



NEWS

Northern New Jersey Business Volunteer Council

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The BVC to Hold Open Houses for Interested Companies

North Jersey---Being successful in business is more than just doing well; it's also about doing good. Companies that value being seen as active in the community are involved with the Northern New Jersey Business Volunteer Council (BVC).

The BVC is a group of companies whose members work year-round to help children and families with some very big issues like hunger, literacy, education and well-being.

Since its launch in January of 2000, employee volunteers at 31 BVC member companies have worked on behalf of low-income children and families, generating and distributing over \$1 million in resources

According to the Center for Corporate Citizenship in Boston, increasing evidence demonstrates that doing good is about a lot more than just feeling good – it can produce a real return on corporate investment by:

- Boosting employee morale, which can lead to greater company loyalty;
- Attracting qualified employees—company support for volunteer involvement provides an additional incentive for strong candidates to accept job offers;

- Developing employee skills--participation in volunteer activities helps employees develop new skills and leverage their current skills in addressing community needs;
- Enhancing company image within the community, which can help to build the brand and differentiate a company from its competition;
- Increasing reputation among investors and consumers as a responsible corporate citizen.

More than 4,000 foster children have been provided with backpacks filled with personal care items, socks, underwear and gifts. Approximately 13,000 children in Head Start programs have received new books to encourage love of reading and to foster literacy. The yearly August back-to-school supply drive has generated almost \$325,000 worth of school gear for non-profit organizations and schools, while the annual summer food drive has resulted in over \$223,000 worth of food and grocery store gift certificates being distributed to low-income families who rely on school meal programs that are not available when school is out.

To kick off the National Volunteer Week, a series of free, informational Open Houses for companies interested in finding out more about the BVC, will be held on the following dates:

- Friday, April 23rd from 8:30 am to 10:30 am at the Volunteer Center of Bergen County, 64 Passaic Street in Hackensack. In addition to meeting with current members of the BVC, visitors will see first hand the set up of an actual BVC project—"The Big Book Giveaway" where the member agencies' volunteers have donated books to be given free of charge to the children in the Volunteer Center's Mentoring Programs.
- Tuesday, May 6th from 8:30 am to 10:30 am at TD Bank, 100 Lake Street in Ramsey (*is this correct address?*)
- *Day, Date, time, third location.....*

Those interested in attending an Open House must pre-register. To register, contact Tess Tomasi at (201) 489-9454, x114 or e-mail ttomasi@bergenvolunteers.org

The mission of the nationally-recognized BVC is to provide leadership in meeting community needs, especially those of children and families, by mobilizing employee volunteers. The BVC is sponsored by the Volunteer Center of Bergen County.

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