

## **We trust you to lead: The Engaging for Impact Goal**

*There's a cultural issue of people thinking, "who's gonna plan the project? Who's gonna do it?" I think the culture that we want to create is that anyone can do it. Anyone can lead, and we're providing the resources and support to do it.*

[Company Blog Post]

Tuesday, January 31, 2023

"Before our annual MLK Day of Service or first-ever global volunteer Serve-a-thon, one of my favorite things is seeing who will step up to lead a project in different communities around the world." Oftentimes, a site leader may tap someone's shoulder to lead a volunteer opportunity, but it doesn't have to be this way. We are fortunate at [company] where we have a force for doing good. It sounds easier said than done, but when you embrace people's passions, provide them with knowledge, goals and tools, and steer them in a way that we can all go together, everyone wins" – [Person A], Global Citizenship Manager, as he explains the story of the Engaging for Impact 2025 Sustainability Goal.

[IMAGE]

Engaging for Impact began with a goal to positively impact 1 billion people over the span of 10 years. However, it quickly became a question of how to measure impact. It is no secret that [company] people engage with the community daily, but how do we capture this?

Well over time, the goal evolved with a new objective of building [company]'s culture of volunteer engagement. Impact now, means supporting global citizenship priorities and investments, supporting positive Employee Experience (EX), and advancing the ambition. Some of the ways to capture this culture include gauging responses from the [internal employee survey], launching purpose driven projects, and encouraging individuals to act.

### **We support you**

Our [Global Volunteer & Erg Participation Policy](#) offers each [company] employee a chance to act with 12 hours of paid-time-off during the normal workday. [company] people are encouraged to discuss the opportunity with their leaders. This was designed with Operations workers at the forefront as they represent a large portion of [company] culture.

Examples of activities supported by the time off policy include:

	General & Direct Support		Capacity Building & Leadership	
Types of Engagement	Traditional	Skills-Based		
		General	Non-profit Board Service	Pro Bono Professional expertise
Examples	<ul style="list-style-type: none"><li>• #PullingOurWeight Cleanup</li><li>• Habitat for Humanity critical home repair</li><li>• Serving food at a community center</li><li>• Donating blood</li><li>• Attending an ERG meeting</li><li>• Attending an ERG-hosted event at</li></ul>	<ul style="list-style-type: none"><li>• Conducting a classroom science experiment</li><li>• FIRST robotics coach</li><li>• Career mentoring</li><li>• Tutoring</li></ul>	<ul style="list-style-type: none"><li>• Serving on a board related to an ERGs mission</li><li>• Earning a certificate in nonprofit board education</li></ul>	<ul style="list-style-type: none"><li>• Providing IT assistance</li><li>• Developing marketing material</li><li>• Providing legal support</li><li>• Assist in DEI assessment</li></ul>

## Project Examples

Purpose driven projects are the more well-known campaigns that happen around [company] such as #PullingOurWeight, our first Global Serve-a-Thon and MLK Jr. Day. These projects are rallying calls that allow everyone to participate under the same cause. For example, MLK Jr. Day is a paid U.S. holiday for employees that promoted equity and inclusivity with more than 1,000 colleagues participating in a variety of company-offered virtual and in-person volunteer activities. Another example comes from #PullingOurWeight, celebrating its fifth year, which is designed to address plastic waste in the environment through community-based cleanups with colleagues, family and friends, and stakeholders.

[IMAGE]

## Involvement builds joy

“There are good things that come from getting involved, and one of those is higher employee engagement. When you say community to me, I take that as not just the town that I live in, but also the global wellbeing of people. Are we doing good things for the world around us? We want more and more people to have that positivity that comes from getting involved.” [Person B], HR Director for Talent and Workforce Insights, expounded on the people affected by the goal. The [internal employee survey] is helping us measure how ingrained volunteerism is into the culture by asking questions about employee-community engagement. Based on our employee survey, we learned that people at [company] who are more involved in volunteerism and/or ERGs have higher levels of engagement and are more positive about their employee experience.

Volunteer engagement is a valuable tool with so many possibilities and it can come in a lot of different forms. Because as [Person A] expressed, “When woven through our culture, we are able to provide employees with the power to lead, lend support and take action for causes that matter most.” The goal is just one way to inspire this. “We are encouraging people to use opportunities to come together with their teams to be more service and community impact minded,” said [Person B].

How are you building your positivity? What project will you lead? Visit [company]’s [Volunteer Portal](#) to learn more.