



## WORKPLACE VOLUNTEER COUNCIL

### HOW CAN I BECOME A MEMBER?

Annual membership is \$100 per company. Up to five representatives can participate in quarterly meetings. WVC companies have access to tools and resources to enhance new and well-established employee volunteer programs. By strengthening employee volunteer programs, United Way and WVC help build a stronger, healthier, and more vibrant community.

### BENEFITS OF JOINING WVC

- Educational programs that provide tools and resources to enhance new and well-established employee volunteer programs
- Opportunities to network with peers
- Best practices, ideas, and successful program sharing with other corporate volunteer program leaders
- Greater community awareness and recognition of your company's commitment to volunteering
- Heightened awareness of current community issues
- Corporate social responsibility goal alignment

### FOUNDING PARTNERS

Founding Partners invested financial resources and volunteer time to help United Way of East Central Iowa launch the Workplace Volunteer Council.



### FOR MORE INFORMATION

Visit [uweci.org/wvc](http://uweci.org/wvc) or contact us at:  
[volunteer@uweci.org](mailto:volunteer@uweci.org)  
or 319-390-5372

[uweci.org](http://uweci.org)  
317 7th Ave SE, Ste 401  
Cedar Rapids, IA, 52401



PROMOTING &  
FOSTERING  
EMPLOYEE  
VOLUNTEERISM



## WHAT IS WORKPLACE VOLUNTEER COUNCIL?

There is a powerful relationship between frequent participation in workplace volunteer activities and employee engagement. Workplace volunteering contributes to employees' perception of a positive corporate culture. Companies leverage volunteer programs as an opportunity to speak to employees' personal values and enable employees to promote those values at work.

As a response, United Way of East Central Iowa and founding partners developed the Workplace Volunteer Council (WVC). Together, United Way and WVC members discuss how to increase and engage employees in volunteerism.

## WHAT DOES THE COUNCIL DO?

WVC builds a stronger community, where companies collaborate to promote and foster a culture of employee volunteerism. By connecting social-minded companies, WVC helps establish, grow, and sustain successful workplace volunteer programs.

The Council hosts quarterly meetings and coordinates employee volunteer projects. Meetings include discussions on critical community needs, educational programming, and round table conversations focused on increasing employee engagement. Council members have the opportunity to network with peers, learn from other companies, share best practices, create corporate visibility, and forge relationships in the community.



## BENEFITS OF VOLUNTEERING

Are your employees as engaged in their jobs as you'd like them to be?

One way to increase engagement is to introduce your employees to workplace volunteering.

Volunteerism helps bring balance to employees' lives, improves emotional well-being, and allows them to build skills that improve job performance in the areas of relationship building, planning, organizing, networking, leadership, and communication.

- Boosts employee morale and engagement
- Expands awareness of community issues
- Allows individuals to share and strengthen skills
- Develops leaders and strengthens civic engagement
- Create visibility and forms community partnerships



**WORKPLACE  
VOLUNTEER COUNCIL**



## BENEFITS FOR THE COMPANY

When a company creates volunteer opportunities for employees, they leverage their most valuable asset to improve the community. In return, employees gain experience and soft skills such as management, communication, leadership, and increased teamwork skills. Through employee volunteer programs, companies invest in employees to both act as a good corporate citizen and build work related skills:

- Improve collaboration
- Increase employees' self awareness
- Grow revenue
- Attract young talent

