



Corporate Mentoring Program

Toolkit for Mentoring Organizations

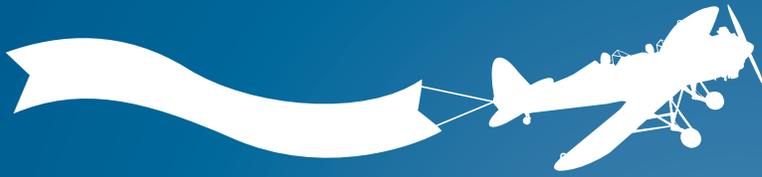


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Introduction

This toolkit is designed to help mentoring organizations identify, approach, and partner with businesses to recruit employee volunteer mentors. The goal is to establish a corporate mentoring partnership that benefits the business, the mentoring organization, and kids.

How to Use this Toolkit

Working with business, non-profit, and government partners across Alberta, the Alberta Mentoring Partnership developed this toolkit to help mentoring organizations recruit new volunteer mentors through corporate mentoring partnerships.

A corporate mentoring partnership is a relationship between a mentoring organization and a business that results in the creation of a Corporate Mentoring Program between employees and kids. The program offers mentoring organizations the opportunity to recruit employees as volunteer mentors, and gives businesses a means to engage employees and build the corporate brand while giving back to the community.

This toolkit is divided into chapters designed to support the identification and cultivation of corporate mentoring partnerships. Chapters provide a generic framework that can be adapted to fit individual relationships with business partners. The relationship building process may also require further considerations.

Note: While we focus on businesses for the purpose of this toolkit, similar relationships can be cultivated with levels of government and government departments, churches, seniors' lodges, unions, and other organizations.

Chapter 1: Getting Started

Before approaching businesses, mentoring organizations must assess their ability to enter into partnerships.

- Assess your organization's capacity to determine if a corporate mentoring partnership is the right move.
- Set goals for your partnership efforts.
- Define the business and community benefits of launching a Corporate Mentoring Program to ensure you make a strong case to potential corporate partners.
- Identify and evaluate potential corporate mentoring partners.

Chapter 2: Developing the Relationship / Program Implementation

Once potential corporate partners have been identified, mentoring organizations can start developing the relationship and support partners through program implementation.

- Communicate compellingly with corporate partners using key messaging and templates found in this toolkit.
- Share the **Corporate Mentoring Program: Toolkit for Businesses** with corporate partners.
- Work closely with Mentoring Program Champion to launch the Corporate Mentoring Program and recruit mentors.

Chapter 3: Evaluation

Once the Corporate Mentoring Program has been implemented and employee mentors have been recruited, the mentoring organization can reflect on the process to improve the corporate mentoring partnership.

- Evaluate your relationship with corporate partners.
- Follow-up with corporate mentoring partners to assess the Corporate Mentoring Program.



Chapter 1

1.0 Getting Started

Before approaching businesses, mentoring organizations must assess their ability to enter into partnership.

1.1 Internal Assessment of Capacity

Capacity is defined as the ability to do something. Before engaging in a campaign to recruit businesses as corporate mentoring partners, you will want to determine your mentoring organization's capacity to do so.

Take a critical look at your strengths and limitations and consider the following questions:

- Is there a need for mentors in your community?
What mentor demographic is most needed?
- Do we have the time, staff, and funding to support new mentor training?
- Do we have the staff to pursue, develop, and support corporate mentoring partnerships?
- How many corporate mentoring partnerships can your organization realistically support?
- How many new mentors can your organization manage?
- Is the timing right? Will the timeline coincide with any other major initiatives that may cause a resource shortage?

1.2 Setting Goals

Now that you have decided that your mentoring organization is in a position to pursue corporate mentoring partners, it is important to paint a clear picture of what it is you are looking to accomplish.

Develop a list of goals for your internal use. Below are some guidelines to get you started:

- How many businesses would you like to approach?
- Of those you approach, how many would you like to secure as corporate mentoring partners?
- How many employee mentors would you like to recruit?
What is the mentor demographic most needed?
- What is the optimal timeline for mentor recruitment?
- What type of mentors are you recruiting?
 - Are you looking for one-on-one mentors?
 - Are you looking to set up a corporate mentoring program within the corporation (where you will bring the kids on-site at the corporation)?
 - Are you looking for a number of types of mentors and slotting them into different opportunities during the screening and training process?



