

Corporate Social Responsibility and Corporate Philanthropy gain importance by many foreign and also czech companies. Companies are aware that to strenghten their position on the market they have to focus attention to the needs and interest of society and not only to making profit.

Corporate volunteering in the Czech republic is relatively a new type of volunteering, so in this dissertation my aim is not only to explain the characteristic of volunteering and concept of Corporate Social Responsibility but also to describe the corporate volunteering mechanism. I refer to corporate volunteering forms and its advantages. In some particular companies, such as ČSOB, T-Mobile and Česká spořitelna, I researched both the company side and the employees/volunteers side as well.

By means of questionnaires I was able to find the importance of corporate volunteering for particular employees, what attracts them to it, what is the motivation to participate on this project and which areas of support they prefer. Through interviews I found what brings this project to particular companies and why they do it.

The whole corporate volunteering issue and why it is important is summarized at the conclusion.