

### **Partnering with VOCORI**

#### **Why partner with VOCORI?**

A company that supports a cause or a social issue that most people care about such as relieving the suffering of children living in poverty, creates a more positive image for itself. And the compelling cause at the heart of VOCORI is helping children in need. Thus partnering with VOCORI implies being part of reaching out to the children in need. This is an unique opportunity to demonstrate to your customers, shareholders and staff that you are a socially responsible organisation. It will raise awareness of the company's values to both your customers and your staff. Uniting behind a common cause encourages loyalty to an organisation and motivates staff to reach a common target

#### **Elements of a Corporate Partnership:**

##### **Direct Donations:**

Companies can make contributions for any amount to support our mission or a specific program. You

### Cause-Related Marketing Promotions:

With this type of promotion, a percentage of a company's product revenues a

### Consumer Donations:

Retailers can enable their customers to add a contribution to their purchases. When merchandised at

### Gift-in-Kind:

Whatever your business is, there is a good chance you can help us achieve our goals a simp

### Fundraise at work

### Employee Involvement:

Organising fundraising events is one of the ways you can get involved v

Through sponsorship, matching gift or payroll deduction programs, etc. In addition to the ways of invol

