

The main aim of this thesis is the analysis of tools of Corporate Social Responsibility (CSR) towards employees. This document is focused on corporate volunteerism. The theoretic part defines basic terms regarding Corporate Social Responsibility, volunteerism and philanthropy. It is also focused on forms of corporate volunteerism and explanations of them. The research evaluates results of a questionnaire concentrated on companies which use corporate volunteerism. The next part of the research is the analysis of interviews with representatives of non-governmental organizations which use corporate volunteers. The interpretation of the research results shows the nowadays situation of chosen participants involved in CSR communication towards employees and its position in nonprofit sector.