## Partnership Details:

Big Brothers Big Sisters of Western North Carolina deeply appreciates your company's interest in partnering with us for volunteer recruitment. Together, we can provide enduring support for children facing adversity in WNC. BBBS is committed to partnerships that will yield the most for your company while also serving children to our highest capacity. We've developed two levels of partnership to help you find an option that meets your specific goals and company culture.

■ **Level 1: BIG CONNECTOR**
▲ **Level 2: MATCH MAKER**

| Your Company | Big Brothers Big Sisters |
|---|---|
| ■ ▲ Provides annual opportunity for onsite volunteer recruitment presentation/orientation by BBBS staff | ■ ▲ Assists with employee recruitment: provides materials, onsite interviewing and training |
| ■ ▲ Designates company program communications "point person" to<br>• Answer staff questions<br>• Provide enrollment and outreach materials<br>• Oversee partnership | ■ Provides annual outcome data for children served by employees |
| ■ Offers incentives for employee volunteering:<br>• Paid time off for time volunteered (3-6 hours/month)<br>• Other customized options TBD | ■ ▲ Provides regular opportunities for group recreation and community service |
| ■ ▲ Sustains ongoing communications with employees promoting the volunteer opportunity via a combination of:<br>• Departmental meetings<br>• Posters (can be provided by BBBS)<br>• Emails<br>• Company newsletters | Provides new levels of public recognition to promote partnership:<br>■ ▲ Company listed as Corporate Partner on website and in monthly newsletter<br>■ Annual BBBSWNC.org Blogpost written about company-specific matches and promoted on social media.<br>■ ▲ Match meetings photographed and highlighted on social media platforms with company tagged and thanked for partnership<br>■ Company listed in our annual *Success Report*, mailed to 1000 Big Brothers Big Sisters volunteers and donors each year. |

*Partner with us today in transforming children's lives through mentoring! Contact Katrina Nelms at (828) 735-2717, or email graham@bbbswnc.org.*

**Big Brothers Big Sisters**
of Western North Carolina

# Big Brothers Big Sisters
of Western North Carolina

# Opportunities for Corporate Partnership

*What if every child fulfills his or her potential?*

*What if every child is set on the right path today?*

positive

*What if every child graduates high school and college and gives back to his or her community?*

hopeful

active

inspiring

***What will that start? It will…***

inclusive trustworthy

***Start Something BIG!***

community oriented

***Big Brothers Big Sisters of WNC's mission is to transform children's lives through mentoring.***

*Since 1982, we have been working to ensure that every child in our region has an enjoyable, long-term relationship with a caring adult who believes in them and sees their potential. When we match a child with their mentor—their "Big"—they gain a role model, a friend and access to brand new experiences through which they build higher aspirations for their lives.*

*Research shows that these relationships provide children with the support they need to achieve academic improvement, growth in self-confidence and development of life skills.*

*Over the past thirty-five years, Big Brothers Big Sisters of WNC has made and supported over 14,000 matches. And yet, there are still children waiting for a Big Brother or Sister. Your organization can help change that.*

# Becoming a Partner

**Benefits to your company**

Positive, lasting brand impact and customer relations… Today's consumers are becoming ever-more conscientious with how they spend their money, and trends in patronage for socially-responsible businesses are on the rise. When your organization prioritizes community wellbeing and socially-responsible practices, you show your customers that you care while aligning your brand with positive change in a lasting and impactful way. By partnering with Big Brothers Big Sisters, your company's name and brand is linked with a nationally-recognized youth organization with a evidence-based track record of positive results.

**Increased employee retention, morale and performance**

When your employees have access to opportunities to positively impact their community and the world through their job, they find a new sense of purpose and meaning with your company.

In a survey of 2,500 corporate executives conducted by The Conference Board and The Points of Light Foundation,

- 72% agreed that corporate volunteer programs improved employee productivity
- 82% agreed that these programs improved employee retention
- 83% agreed that these programs increased employee morale

**The impact you'll make**

- You are helping to prevent delinquency, school drop-outs and other self-destructive behavior of children served.
- You are helping to increase personal aspirations, self-confidence and academic performance of children served.
- You are providing your employees with opportunities for personal leadership.

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