The Corporate Volunteer Council of Atlanta’s (CVC) annual IMPACT Awards is the only program of its kind highlighting local companies’ dedication to service. Despite the fast pace of business, the individuals at CVC member companies make sure the call to help others is never ignored. From mentoring the next generation to lending a hand to the less fortunate, CVC companies are doing their part to help Atlanta soar.

In its 18th year, the IMPACT Awards once again honors the altruism of CVC members. In 2015, the IMPACT Award Finalists included 12 corporations. The categories and winners are:

IMPACT CORPORATE VOLUNTEER PROGRAM OF THE YEAR

This award honors exemplary corporate employee volunteer programs that effectively integrate volunteerism into the company’s business culture.

In the Large Business Category (1,000+ employees in the Atlanta market) the winner is Cisco, where employees believe that volunteer programs directly connect the company to business objectives. The IT leader’s employees plan and execute volunteer activities that develop and enhance communication, project management, strategic planning and other leadership skills. These developmental experiences are incorporated into annual employee goals and objectives.

The finalist in the Large Business category is Deloitte, where the volunteer program offers both skills-based and formal pro bono opportunities that are woven into the company’s corporate culture, with leadership supporting and encouraging employees to give back. Deloitte’s volunteer program mirrors its for-fee work in project management and measurement.

In the Small to Medium Business Category (up to 999 employees in the Atlanta market) the winner is Booz Allen Hamilton. The management and technology consulting firm’s volunteer events fall into one of three categories: colleagues’ causes, Atlanta business strategy and colleagues in need. Multiple market teams are supported through the Atlanta office so the employee volunteerism team seeks out opportunities that align with these teams and how the company goes to market.

AGL Resources is the finalist in the Small to Medium Business Category (up to 999 employees in the Atlanta market). The Atlanta-based company bases its volunteer efforts on the belief that enhancing the communities it serves automatically enhances its quality of business. All AGL employees are encouraged to participate in volunteer projects and support causes they are passionate about. This service attitude is also reflected in the company’s corporate values, supported by senior leadership and communicated to new employees during new hire orientation.

IMPACT PARTNERSHIP OF THE YEAR: BUSINESS TO NONPROFIT

This award is presented to a company making the connection: Helping Atlanta soar
Together, Our Energy Matters

Volunteering is a tradition that is strongly rooted in Atlanta Gas Light, and in all AGL Resources companies. Our “Generosity of Spirit” is about being part of something important to our community, and knowing that our efforts matter in a meaningful way. We enthusiastically support the work of the Atlanta Corporate Volunteer Council, and we congratulate all of the 2015 Impact Award winners.
Welcome

The Corporate Volunteer Council of Atlanta (CVC) delivers business results by supporting members in their strategic commitment to workplace volunteerism and civic engagement. Since 1992, the CVC of Atlanta has connected business leaders who are passionate about volunteerism and corporate social responsibility (CSR) so that they may share best practices, strengthen community investment strategies, and make a difference through service.

Thoughtfully designed corporate civic engagement strategies direct human and financial resources where they can make a meaningful community impact while improving customer, employee and shareholder relations. No matter what their size or geographic scope, CVC of Atlanta member companies are leading the way in making the corporate/community connection. As the 2014 Points of Light “CVC of the Year,” the CVC of Atlanta is nationally recognized as a leader in helping companies navigate the ever-changing world of corporate social responsibility.

I hope you will enjoy reading this special update about what CVC of Atlanta members are doing to enhance and improve Atlanta. If your company is not a CVC of Atlanta member, we invite you and your company to join us today to connect, inspire and impact at www.cvcfofatlanta.org.

Sincerely,
Cheryl B. Kortemeier
Executive Director

CONTINUED FROM PAGE 1

that collaborated with a nonprofit organization on programs or projects to achieve significant, measurable results.

SunTrust Bank is the winner in the IMPACT Partnership of the Year: Business to Nonprofit category. The Atlanta-based bank partnered with Junior Achievement of Georgia to provide local students with financial literacy and career readiness tools as well as personal and professional skills for the future. SunTrust employees dedicated their time to the nonprofit by helping children understand how job, income, education and family scenarios come into play when making financial decisions. During the 2014-2015 school year, 949 SunTrust employees volunteered more than 6,100 hours with Junior Achievement, benefitting more than 4,000 students. The company donated more volunteer hours to Junior Achievement than any other company in 2014.

Cox Enterprises is the finalist in the IMPACT Partnership of the Year: Business to Nonprofit category. The media company partnered with 100 Black Men on its collegiate-facing program which helps minority college students develop interpersonal and career-readiness skills. Employees from all lines of business take part and give their time to facilitate and serve as discussion experts during a speed networking-style event. Through this program and partnership, Cox helps college students gain a competitive edge in the workforce. Cox also sustains the program financially for the nonprofit. One of the biggest benefits of the partnership is the ability for Cox Enterprises to hire many of the students that participate for internships, co-ops and entry-level positions. This has created a new pipeline for millennial talent at Cox and, in return, the students are gaining hands-on professional experience.

IMPACT PARTNERSHIP OF THE YEAR: BUSINESS-TO-BUSINESS

This award is presented to a company that collaborated with another business on programs or projects to achieve significant, measurable results.

This summer Miss Allen (right) received her final wish to be buried next to her mother, thanks to Alston & Bird and United Parcel Service’s Guardianship Project.

