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SERVING THE GREATER CINCINNATI AREA

BUSINESS COURIER

Don't forget the true Cincinnati tradition

Anyone who has ever volunteered understands the positive emotional feeling of helping someone in need. But there are real economic benefits as well.

Since 1974 the third week in April has been dedicated to volunteering. As we celebrate the 39th year of National Volunteer Week, we find that Cincinnati ranks above the national average for community volunteering. According to the Corporation for National and Community Service, the federal agency for service and volunteering, 27 percent or 430,000 Cincinnatians volunteered their time to the community for a total of more than 59 million volunteer hours donated. That compares with 26.5 percent of the U.S. population, according to the U.S. Bureau of Labor Statistics, for the year ending September 2012.

A recent example of harnessing the power of volunteerism occurred last July when the World Choir Games came to Cincinnati. It was the largest international arts and cultural event ever held here. About 4,700 Cincinnati and Northern Kentucky volunteers were recruited and trained before the opening of the Games, which attracted 15,000 participants from 64



**MY
OPINION**

**Andy
McCreanor**

countries and raised awareness of Cincinnati around the world. Executive Service Corps of Cincinnati (ESCC) is proud of its role in helping to train these volunteers.

There are many ways to volunteer in our community – from school-based programs to employer-sponsored volunteering to individuals engaging with the community after retirement. The United Way of Greater Cincinnati lists more than 1,000 volunteer opportunities on its website in all sectors of the nonprofit community.

Some volunteer opportunities are ideal for anyone with an interest in helping others and require little prior experience. Other opportunities are more selective because of the services they deliver to the community.

At ESCC we require previous management experience in either the for-profit or nonprofit sector. Our volunteers, who deliver 100 percent of our consulting, coaching and training services to other area nonprofits, are given specific nonprofit training after joining ESCC.

On average, our volunteer workforce of approximately 150 volunteer consultants brings more than 25 years experience in leadership and management in various industries and across many areas of expertise.

In 2012, these selfless men and women delivered nearly 10,000 hours of volunteerism to 92 area nonprofits. The market value of these volunteer hours is estimated to be \$1.6 million. To all of the volunteers who serve our community in so many ways, we salute your service and dedication.

McCreanor is executive director/CEO, Executive Service Corps of Cincinnati. ESCC is a nonprofit organization dedicated to enhancing the lives of all individuals in the Greater Cincinnati and Northern Kentucky area. To volunteer with ESCC, complete the application form at www.esc-cincinnati.org.

HELPING HAND

The Executive Service Corps of Cincinnati provides consulting, coaching and training for nonprofit groups that face critical organization issues, offering services that many would not be able to afford otherwise.

**Number of hours volunteered
by ESCC in 2012 to 92 area nonprofits** **10,000**

Market value of the volunteer hours **\$1.6M**