

Five Actionable Steps to Safely Unite Employees at In-Person Workplace Volunteer Events



Welcome



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www.charities.org

Who is America's Charities?

We inspire employees and organizations to support the causes they care about.

Our goal is to bring more resources to nonprofits



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Bringing More Resources to Nonprofits



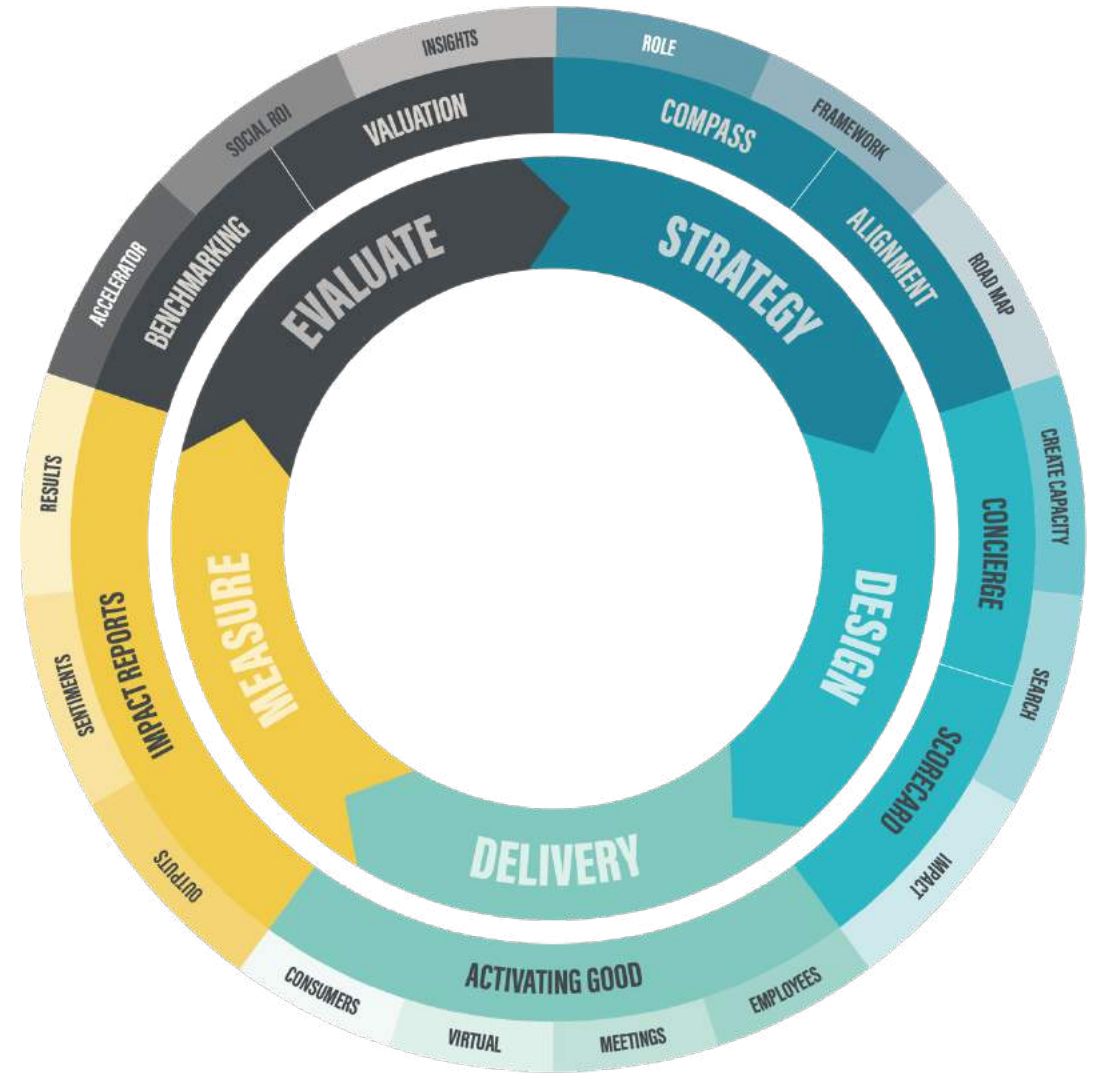
+\$750 Million Raised

Who We Are:

Give To Get is a social impact company with a 25-year legacy of helping **brands define, develop, and deploy** their purpose through programs and campaigns that deliver results.

