

# **Delivering shared value partnerships with VSO**



# A shared vision of a world **without** **poverty.**

For over 50 years VSO has been the answer to an urgent call on behalf of the world's poor – a call for people to help communities build a brighter future.

VSO's high-impact approach involves bringing people together to share skills, build capabilities, promote international understanding and action, and change lives to make the world a fairer place for all.

Harnessing the skills and expertise of the corporate sector to stimulate development and empower people in some of the poorest parts of the world is an absolutely fundamental part of this. Over the years we have successfully developed long-term strategic partnerships with similarly forward-thinking organisations.

Each partnership is individually designed to draw upon our combined strengths and to create lasting change that is mutually beneficial, contributes to our wider development goals, and ultimately brings us closer to achieving our vision of a world without poverty.

Marg Mayne, CEO, VSO



# Collaborative partnerships where everyone benefits.

## Shared goals, shared successes

We create bespoke solutions to help meet your Corporate Responsibility (CR) goals.

Impact drives everything we do at VSO and we firmly believe that the corporate sector has an important role to play in the fight against poverty. We have extensive experience of collaborating with companies to create programmes that deliver results for both parties. We will work with you to design a partnership that integrates your core business activities and stakeholder interests with your CR policies.

VSO recognises that the benefits of working in partnership with the corporate sector go far beyond

donations of money – the sector possesses great influence, business capability, access to networks and skilled labour. We look to harness all these resources, whilst identifying, promoting and delivering the shared value of working with VSO.

With diverse programmes across Africa, Asia and Latin America, we're committed to building corporate partnerships that help us continue our work, grow our programmes, extend our reach and impact, but that also provide real business benefits to the companies we work with.







As a result of VSO's work, over **14 million children** are receiving a better education.

## Partners in development

You can bring direct benefits to children and adults in some of the poorest countries in the world.

At this very moment, as a result of VSO's work, over 14 million children are receiving a better education. Almost five million people are accessing better quality HIV and AIDS services, and over a million disabled people are better able to enforce their rights to education and health services.

