

Overcoming barriers to effective partnerships with NGOs

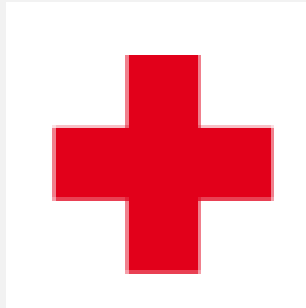


**Croix-Rouge suisse
Schweizerisches Rotes Kreuz
Croce Rossa Svizzera**



1859: Henry Dunant witnesses the Battle of Solferino

An idea is born



«Tutti Fratelli»: Volunteers

Corporate Partnerships

Employee Engagement: Corporate Volunteering & Employee Giving

Official Partners



Project partners



Cause Related Marketing



Employee Engagement

Corporate Volunteering
Employee Giving



Event sponsoring



Challenges

Company Expectations vs. NGO Needs

Corporate Volunteering - Company Expectations	Traditional Volunteering - NGO Needs
<ul style="list-style-type: none">• Employees receive 1 day off for volunteering	<ul style="list-style-type: none">• Beneficiaries need long-term, continuous support• Ressource Planning for NGO
<ul style="list-style-type: none">• «Teambuilding» Event	<ul style="list-style-type: none">• Target group are most vulnerables
<ul style="list-style-type: none">• «Volunteering» is Support	<ul style="list-style-type: none">• Cost compensation: Volunteering is not free
<ul style="list-style-type: none">• Low entry barrier (easy tasks)	<ul style="list-style-type: none">• Training / skills-based

Diversification of Volunteering

Reaching a New Target Group

Full-time workers with families between 30-55
(not in the age-bracket of «traditional volunteers» of 65+ or under 25)

Every Corporate Volunteer is:

- A potential new donor (money, time, blood)
- A multiplier:
Volunteer knows about services of the Red Cross and quality of work

Diversity of Volunteering Activities

«Something for everyone»



Group Activities

2 x Christmas
unpacking donations

+/- 30 Persons
Simple activity



Social Activities

Driving service for
the elderly

1-6 Persons
Simple activity,
direct contact with
beneficiary



Skills-Based

«Amongst us»
Language and
cultural integration

1-10 Volunteers
Special know-how
required, direct
contact with
beneficiary



«Fundraising»

Blood donation
Clothes collections

20+ Volunteers
Donation

Best Practice

Credit Suisse and SRC partnership: Project «Amongst us»

Successful Framework

- High level commitment on both sides (Strategic Partnership)
- 3-year contracts since 2008 with financial contribution
- Adjustments from NGO (change project setup)
- Adjustments from Corporate side (up to 4 days off, encouragement of long-term commitment)



Requirements for working partnerships with SRC

Conclusion

Activities

Priority: protection of the dignity and health of the most vulnerable

Real benefit for NGO or Beneficiary

Meaningful, «something for everyone»

Costs

Volunteering is not free for the NGO: Corporate partner covers costs

Long-term commitment of both parties: 3-year contracts

Partner-ship

High-level commitment

Partners adjust and define guidelines for the cooperation

Possible expansion of partnership into other areas: Employee Giving, Event Sponsoring, Project Support