Our work creates value from the inside out for all stakeholders: leaders, employees, the company, shareholders, customers, and society at large.

The result? A new triple bottom line: **making your people better, your brand better and the world better.**



Today's Objectives:

- Choosing an appropriate **nonprofit partner**
- Securing a **safe space** & planning for remote options
- Recruiting attendees & **communicating safety guidelines**
- Implementing proper **safety protocols**
- Integrating your event into a company-wide **return-to-work welcome**



How do you choose an appropriate nonprofit partner?



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Survey Question: When Looking for a Nonprofit Partner, What's Most Important to You?



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The Company We Keep

Some of our nonprofit partners were busier than ever over the last year.

- Food banks, hospitals, homeless shelters, and others saw an increased need for services last year
- Food banks with warehouses are among the many organizations that will welcome volunteers back
- Organizations that serve homeless individuals will also find themselves in a unique situation this year as expiring eviction moratoriums could impact many



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The Company We Keep

Some of our nonprofit partners pivoted to virtual experiences.

- They offered mental health services, education, or after-school services remotely
- Others expanded their scope, serving all essential workers and first responders — instead of solely active military members or veterans



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The Company We Keep

Parks, which were sorely needed during the pandemic and provided a respite for many, may be some of the first nonprofits to welcome volunteers back safely.

Additionally, especially in hard-hit places like Los Angeles and New York City, many volunteers may feel more comfortable volunteering in person at an outdoor location like a park, beach, or other area.



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Bringing More Resources to Nonprofits



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How do you find a safe venue or space for your employee volunteer event?



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Survey Question: What Would Help You Feel Safe When You Return to Volunteering?



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Hosting an In-Person Program

Things to Consider:

- Indoor or outdoor events
- Group size
- Family friendly programs
- Sanitation stations
- Vaccinations
- COVID-19 testing onsite



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If employees don't want to come back to the office yet, how do you integrate them?



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Our Hybrid Volunteering Program

Boxes packaged at
our warehouse



Items arrive at
volunteers' homes



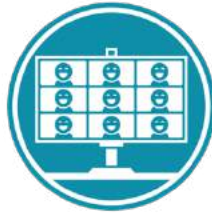
Volunteers create items
& pack shipping box



Items arrive at local or regional
nonprofit, in this case, a hospital



Group volunteering
video conference



Social media sharing
and interaction



Nonprofit receives
donation, if applicable



Case Study: Hybrid Volunteering

Deliverables:

Give To Get has designed a series of virtual, group volunteer events for various companies throughout the pandemic. The events have been used to unite internal teams, virtual conference attendees, and intern gatherings. Now some companies are turning these programs into hybrid events.

Causes Supported Included:

- Healthcare Heroes / First Responders
- STEM Education / Children's Hospitals / Children in Foster Care
- Environment / Animal Welfare
- Those Facing Homelessness / Career Re-entry
- Seniors



“
As a remote employee pre-pandemic, I have always wanted to join volunteer events but they were usually hosted at the home office, which is in a different state. It was fantastic to be able to participate and to get to know other employees from across the country.”



Given heightened safety concerns, what do we need to communicate before the event?



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Survey Question: What Is the Biggest Hurdle to Recruiting Volunteers?



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Communicate as Much Info as Possible

- Nonprofit Information
- Overall Event Details
- Company Safety Guidelines
- Nonprofit Safety Guidelines
- Cancellation Information
- Volunteer Projects
- Program Leader's Contact Information Day-Of



How do you establish & implement safety protocols?



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Safety Protocols

- Legal review
- Environmental Health & Safety Teams
- Facilities Management
- Nonprofit Partner Requirements



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How do you integrate events into larger return-to-work initiatives?



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Survey Question: What Is Your Biggest Concern When Returning to the Office?



