



A Consultant's Tale

Leveraging your Company's Resources Through a Nonprofit Lens





Well versed in the world of Corporate Social Responsibility and volunteerism, Kristen Coppola has spent nearly a decade helping maximize the volunteer experience and meet community-identified needs through strategic planning, logistics management, and relationship building. As the Vice President of Corporate Solutions at Jersey Cares, Kristen oversees Corporate Service and Consulting teams to design strategic employee engagement plans, implement impactful signature corporate volunteer opportunities ranging from 10-1,000 volunteers, and continuously grow and develop programming year over year.



Raise Your Hand If..

Nonprofit

Company

1-5 years of experience

5-10 years of experience

10+ years

20+ years

Merk & Co

Public Service Enterprise Group

PSE&G

NJ American Water

Prudential

New Jersey Resources

Campbell Soup Co.

Zoetis

Becton Dickinson

Church & Dwight

Organon & Co.

Universal Display

Phibro Animal Health

Catalent

Burlington

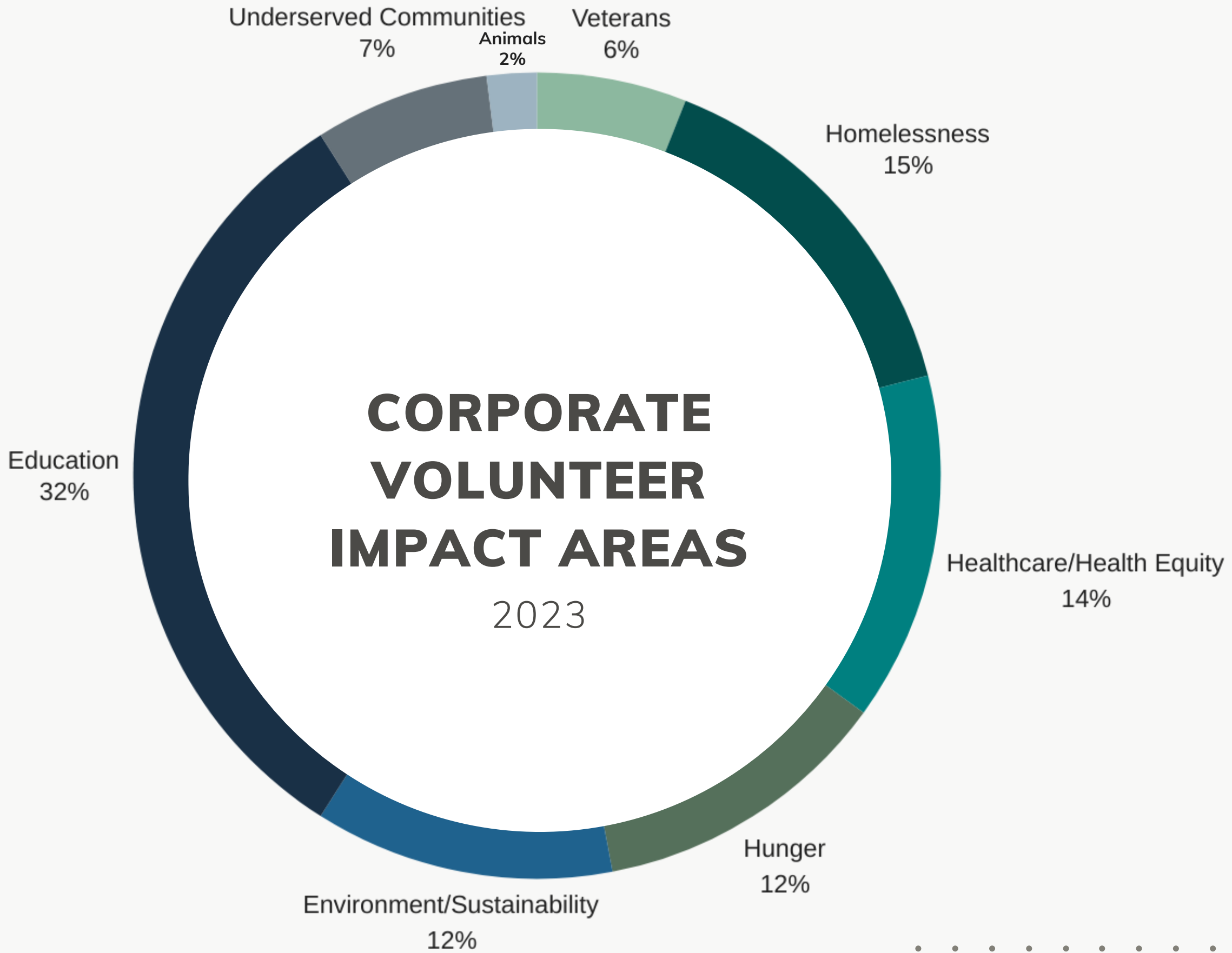
