



Good Work!

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

To encourage civic engagement year round.

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2-1-1 Hotline Give Help

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Make volunteerism part of your workplace culture.

Socially responsible investment of time and money brings considerable returns to any workplace, according to Barry Gumb, member partner of Dixon Hughes and featured speaker at the February 23 meeting of the Trident Corporate Volunteer Council (CVC). The meeting was held at the Summerville Chamber of Commerce and hosted by Mark Pilgrim of Santee Cooper.



Addressing the challenges of budgeting for employee volunteerism, Gumb spoke from his experience as a leader in business over the years. Dixon Hughes is the largest CPA firm based in the southern US, so dollars and cents are their business. He illustrated the importance of volunteerism by sharing a "wheel to success for any business." The diagram shows four components that feed a company's productivity: employee skills, environmental impact, employee health and safety and community engagement. A notation beneath the fourth component states

that "If [community engagement] is not self evident, Business Model is flawed."



**Barry Gumb
Dixon Hughes**

Gumb and his employees at Dixon Hughes view volunteerism as a vital asset for any company, not an expense. With 70 employees, Dixon-Hughes supports 66 agencies through employee volunteerism; and that doesn't count volunteering in a leadership position, such as a board member. Gumb cautioned the group — if a company mandates employee volunteerism, it's a waste of time. At Dixon-Hughes, service is not part

of a performance or annual review. They believe that volunteerism is a personal decision and if a company builds a culture of volunteerism, then employees will gravitate to service. He cites a powerful real-life example in terms of recruitment of new hires: The number one question asked by recruits centers on the company's policy on volunteering outside the office.

Every year, Dixon Hughes employees are committed to participate in Trident United Way's Day of Caring. However, the event always falls on September 11 or thereabouts. Mid-September is one of four extremely busy times of year at Dixon-Hughes. As a solution, they schedule their own Day of Caring at a slower time of year.

Gumb wrapped up his presentation by sharing that Dixon-Hughes does not support employee volunteerism to win awards or to make more money, they do, however, seem to follow. On a company's balance sheet, employee volunteerism is an asset, not a liability!

ROUND TABLE DISCUSSIONS

Following Gumb's presentation, attendees broke into small groups to discuss other workplace volunteer-related topics. Following are some of the highlights.

Budgeting for Employee Volunteerism (continuation of featured presentation). **Facilitator: Barry Gumb, Dixon Hughes**

- Challenge: "affording" employee volunteerism.
- Suggestions: Understand the value of employee civic engagement to the company's success. Encourage those who are excited about volunteerism to share about it. Garner top level support. Make volunteering accessible and easy. Explore opportunities that have flexibility and can be done any time. Look at a variety of types of opportunities to meet different interests and skills of a diverse work force. Use low-cost or no-cost ways to recognize employee volunteerism, whether it's during or outside of work hours (certificates, acknowledgement at meetings, special parking spots, etc.)

[Highlights from CVC meeting—Continued on Page 2]

SAVE THE NEW DATE!

**Next Trident CVC Meeting
May 18, 3:30-5:00pm
Location to be confirmed.**

Tricounty Youth Service Day 2011 breaks all records!

In 2007, we were so proud. Almost 200 youth took part in Tricounty Youth Service Day (TYSD). Though the number of youth participants has grown each year, 2011 has just gone wild...over **2700** young people are signed up to participate in service projects as part of TYSD this year.

It seems that we've stumbled upon a winning formula. This is the first year we've decentralized the planning and given more ownership to the youth through the schools. Projects are aligned with service learning and the students are excited!

Visit tysd2011.org to find out what schools and other organizations are participating. Lend your support —

- write a letter of congratulations;
- offer to help provide supplies for the project;
- donate \$50 toward transportation or the celebratory pizza.

Let these young people know that the community is behind them and supports their good work!



Tracking and reporting. Facilitator: Sarah Wyndham, Dixon Hughes

- Challenge: setting up a system that is efficient, captures the required data and is user-friendly. Managing the different schedules of salaried vs hourly employees
- Suggestions: Create a system that best fits the needs of your company. Tracking systems can range from sophisticated systems tied to payroll and time off to simple spread sheets. Promoting group projects is easier to track than trying to keep up with individual activities. Consider different levels of tracking — from a general, honor system to track general volunteerism to supervised tracking that relates to incentives like time off. Remember that the most important thing is to encourage people to volunteer, regardless of the complexity of your tracking system.

