



Good Work!

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

To encourage civic engagement year round.

Volume 6, Issue 4

2-1-1 Hotline Give Help

June/July 2011

Trident CVC celebrates its 1st Year with a great meeting!

The May Quarterly Meeting of Trident CVC, held at the Lowcountry Food Bank (LCFB), marked the one year anniversary of the initiative. Who better to be the featured speaker for our **one year celebration** than Francis Johnson, President of Johnson and Johnson Insurance and Chair of Day of Caring 2011. Fran described to the group the journey of Johnson and Johnson as the company developed its strong commitment to workplace volunteerism.



Fran Johnson (featured speaker), Robyn Kapperman (US Coast Guard) & Sarah Windham (Dixon Huges)

The company is a family-owned business, started by Fran's grandfather in 1930. While giving back and service to the community was always part of the family culture, the practice of workplace volunteerism started out more informally. As civic engagement took hold at the company, the returns became evident. As president, Fran noticed that when employees returned to the office after engaging in a volunteer project,

- There was more excitement in the office that lasted, potentially, for months.
- Employees had an increased sense of pride in their work.
- There was greater cohesion and productivity among those who had participated.
- Potential new hires were drawn to the company because of its demonstrated desire to give back.
- Finally, the bottom line, Fran noticed that "People want to do business with people who want to help our community."

In 2009, sparked by this compelling information, Fran made the decision to close the entire office on Day of Caring so that all 156 employees could participate in the event. This was not an easy decision for a company that takes 5,000 calls per day, 2,500 of which are new business. But everyone at the company was on board and even Johnson and Johnson customers got behind the decision as well.

Indeed, Johnson and Johnson's commitment to civic engagement does not stop within their walls. Fran reported that the company issues a call to action to their customers to find their passion within the community and to act on it. For example, Johnson and Johnson has challenged customers to a food drive — whoever could beat the amount of food collected by John-



son and Johnson would win a lunch served to them by J and J senior officers.

In addition to their full embrace of Day of Caring, the company supports workplace volunteerism year round — for example, employees participate in LCFB's Backpack Buddies, Habitat for Humanity, Ride for Hope, Heart Walk, Relay for Life and Run for Adela, a charitable event that was initiated by the company.

Finally, Fran reviewed effective practices for companies wishing to launch or strengthen their workplace volunteer programs and activities:

- Take small steps to get started.
 - Tenacity. Keep at it.
 - Creativity. Think outside the "bag."
 - Get input from employees at all levels.
 - Encourage both big projects and little projects. Both have value.
- Fran's passion is contagious and compelling.



Sally Ehrenfried (Blackbaud) & Meg Calnon (Bank of America)



Shannon Bennett (Hagemeyer)

ROUND TABLE DISCUSSIONS

Following Fran Johnson's presentation, attendees broke into small groups to discuss

(See *May Quarterly Meeting* on Page 2)

Trident CVC honored at national conference!

Earlier this month, Trident United Way's Corporate Volunteer Council (Trident CVC) was announced as the Points of Light/HandsOn Network Fast Start CVC Award winner at the 2011 National Conference on Volunteering and Service in New Orleans. The award honors a CVC that has been established for less than three years and that has shown success in employing the national CVC Principles of Excellence.

Thetyka Husser, Community Involvement Coordinator at South Carolina Federal Credit Union and Leadership Team Member for Trident CVC, accepted the award on behalf of the group. Thetyka and Sally Burnett, Community Volunteer Coordinator at Trident United Way, joined more than 4,500 representatives from businesses (large and small), volunteer organizations, disaster groups and national service programs for three days of sessions, seminars, workshops and hands on activities — all focused on increasing and improving volunteerism to better serve communities around the world.

Most of the presenters in the business track were from large companies that have well-defined programs that foster civic engagement. Many of these companies have a presence in the Lowcountry — Boeing, Target, Wells Fargo and Google, to name a few.

While there was a wealth of valuable information available at the conference, some common themes stood

(See *CVC Award* on Page 2)

SAVE THE DATE!

Next Trident CVC Meeting

August 30

Location and time to be confirmed.

(May Quarterly Meeting continued)

other workplace volunteer-related topics. Following are some of the highlights.

Rewards of employee volunteerism (continuation of featured presentation). **Facilitator: Fran Johnson, Johnson and Johnson Insurance.** The group continued the discussion of the merits of employee volunteerism and brought up issues that may challenge workplace sponsored volunteering.

- Tracking hours. Not only how but also encouraging people to utilize a tracking system. Must be easy — for example, log volunteer hours as you log vacation hours.
- Being flexible with volunteer activities to accommodate work schedules.



