing access to:

- Information on community needs and assets
- On-site corporate presentations regarding community issues
- Online volunteer opportunities database
- Training sessions and workshops on how and where to volunteer

VOLUNTEER ROANOKE VALLEY

making good connections

If you are making the move to create a corporate volunteer program, Volunteer Roanoke Valley is here to help you be successful. The purpose of our Corporate Volunteer Council is to foster strong, effective corporate volunteer programs in the Roanoke Valley.

The council provides opportunities to learn from each other’s experiences, both favorable and unfortunate. Moreover, the council is an excellent way to stay on top of community concerns while networking with supportive peers who share your interests and challenges. Joining the Corporate Volunteer Council is a smart investment in a corporation’s development.

The benefits of membership in the Corporate Volunteer Council are:

- Networking and sharing best practices with your peers
- The opportunity to learn from someone else’s experiences
- Online resources such as a Corporate Volunteer Council discussion board

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