Inspiring employees as volunteers. Facilitators: Aimee Sprinkel, Chernoff Newman, and Lisa Adams, Community FirstBank

- Challenge: having employees view volunteering as more than just more work, especially with busy schedules
- Suggestions: Schedule team events during “down” times and be aware of weather-appropriate activities. Plan portable projects that can be done at the workplace during lunch (assembling care packages or disaster kits). Dress down days or “wear your charity t-shirt” days. Make volunteering part of business development. Host family projects that children can attend. Hold collection drives to support different causes.

Maintaining an employee volunteer program (EVP). Facilitator: Thetyka Husser, South Carolina Federal Credit Union

- Challenge: how to keep an EVP vibrant and keep employees active over the years
- Suggestions: Tracking hours and reporting on activities can keep employees interested and engaged in workplace volunteerism. Scheduling times to remind employees to post their hours can help encourage participation in the tracking. Many employees volunteer all the time outside the workplace; incentives and tracking are potential tools to formalize volunteerism so that the company can know and possibly measure the impact. Develop a process to tap into volunteers who don't volunteer or, at least, don't report their volunteer activities. Consider ways to engage employees in workplace volunteerism without incentives OR build a case for incentives that can be presented to top level management.

Starting an EVP. Facilitator: Sally Burnett, Trident United Way

- Challenge: where to start and how to proceed
- Suggestions: Don't reinvent the wheel: utilize “guidelines” for starting EVPs available from sources such as the Points of Light/Hands On Network national CVC website. Get a feel for the environment of your workplace, from top level on down. Pull together a task force made up of representatives from all departments of your workplace. Consider different ways in which a workplace can support employee volunteerism — during work hours as well as outside of work; as a work-sponsored group as well as individual activities; with incentives and rewards; full-time or salaried employees as well as hourly or part-time employees. Develop a proposal, shaped by in-

put from co-workers, to present to senior staff. Set up mechanisms for measurement of your EVP's effectiveness. Schedule periodic EVP review by task force that can transition into an EVP review committee.

COMMUNITY TOPIC: HEALTH-RELATED VOLUNTEERING

There are so many ways that volunteers can have a positive impact on health related issues in our community. Katy Kuder, Director of Volunteer Services at MUSC and Stephanie Parker, Coordinator of Volunteer Services/Trident Medical Center and Pat Gerwig, Volunteer Coordinator/Summerville Medical Center from Trident Health System shared great information about how individuals or groups can volunteer specifically with hospitals and their programs.

Across the board, the message was that volunteering on-site with a hospital is not a quick, “drive by” situation. Every opportunity involves screening, orientation, training and supervision and thus requires a long-term commitment by the volunteer to stick around. There are, however, a variety of ways that anyone can support the efforts of our health providers to care for their patients.

- Making items for newborns or for patients who have depressed immune systems — hats, scarves, blankets.
- Providing meals for families who have been camped out for days, even weeks, as they tend to loved ones with long-term illnesses.
- Holding drives to collect needed items for patients and their families.
- Sponsor a blood drive.

There are dozens of ways that volunteers can help in our hospital systems, on-site and off. And there are many other health-related agencies that depend on volunteers as well, including free clinics (e.g., Harvest Free Medical Clinic), advocacy, education and awareness groups (e.g., American Heart Association, Low-country AIDS Services), hospices, agencies that have a health related programs (e.g., Tricounty Family Ministries) and, of course, Red Cross.

For more information about volunteering with health related programs, visit www.tuw.org—> Volunteer to download a copy of the Go Volunteer! Directory.

You are invited!

**Blackbaud's 2nd Annual
Community Volunteer Fair**

When: April 21, 11:00am-2:00pm

Where: Blackbaud

2000 Daniel Island Drive

**Come learn more about volunteer opportunities
and how to get engaged in your community.**

**For more information,
contact Sally Ehrenfried
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