

Community Services

Capital News: Volunteer Centre Column 2013 August 15

Businesses make connections at the Volunteer Fair

Many businesses actively support community events and programs in the Central Okanagan.

Studies outline benefits for businesses that give back. Employees who are supported in their volunteerism stay in their jobs longer and are more committed to their work.

All things being equal, recent graduates are much more likely to accept employment with a socially active company.

The right relationships enhance your brand. Partnering in creative ways can help support programs for those in need while drawing attention to your products and services.

Becoming known for your business involvement in the community sets you apart from your competition and expands your market position.

New relationships between for-profit and not-for-profit organizations create an investment in the people and resources available within the community.

All of these efforts lead to greater profitability and stability for your business.

Finding partnerships will be easier between 10 am – 3 pm on Saturday, September 7th at the Parkinson Recreation Centre for the annual [Okanagan Volunteer Opportunities Fair](#).

It is a trade show format. Over 75 not-for-profit agencies will set up displays, offer information about what they do and answer your questions.

KCR recognizes business partnerships in the community by sponsoring two awards with the City of Kelowna Civic and Community Awards.

A Business and Community Partnership program will also begin this fall to help businesses think strategically about what works best for them. Where and how do they want to get involved?

How can business people gracefully say ‘no’ to some requests for support while promoting what they are doing?

If you are a business person who wants to become more purposeful about your connections in our community, come to the Volunteer Fair, Parkinson Recreation Centre, September 7th, 10 am – 3 pm.

For more information about Business and Community Partnerships, call KCR 250-763-8008 or email info@kcr.ca.

Links:

Okanagan Volunteer Opportunities Fair

<http://kcr.ca/community-services/community-information-volunteer-centre/volunteer-not-for-profit-services/okanagan-volunteer-opportunities-fair>

Dawn Wilkinson manages the Community Information and Volunteer Centre at Kelowna Community Resources. View all the Volunteer Centre columns at kcr.ca/volunteercolumn. Contact 250-763-8008 ext 24 or informkelowna@kcr.ca.