Clearway Energy

Automatic Data Processing

Avis Budget Group

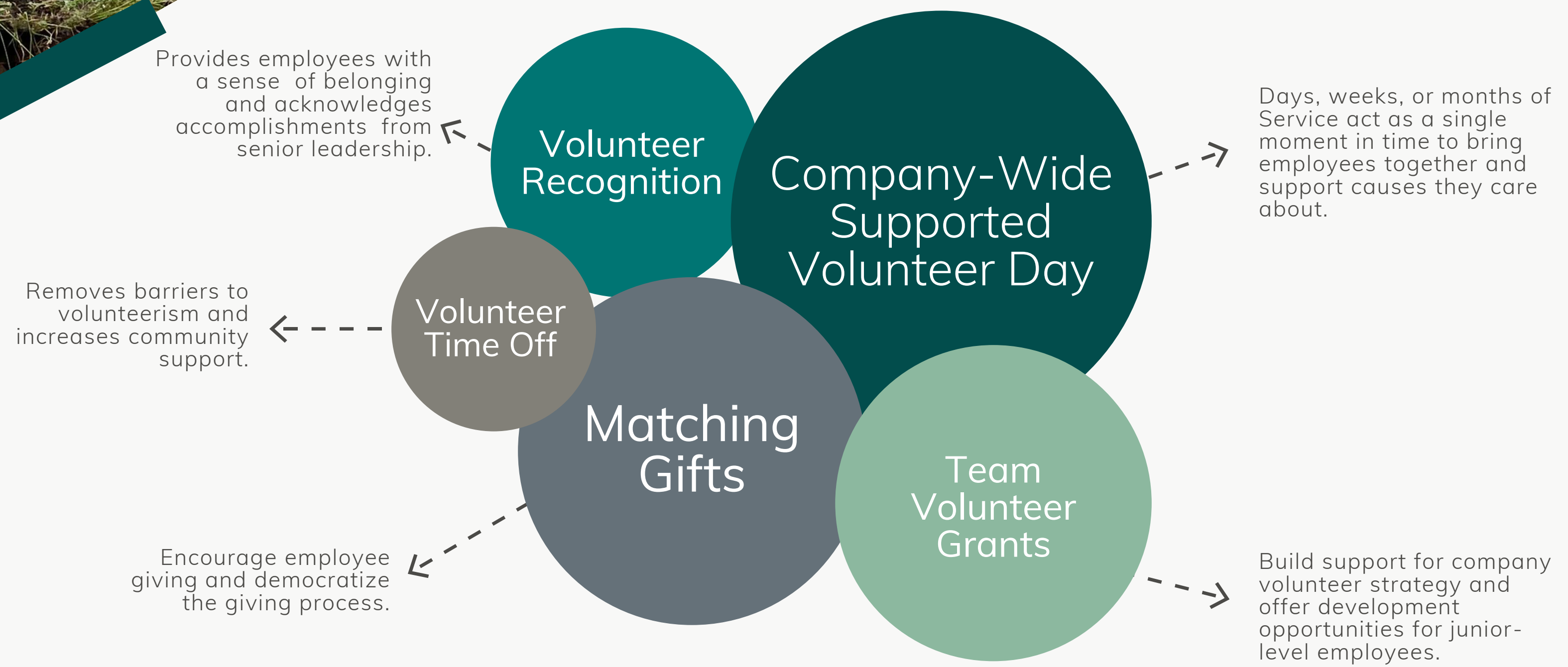


- VETERANS 
- HOMELESSNESS 
- HEALTHCARE/
HEALTH EQUITY 
- HUNGER 
- ENVIRONMENT/
SUSTAINABILITY 
- EDUCATION 
- UNDERSERVED
COMMUNITIES 
- ANIMALS 





Employee Engagement





**Raise your hand if you think this
affects the impact a company has on the community:**

Volunteer Recognition

Volunteer Time Off

Matching Gifts

Team Volunteer Grant

Company-Wide Supported Volunteer Day

Volunteer Recognition

- Increases workplace satisfaction through volunteer satisfaction and recognition amongst peers and leaders
- Creates and strengthens brand awareness, reputation, community relations and marketing opportunities for the company
- Strengthens the bond between volunteers and the company
- Communicates basic volunteer standards
- Identifies internal best practices and trends
- Raises attention for the community issues being addressed
- Serves as a tool for employee retention and recruitment
- Creates role models within the company and sets benchmarks for volunteer excellence