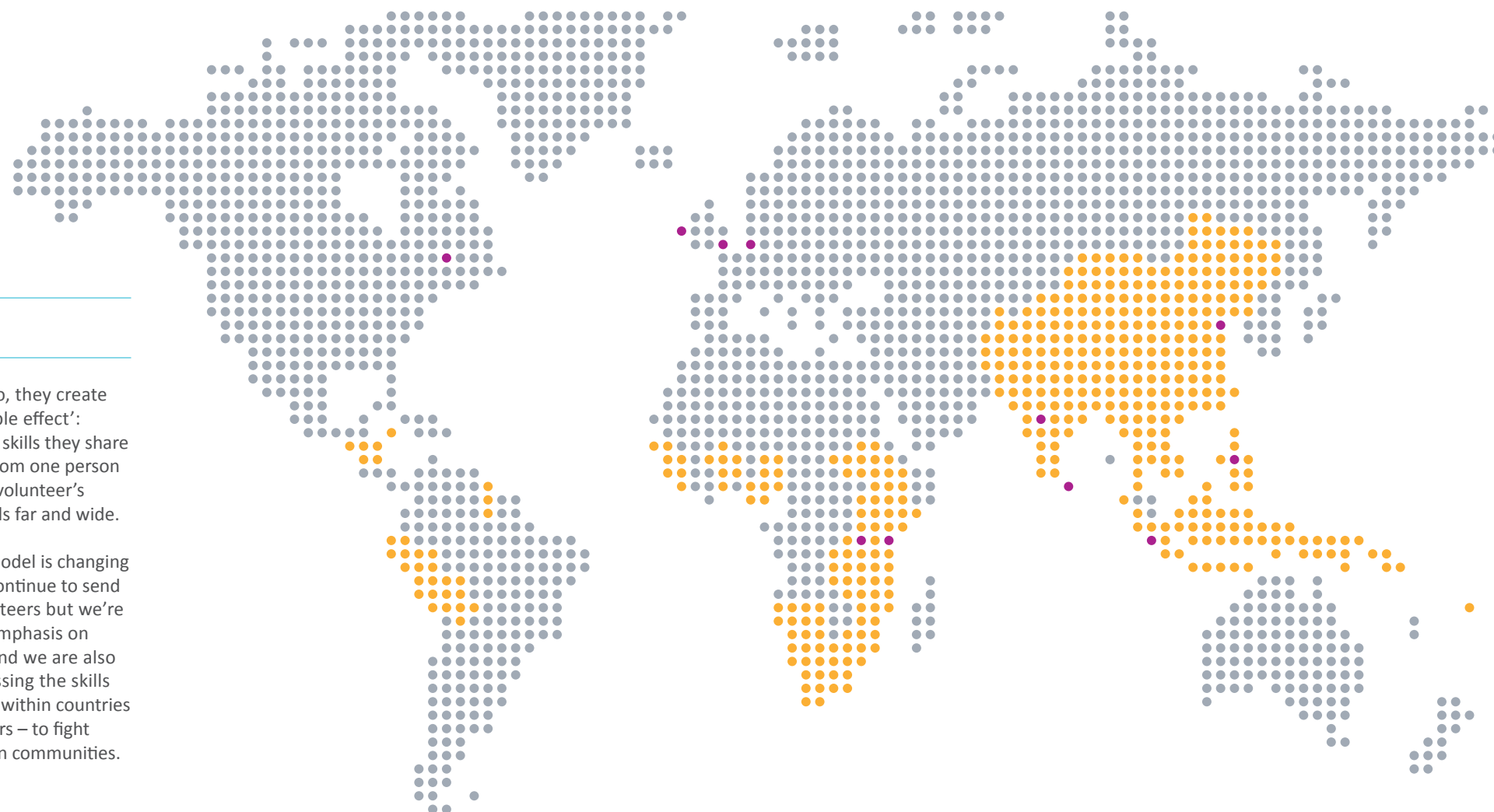
As a charity, we rely on the generous financial support of government, individuals and companies to continue our vital work. By providing financial support for our programmes you can help to ensure our work with poor and disadvantaged communities continues.

You can, if you wish, support specific projects or areas of work, providing you with fantastic stories to tell about the people you're helping lift out of poverty.

A partnership with VSO can focus on one or more of the following six areas:

- secure livelihoods
- education
- health
- HIV and AIDS
- disability
- participation and governance

All our work takes into account the issues of gender equality and climate change.



## Who is VSO?

Since 1958, VSO has sent 44,000 international volunteers to over 90 countries. We are recognised as the leading international development charity that works through volunteers to fight poverty.

Our volunteers work with local organisations that serve poor people. They help give children a future through education, improve the standards of care in hospitals, train poor people in the skills they need to make a decent living – whatever needs to be done to break down the barriers that trap people in

poverty. In doing so, they create what we call a ‘ripple effect’: the knowledge and skills they share will be passed on from one person to another, so one volunteer’s contribution spreads far and wide.

Our volunteering model is changing and evolving. We continue to send international volunteers but we’re placing a greater emphasis on youth volunteers and we are also increasingly harnessing the skills and time of people within countries – national volunteers – to fight poverty in their own communities.

## Recruitment bases

**Canada, China, India, Indonesia, Ireland, Kenya, Netherlands, Philippines, Sri Lanka, Uganda, UK**

## Where we work

**Bangladesh, Bolivia, Burkina Faso, Cambodia, Cameroon, China, El Salvador, Ethiopia, Ghana, Guatemala, Guyana, Honduras, India, Indonesia, Jamaica, Kenya, Laos, Malawi, Mongolia, Mozambique, Namibia, Nepal, Nigeria, Pakistan, Papua New Guinea, Peru, Rwanda, Sierra Leone, South Africa, South Sudan, Sri Lanka, Tajikistan, The Gambia, Philippines, Tanzania, Thailand, Uganda, Vanuatu, Vietnam, Zambia, Zimbabwe**





# Giving employees the opportunity to develop skills and play a part in building a fairer world.

## Inspiring placements overseas, rewarding opportunities at home

From overseas volunteering to opportunities here in the UK, VSO helps people to develop new skills to bring back to the workplace.