Yvonne Infinger (Alcoa) & Rita Postell (Piggly Wiggly)

How to come up with volunteer opportunities that are right for your workplace. **Facilitator: Rita Postell, Piggly Wiggly.** The group shared several ideas to keep in mind when choosing company sponsored volunteer activities: 1) Be creative within your business. Employees will often get ideas from events that the company sponsors. 2) Align employee volunteer activities around corporate civic mission. 3)

Engage employees in decisions that affect volunteerism.

Employee Volunteer Programs: Bringing value to the community. **Facilitator: Lisa Kluczynsky, Johnson and Johnson Insurance.** The discussion focused on how partnerships between businesses and nonprofits can have a two-way benefit.

Employee volunteerism and Leadership Opportunities. **Facilitator: Amy Kovach.** The group learned about a collaboration between the Charleston Metro Chamber of Commerce and Trident United Way to develop and pilot a program to expose emerging community leaders to leadership volunteer roles and match them with nonprofit organizations that could be a good fit. The discussion underscored the need for this type of leadership development to serve nonprofits.



There's no better way to launch, strengthen or celebrate your workplace's commitment to civic engagement than by fielding a team as part of one of the largest Day of Caring events in the world.

Last year, our community saw over 7,000 volunteers from 140 companies engaged in service on Day of Caring. 2011 is shaping up to be even better! Visit TUV.org and follow the Day of Caring links for "Companies and Volunteer Teams."

TOOLS FOR A GREAT DAY OF CARING PROJECT

- **Volunteer Team Leader Orientations.** Attend one of these sessions to get tips on how to have a successful partnership with your chosen agency or school; how to be an effective volunteer team leader; and how to navigate the online registration process. You'll find seasoned D of C-ers with great lessons to share and first-timers with wonderful fresh perspectives. So sign up **now!** Visit surveymonkey.com/s/VolTeamLdrOrientation2011
- **Volunteer Team Leader Manual** is a perfect complement to the orientation, with written instructions on using the online registration tools to manage your team.
- **Project Assessment Team (PAT) Volunteers** are available not only to help the agencies and schools with project development, but also to assist with ironing out the final details once the projects are chosen.
- **TUW Staff.** Always and forever, TUW's Day of Caring staff is committed to your having a meaningful, productive and fun Day of Caring.

GET STARTED RIGHT NOW!

For more information, visit tuw.org or contact Sally Burnett at 566-7185 or 211volunteer@tuw.org.

Skill-based volunteering. **Facilitator: Sally Ehrenfried, Blackbaud.** The group learned how skill-based volunteering should be encouraged because of the potential positive impact on both the employee and the community. However, it's important to allow folks to try something different if they want to branch out from what they do everyday.

Creative strategies for recognizing volunteers. **Facilitator: Yvonne Infinger, Alcoa.** The group noted that some people simply do not want to be recognized for volunteering. However, they also shared creative ways to acknowledge volunteer activities and promote volunteering at the same time. In addition to newsletters, meeting reports meetings and recognition events, ideas included trading card events (where employees complete cards with information about their volunteer activities then trade them with their peers to spark conversation and increase awareness) and "townhall meetings" to show videos of volunteers.

COMMUNITY TOPIC AND CALL TO ACTION: HUNGER



Ron Pringle, LCFB

The Quarterly meeting wrapped up with a compelling presentation by Ron Pringle of the LCFB. He spoke with passion from personal and professional experience around the issue of hunger and how we as volunteers can make a tremendous difference. He described several programs and partnerships that LCFB has developed to meet the needs of the food insecure in ten coastal counties of SC. CVC meeting attendees donated almost 100 lbs. of food to support the LCFB efforts.

ONE YEAR!!

Finally, the group celebrated the accomplishments of Trident CVC's first year. Chris Kerrigan, President and CEO of Trident United Way, praised the Leadership Team and all Trident CVC members for their continued commitment to making our community better through increasing workplace volunteerism. Here's to Year TWO!!

For more information about Trident CVC, visit <http://www.tuw.org/volunteerCVC.asp>

(CVC Award continued)

out in the presentations for the business track.

- Skill-based volunteering is a win/win — providing needed service to non-profit organizations and valuable professional development opportunities for employees.
- Mission alignment between corporate volunteer activities and non-profits is key to successful partnerships.
- Value of employee volunteerism. Ernst and Young cited their study that showed their employees who volunteered consistently received the firm's highest annual recognitions. Plus 80% of those promoted to senior management were actively involved in Ernst and Young volunteer programs.

At the Corporate Awards Luncheon, where the Fast Start CVC Award was presented, the keynote speaker was Robert L. Woodson, Sr., Founder and President of the National Center for Neighborhood Enterprise. His message was simple and powerful: change, even in the most dire circumstances, comes through inspiration, information and empowerment.

Thetyka and Sally came away with extremely valuable information about strengthening our community through workplace volunteerism to share with CVC members. They also were excited to confirm that Trident CVC was right on track to lead the way for increasing workplace volunteerism in the Tricounty.



L to R: Sally Burnett, Robert Woodson and Thetyka Husser