



Your **HEART** for Community + Our Expertise =

COMPANY CARES
CSR MADE SIMPLE

Company Cares is United Way of Greater Knoxville's (UWGK) corporate social responsibility (CSR) initiative. This program creates a simple and effective way for companies to give back. Whether you're looking for a one day volunteer project or a long-term CSR campaign, Company Cares has a solution for your team.

With over 100 years of service, UWGK has insight into our community's most pressing needs. When you partner with us, you gain access to resources and a supportive team that helps maximize your impact.

Together, we can make a meaningful difference.

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United Way of Greater Knoxville's support has been a gamechanger for our organization. I can't imagine running a corporate volunteer program without them.

– Annette Brun, ORNL

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CSR IS GOOD FOR BUSINESS

GOOD FOR YOUR COMPANY

89% of working Americans believe companies that sponsor volunteer activities offer a better work environment.

GOOD FOR YOUR EMPLOYEES

70% of employees say they would not work for a company without a strong purpose.

GOOD FOR YOUR COMMUNITY

80% of employees would donate, advocate or volunteer more if their employer offered them an easy way to give back.

OUR SERVICES

We offer a suite of services designed to help you easily integrate CSR into your company.

SERVICE PROJECTS

Give back through volunteering. We offer a variety of opportunities that address community needs and promote leadership, communication and teamwork skills. Our team will:

- Serve as the point of contact for all employee questions
- Work with volunteer team leaders to recruit and manage internal teams
- Provide training for employees on our volunteer platform
- Coordinate projects and manage logistics with nonprofits
- Procure and manage supplies for the project
- Schedule site visits with volunteer team leaders
- Monitor signups and communicate participation numbers to leadership
- Create a community impact report with participating nonprofits for each project

COMPANY CARES TO GO

Make the most of your valuable time with a service project delivered right to you. We provide all supplies for your team to make an impact without having to leave the building.

Examples include:

- Support local disaster response with personal hygiene kits
- Help your neighbors stay warm with items from our winter kits
- Support new moms in our community with baby hygiene kits
- Empower kids to feel ready to learn with our back-to-school kits
- Craft cozy blankets for children in our community with our tie blanket kits

ONBOARD

Host your own OnBoard program to prepare high-potential professionals for service on nonprofit boards and meet organizations seeking new board members.

Benefits of OnBoard

- Connect your emerging leaders with a network of other high-potential professionals
- Retain your talent by deepening their engagement in our community
- Increase your visibility as a corporate supporter of leading nonprofits
- Develop board-level thinking among your leadership

COMMUNITY INSIGHTS AND LEARNING

Develop a deeper understanding of community needs and ways to give back. We will lead trainings that help your team explore ways you can create a lasting impact.



COMPANY CARES

United, we can create a lasting impact on our community.

Get started today!



Scan the QR code or visit:
uwgk.org/company-cares

United Way
Greater Knoxville 