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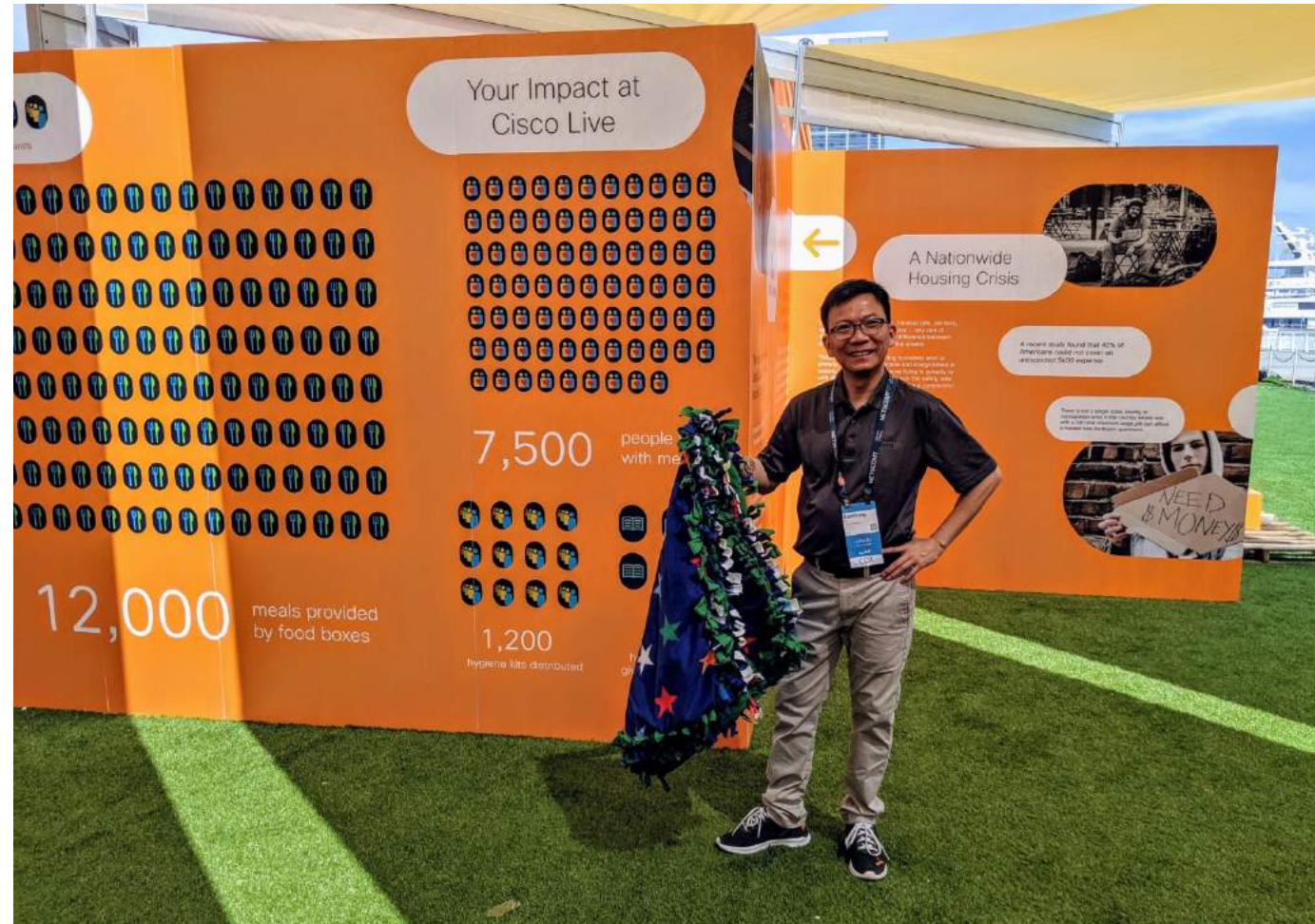
Case Study: Social Impact Zone

Deliverables:

To live out its corporate social responsibility mission, Cisco built social impact programming into Cisco Live! US, a 30,000-person annual conference for employees, clients, and partners.

In addition to the tradeshow, Cisco highlighted its social impact by:

- Creating a Social Impact Zone and pop-ups
- Monetary donations at the "Cisco Store"
- Nonprofit attendance
- Strategic marketing and communications



Case Study: Welcome Back Event

Deliverables:

In 2018, Box's leadership team chose to adapt the company's holiday celebration to include employee volunteer events to truly embrace the season of giving.

In addition to the volunteer programs, Box highlighted its company culture by:

- Inviting popular nonprofit partners
- Highlighting ERG-specific organizations
- Having a DJ & emcee perform at the event
- Hosting nonprofit informational tabling
- Providing branded swag & t-shirts for volunteers
- Developing event-branded marketing materials & communications



Final Takeaways

- Employee volunteer events are a great way to re-center your team after the last 18 months.
- To have a successful event, you must invite people back to a safe, welcoming, purpose-oriented space.
- Nonprofit need has never been greater. This is your opportunity to make a meaningful, long-lasting impact.



Questions & Answer Session



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Thank You!

Let's Get To Work



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