



Bruce Trail CONSERVANCY



The Bruce Trail Conservancy

Corporate Volunteers Toolkit

April 2013

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What is Corporate Volunteering?

Corporate volunteering is a commitment by a company to encourage staff to volunteer for not-profit organizations. By encouraging employees to participate in community activities through company sponsored volunteer programs, a business contributes to building better communities.

Corporate volunteering can be a low-cost, short-term, low-risk, high-impact way of making the knowledge, skills and experiences of the business sector accessible to the not-for-profit sector while building understanding, employee skill and community goodwill.

Benefits for the Corporation

There are a number of benefits for companies which support corporate volunteering. It is a low cost way for them to do team building, increase employee satisfaction and improve the morale of their workforce. This leads to improved retention of staff and also helps to improve the corporation's image and reputation. Another benefit is the support provided by the companies to create stable, healthy communities and many companies recognize that volunteers and non-profit organizations play a key role in developing and maintaining healthy communities. Stable, healthy communities provide companies with the opportunity to prosper and grow their profits.

There are a few different ways that companies can provide assistance to non-profit organizations:

- Financial donations
- Donating goods and services
- Supporting employee volunteering
- Sponsorships
- Matching employees charitable contributions
- Dollars for Doers – Contributing to non-profits where employees volunteer

Most companies that approach the Bruce Trail Conservancy are looking for a one-day, multi-person volunteer experience out on the Trail. They want to do something that is not a part of their regular work life at the company.

Benefits for the Bruce Trail Conservancy

The Bruce Trail benefits from corporate volunteers by being able to accomplish large projects which need many bodies to move materials or build structures.

Using corporate volunteers allows the Bruce Trail to be more widely publicized through the corporation and shines a light on the role of the Bruce Trail volunteers.

Sponsorships and donations are another benefit for the Bruce Trail. Many corporations will make a donation to the non-profit it is volunteering for to cover the costs of the volunteer activity.

Potential and Actual Corporate Volunteers

The BTC has received requests from:

- American Eagle
- Ericsson
- Home Depot
- Pricewaterhouse
- Telus
- Canadian Military Engineer Association

These Corporate Volunteers have been out volunteering with Clubs:

- Bayer
- Cadbury Schweppes
- PCL
- General Electric
- Edwards Group
- UPS
- PriceWaterhouse Cooper
- OMERS
- Horizon Milling

Corporate Volunteer Program Revenue for 2012

Horizon Milling	\$500
PriceWaterHouse Cooper	\$500
General Electric	\$200
OMERS – donation also covers expenses for day	\$7,500
TOTAL for 2012	\$8,700

If there are any corporate groups that a Bruce Trail Club would like help in approaching, please contact Jackie Randle.

Working with Corporate Groups

Benefits - Corporate volunteering is a great way to:

- ❑ Accomplish large projects
- ❑ Publicize the BTC and the role of our volunteers
- ❑ Raise money through corporate donations

Items to keep in mind when organizing a Corporate volunteer day:

- ❑ Once initial contact is made with the corporation, make sure that the project leader has all relevant contact information for the corporate contact.
- ❑ Find out why the company is involved. Most want a team building experience.
- ❑ Let the corporation know that there is an expected donation of \$200-\$500 to cover expenses. The BTC will create a volunteer day just for them and their needs.
- ❑ If possible conduct a site visit with the contact person, so they know what is expected and where the event will take place. Due to schedules this may not happen, sometimes the office visit is more appropriate.
- ❑ Go to the corporation and talk to the group or the leader about expectations of the day, what to bring and what to wear. Otherwise, provide this information via email, along with a map to the event.
- ❑ Inform Jackie Randle, Director of Volunteer Programs, about the event.
- ❑ At the start of the day have a short talk about the reasons the Bruce Trail exists, what our volunteers do, and why corporate volunteers are so useful, i.e. the ability to accomplish large trail work projects quickly.
- ❑ Plan for only half a day of hard manual labour. Most corporations will offer a lunch to their employees as a bonus of volunteering. Some have a bbq others will bring packed lunches. For the other half of the day, offer a guided hike on the Trail. Keep the day fun.
- ❑ Follow up with a thank you, a letter to the company organizer and maybe to the company president in appreciation of their contribution.
- ❑ Try to sign up the group for another time, next year or next season.

Corporate Volunteer Fact Sheet

Thank you for coming out to volunteer for the Bruce Trail Conservancy. To make your day more enjoyable please read the information below.

When volunteering for The Bruce Trail Conservancy you will be outside on the Trail or on one of The Bruce Trail Conservancy's properties. Be prepared to be outside for several hours. Please note that there are no bathroom facilities provided. Remember to bring lots of water to drink as the volunteer work will be physical in nature. Some things you may encounter while volunteering are insects, mud, and poison ivy.

What to Bring:

- Sunscreen
- Water
- Bug spray
- Rain gear if necessary
- Snacks and lunch

What to Wear:

- Sturdy footwear (Snug, comfortable, close-toed shoes or boots.)
- Long pants & top (Even if it is a hot day, wear pants to protect legs from poison ivy or other irritants.)
- Sun hat

The Bruce Trail Conservancy is a charitable organization committed to establishing a conservation corridor containing a public footpath along the Niagara Escarpment, in order to protect its natural ecosystems and to promote environmentally responsible public access to this UNESCO World Biosphere Reserve.

Many people do not know that only 48% of the Trail is currently secure – the remaining 52% is on private land and vulnerable to development. It is the goal of the Bruce Trail Conservancy to purchase Niagara Escarpment lands to secure a conservation corridor.

The Bruce Trail Conservancy is supported by members. After your day with the BTC, we invite you to consider becoming a member. As a member you have the satisfaction of knowing that you are helping to maintain and sustain the Bruce Trail. You are helping to ensure public access to the Niagara Escarpment, a UNESCO World Biosphere Reserve, home to irreplaceable natural spaces, endangered species and the Bruce Trail.

BTC Members Enjoy:

- A tax receipt for the full value of your membership
- Membership with the BTC and one local Bruce Trail Club
- An extensive program of guided hikes and other events
- Bruce Trail Magazine and Club Newsletter
- Exclusive Access to the [BTC Members Only Online Community](http://brucetrail.org) at brucetrail.org



Thank you for coming out and volunteering for the Bruce Trail Conservancy. I hope you enjoy your day.
 If you would like to receive more information about the Bruce Trail Conservancy, please sign up below:

Name	Address	Email	Phone	I am interested in learning more about:		
				Membership	Donation	Volunteering

The Bruce Trail Conservancy (BTC) understands the sensitivity with which your personal information should be handled. Your contact information is confidential and will not be shared with third parties. The BTC will use your contact information only to send Bruce Trail membership, donation or volunteering information as requested.