1.3 The Benefits of Corporate Mentoring Partnerships

Employer-supported volunteer programs, including corporate mentoring programs with kids, result in all kinds of benefits to the business, employees, and the community. As a mentoring organization looking to secure corporate mentoring partners, it is important you get comfortable with making a great case for employer supported volunteerism and mentoring.

Below are some benefits to keep in mind when approaching businesses:

Benefits to businesses and employees:

- Increased brand appeal as a good corporate citizen;
- Improved customer perception of your brand;
- Improved employee morale through team-building;
- Improved employee productivity, job satisfaction, and retention;
- Employee skill development in the areas of communication, time management, leadership, and people skills;
- Improved work/life balance as employees contribute to causes that are important to them;
- Employees act as positive role models and ambassadors for the business;
- Make connections that could develop into future business and workforce opportunities.

Benefits to communities:

- Encourages youth to get involved and contribute to their community;
- Children with a positive adult influence in their lives are:
 - 48% less likely to have behaviour problems in school;
 - 34% less likely to allow themselves to be bullied or victimized;
 - 2 times more likely to high academic performance;
 - 2.5 times more likely to participate in extracurricular school activities;
- 83% of successful personal change is a result of engagement in meaningful relationships and activities;
- Boys with an male adult mentor in their lives are twice as likely to believe school is fun and that doing well academically is important;
- Every dollar invested in mentoring returns \$18 to society (one-on-one community based mentoring).

Sources: Miller & Duncan, 1997; Centre for Addiction and Mental Health study on Big Brothers Big Sisters community-based matches; Boston Consulting Group on the BBBS program analyzing Social Return on Investment. For additional resources, please refer to the Appendix.

1.4 Identifying Potential Corporate Mentoring Partners

When identifying prospective corporate mentoring partners, mentoring organizations should start from their inner circle of corporate connections and work their way out.

Making the Approach

- 1. Approach businesses previously tied to your mentoring organization, including past donors or volunteers.** Businesses that have supported you financially may be excited to further enhance their community investment through employee participation. You may also wish to approach businesses through a mutual connections (i.e., board member, volunteer, or staff) who can personally introduce you.
- 2. Consider businesses that have a reputation for giving back, even outside of your community.** If they do business locally or draw employees from your community, they may wish to mimic their other initiatives in your community.
- 3. Once all familiar options have been exhausted, consider cold calling businesses you feel may be a good fit.** If presented with a compelling case for employee mentoring, the business may want to expand its community investment initiatives to your community.

Tips for Researching Prospective Partners

In reviewing prospective partners, determine if a corporate mentoring partnership would be valuable to the business. Research prospective partners using these resources:

- Corporate website, especially pages related to “Community Investment” or “Social Responsibility.”
- Annual Reports.
- Business information found through digital or hard copy databases (i.e. *Big Online*, *Grant Connect*, *Business Source*, *Canadian Business*). Please note: As these databases are very expensive to purchase we recommend you access them through your public library (just a couple of hours of research can get you familiar with prospective partners).

Developing corporate mentoring partnerships is resource-intensive. We suggest targeting businesses that embrace employee volunteering and prioritize community investments in kids.

Characteristics Favouring Corporate Mentoring Partnerships

The business:

- Demonstrates a commitment to employee volunteerism;
- Recognizes, celebrates, or rewards employee volunteerism (e.g., newsletter articles, corporate donations to charity of choice as reward for hours achieved, etc.);
- Demonstrates upper management support for community investment initiatives;
- Has a stable workforce where employees may be interested and motivated to give back;
- Has effective internal communication channels, such as intranet, other digital tools, or team meetings;
- Can secure an internal Mentoring Program Champion who is passionate about mentoring and is excited to spearhead the Corporate Mentoring Program with the help of the mentoring organization.

