



**RED** | VENTURES

# Red Ventures Volunteer Case Study

Volunteering with your work team brings so many benefits not only to the nonprofit you are helping (people power!) but also provides a great team bonding experience.

In fact, a Deloitte-based survey found that over **70% of employees say volunteering boosts enthusiasm more than happy hours, and 89% believe organizations that sponsor volunteer activities offer a better overall work environment.** [VIEW THE ARTICLE](#)

When the Red Ventures Recruiting Team sought a large-scale volunteer opportunity for their college new hires in the Early Career Program, they turned to SHARE Charlotte for support in finding the right fit.

Our mission is to build a better Charlotte by **EMPOWERING NONPROFITS AND HELPING PEOPLE** invest in their communities in ways that matter most to them.

We work with local companies to help them find team volunteer opportunities and

make it super simple to DO GOOD!  
With such a large volunteer opportunity, we knew a great nonprofit organization who could use the people power of such a large team - **CHAMPION HOUSE OF CARE PROJECT ONE.**

Janette Kinnard, the Founder and Executive Director of this organization works tirelessly to support families (many of whom are homeless) living in motels in the I-85 Sugar Creek Corridor.

She supports these families by providing hygiene kits, food, clothing, back to school items, books, games and works with corporate partners to accomplish this work.

**The Red Ventures team was put to work and helped her:**

- Packed food boxes, sorted and packed refrigerators and organized our food pantry.
- Constructed a much needed bookshelf.
- Helped to clean, sweep and organize.
- Played Bingo and games with several of the Champions that she takes care of which are individuals aged 13 and older with intellectual and developmental exceptionalities.

*"They completed tasks in two minutes that would normally take an hour, their dedication was truly impressive. They genuinely appreciated knowing that their efforts are contributing to the fight against hunger, one family at a time."*

- Janette Kinnard

*"We brought 63 of our recently graduated college new hires who just started at Red Ventures and it was such a meaningful way for them to give back to Charlotte while also connecting with one another. Most of them are not from the Charlotte area so they were glad they were able to make a difference so early in moving here! One of our new hires summed it up perfectly: "It was an incredible opportunity to make an impact in the community and also get to know my teammates outside the office."*

- Payton Price, Recruiter at Red Ventures

**If you are looking for help planning your next team volunteer opportunity for a one-time event or throughout the year, we can help. Check out our **EMPLOYEE ENGAGEMENT** options or just reach out to Melissa Hovey ([melissa@sharecharlotte.org](mailto:melissa@sharecharlotte.org)) to see what is possible!**