The winner of this award is Alston & Bird, which joined forces with United Parcel Service to assist families in need with establishing guardianships. This is an issue that helps families at a critical point in their lives, when dealing with the long-term care of a family member or facing the loss of a loved one. Guardianship allows a caregiver or family member to make critical life decisions on behalf of the person who can no longer do so. For this project, attorneys worked in pairs—one attorney from each company—to help stabilize families in crisis and help them make decisions at emotionally charged times. In 2014, eight families were served by this business-to-business partnership.

King & Spalding is the finalist in the IMPACT Partnership of the Year: Business to Business category. The firm partnered with UPS and Dress for Success to conduct mock interviews for participants in a nonprofit job skills program for unemployed and underemployed women. After each 20-minute interview, volunteers spent 10 minutes offering constructive feedback to the participants. In the month that followed the event, four of the 13 participants found employment.

IMPACT PROJECT OF THE YEAR

This award is presented for a short-term project that has been completed within one year and has achieved significant, measurable results.

Cox Automotive is the winner of this award for its “No Excuses” month of service when the company empowers each of its Atlanta employees to support the community through volunteering. In 2014, projects included on-site and off-site teambuilding and community projects. In total, 828 volunteers (69 percent of Atlanta-based employees) participated in 72 coordinated projects during the workweek and contributed 2,765 hours to 27 individual nonprofit organizations in the Atlanta area.

The finalist in the IMPACT Project of the Year category is UCB. For 8 years, the pharmaceutical company has hosted the annual Run for Their Lives 5K to benefit local nonprofit organizations that support those living with epilepsy, rheumatoid arthritis, Crohn’s disease and Parkinson’s disease. UCB believes this project improves employee morale and engagement by ensuring team members regularly interact with patients served by the company and the patient organizations that support them. Each year the event grows in participation, organization involvement and money raised. In 2014, 80 percent of UCB Atlanta employees took part as a volunteer or runner/walker and the event raised more than $22,000.

IMPACT SKILLS-BASED PROJECT OF THE YEAR

This award recognizes a skills-based volunteer project that has been completed within one year and has achieved significant, measurable results.

The winner of the award is Deloitte, which partnered with the United Methodist Children’s Home (UMCH) to perform a strategic assessment of its programming and provide an updated landscape of the family and child services market. This helped UMCH make informed decisions about which offerings should be expanded, reduced or cut altogether. Deloitte’s recommendations helped lead to significant program restructuring as well as more effective volunteer and donor cultivation.

The finalist in the IMPACT Skills-Based Project of the Year category is The Weather Company. In 2014, nonprofit TechBridge connected The Weather Company and the Chattahoochee Nature Center (CNC) via the TechBridge Adopt-a-Nonprofit program. As part of this relationship, The Weather Company made a financial contribution and involved five skilled volunteers from its IT department to scope and deliver a much-needed infrastructure project for CNC. The nonprofit had known for some time that it needed to upgrade its infrastructure to support critical functions. However, CNC did not have the financial resources or technical skills to tackle the project on their own. Overall, The Weather Company contributed more than 100 service hours valued at more than $15,000.
Success at work has a lot to do with employees showing off their strengths and ability to lead. Sometimes, one of the best ways to do that is through planning and participating in service projects. Many CVC company team members take advantage of this opportunity, backed by the encouragement of their employer. Not only are they exemplifying their strong suits through volunteering, but they are also gaining valuable skills that can be applied to their industry roles.

At Kilpatrick Townsend & Stockton, the dedication to service is engrained in the professional development of its attorneys. In order to advance within the firm, attorneys are required to do a minimum of 30 hours of pro bono work a year. “Furthering the firm’s corporate citizenship” is one of the metrics used in the firm’s annual performance review process for professional staff and associates. The recipe seems to be working. In 2014, the firm donated more than 41,000 hours of service through traditional volunteerism and pro bono work.

“Kilpatrick Townsend has been at the forefront of the legal industry in terms of giving nonprofits and individuals access to our most valuable asset—our talent,” said Karen Robinson, community relations manager. “By serving on the Pro Bono Committee, Volunteer Council or Blood Drive Team, attorneys and staff can also develop project management and leadership skills, which are important for advancement.”

Each year, Kilpatrick Townsend & Stockton also tries to incorporate teambuilding service projects into the agenda of its firm retreats. At its 2015 Partners and Counsel Retreat, attorneys were broken into teams and after constructing mini-golf holes with a variety of canned goods, they assembled 550 weekend food bags for children served by Feeding South Florida. The firm also is starting to connect attorneys and staff in specific practices with volunteer opportunities that are entrenched in those disciplines.

“For example, the firm’s E-discovery team had a teambuilding retreat and wanted to infuse a STEM-based service project into their agenda. The team first worked together to build and race solar panel cars and then donated the cars to Charles Drew Elementary School for its annual STEM Day,” Robinson said. “The E-Discovery team later volunteered at STEM Day and shared the science and technology behind solar energy with students by helping them build and race their own solar panel cars in the classroom.”

Skill-based volunteer opportunities also are a big part of Gas South’s volunteer program, which allows employees to use the skills they’ve developed in a professional setting to help others. An example of this is the MUST Ministries Step Up Your Game one-day seminar for job seekers that teaches attendees interview skills, how to make a good first impression, meet with hiring professionals and maintain a job. The company also volunteers at the Junior...

CONTINUED ON NEXT PAGE
Achievement Finance Park where employees work with Atlanta area youth to demonstrate the importance of understanding a budget, reviewing credit scores and how it affects lifestyles as well as how education can be a driver for more income.