Red Flags That Could Hinder Corporate Mentoring Partnership

The business:

- Does not provide an formal or information support for volunteerism;
- Does not recognize, celebrate, or reward employee volunteerism;
- Does not have upper management support for community investment initiatives or employee volunteerism;
- Is undergoing major reorganization (merger, downsizing);
- Has a disengaged workforce;
- Does not have effective internal communication channels;
- Operates too far from the community needing volunteer mentors.



Chapter 2

2.0 Developing the Relationship / Program Implementation

Once potential corporate partners have been identified, mentoring organizations can start developing the relationship and support partners through program implementation. Refer to the **Corporate Mentoring Program: Toolkit for Businesses** while reviewing this chapter.

2.1 Steps to Develop a Great Corporate Relationship

Relationship-building can be a daunting task. The steps outlined below will help you reach out to corporate partners and develop a great working relationship:

- Identify who in the business would be the best person to approach (see Chart 1.4A) and who in your organization would be the best person to make the approach and/or make the introduction.
- Invite the business to a first meeting to discuss the mentoring partnership opportunity; the business contact should be encouraged to bring others whom they think need to be involved in the decision.
- Make a presentation to the business and provide the **Corporate Mentoring Program: Toolkit for Businesses** early on, and establish timelines for follow-up.
- Wait for the business to decide their partnership commitment and identify Mentoring Program Champion(s).
- Follow up if necessary, inquiring if there is anything further the mentoring organization can provide.
- Assist in program implementation as requested by the corporation (this will vary depending on the corporation).
- Co-host employee information sessions with internal Mentoring Program Champion(s).
- Liaise with Mentoring Program Champion(s) to collect mentoring application forms (if applicable).
- Report Corporate Mentoring Program successes, challenges, and anecdotes to the corporate partner.



2.2 Tools to Develop a Great Corporate Relationship

Use the templates and key messaging in the pages that follow, as well as resources found in the **Corporate Mentoring Program: Toolkit for Businesses**, to make a great first impression with potential corporate partners.

2.2A Meeting Invitation Template

Use this letter template to invite businesses to learn more about a potential corporate mentoring partnership with your organization. Copy and adapt this content to your communication needs.

Dear NAME:

If relationship already exists, use: COMPANY ABC's support of MENTORING ORGANIZATION demonstrates your company's commitment to children and youth in our community. There is a growing need for mentors in COMMUNITY and we would like to present you with an opportunity to build your brand and engage employees through volunteer mentoring.

If this is a cold call, use: MENTORING ORGANIZATION is committed to helping youth reach their potential with the support of a caring adult mentor. There is a growing need for mentors in COMMUNITY and we would like to present you with an opportunity to build your brand and engage employees through volunteer mentoring.

Mentoring gives children and youth a positive role-model for support, advice, and friendship. The results are measurable: research shows that children with a positive adult influence in their lives are more likely to perform well in school and less likely to have behavioural problems. Your business can make a big difference for kids by adopting a corporate mentor recruitment program in the workplace. Created in partnership with MENTORING ORGANIZATION, your Corporate Mentoring Program would encourage employees to volunteer as mentors to a child in need.

A Corporate Mentoring Program has benefits for your employees and your business. These include:

- Improved business reputation amongst customers and employees;
- Improved employee productivity, job satisfaction, and retention due to employer-supported volunteering;
- Employee development in the areas of communication and people skills.

We would like to set up a meeting on DATE/TIME to discuss how a Corporate Mentoring Program can meet your community investment and employee engagement goals. We will be in touch to work out the details.

Thank you for your time and for supporting the well-being of children and youth.

Sincerely,

<SIGNATURE>

NAME

2.2B Key Messaging: First Meeting with Corporate Partner

Are you excited about your first meeting with a potential corporate mentoring partner? The speaking notes below will help you make a strong case for a Corporate Mentoring Program.

