

The aim of this diploma work is to design a business plan for The Volunteer Centre Uherské Hradiště for the year 2010. The centre was established as a part of The Regional Charity Organisation Uherské Hradiště in 2006 but currently shows hardly ever activity. The proposed business plan offers methods of current situation improvement and will be realized during the year 2010.

The centre will undergo a general change, some new quality improvement action of the service will be planned, a new cooperation with the volunteer recruiting organisations will be established, the activities with the contemporary partners will be restored, the staff will be reinforced, the number of volunteers will be increased and the work with them will be organized more efficiently, the centre medialization will be improved and also an obligatory financial plan will be set up.

The theoretical part deals with the concepts of volunteer and voluntary work. It describes the main signs of voluntary work, its spiritual aspect and it concerns the situation in the Czech Republic and also abroad. The next chapter concerns the rights and duties of the volunteers, kinds of their motives and their support and the possibilities of their assertion. The practical part suggests a business plan setted in the concrete organisation environment with all its proprieties. It describes The Regional Charity Organisation Uherské Hradiště and introduces a management plan, a marketing plan, an operating plan, a financial plan and a legal plan.