



United Way
Toronto

Discover the benefits of
Workplace Voluntarism



United Way Community Connections

WORKPLACE VOLUNTARISM PROGRAM

United Way Community Connections—workplace voluntarism that makes an impact where it’s needed most

United Way Community Connections provides highly rewarding, customized employee volunteer opportunities that connect volunteers’ talents and skills to needs of United Way member agencies in the community. The result? High impact voluntarism that makes a difference in our communities, improving the lives of many.

Companies and employees can give back to the community according to their interest and goals through custom United Way volunteer opportunities such as matching professional skills, Days of Caring and sharing workplace experiences and resources.

“There has been incredible feedback. The team was quite moved by everything they experienced—and definitely got as much out of it as they gave back. The experience was energizing.”

Jennifer Taylor,
Business Management Operations and Controls,
Bell Canada—United Way Days of Caring participant

Bell Canada employee volunteers have fun putting together healthy, local food baskets for United Way agency, FoodShare Toronto.



United Way Community Connections

Voluntarism benefits both your workplace and the community.

Matching Professional Skills

You can use your professional skills to help one of United Way's 200 health and social service member agencies deliver vital community services to those that depend on their support. United Way will match employees' expertise and interests to our agencies' needs. Agencies can use assistance in many areas including:

- **Human Resources:** Strengthen an agency's workforce by providing HR advice in a number of areas: employment practices, labour management and conflict resolution.
- **Information Technology:** IT skills can advance an agency through problem solving support, software updates/training, technology audits, website development and more.
- **Finance & Law:** Agencies are always seeking financial and legal knowledge and advice—including financial planning, budgeting and auditing—that are vital to agency operations.
- **Marketing:** Enable an agency to spread its word by helping to create professional agency materials such as program pamphlets, newsletters, and brochures.

Days of Caring

Days of Caring opportunities give employees hands-on experience supporting a member agency. Volunteers experience the meaningful work of agencies while connecting with the community—and each other.

Throughout the year, United Way will work with your organization to tailor a volunteer team opportunity that connects employees' interests to member agencies' needs. Your employee team can support:

- long-term volunteer opportunities (i.e., mentoring, after-school programs)
- organization/team volunteer days in support of specific service areas (i.e., youth opportunities, homelessness prevention, seniors)
- product drives in support of an agency (i.e., school supplies, clothing)



Sharing Workplace Experiences and Resources

By allowing individuals or groups from member agencies to experience your workplace, you can help others in areas such as employment training or job search skills. Opportunities are endless. You can provide support by:

- inviting an individual to job shadow up to one week at your workplace
- hosting a workplace orientation session and group tour
- conducting practice interviews for individuals seeking employment
- providing occasional agency access to meeting space
- sharing knowledge of a profession, field or sector to clients of member agencies

Giving back is good for business. Engaged employees can improve business performance. They are more likely to stay with their employer, increasing organizational performance and customer loyalty. Corporations that care not only enhance their public image, they attract the best employees and consistently win the 'battle for talent'.

Employees reap benefits. Community involvement has a big impact on employee morale, company pride and motivation. Specific professional skills—communication, organization, planning and leadership—are significantly enhanced. Voluntarism can even increase employees' health and well-being.

Agencies thrive on assistance. The short and long-term benefits of employee voluntarism to agencies are significant. Employee volunteers are vital sources of talent, ideas and energy that help community agencies deliver better social services. Agencies and corporations develop a deeper understanding of each others' contributions to a stronger community.

Corporations that care build better communities... and better businesses. By providing valuable agency support, employee volunteers are creating a stronger, healthier city for us all.

For more information on **United Way Community Connections** or to schedule a consultation, please contact us by email at feedback@uwgt.org.



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