



Good Company

What is a Corporate Volunteer Council?

A Corporate Volunteer Council (CVC) is a coalition of local businesses and corporations who either have active employee and/or retiree volunteer programs or are interested in initiating such programs.

Why does the Roanoke Valley need a CVC?

CVC's are formed for a variety of reasons, depending on the needs of the local community and the composition of its membership. Reasons a CVC are formed include but are not limited to the following:

- To network among peers
- To increase visibility through joint projects
- To provide an opportunity to share valuable resources
- To promote workplace volunteerism in local communities
- To provide avenues for professional development for member companies
- To provide recognition avenues for corporate volunteers in local communities
- To learn about community service agencies and their need for corporate resources
- To access best practices by exchanging information on employee/retiree volunteer programs
- To form partnerships to better impact social issues, particularly those too complex for one company to impact alone

As the local Volunteer Center, Volunteer Roanoke Valley understands the positive impact that a CVC could have on our local community. Businesses, employees, nonprofits, and citizens, the community as a whole can benefit.

The Role of Volunteer Roanoke Valley

The role of a Volunteer Center with a CVC has proven to be integral in the formation of a number of CVC's across the country. Volunteer Centers are local organizations responsible for connecting volunteers with opportunities to serve, building capacity for effective local volunteering, promoting volunteering, and developing strategic initiatives to mobilize volunteers to meet local community needs. In addition, Volunteer Centers are capacity builders – teaching schools, businesses and nonprofit organizations how to use volunteer power effectively. Volunteer Roanoke Valley has the knowledge and capacity to play this role in our community.

The Benefits of a CVC

Member Companies:

- Gain visibility in the community for employee volunteer efforts, and for impacting social issues
- Gain greater understanding of the community needs/trends
- Networking/sharing opportunities with other companies
- Employee connectedness and satisfaction
- Access to training and information

Community:

- Enhanced by partnerships working to solve social problems
- Nonprofit organizations learn to work more effectively with businesses and business volunteers
- More companies with employee volunteer programs equal more volunteers

Volunteer Roanoke Valley:

- Enjoy a closer working relationship with companies
- Ability to reach our mission by connecting volunteers with opportunities to serve, building local capacity, promoting volunteering, and helping to meet local needs