“These opportunities allow employees to exhibit important leadership skills,” said Wakeeta Rosser, senior community relations coordinator.

King & Spalding believes volunteering is an excellent way to develop leadership skills and grow new talent. The firm encourages its lawyers and staff to seek out leadership positions in the community. And it shows. Last year, more than 50 volunteer leaders in the Atlanta office planned and executed projects. The firm also encourages departmental volunteer projects as an opportunity for team building. This resulted in the human resources department making a trip to City of Refuge to make and serve dinner; 45 paralegals teaming up to provide holiday gifts to children at Action Ministries; and the finance department taking on a build day with Habitat for Humanity.

“These opportunities not only grow working relationships, but provide a platform for individuals to grow and display their leadership skills,” said Linda Parrish, King & Spalding director of community affairs.

The firm’s pro bono legal service is another way employees can refine and grow their existing skill sets. King & Spalding’s lawyers, paralegals and staff invest thousands of hours to assist pro bono clients. Through this, lawyers develop various skills, such as taking depositions, drafting briefs, representing pro bono clients in court proceedings, due diligence in transactional matters and client management.

“They receive training to represent domestic violence victims. Other special projects include the representation of asylum clients and disabled veterans,” Parrish said. “We have drafted wills for Habitat for Humanity homeowners, handled mergers, real estate transactions and intellectual property matters for nonprofits, and advised nonprofits on governance and other legal issues. These cases provide lawyers with an opportunity to give back to their community in an area of special interest to them, and it also gives many young lawyers the opportunity to gain experience handling and trying complex matters.”

Frazier & Deeter encourages its team members to get involved in the community by serving on nonprofit boards or other leadership positions. The firm recognizes that time as practice development and involvement in the community is a data point in merit increases and bonus discussions.

Turner Broadcasting System Inc. marries volunteering with personal and professional growth through programs like The Turner Voices Youth Media Institute, a weeklong residential camp for 75 high school students interested in careers in the media industry. This program includes more than 100 employees interacting with students over the course of the week.

“For many employees, this experience proved to be a great way to hone their public speaking and presentation skills, while being able to make a great impact on these young students’ careers,” said Sydney Langdon, manager of corporate responsibility.

A Turner Broadcasting System employee mentors high school students interested in media careers as part of Turner Voices Youth Media Institute.

COMMUNITY INVOLVED

In 2015, Delta Community Credit Union will invest more than $635,000 in charitable giving and 1,000 employee volunteer hours in our community. We’re dedicated to improving the financial lives of our members and embrace the opportunity to give back to the communities where we live, work and serve.

Delta Community is proud to support the Corporate Volunteer Council of Atlanta.

Learn more about us at DeltaCommunityCU.com or visit any of our metro Atlanta branches.
CVC members are committed to helping gentrify Atlanta’s neighborhoods. Some companies focus their service work on their immediate surroundings and some spread the volunteer love across the metro area. Regardless of the area of focus, each employee that lends a hand lifts the spirit of the city higher and higher. The ultimate goal: a hometown that spreads its wings and takes flight.

“We are all in our own way supporting causes, focus areas and neighborhoods that are going to help take Atlanta to the next level,” said Kaye Morgan-Curtis, Newell Rubbermaid senior manager of global philanthropy. “We are all doing our part to see Atlanta grow and prosper.”

Much of Newell Rubbermaid’s volunteering work is entrenched near its headquarters in the North Fulton area—a community that Morgan-Curtis said has a growing need for services.

“We have an elementary school one exit away from us which has two homeless shelters in its attendance zone and where more than 70 percent of the students receive free or reduced lunch; and that is Sandy Springs,” Morgan-Curtis said.

LexisNexis Risk Solutions is also lending a helping hand. For the third consecutive year the company has partnered with the City of Alpharetta and the Alpharetta Rotary to be the presenting sponsor of the Mayor’s Corporate Challenge 5K. Proceeds from this race benefit several North Fulton charities.

“CodeDay in the Alpharetta office—a 24-hour weekend coding marathon where high school and college students are invited for a friendly competition. “It helps students become creators of technology, and it also provides them an opportunity to learn from their peers,” said Monica Garrett, LexisNexis community affairs.

Bank of America is also giving back to North Fulton, among other neighborhoods. The company recently presented a Neighborhood Builders grant to North Fulton Community Charities to launch a mobile outreach van that travels around the county providing food and financial assistance to residents. The company also has mobilized a team of Bank of America employee volunteers to participate in the Johns Creek Foundation Concert Series and donated $70,000 to HomeStretch to provide housing, food assistance and career services for homeless working families in North Fulton County.

“At Bank of America, we partner with local organizations that will help us strengthen and sustain vibrant and healthy communities, regardless of geography,” says Geri Thomas, Georgia president, Bank of America.

Gas South has a strong dedication to give back to the communities where its customers and employees live, work and serve. The company served on the Coan Middle School Local School Council along with the Zeist Foundation. Gas South worked with Coan Middle School to bring resources to the school, including a community garden and an After School All-Star program. Gas South President and CEO Kevin Greiner also

CONTINUED ON NEXT PAGE

IBMers volunteer for STEM education day at Kincaid Elementary school.

“Aa ron’s
Furniture Electronics Appliances
We help you Own it.
Aarons.com
Flexible payment options. No credit needed.*

*Some restrictions apply. See store for details. Subject to credit approval. Delivery not included. Financing, 12 months same as cash. Home ownership not required.