Volunteer Recognition



Formal Recognition

President's Volunteer Service Award
Company branded volunteer certificates
Digital volunteer badge
Listing of all volunteers on website
Inspiration Honor Roll spotlight
Personalized Employee Recognition Ceremony

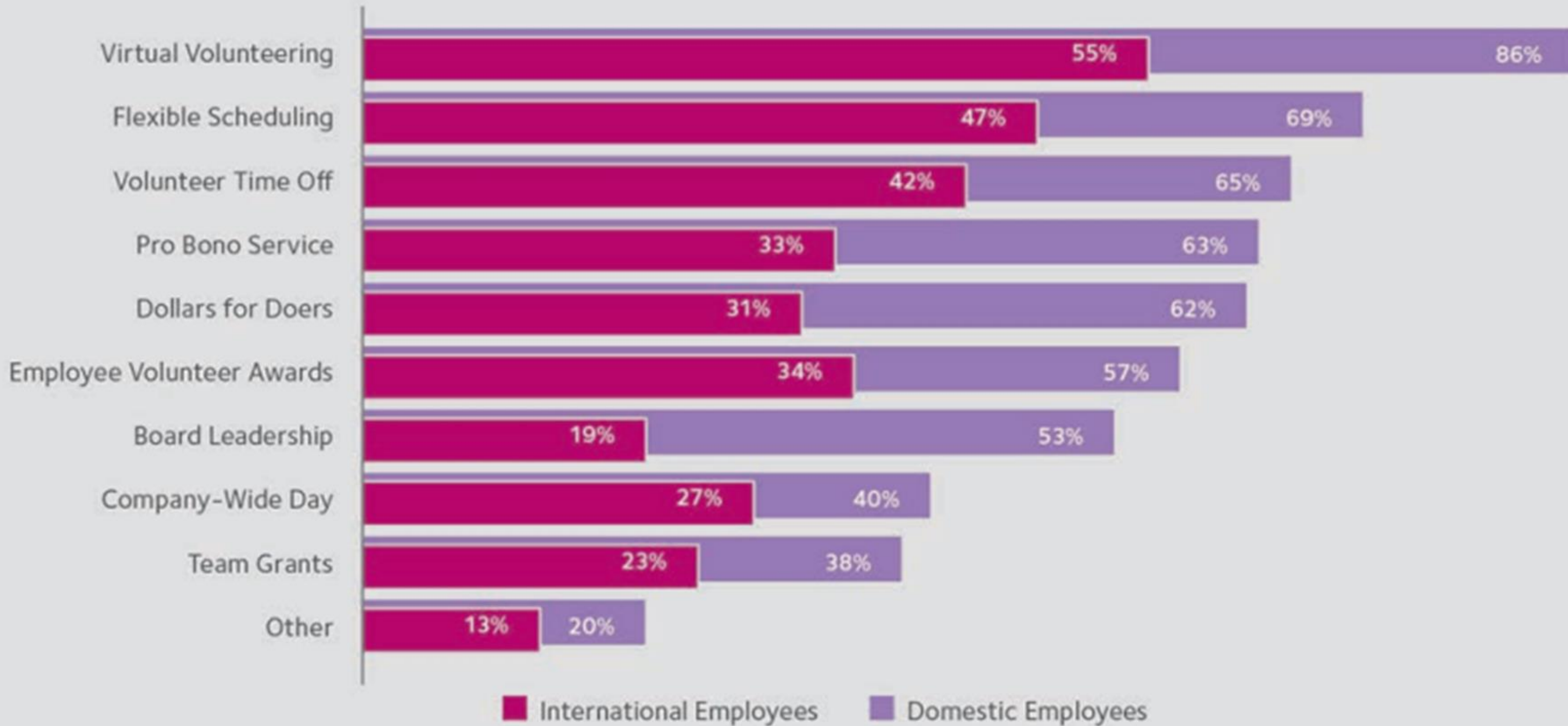


Informal Recognition

Verbal thank you during and/or after volunteering
Handwritten thank you card
Shout-out during team meeting
Personalized c-level appreciation video
Note on intranet
Social media post

Volunteer Time Off (VTO)