Key Message	Speaking Notes
What is mentoring?	<ul style="list-style-type: none"> ▪ Mentoring is the presence of a caring individual who provides a young person with support, advice, friendship, reinforcement and constructive role modelling over time. ▪ Anyone can be a mentor. It doesn't take any special skills or talents, simply a commitment to be a caring adult in the life of a child for at least one year.
What is a corporate mentoring program?	<ul style="list-style-type: none"> ▪ A Corporate Mentoring Program is the result of a partnership between a mentoring organization and a business. It offers mentoring organizations the opportunity to recruit employees as volunteer mentors, and gives businesses a means to engage employees and build the brand while giving back to the community.
Benefits to the community	<ul style="list-style-type: none"> ▪ Children with a positive adult influence in their lives are: <ul style="list-style-type: none"> ▪ 48% less likely to have behaviour problems in school ▪ 34% less likely to allow themselves to be bullied or victimized ▪ 2 times more likely to high academic performance ▪ 2.5 times more likely to participate in extracurricular school activities ▪ Every dollar invested in one-on-one mentoring returns \$18 to society
Benefits to businesses	<ul style="list-style-type: none"> ▪ Increased brand appeal as a good corporate citizen; ▪ Improved customer perception of your brand; ▪ Improved employee morale through team-building; ▪ Improved employee productivity, job satisfaction, and retention; ▪ Improved employee communication, time management, leadership, and people skills; ▪ Improved work/life balance as employees contribute to causes that are important to them; ▪ Employees act as positive role models and ambassadors for the business; ▪ Make connections that could develop into future business and workforce opportunities.
Corporate Mentoring Partnership: Toolkit for Businesses	<ul style="list-style-type: none"> ▪ The Corporate Mentoring Program: Toolkit for Businesses is designed to help your business start and manage a Corporate Mentoring Program, and contains resources to simplify the process. ▪ With the help of the toolkit, your business should be able to identify an internal Mentoring Program Champion, recruit employee mentors, and evaluate the program. ▪ Of course, our mentoring organization will support you along the way.
Next steps	<ul style="list-style-type: none"> ▪ Please discuss with the rest of your team to decide if you would like to move forward in developing a corporate mentoring partnership. ▪ If you would like to move forward, please get started on your Corporate Mentoring Program using the toolkit provided. ▪ Once you have identified Mentoring Program Champion(s) to take the lead on the campaign, we would be happy to help with messaging, create opportunities for employees to meet the kids, and co-host information sessions. ▪ We will also work with the Mentoring Program Champion(s) to develop a campaign plan specific to your business and collect applications from employees looking to become volunteer mentors.
We are here for you!	<ul style="list-style-type: none"> ▪ If you have any questions or concerns about the corporate mentoring partnership, we are only an email or phone-call away! Please take my business card. ▪ We really want this program to be a success for your business, our organization, and the children and youth in our community. ▪ Thank you so much for your time; we look forward to working with you.

2.2C Presentation to Businesses

Is your prospective corporate partners ready to learn more? Use this presentation to showcase the benefits of a Corporate Mentoring Program. Download the Presentation to Businesses PowerPoint at: albertamentors.ca/corporate-mentoring/#Presentation

<p>How do you begin?</p> <h3>Next Steps</h3>	<h3>Agenda</h3> <ol style="list-style-type: none">1. About MENTORING ORGANIZATION2. Mentoring 1013. Corporate Mentoring Program4. Next Steps	<p>Who are we?</p> <h3>MENTORING ORGANIZATION</h3>
<h3>MENTORING ORGANIZATION</h3> <ul style="list-style-type: none">• Mission/vision of MENTORING ORGANIZATION• MENTORING ORGANIZATION services• MENTORING ORGANIZATION impact	 <p>Be the best part of his week. Become a mentor to a young person. We'll make it work with your schedule.</p>	<p>What is mentoring?</p> <h3>Mentoring 101</h3>
<h3>What is mentoring?</h3> <ul style="list-style-type: none">• Being a caring adult and positive role model that provides support, advice, and friendship to a child.• Anyone can be a mentor. No special skills required!	<h3>Who are the kids?</h3> <ul style="list-style-type: none">• Every child can benefit from a friendship with a caring adult. Kids enrolled in our programs are from a wide variety of family dynamics and life circumstances. 	<h3>Social & Academic Youth Benefits</h3> <p>Youth who meet regularly with mentors are:</p> <ul style="list-style-type: none">• 52% less likely to skip a day of school• 48% less likely to have behaviour problems in school• 34% less likely to allow themselves to be bullied or victimized• Twice as likely to perform well in school• 2.5 times as likely to participate in extracurricular activities

2.2D The Corporate Mentoring Program: Toolkit for Businesses

Get your corporate partner on board by sharing with them the **Corporate Mentoring Program: Toolkit for Businesses**. To toolkit guides corporate partners through four steps to starting a successful Corporate Mentoring Program, including: articulating the business goals for employee volunteering, identifying Mentoring Program Champions, recruiting mentors, and evaluating the program. The support of the mentoring organization will be needed throughout the process.