“C ongratulations to the 2015 Honorees who are inspiring change around Atlanta.”
— From your friends at Aaron’s

“CVC Members Help Atlanta Soar”

Making a Difference in the Communities We Serve

www.arbysfoundation.org
At Cox, we use our resources, outreach and hands-on service to empower our communities.
We’re proud to support the 2015 IMPACT Awards.
Together, as one we can make a difference.

CONTINUED FROM PREVIOUS PAGE
served as principal for a day at Heritage Elementary School.
“It was then that we realized that the neighborhood was in need,” said Wakeeta Rosser, Gas South senior community relations coordinator. “After Kevin was the principal, we decided to take the initiative to provide assistance for the Hapeville area by focusing on math and reading. Our assistance helped fund a chess club, provide books for a book club and support other reading projects in order to increase test scores.”

IBM, which recently announced a strategic partnership to develop a fan experience at the new Atlanta Stadium set to open in 2017, plans to work closely on service initiatives in the stadium’s surrounding Westside community. This includes a partnership with The Arthur M. Blank Family Foundation’s Westside Momentum initiative.

“We’re a strategic business partner with the new Atlanta stadium,” said Tjuan Dogan, IBM corporate citizenship and corporate affairs manager. “Outside the stadium, we’re a strategic community partner providing Impact Grants to nonprofits—grants of consulting expertise that will help nonprofits build capacity and strengthen capabilities to better serve the Westside community.”

Equifax made the decision to center much of its local giving and volunteering efforts in the Vine City, English Avenue area surrounding the future Falcons Stadium. This decision came after the company’s St. Louis office piloted a geographic approach to volunteering.

“We chose the Westside for a number of reasons. Clearly, it’s distressed. Clearly, it has such historic importance to our city. As well, our Chairman and CEO Rick Smith is a member of the Atlanta Committee for Progress, and we were engaged in the process that led to the creation of the Westside Future Fund. Equifax is also one of the corporate sponsors of the new stadium,” said Ann Chakales, Equifax Atlanta manager, community affairs.

As part of its new approach to volunteering, Equifax set up several projects in the Westside area during its May Volunteer Blitz.

“When you condense your efforts into a defined geography, you can actually multiply your impact over time as well as measure it,” said David Stifler, Equifax St. Louis manager, community affairs.

“We give ourselves the opportunity to see a people and a place grow and get better and know that we had a small part to play in that transformation.”

On the flip side, law firm Alston & Bird is basing a large portion of its service projects in a geographic area that is losing a sports arena.

“While economic growth sits at the top of the list of pros for the new stadium, the exact opposite is true for the removal of the Atlanta Braves from Turner Field. For years, Turner Field has offered seasonal employment for its surrounding area,” said Cheryl Naja, Alston & Bird director of pro bono and community service.

The area surrounding Turner Field—which Naja said saw more murders in 2015 leading into July than the entire 2013 calendar year—is home to Paul L. Dunbar Elementary School. Alston & Bird decided to form a partnership with the school focused on four key areas: extracurricular activities and community partners, curriculum, parent support and teacher and student support.

“Before launching a formalized partnership with Dunbar, the principal Ms. Karen Brown-Collier and other administrators spent hours with Alston & Bird volunteers, detailing needs and goals for the children and their families, the school and the community,” Naja said. “The investment of time in helping us understand challenges was a tremendous asset in the development of programs that will have impact on an entire community.”

Alston & Bird volunteers visit Dunbar Elementary School to identify new ways to partner up for a better community.

CONTINUED FROM PREVIOUS PAGE

PHOTO/SPECIAL

18th Annual IMPACT Awards
Every company has its own philosophy about the right way to do business. At AGL Resources, the parent company of Atlanta Gas Light, we place the highest value on safety, being good environmental stewards, embracing diversity, treating our employees with fairness and respect, and demonstrating our Generosity of Spirit in the communities we serve. Everything starts with our corporate values, which allow us to identify what is important to our company and our employees. And our value of Generosity of Spirit is the foundation for making our energy matter in Atlanta and the many other communities we serve.

Simply stated, Generosity of Spirit is about being aware of all aspects of our surroundings and recognizing when we need to step up to help meet the needs of others. It’s about being a part of something bigger, something better, and knowing that our efforts matter in a meaningful way. Our employees embrace and demonstrate their Generosity of Spirit in many ways. Whether it’s through something as simple as outdoor cleanups at our Georgia service centers to large-scale endeavors such as our Atlanta Habitat builds, employees roll up their sleeves and help make a real difference.

Atlanta Gas Light’s commitment to community has always been anchored in this city, and over the years we have built on that core commitment. We focus on meeting basic human needs, on community enrichment, education, environmental stewardship and supplier diversity. We align our support with those very personal touch points—touch points that guide our decisions, energize us and add value to our connections in the community. Because while our mission each day is safe and reliable delivery of natural gas, we know that as a corporate citizen, we have responsibilities that extend well beyond that. And we know that if we are able to enhance the communities we serve through philanthropy and volunteer service, we will automatically enhance the quality of our business.

I truly believe there is no stronger way to unite a geographically dispersed employee base than through volunteer service. Offering common volunteer events across our corporate footprint—like our annual United Way Campaign or our yearly Volunteer Week celebration—unites us all in common purpose. We have seen tangible examples where the bonds we build during our volunteer experiences carry over to our day-to-day responsibilities. While we may be in different states, we are joined in our commitment to volunteer efforts that both strengthen communities and enrich lives.

