

Corporations for Social Responsibility

Our metro area has many serious needs and we ALL benefit by having a strong community. We need to offer opportunities for staff to get involved in the community as a benefit of employment, and to provide leadership growth opportunities via social enterprise. Research shows that when companies support social good, prospective employees take this into consideration when making a decision on an offer, and moreover, current employees are more loyal to a company that cares about it's community and those in need of support. Corporate success and social welfare are interdependent.



Role & Responsibilities

- Authentic responsibility to support the needs of the community
- Provide opportunities for all employees to volunteer (and/or provide guidance on where/how to volunteer)
- Ensure opportunities are aligned with corporate values
- Provide leadership opportunities for employees

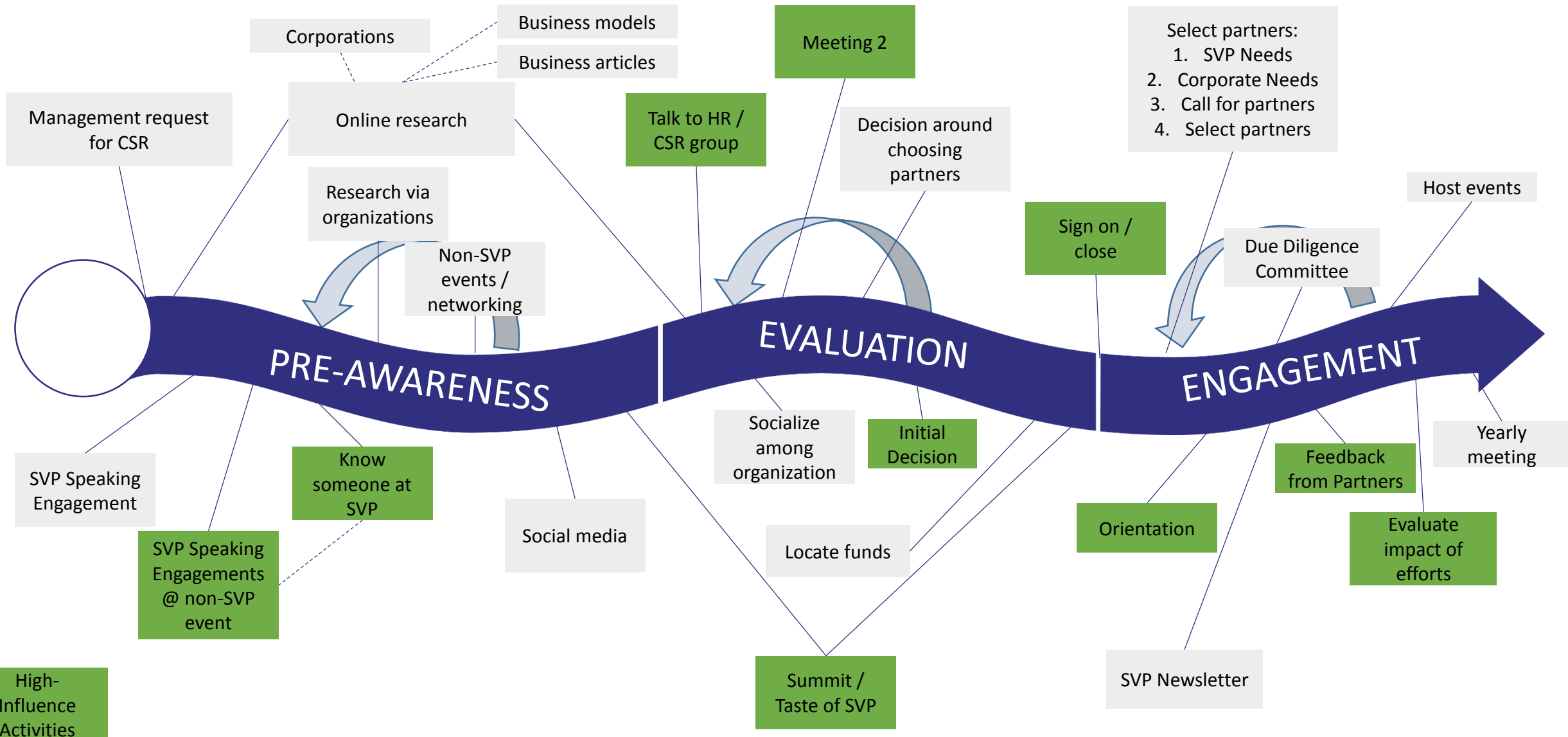
Key Drivers

- Effective contribution to the community
- Attracting, retaining and maintaining a happy workforce
- Companies who support CSR are generally more successful
- Strengthens ties to the community which builds relationships with others who care about inequalities

Key Challenges

- There is internal pressure to align our community goals with our business model
- We get calls every day from nonprofits asking for support, how do we select when we have limited funds (dilute impact)
- Difficult to make changes to their legacy partners
- Larger group volunteering is easier to organize over skills-based volunteering
- How to adequately measure impact

Corporate Partner Journey Map



Positioning Statement - Corporations

Who is SVP? (Corporate Audience)

We are a social enterprise that enables your corporation to improve life outcomes of underserved teens while engaging your high potential and mid-level managers.

We do this by combining the talent and passion of your team with our network of Partners, in turn helping you dramatically grow an innovative, local nonprofit.

As a result, your employees will have the unique opportunity to develop their leadership skills while amplifying your corporation's impact on teens in the community.