Please read through the **Corporate Mentoring Program: Toolkit for Businesses** before passing it along to your corporate mentoring partners. Since you will be working closely with the business Mentoring Program Champion to recruit employee mentors, it is important you understand its content.

Download the **Toolkit for Businesses** at: <http://albertamentors.ca/corporate-mentoring/>



Chapter 3

3.0 Evaluation

Once the Corporate Mentoring Program has been implemented and employee mentors have been recruited, the mentoring organization can reflect on the process and improve its corporate mentoring partnerships.

3.1 Internal Evaluation

Questions for the mentoring organization:

- Refer to the corporate mentoring partnership goals you identified in Chapter 1. How well did you meet your goals?
- What were your key successes when developing the relationship with your corporate mentoring partner? What were your strengths?
- What were the challenges you faced when developing the relationship with your corporate mentoring partner? How can you improve the process to overcome these challenges?

3.2 External Evaluation

Questions to ask your corporate partner:

- During the launch of the Corporate Mentoring Program and the recruitment of volunteers, what worked best? What could have been improved?
- Did the mentoring organization provide everything the business needed to launch the Corporate Mentoring Program and recruit volunteers?
- Was the mentoring organization easily accessible to respond to the business' inquiries or concerns?
- What is the feedback from internal Mentoring Program Champion(s)?
- What is the feedback from employee mentors?

When conducting external evaluation with your corporate partner, refer to the **Corporate Mentoring Program: Toolkit for Businesses**, Step 4, to gain a better understanding of how your corporate partner evaluated the Corporate Mentoring Program against business goals and employee expectations.

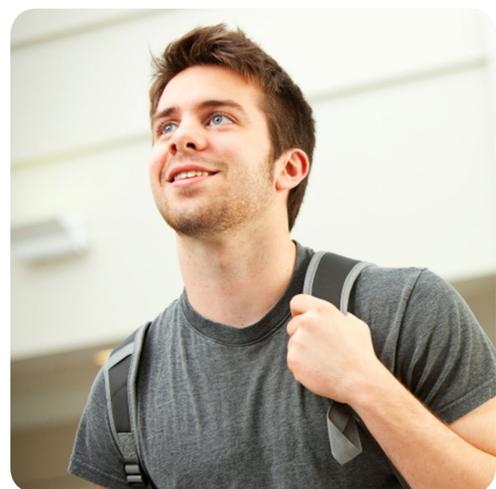


Conclusion

Corporate mentoring partnerships offer mentoring organizations a new way to recruit mentors, and help businesses engage employees by giving back to the community.

On behalf of the Alberta Mentoring Partnership, we hope the Corporate Mentoring Program Toolkits have provided the stepping stones needed to help your mentoring organization develop successful corporate mentoring partnerships. If you have any questions or concerns regarding mentoring, please visit albertamentors.ca, contact us via [email](mailto:info@albertamentors.ca) at info@albertamentors.ca, or call us at (844) 370-1768.

Together, we will ensure that every child or youth who needs a mentor has access to a mentor.





Acknowledgements

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The materials embody the best practices gleaned from literature reviews; research conducted with several Alberta businesses, government departments, and other organizations; and a pilot project conducted with EPCOR and Worley Parsons in Edmonton, Canadian Western Bank Red Deer, and Deer Park Alliance Church in Red Deer.

Appendix

Additional resources highlighting benefits of mentoring:

- [StatsCanada Employer Support for Volunteering May 17, 2012](#)
- [2011 Deloitte Volunteer IMPACT Survey](#)
- [Centre for Addiction and Mental Health study on Big Brothers Big Sisters community-based matches](#)
- [Boston Consulting Group on the BBBS program analyzing Social Return on Investment](#)



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