Volunteering is a tradition that is strongly rooted in Atlanta Gas Light—and in all AGL Resources companies. We enthusiastically support the work of the Corporate Volunteer Council of Atlanta, and we congratulate all of the 2015 IMPACT Award winners. Their work—and in fact, the work of all award nominees—inspires even further commitment to community. After all, together, our energy matters.
Spotlight on CSR

You often hear about a company’s large donation or game-changing volunteer project, but you don’t often know about the individuals behind the scenes who help bring these charitable endeavors to fruition. Those who work in the area of corporate social responsibility labor every day to make a difference, often with few staff and resources. Here, we meet three CSR professionals at CVC companies who are making a big impact.

Aileen Bleach
Pro Bono & Community Service Manager
Sutherland Asbill & Brennan
Years working in CSR: 2
A New Providence, New Jersey-native, Aileen Bleach graduated from the College of Charleston in 2001 with a degree in psychology and business administration. Her past work includes positions at Hildebrandt International and New York City-based non-profit legal service provider Sanctuary for Families. In 2010, Bleach moved back down south to Atlanta and started working at the Leukemia & Lymphoma Society. She joined Sutherland in 2013. Outside the office, Bleach enjoys running (especially with charity program Team In Training, which helped her complete her first marathon) and reading.

Why and how did you become involved in CSR?
I spent my first summer after college working for a legal consulting firm and while I loved the experience, I felt the need to enter the nonprofit community and feel gratified that the work I was doing made a difference to better society. I like to call it “heart-happy work.” I moved to New York City and worked on fundraising events for a legal service provider that helped domestic violence victims and their families. When I moved to Atlanta, I spent my first three years working at the Leukemia & Lymphoma Society, raising money as a campaign manager. I have always loved working with the nonprofit community, and met some of my best professional friends through my work at LLS. I enjoyed the corporate development part of my job and through my corporate development relationships at Sutherland, learned that their CSR position was opening up. I loved the legal community as much as the nonprofit field, so to me, this was my dream opportunity to tie them both together. Now I get to feel fulfilled in my work, back in the legal field, and stay connected to the nonprofit community. Even better than being fulfilled myself, I get to help others feel “heart-happy” with their job through employee volunteerism. How great is that?

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is that I’m a “yes person” and the need for pro bono legal services and other community services is so great, sometimes it is hard to feel like you’re making a dent compared to the tremendous need. As our pro bono partner likes to say, “business development is not an issue for pro bono and CSR.” That’s one of the reasons I feel so strongly about the difference the CVC makes, because the stakes can feel so high. For every case a legal service provider can’t place, that person might lose their home or be deported to a country where they face certain death. When firms and companies work together to be more efficient, you can cover more ground!
The most rewarding part of my job is seeing the joy people get out of volunteering. When you can help make someone’s work “heart-happy” you feel like you’ve spread the emotional wealth and facilitated help for someone in dire need.

What would you be doing if you weren’t working in your current position?
Being in my dream job, it’s hard to imagine working anywhere else! CSR is the industry for me. If I had to hazard a guess I’d most likely be in a development position at a nonprofit.

Why is important for companies to have a person or department dedicated to CSR?
I think it’s important for many reasons. First, that you are creating a culture in your firm/company that pays back in spades. People want to work for an organization where they can feel fulfilled and have opportunities to give back. Employee volunteerism also creates great team building and allows people to work together across departments. Just as the industry title states, it’s a responsibility of firms/companies to make sure they are being good stewards in their communities and industries. People want to work with a company that has a reputation for taking that responsibility seriously. The need for facilitated skills-based volunteer projects is also huge. For attorneys, it can serve as training. Sutherland had an attorney argue a pro bono case in the Supreme Court—talk about professional development through volunteerism! Lastly, for firms/companies with multiple offices, it’s important to have a central point of contact for internal communication purposes, risk management, and to help different office locations feel connected through a common cause.

Marjorie Heard
Manager, Revenue Accounting, Paper, Clay & Forest Products, Norfolk Southern Railway
Thoroughbred Volunteers Leadership Council Chair, Atlanta Chapter
Years working in CSR: 7
Heard joined the Norfolk Southern Thoroughbred Volunteer Leadership Council in 2008 as a council member and loved every minute. In 2013, she became the leadership council chair for the Atlanta Chapter of the NS Thoroughbred Volunteers, which

CONTINUED ON PAGE 10
CONTINUED FROM PAGE 9

works to promote volunteerism within Norfolk Southern and in the community, coordinate volunteer activities for employees and provides networking opportunities for employees. Heard's role as chair is to provide sup-
port and guidance for all NS Thoroughbred Volunteer initiatives and activities.

Why and how did you become involved in CSR?
I volunteer because I find it extremely satisfying to act in a manner that is consistent with my personal principles. To be able to say I changed something in the world, in the lives of others, gives meaning to my existence here beyond simply taking care of myself. It changes my life from being self-absorbed to impacting others in a positive way. I have been volunteering since college. I mentored kids at the local schools in Atlanta. I found that experience to be rewarding. Therefore, being part of the NS Volunteers was a natural fit. And, as the years have progressed, I have taken on more and more responsibilities that have led to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.

What is the most challenging part of your job? The most rewarding?
The most challenging part of my job is continuously finding innovative ways to keep volunteers connected. For example, looking for opportunities where volunteers can have a lead to being in a leadership role.
What’s trending in CSR

Although Corporate Social Responsibility is, at its core, about companies giving back to the community, it’s a practice that is always undergoing new and interesting transitions as a result of a constantly changing business world.

