

SUMMARY

This diploma thesis is focused on the collision between the profit and non-profit sector and their organizational culture using the example of the unique programme known as „World of Difference“ managed by the Vodafone Foundation. The main idea of this programme is to enable people to take time out and to be paid to work for a nonprofit organization of their choice, bringing their their own skills and experience. The aim of the thesis is to analyze and describe the collision between the profit and non-profit sector and their organizational culture during the year of their cooperation. This thesis consists of two parts: the theoretical part and the practical part. The theoretical part presents the topic of organizational culture as the context including context of social and psychological relationships and phenomena. There is also summarized the basic characteristics of the non-profit sector and for-profit sector and the various possibilities of their cooperation. It is also discusses the issue of diverzity in the workforce of organizations. The practical part of the thesis contains qualitative research focused on the experiences of cooperation between both participants – the non-profit organizations and for-profit organization. There is also the description and analysis of four interview from the non-profit organization and with the person who worked for them for a year. This paper aims to assess the various types of this special cooperation and presents examples of good and effective practice.