



A VOLUNTEER LEADER'S CHAMPION PROFILE

MODULE 01



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"Corporate Volunteering is a social responsibility initiative from companies, looking to encourage, organize, support, and recognize volunteer actions for their employees and others to participate in benefit of society."

**Corporate Volunteering concept
CBVE - Brazilian Council of
Corporate Volunteering (2013)**



Accelerating local leaders

Hello, leader. This is your moment! It's time to leave your mark in the world and guarantee that it becomes a better place for you and the generations to come. Ready to begin?

To be a champion LOCAL leader, you will need to **ACTIVATE 3 optimizers**:

Optimizer 1

Promote transformative attitudes.

Optimizer 2

Publicize the benefits of corporate volunteering.

Optimizer 3

Expand impact actions.

OPTIMIZER 1

Promote transformative Attitudes

Each individual has different competencies and abilities, and it is precisely this diversity which makes our team that much richer!

Read our [Volunteer Guide](#) and mark down:

With which of these transformative attitudes do you, local leader, most identify with?

- ☐ Communication.
- ☐ Compassion.
- ☐ Commitment.
- ☐ Leadership.
- ☐ Strong work ethic.
- ☐ Time management


Which ones do you still need to develop?

- ☐ Experience in volunteering and/or recruiting.
- ☐ Interpersonal communication skills.
- ☐ Capacity to form and lead teams.
- ☐ Passion for social causes.
- ☐ Capacity to work in online and in-person formats.



OPTIMIZER 2

Publicize the benefits of Corporate Volunteering

- Propagating corporate volunteering and its proposed actions multiplies the benefits offered by the program at a local context and within the company.
 - A leader is always cultivating the spirit of solidarity with patience, constancy, and persistency wherever they go. It is a matter of guaranteeing a better future by way of that which is done in the present.
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5 Benefits of Corporate Volunteering

1. Better the relationship with communities in the neighboring regions;
2. Employees renew and improve on different skills;
3. Employees who volunteer also become more engaged within the company;
4. The bigger the social transformation, the more prosperous the social context becomes, and the more conscient the consumers;
5. The company's image is heightened and more positive with its employees and consumers.



Did you know?

A majority of brazilians supports **partnerships** between companies and social organizations.

8 in every 10 people (80%) agree that social organizations should partner with companies to achieve their goals.

Half (49%) agree that social organization with private company support are more reliable.

Source: Brasil Giving 2020

Did you know?

According to the last Volunteering in Brazil Survey 2021 70% of those surveyed DID NOT know about the Sustainable Development Goals?



70% don't know about the Sustainable Development Goals
- SDGs defined by the UN, which include actions to combat poverty, improve education, promote sustainable environmental practices, among other things.



The knowledge index grows according to the degree of instruction and monthly family income of the surveyed person.

See which volunteer actions you can develop for EACH Sustainable Development Goal.

OPTIMIZER 3

Expand impact actions

A local leader always suggests structured volunteer actions that generate impact and transformation.

6 traits of a transformative volunteer program

- 1** Centered around tolerance and pluralism, focusing on the common good.
- 2** Strives for reciprocity, diversity, and for all to learn through their differences.
- 3** Promotes ethical conducts with public and universal ends.
- 4** Egalitarian in its ends and means, always moving away from welfare.
- 5** Does not search to obtain political advantage.
- 6** Offers structured actions in favor of concrete and measurable social changes.

Next Steps



Apply the Module 1 game with the volunteers and assemble with the team a pleasant and instigating dynamic:

ACCESS THE MATERIAL



Watch the explanation video available on the platform



Continue your training and access the next Modules



Ebook 2

How can a leader plan and execute qualified actions?



Ebook 3

Time to define the activities





Bruno Barcelos

Sixteen years of experience in management, execution, and consulting of projetos in public and private sector companies, in ESG, Sustainability, Private Social Investment, and Volunteering

Facilitator in organization processes under the antroposophic optics, and experience with mentorships, trainings and in-company workshops for the strategic, human, and social development.



Danusa Dias Reis Coutinho

Mentor in Corporate Volunteering Strategic Management and ludic methodology. Master in administration with a focus on Shared Leadership towards Sustainability.

Specialist in leisure, social management, and mental health with over 20 years of experience as a consultant, CSR professor, volunteering, and related themes.



Over 20 years helping big companies generate positive social impact by way of collective construction, empathy, and social protagonism, connecting volunteers in over 25 countries. More than 11 million people were already benefitted by the more than 55 thousand social actions registered on the network..