Accommodating the varying schedules and interests of employees in different departments is an area where companies are always testing new strategies. One recent trend seen by CVC companies is business units and employees taking the lead in organizing and planning volunteer efforts.

Last year, Gas South’s marketing team teamed up with Boys and Girls Club and Salvation Army for a successful two-day teambuilding event. The department’s proactive approach was welcomed by Senior Community Relations Coordinator Wakeeta Rosser.

“One of the things that I struggle with in being the only person in our department is taking control and doing all the coordinating for every event,” Rosser said. “This year and next year I'm focusing on providing a list of activities departments can do as teams.”

At Newell Rubbermaid, independent departments are also teambuilding through volunteering and taking it a step further by partnering with one specific organization throughout the year. The global company’s employees also can serve on a local affinity group focused on volunteering.

“They not only lead the company’s volunteer efforts, they get together and plan other volunteer projects open to other employees,” said Kaye Morgan-Curtis, Newell Rubbermaid’s senior manager of global philanthropy.

To enable employees across the nation to take part in volunteering efforts, Cox Automotive has one person in each business unit dedicated to corporate responsibility. The company has also recently launched a volunteer portal where employees can easily find, participate and log volunteer hours for charitable events.

“This enables Cox Automotive to support employee passions. If you want to lead a team for a specific walk, you can invite people from all over the city to come join you, in addition to the co-workers you see every day,” said Susanna Eiland, coordinator of community relations.

Accenture’s unique take on a volunteering project involved partnering with United Way for the May 16, 2015 Atlanta Day of Service when employees and family and friends took time out to help four of the company’s nonprofit partners, including Boys and Girls Club of Metro Atlanta, City of Refuge, Trees Atlanta and Next Generation Men.

“We raised awareness of our Corporate Citizenship strategy, engaged volunteers, and made a meaningful contribution to our non-profit partners. By offering a variety of locations, activities, and family friendly events, we created an impactful and inviting environment for our people to give back,” said Shannon McManus, Accenture’s Atlanta market director.

“To ensure successful volunteer projects, Frazier & Deeter plans efforts based on employees’ interests. This year, the accounting firm sent out a survey to determine where team members’ passions are.

“This has enabled us to tailor our program to the interests of our people,” said Neeley Bain, people and culture senior associate. “Up through senior leaders, all participate and have a role in our service efforts.”

For its annual community service day, Frazier & Deeter’s offices closed so 90 percent of its employees could volunteer with nine local Atlanta nonprofits.

At IBM, skills-based volunteerism is the motto. Part of this includes employees creating “Activity Kits” with items needed for a range of programming, including helping students with engineering, math and science.

“The Activity Kits provide step-by-step instructions and supporting materials such as presentations or education modules to prepare and equip volunteers to assist schools or community agencies,” said Tijan Dogan, IBM corporate citizenship and corporate affairs manager.

King & Spalding’s fundraising activities are paired with volunteer activities to create a more direct link between philanthropic giving and volunteerism. After the Nepal Earthquake, the firm hosted a fundraising drive that collected $30,000 for MedShare. Several weeks later, a group of volunteers in the Atlanta office visited the MedShare facility and sorted nearly 400 boxes of medical supplies for developing countries.

“Our lawyers and staff enjoy seeing the direct impact that their gift can make, and enjoy meeting those that benefit from their generosity,” said Linda Parrish, King & Spalding director of community affairs.

Another popular trend in CSR is the desire for organizations to involve both their employees and their family members in volunteering. In late 2014, KPMG hosted Family Volunteer Day at Children’s Healthcare of Atlanta’s Egleston campus with 45 of their employees and their kids. The group assembled patient activity kits, toured an ambulance and Children’s helipad and meet Izzy, one of the hospital’s therapy dogs.

“Now, more than ever, passionate volunteers come from a wide range of generations and industries, thus mandating we build our volunteer programs with creativity,” said Michelle Bennett, Children’s Healthcare of Atlanta Foundation program coordinator of corporate development.

Congratulations to the Corporate Volunteer Council of Atlanta and the 2015 IMPACT Award Winners.

Newell Rubbermaid is a consumer and commercial products company that helps people get more out of life. Our brands matter to consumers around the world by making daily lives more convenient and comfortable.

Through investing in Community, we harness the philanthropic efforts of our employees and brands to make strategic investments in early childhood development, in-classroom education, professional skill development and employee volunteerism.

Visit newellrubbermaid.com to learn more today.
Frazier & Deeter is proud to support the Corporate Volunteer Council

Google Fiber

Google Fiber is proud to support local programs and initiatives that encourage the use of technology to inspire community action and create positive change in Fiber cities.

www.google.com/fiber

More than 350 CVC members assembled for the 2014 IMPACT Awards. Pictured here are several CVC board members past and present.

2015 CVC BOARD

Immediate Past President
Maurice Baker
Georgia Natural Gas

President
Jai Rogers
Delta Community Credit Union

Vice President
Kaye Morgan-Curtis
Newell Rubbermaid

Secretary
Aileen Bleach
Sutherland, Asbill & Brennan

Treasurer
Terri Hendley
Troutman Sanders

Bill Barnes
AGL Resources

Kristie Benson
AGL Resources

Emily Crawford
Arby’s Foundation

Monica Garrett
LexisNexis Risk Solutions

Tyrene “Ty” Hodge
Cox Enterprises

Lucy Klausner
Children’s Healthcare of Atlanta Foundation

Kristie Madara
UCB

Joey Powell
Atlanta Business Chronicle

Heather Prill-Pritchard
The Home Depot Foundation

Wakeeta Rosser
Gas South

Robbin Steed
Networks of 11Alive

Frances Thompkins
The Coca-Cola Company

CVC members enjoy learning and sharing best practices in corporate civic engagement throughout the year.
Junior Achievement impacted more than 4.5 million U.S. students in more than 197,000 classrooms during 2013-2014. Junior Achievement of Georgia is part of that success. With a mission to inspire and prepare young people, K through 12th grade, to succeed in a global economy, JA of Georgia’s programs teach students about financial literacy, entrepreneurship and workforce readiness. Part of the organization’s transformational programs include Discovery Centers that give middle school students a glimpse into the responsibilities of adulthood—a job, income, education and family scenarios.

