

OC METRO Blogs Tek Tips and Talk

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How to Choose the Best Volunteer Organizations for Your Business

Being a successful small business owner requires more than just preparing business plans, developing and executing strategy, and keeping up with industry developments. Being a successful small business owner also means doing what it takes to give back to the community that supports your business. At my company, Tekcetera, we are passionate about giving back, which is why we launched our '10 Months of Giving' initiative – a campaign that has us volunteering throughout the Orange County community with various nonprofits.

This June, we partnered with Orange County Coastkeeper, the Coastal Conservation Network and Coastal Playground to help organize and participate in a beach cleanup for World Oceans Day at Huntington State Beach. In May, we teamed up with the only nonprofit in Orange County that supports homeless and at-risk veterans. In April, we talked the talk and walked the walk with the Make-A-Wish Foundation at its 'Walk for Wishes' fundraiser.

Throughout these events, we've come to find that partnering with dedicated nonprofits and organizations makes it both easy and fun to give back. So the question is how do you choose what organizations to partner with?

Please find my best practices and tips for finding nonprofit partners:

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Choose an organization that is meaningful to you/ your

business: Tekcetera is a Southern California company, so naturally we're passionate about the beach. This is why this past Saturday we chose to partner with organizations whose long-term goals are to protect and preserve all of Orange County's bodies of water. Giving back with these organizations means helping to restore our oceans and water bodies to healthy, fully functioning systems that will house and protect aquatic life.

Look for an organization that is active in your community:

Since Tekcetera is part of the Orange County community, we look to give back specifically to local businesses/ organizations/ groups in our community that need our help. Throughout the last decade many local Orange County companies and people have supported our efforts, so it is only fitting that we do the same.

Find an organization that makes you think: It is important to develop new skills and educate yourself when volunteering. During the beach cleanup, we learned so much about the ocean and why it's important to protect it (did you know that the ocean generates most of the oxygen we breathe? That's right, 97 percent). If you are not sure what you are passionate about – volunteer, it is a great opportunity to branch out and try new things.

As you can tell from the photos, we had a great time this past Saturday at the beach cleanup. It was truly an extraordinary day. We removed 40 pounds of trash from the beach in two hours. Pretty impressive if you ask me! We can't thank Orange County Coastkeeper, the Coastal Conservation Network and Coastal Playground enough – we will be out there next year... gloves on!

What volunteer activities does your business participate in? Leave a comment and let us know how you give back to the community that has supported your business over the years.

