



## DAY OF CARING 2010 CORPORATE GUIDE

### Overview

**September 10, 2010** marks the United Way of Volusia-Flagler Counties 4<sup>th</sup> annual Day of Caring (DOC). On this day, volunteers will join United Way partner agencies to work on one-time service projects and will show what it means to Live United. This is a great opportunity to get a first-hand look at where your donations are going and how your donations are helping our local agencies.

Participating agencies are matched with volunteer groups from local businesses who choose to give their time and services in an effort to impact our community's needs. *Most* projects will begin after Campaign Kick-off (11am) and end no later than 3:00pm. Keeping in mind that all projects should stay within a *four hour* time period, alternate project start times may be agreed upon by individual agencies and their volunteer team.

Day of Caring is a unique opportunity for companies and its employees to work together with local agencies to achieve a common goal that ultimately betters our community. It is a wonderful team-building activity that also markets your company favorably to the community.

Complete project descriptions can be found online at [www.liveunitedinvolusiaflagler.org/dayofcaring](http://www.liveunitedinvolusiaflagler.org/dayofcaring). Please review this list of projects with your team and complete the attached Participation Form to adopt a project and confirm your organization's service commitment. Please note that we will be updating this website daily.

### Important Dates

<b>July 6th</b>	Volunteer Registration Opens
<b>August 27th</b>	Volunteer Registration Closes
<b>September 10th</b>	Day of Caring 2010 Campaign Kick-Off Celebration @ 8:30 a.m. location t.b.d.
<b>September 14<sup>th</sup></b>	Volunteer Projects 11:00 a.m. to 3:00 p.m. Project Reflection/Report forms due back to UWVFC

### Contact Information

For questions regarding Day of Caring, please contact the Volunteer Center or Campaign Departments at United Way! *Help us make this annual event a huge success! We look forward to your participation in **Day of Caring 2010!***

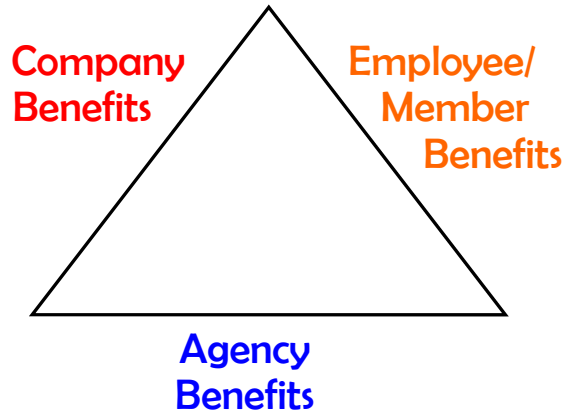
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# Everybody Wins

## The Benefits of Employee Volunteer Programs

### *Triangle of Benefits*



#### Company Benefits

- \*Enhances company image/attract positive media attention.
- \*Associates company with a local and national cause.
- \*Acknowledges commitment to social responsibility.
- \*Develops new community partnerships.

#### Employee/Member Benefits

- \*Increases teamwork, morale, and trust.
- \*Builds a better community in which to live.
- \*Increases members' understanding of social/agency services.
- \*Allows members to become a part of the solution.
- \*Develops new community partnerships.

#### Agency Benefits

- \*Enhances volunteer participation
- \*Develops new community partnerships
- \*Expands agency capabilities
- \*Generates publicity

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97% of companies surveyed say volunteer programs improve teamwork. (Source: Corporate Volunteer programs - A Strategic Resource: The Link Grows Stronger, Points of Light Foundation in partnership with the Allstate Foundation, 1999)

87% of employees feel a strong sense of loyalty to companies that support a cause. (Source: The 1999 Cone Roper Cause-Related Marketing Trends Report)

83% of consumers say they have a more favorable opinion of companies that support good causes. (Source: Cone Roper)

61% of consumers say they would likely switch to a retail store associated with a good cause. (Source: Cone Roper)



## POLICIES AND PROCEDURES

### **Mission Statement:**

Day of Caring (DOC) is an annual event supporting the United Way of Volusia-Flagler Counties (UWVFC) mission to increase the organized capacity of our community to care for its people. Specifically, Day of Caring is a day set aside when local businesses join with United Way partner agencies to make a difference.

### **Requirements for DOC volunteers:**

- Company volunteers must designate a Project Leader.
- Company Project Leader is responsible for recruiting the confirmed number of volunteers.
- Project Leaders must meet/visit with their assigned agency prior to the event.
- Project Leader must complete Day of Caring reflection form and return it to UWVFC by September 14<sup>th</sup>.
- All participating volunteers are asked to complete the attached Photo/Video release and return prior to DOC to the United Way Volunteer Center, 3747 W. International Speedway Blvd, Daytona Beach, FL 32124

### **Bad Weather Plans:**

Each agency is responsible for making its own plans in case of inclement weather. Day of Caring is not cancelled due to bad weather; however, you may have changes to your project plans. Agencies that are planning outdoor projects are encouraged to plan an alternate indoor project or projects (like cleaning, rearranging heavy furniture, straightening out storage rooms, etc.) for inclement weather. When you register your projects, you will be asked to identify your plans in case of bad weather, whether you choose to cancel, reschedule, or modify your project. Please communicate your plans so that the volunteers are aware ahead of time. On Day of Caring, the agencies and volunteers will communicate directly with each other regarding any changes in plans.