Georgia’s first JA Discovery Center opened in Atlanta in 2013 inside the Georgia World Congress Center. In August, the organization debuted a new Discovery Center at Gwinnett, where 10 CVC companies have “storefronts” to help educate the next generation.

“CVC of Atlanta companies are deeply engaged in important issues throughout our community,” said Jai Rogers, CVC president and vice president of community development at Delta Community Credit Union. “Education is a focus area for many of our member companies and most have been instrumental in the strategic efforts to improve graduation rates, support STEM-related programs and provide internship opportunities to young people.”

The new center, which is expected to serve more than 25,000 middle school students annually, is located on the campus of the new Discovery High School in Lawrenceville. Like JA’s downtown Discovery Center, it will house two interactive venues, JA BizTown and JA Finance Park, each designed to enhance metro Atlanta students’ financial literacy and build skills for personal and professional success.

“I am excited about the future interaction Gwinnett students will have with employees of metro Atlanta’s leading companies who are committed to workplace volunteerism and civic engagement,” Rogers said.

CVC companies with storefronts at JA’s Discovery Center at Gwinnett:
- AT&T
- Autotrader
- Cisco
- Delta Community Credit Union
- Georgia Power
- Nordson
- SunTrust Bank
- The Home Depot
- United Way of Greater Atlanta
- Wells Fargo

We recognize our most precious resource — the people in our community

Thanks to you, things are getting done. Thanks to you, our community is a better place and the lives of real people are being changed for the better.

Bank of America congratulates the 2015 Corporate Volunteer Council Impact Award Recipients for helping to make a lasting difference where we live and work. Thank you for being an inspiration to us all.

Visit us at bankofamerica.com/Atlanta

Life’s better when we’re connected®

©2015 Bank of America Corporation | ARB8SPJ6
Overcoming volunteerism challenges

By Whitney Thrower, marketing manager.

Balancing a fast-moving business world with responsibilities outside the office can often leave employees with little time to volunteer. To make sure giving back is possible for all employees, CVC companies overcome challenges with creative projects. Read how they do it below:

ACCENTURE

For 14 years, Accenture has supported TechBridge’s Technology Innovation Award, which honors a Georgia nonprofit with a $30,000 grant to implement a technology project that will help grow its capacity to serve. As part of the award’s application process, more than 40 Accenture project managers and senior managers volunteer to review and provide written Q&A feedback that the nonprofits can use to improve the quality of their applications. Accenture also engages approximately 20 CIOs from Atlanta companies to evaluate the impact each nonprofit’s envisioned project will have on its mission and select the winner. This collaboration has provided nearly half-a-million dollars to transform 14 nonprofits.

“Accenture continues to benefit from this long standing relationship by providing opportunities for our executives to ‘virtually volunteer’ and stay connected with our local community,” said Shannon McManus, Accenture’s Atlanta market director.

BALFOUR BEATTY CONSTRUCTION

Balfour Beatty Construction works to engage employees at all levels in civic and charitable contributions by providing a paid “Volunteer Day.”

Balfour Beatty’s Georgia Division has active job sites that span coast-to-coast. This distance, and the office-jobsite disconnect that is common in the construction industry, creates challenges when coordinating volunteer efforts, while Balfour Beatty’s Georgia Division focuses on five major local nonprofits, the company’s remote job sites have the autonomy to coordinate volunteer efforts in their own backyard. Many project teams raise funds for local communities during the holidays or provide meals during Thanksgiving.

All employees are also encouraged to participate in initiatives coordinated at a broader level by the company’s BB Spirit Team in the main office.

“Our leadership drives the initiative for dozens of volunteer events throughout the year, allowing employees ample opportunity to work volunteering into busy personal and work schedules,” said Whitney Thrower, marketing manager.

COX AUTOMOTIVE

To accommodate call center employees who are on the phones during most of their shift, Cox Automotive plans volunteer projects that can be done on-site. The company partnered with Stop Hunger Now to prepare meals to send internationally and created its own volunteer event, CANstruction, that coincides with a food drive supporting Drive Away Hunger. The two-week campaign culminates in a company-wide design/build competition at the office where teams work together to build sculptures using only food items.

“Atlanta offices donated a whopping 20,121 pounds of food to the Atlanta Community Food Bank,” said Susanna Eiland, coordinator of community relations. “Cox Automotive as a whole donated $2,195,195 to food banks nationwide.”

DELOITTE

The majority of Deloitte’s employees travel to client sites, so the firm plans in-office volunteer projects with United Way of Greater Atlanta on Fridays, when employees are in the office. The company’s main service day, Impact Day, also encourages participation.

“We planned a special day where Impact Day came to the Atlanta office and the interns decorated snack packs for MUST Ministries. We had no idea that accounting interns would be so creative. The bags looked amazing!” said Sara Simonds, Deloitte audit manager and Volunteer Council lead.