Percentage of Companies Offering Each Volunteer Program, 2022





Matching Gifts



Additional Staff



Professional
Development



Investment in
systems & logistics



Improved
Technology

Team Volunteer Grant



TEAM VOLUNTEER GRANT



Teams of 5 – 30 interested in organizing a community volunteer event are now eligible for up to \$2,500 to cover the costs associated with team volunteer activities or projects. Learn more and apply on [ConnectUp!](#)

**Applications will be reviewed on a first-come basis. Grants will be awarded within six to eight weeks of the application's submission.*

Team Volunteer Grant

| | Building | Transformation | Revitalization | Environmental | Sustainability | Food Banks | Community Gardens | Kit Assembly | Service Learning | Education Workshop | Tutor and Mentor | Seniors | Healthcare | Veterans and Military | Collection Drive | Project Coordinator | Associate Board |
|---|----------|----------------|----------------|---------------|----------------|------------|-------------------|--------------|------------------|--------------------|------------------|---------|------------|-----------------------|------------------|---------------------|-----------------|
| LEADING YOURSELF | | | | | | | | | | | | | | | | | |
| Managing Effective Teams and Work | | | | | | | | | | | | | | | | | |
| Attention to Detail | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Project Management | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Change Management | | | | | • | | | | | | | | | • | • | • | • |
| Organization and Timeliness | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Flexibility and Adaptability | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Setting Vision and Strategy | | | | | | | • | | | | | | | • | • | • | • |
| Communicating Effectively | | | | | | | | | | | | | | | | | |
| Active Listening | • | • | • | • | • | • | • | • | | • | | | | • | • | • | • |
| Written Communication | | | | | | | | | • | • | • | • | • | • | • | • | • |
| Presence and Presentation | | | | | | | | | • | • | • | • | • | • | • | • | • |
| Influencing and Inspiring Others | | | | | | | | | • | • | • | | | • | • | • | • |
| Demonstrating Ethics & Integrity | | | | | | | | | | | | | | | | | |
| Customer Focus | | | | | | | • | • | • | • | • | | • | • | • | • | • |
| Diversity, Differences, Inclusion | | | | | | | • | • | • | • | • | • | • | • | • | • | • |
| Self Awareness & Management | | | | | | | | | | | | | | | | | |
| Self Management | | | | • | • | • | • | • | • | • | • | | • | | • | • | • |
| Professionalism | | | | | | | | | • | • | • | • | | | • | • | • |
| Confidence | | | | | | | | | • | • | • | • | | | • | • | • |
| Perseverance | | | | | | | | • | | • | • | • | | | • | • | • |
| LEADING OTHERS | | | | | | | | | | | | | | | | | |
| Solving Problems & Decision Making | | | | | | | | | | | | | | | | | |
| Critical Thinking | • | • | • | • | • | • | • | | • | • | • | • | | • | • | • | • |
| Innovation | • | • | • | • | • | • | • | | • | • | • | • | | • | • | • | • |
| Building Collaborative Relationships | | | | | | | | | | | | | | | | | |
| Teamwork | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Empathy and Compassion | | | | | | | | | • | • | • | • | | • | • | • | • |
| Emotional Intelligence | | | | | | | | | • | • | • | • | | | • | • | • |
| Relationship Building | | | | | | | • | • | | • | • | • | • | • | • | • | • |
| Developing Self and Others | | | | | | | | | | | | | | | | | |
| Creativity | • | • | • | | • | | • | • | | • | • | | | • | • | • | • |
| Ability to Teach and Train | | | | | | • | • | | • | • | • | • | | | • | • | • |
| Drive and Purpose | | | | | • | | • | | • | • | • | • | | | • | • | • |

PROJECTS AND OPPORTUNITIES

- Building Projects**
 - Construction of new items:
 - Benches
 - Picnic Tables
 - Gardens, etc
- Transformation**
 - Taking an entire blank space and creating new
 - ie Teacher's Lounge renovation
- Revitalization Projects**
 - Restoring items, places and spaces to their original or improved state
- Environmental Projects**
 - Landscaping
 - Beach Sweeps
 - Invasive Species
 - Sustainability
- Food Insecurity**
 - Food Banks
 - Kitchens
 - Community Gardens
- Education**
 - Tutor
 - Mentor
 - Workshops
- Healthcare**
 - Socialization
 - Interaction
- Seniors**
 - Socialization
 - Interaction
- Veterans and Military**
 - Outreach
- Leadership Roles**
 - Collection Drive Coordinator
 - Project Coordinator
 - Associate Board Member

Please refer to our [Corporate Service Menu](#) to see our detailed listing of projects and opportunities.

