



**Corporate Community Involvement Council (CCIC) partners with the KW Volunteer Action Centre (VAC) to provide leadership on employer-supported volunteer programs in Waterloo Region.**

With an increasing desire for employees to positively contribute to community through their employer, the CCIC collaborates with the non-profit sector to build and strengthen volunteerism in our Region. This is accomplished through public dialogue and the following:

#### **Sharing of Best Practices**

- Mix of global, national and local companies offering employer-supported volunteer programs
- Sharing program and process improvements to ensure programs are on or ahead of trends
- Cost savings in ongoing consulting work for program development and execution
- Opportunity to problem-solve with industry professionals, providing unique insights and perspective
- Access to resources through VAC resource database
- National and global perspectives shared from Volunteer Canada & IAVE Global Corporate Volunteering Council

#### **Enhanced Public Relations & Networking**

- Opportunity to strengthen your corporate brand alongside other influential brands
- Manulife Financial and BlackBerry are founding members
- Shared corporate voice in Waterloo Region advocating employer-sponsored volunteering
- Media access during key recognition periods such as National Volunteer Week
- Showcase corporate programs via speaking opportunities and VAC forums
- Expand network of professionals beyond company walls; communicate your corporate mandate and build brand affinity across the region
- Participate in marketing opportunities to bring awareness to your volunteer programs

#### **Expansion of non-profit network access**

- Connect with 160+ organizations for employer-supported volunteers opportunities through VAC
- Access to the only online matching tool to match corporations to non-profit organizations

#### **Thought leadership**

- Waterloo Region's first corporate council on volunteerism
- Participate in positioning of the council on key volunteer issues in our community
- Foster regional conversations on community engagement and how corporations can continue to innovate and interact with non-profits/charitable organizations
- Work with non-profit sector on bridging the gap between corporate and voluntary sectors

**Annual membership = \$500**

151 Frederick Street, Suite 300  
Kitchener, ON N2H 2M2  
P 519 | 742 | 8610  
F 519 | 742 | 0559  
E [info@volunteerkw.ca](mailto:info@volunteerkw.ca)  
[www.volunteerkw.ca](http://www.volunteerkw.ca)  
Charitable Registration #12964-5032-RR0001



**United Way**  
Kitchener Waterloo & Area