FRAZIER & DEETER

Hectic employee schedules don’t stop Frazier & Deeter from hosting service projects. The CPA and advisory firm just does it in-house, partnering with United Way to compile “kits” for former homeless veterans as they transition off the streets and into an apartment. The firm also made more than 500 peanut butter and jelly sandwiches for the Gateway Center, a local homeless shelter. And each November, Frazier & Deeter participates in Bert’s Big Thank You, a letter writing campaign for veterans overseas.

“These on-site projects ensure that all employees can be involved even if they only have a few minutes to share,” said Neeley Bain, Frazier & Deeter people and culture senior associate.

GAS SOUTH

GAS South wanted to make sure customer care center employees were given the same volunteer opportunities as other employees. So, the company brought service opportunities to the office and worked with its call center employees to schedule time for them to volunteer without interrupting workflow.

“We also schedule volunteer opportunities after work hours and on weekends so there are a lot of options for employees to volunteer,” said Wakeeta Rosser, senior community relations coordinator.

HOMRICH BERG

At Homrich Berg, volunteerism has always been engrained in the culture through nonprofit board positions, a company wide volunteer event and matching gifts program. But, over the past few years, the firm noticed a shift in what employees needed to stay involved.

“We now offer a menu of opportunities throughout the year that take place during the weekdays, evenings and weekends,” said Kelsey Stone, client care coordinator.

The firm also offers a rewards program for employees who get involved and stay involved. When employees give more than 50 hours of their time in a calendar year, Homrich Berg will give a monetary donation to the nonprofit of their choice.

“While Homrich Berg’s community involvement hasn’t changed, we have recognized that employees need more opportunities, in and out of the office,” Stone said.

KILPATRICK TOWNSEND & STOCKTON

Kilpatrick Townsend & Stockton’s hillbilly office environment and traveling attorneys means many of the firm’s volunteer opportunities take place in the office. Employees can sign up for 30-minute shifts to, for example, make sandwiches for Action Ministries’ Smart Lunch Smart Kid program; create welcome home kits and cards for veterans; and assemble toiletry kits for homeless mothers and children. As a member of the American Red Cross LifeBoard since 2004, the firm also hosts blood drives in the office six times a year. Kilpatrick also partners with a

Continued on next page
number of educational organizations—including Ron Clark Academy, Boys and Girls Club of Metro Atlanta and Jumpstart—to bring students to the firm to learn from its attorneys and staff.

“These education-focused projects enable the firm to further its commitment to building a pipeline of future talent into the legal profession,” said Karen Robinson, community relations manager.

NEWELL RUBBERMAID

Newell Rubbermaid road warriors, don’t have to skip volunteering, thanks to the company’s mobile app for its volunteer portal. Launched this year, the app allows employees to find volunteer opportunities via their smart phones in locations around the world. Newell Rubbermaid also continues to provide virtual volunteering for customer service and line employees that have a hard time leaving their posts throughout the day.

“During their lunch times or break times they can do something on-site, but there is also the option of participating in virtual volunteering when they are off or before their shift starts,” said Kaye Morgan-Curtis, Newell Rubbermaid’s senior manager of global philanthropy. “It can be anything from creating flyers for a local organization or knitting scarves for a senior citizens home. We find we get a lot more participation that way.”

NORTHSIDE HOSPITAL

Despite their varying shifts, Northside Hospital’s more than 12,000 employees find time to volunteer. This is thanks, in large part, to the organization’s donation drives and on-site volunteer projects. For its donation drives, the hospital designates 50 drop-off locations throughout the system where items are collected for the community. One of its most popular is Operation Bookbag, where employees donate book bags and school supplies for Children’s Restoration Network and the United Way of Forsyth County. In 2015, Northside collected more than 2,000 book bags, filling a 26-foot U-Haul.

Northside also hosts teambuilding activities with a service spin. Creating snack packs to give kids in shelters, writing notes to distribute at nursing homes and assembling shoeboxes filled with toiletries for homeless women and children are just some of the activities the organization offers.

“My goal is to make it as easy as possible for our employees to give back,” said Shelia Perkins, Northside volunteer and community events coordinator.

TURNER BROADCASTING SYSTEM

With a business that runs 24/7 and employees that work non-traditional hours, Turner Broadcasting System has to identify creative ways to encourage volunteer efforts. Through volunteer release time, employees are allowed 40 hours each year to volunteer with a nonprofit or accredited service organization. Turner also offers a matching cause and provide T-shirts to the team. The company also offers a matching grants program for organizations to which employees give their time.

Turner also hosts an annual Volunteer Day and service project on Martin Luther King Jr. Day. This year the event included 300 participants assembling packaged meals to send overseas through Stop Hunger Now. The group also packed more than 850 hygiene kits for the homeless in Atlanta and more than 2,000 lunches for distribution to 10 area homeless shelters.

“This day of service allows employees and their families to use their day off to honor the legacy of Dr. King by serving others,” said Sydney Langdon, manager of corporate responsibility.
MAKE AN IMPACT:
Join the growing group of leading companies that are investing in a better Atlanta

Special thanks to our Member Companies appearing in BOLD for their generous sponsorship of the 2015 IMPACT Awards.

Presenting Sponsor

Atlanta Gas Light
An AGL Resources Company

Volunteerism is a Business Strategy

Become a leader and enhance your company’s reputation as you learn and help others. Visit our website for a full list of member benefits. Joining is easy! Start making an impact today.

www.cvcofatlanta.org