Company-Wide Supported Volunteer Day



Record-breaking participation that enhances culture and talent retention



13,502* Volunteers Participated



47,040 Total Volunteer Hours



56 Countries & Territories Participated

90%** of participating volunteers expressed pride in AbbVie and our commitment to service.

- "I am so proud to work for a company who considers community engagement one of our principles."
- "It was inspiring to see real-world, tangible expressions of AbbVie's commitment to our communities."

Global Reach

A global program bringing employees together as one company

52% of Week of Possibilities volunteers are based in the US and 48% are located OUS.



Community Impact

Combined volunteer efforts leading to broad impact across communities

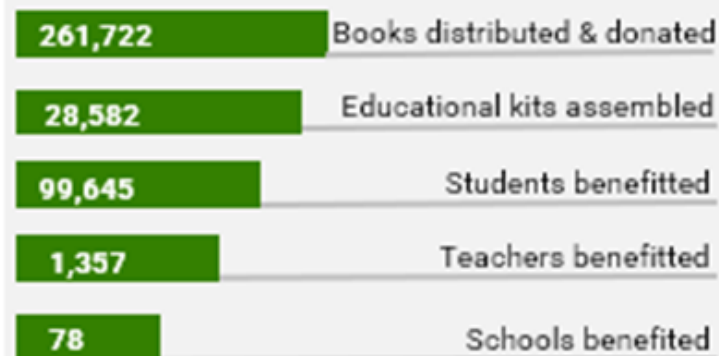


195 Community Partners Supported



276 Projects

Education and Schools ***



Environmental Services ***



Economic and Community Development ***





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abbvie
GIVING



**Raise your hand if you think this
affects the impact a company has on the community:**

Volunteer Recognition

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RESOURCES



EXTERNAL RESOURCES

- Nonprofit & Community Partners
 - Can identify immediate and long-term needs of the community
 - Knows what support will be most useful



INTERNAL RESOURCES

- Employee Resource Groups
 - DE&I Department
 - HR & Communications Department
 - Local Volunteer Committee
 - Meeting & Events Teams
-
- Survey employees' volunteer interests
 - Organize and lead projects
 - Recruit volunteers at local level
 - Align local efforts with enterprise-wide framework
 - Track, report, collect data, and provide stories around employee volunteering



Vision Boards

Create a "Vision Board" for your CSR Program

What current offerings could you amplify or what new programs could you look to implement?

What time, talents, and financial resources of your workforce could you leverage?

How will this support the community?

**What barriers are prohibiting
your CSR program from
reaching its full potential?**



Barriers to Success

01

Financial / budget constraints

02

Key stakeholder buy in

03

Employee education and communication



Top 5 Detractors from an Experience

Giving Experience:

- 1 NO TRUST IN THE NONPROFIT ORGANIZATION
- 2 LACK OF CHOICE IN NONPROFITS ELIGIBLE FOR SUPPORT THROUGH THE WORKPLACE
- 3 LIMITED INFORMATION ABOUT THE NONPROFIT/CAUSE
- 4 PRESSURE FROM EMPLOYER OR COLLEAGUES
- 5 LIMITED ABILITY TO DONATE HOW AND WHEN I WANT

Volunteer Experience:

- 1 PRESSURE FROM EMPLOYER OR COLLEAGUES
- 2 NO AVAILABILITY TO VOLUNTEER DURING WORK HOURS
- 3 PROJECT ISN'T CLEARLY DEFINED
- 4 LIMITED INFORMATION ABOUT THE NONPROFIT
- 5 NO TECHNOLOGY PLATFORM THAT MAKES IT EASY TO REGISTER, PARTICIPATE & TRACK VOLUNTEER HOURS



Overcoming Barriers to Success

**Think
wholistically
about your
strategy!**

- Change with your workforce and nonprofits
- Constantly ask questions
- Survey your nonprofit partners often

**Educate,
but make
it fun!**

- Lunch and Learns
- Surveys sweepstakes

**Be your
own biggest
cheerleader!**

- Be in leadership meetings
- Build report internally
- Host trainings for managers

**Get
creative
with your
funds!**

- Prioritize what will yield the biggest ROI
- Track progress

Jersey Cares Consulting



Corporate Consulting Program



Our Expertise:

- Research & Development
- Project Management
- Training Tools
- À La Carte Support



Volunteer Engagement Consulting Program



Benefits to Community Partners:

- Volunteer Program Diagnostic
- Training & Professional Development
- Peer-to-Peer Learning
- Direct Coaching Support
- On Demand Tool & Resources



QUESTIONS?



THANK YOU!



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