**We can design flexible employee volunteering schemes, for groups or individuals, which deliver a multitude of benefits including increased employee motivation, staff retention and a more highly skilled workforce.**

International placements are at the heart of many of our partnerships, giving employees the opportunity to develop skills and play a part in building a fairer world, as well as a rare and inspiring chance to

experience another culture. We also offer UK volunteering opportunities, a more accessible option for people with busy schedules.

Our employee volunteering programmes are reasonably priced and include a robust assessment and comprehensive training for all participants. We maximise the impact for everyone involved: the beneficiaries of the project, the employee and you, the employer.

“ ”

VSO provided me with a great opportunity to see the difference my business skills could have when applied in a different context. I would recommend the VSO experience to anyone – it could change your own life and hopefully the lives of some others.

**Gib Bulloch**  
Executive Director, Accenture  
Development Partnerships



# Employees can challenge themselves through anything from conquering **Kilimanjaro** to cycling from **London to Paris**.



We had a fantastic time and came back exhausted but still buzzing from the achievement. It felt amazing to have climbed those mountains and to have done it for such a great cause made it even more satisfying.

**Bhinder Dhabda**  
HSBC, 3 Peaks Challenge  
participant, 2009

## Embrace the fundraising challenge

From climbing Mount Kilimanjaro to organising a workplace event, our fundraising team will help you every step of your journey.

**What better way to help your employees to feel part of your CR strategy than getting them involved in raising funds to support VSO's work?**

We'll provide one-to-one support for all fundraising initiatives and guide you on the best options for your staff, whether in the workplace or at an external event.

In addition, we have extensive experience running bespoke UK challenge events and overseas treks;

a great way to motivate employees and an excellent team-building opportunity. Our challenge events bring colleagues together to develop skills outside the office and experience the great outdoors, whilst raising funds to help change the lives of some of the poorest people in the world. With our overseas treks, employees can also have the unique opportunity to visit a VSO programme and see the work they're helping to make possible.





## What our partners say

### Kraft Cocoa Partnership



VSO helps us meet our business needs. Through our support of VSO and its unique approach, thousands of cocoa farmers and their families learn the skills and expertise needed to create a lasting legacy.

**Anna Swaites**  
Head of Development,  
Kraft Cocoa Partnership

**The Cocoa Partnership, established by Cadbury in 2008, is helping to secure the economic, social and environmental sustainability of around one million cocoa farmers and their communities in Ghana, India, Indonesia and the Caribbean.**

In Ghana, VSO is helping to create thriving rural communities that can support a sustainable cocoa supply chain. Working through volunteers, VSO is building the capacity of farmers and community-based organisations by improving farming practices and creating additional economic opportunities to see farmers through the off season. VSO works with central and local government, businesses and farmers, to implement a holistic approach to sustainable change.



### Accenture



**VSO and Accenture have worked together for over a decade, combining the unique strengths of each organisation to achieve a shared vision. To date, over 130 Accenture employees have volunteered with VSO, helping to meet the demand for business and management skills in a number of developing communities.**

Accenture also supports VSO's Making Markets Work for the Poor project, which aims to help over 400,000 people in poor communities chart a course out of poverty by improving access to and participation in markets and creating sustainable incomes. Accenture supports the project as part of its corporate citizenship initiative Skills to Succeed, which aims to build skills that enable people to get jobs or build a business.



Through volunteering with VSO, our people are offered an opportunity to share their skills where they are most needed, whilst also developing their own capabilities.

**Camilla Drejer**  
UK and Ireland,  
Corporate Citizenship lead





**Please contact us**  
**for further**  
**information.**

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VSO is a registered charity in England,  
Wales (313757) and in Scotland (SCO39117).

**[www.vso.org.uk](http://www.vso.org.uk)**