

## FROM THE EDITOR

A corporate human resources friend of mine related a story highlighting the importance of this month's subject- Employee Volunteerism Programs (EVP). He was interviewing a recent Ivy League graduate for a financial services position. The candidate was exactly what the company wanted and the company worked hard to communicate its benefits - laptops and iPods provided to new employees, alternate work schedules, and a collaborative work environment. It seemed like a perfect match until the prospective employee asked, "Do you give employees opportunities to volunteer in the community?" My friend could not say that volunteerism was an integral part of the organizational culture. The candidate decided not to take the job.

Lorrie Lykins, author of the 2009 report, *The Impact of Corporate Volunteerism*, states millennials are asking prospective employers questions about volunteerism, even before they ask questions about pay and benefits. Employers' responses to these questions help millennials determine whether the organization shares their values - values that emphasize service to the community.

This edition of Top 50 examines the potential value to an organization of implementing a formal EVP. Our feature article showcases how one company uses an innovative approach to engage its employees, volunteers, and a non-profit sponsor to make a real difference in communities across the country. Our Top 10 list identifies the benefits both the employee and the organization can derive from having a cohesive program linked to the organization's strategy and we provide resources to help organizations interested in starting a volunteerism program. Finally, we highlight some of the ongoing initiatives within Navy's Community Service Program.

On another note, our hats off to all of you who have worked extra hours in support of applications for both the Training Top 125 award and ASTD awards. We received more than 15 nominated practices and the packages look great!

Best,  
*Wayne Wagner*

## Feature: Volunteerism Whirlpool's Building Blocks Program



Whirlpool and Habitat for Humanity have partnered to create the Whirlpool Building Blocks project, an initiative created by the company to raise awareness of the affordable housing crisis and to help eliminate substandard housing in the United States. During a single week, Whirlpool, Habitat for Humanity International, a selected Habitat for Humanity location, and 300 volunteers from around the country build ten homes in a single neighborhood.

"Whirlpool Building Blocks is really about bringing people together from all over the country to build homes in partnership with deserving families," said Jeff Terry, Director, Corporate Commitments for Whirlpool. "If we can help bring people to experience the life-changing work of Habitat for Humanity, hopefully everyone will go back home with an urgency and energy to continue Habitat's work in their hometown and around the country."

Whirlpool is one of Habitat for Humanity's largest corporate partners. The company donates a refrigerator and range to every new Habitat for Humanity home built in North America. Every year, thousands of Whirlpool employees volunteer their own time to Habitat projects around the country.

"The Whirlpool Building Blocks program is an evolution of the dynamic and long-standing partnership with Whirlpool Corporation," stated Chris Clarke, Senior Vice President of Communications for Habitat for Humanity International. "We are so happy to have a partner like Whirlpool that is committed to finding new ways to engage people in the work of Habitat, as well as raise awareness and resources to support Habitat families around the world. Through their efforts and passion, they initiated this project, which only adds to the generous support they've provided to more than 35,000 families since our partnership began."

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## Awards Scorecard

### Recognition To-Date

- Ted Childs Work Life Excellence Award
- Most Admired Employer Award
- Work Life Legacy Award
- Best Diversity Company
- Excellence in Practice Award
- Diversity Council Honors Award
- Tele-Vision Award
- 21st Century Best Practice Distance Learning Award



### Awards Submitted

- **Optimas Award**, *Workforce Management Magazine* (Announcement September 1, 2009)
- **Catalyst Award**, *Catalyst Magazine* (Announcement January 2010)

### Upcoming Awards

Award Name	Deadline to N1Z	Submission Deadline	Expected Notification
Excellence in Practice, <i>ASTD</i>	<b>28 Aug 2009</b>	22 Sep 2009	Jan 2010
Top 125, <i>Training Magazine</i>	<b>28 Aug 2009</b>	25 Sep 2009	Feb 2010

## Spotlight On:

## Work-Life Innovative Excellence Award



**Sponsor:** Alliance for Work-Life Progress (AWLP)

**Deadline:** 2 October (to N1Z)

As the highest honor offered by AWLP, the Work-Life Innovative Excellence Award was created in 1996 to showcase programs and policies that demonstrate excellence in enhancing and promoting work-life effectiveness while achieving organizational goals. Past recipients have exemplified forward-thinking organizations that look beyond their own cultural, demographic, and organizational boundaries to continue their work-life efforts.

**Criteria:** Innovation is our first priority. We define innovation as either a new practice or method, or a creative, new application of an existing approach. Greater consideration will be given to applications that can demonstrate the initiative's ability to impact more than one organizational stakeholder, especially the quality of life experienced by employees. Please also explain the impact to specific business and greater community outcomes. The potential for the initiative to be shared, replicated or disseminated across other organizations is a strong plus. Specific attention will be paid to those applications that can provide both quantitative and qualitative measures of the results. This data should capture evidence of continuous improvement. We are interested in specific ways the program or initiative was modified over time based on feedback and evaluation data.

**Application questions:** Find the questions and a bit more about this prestigious award at the following link:

<http://www.awlp.org/awlp/about/html/awardinfo.jsp#innov>

**Last year's winners:** KPMG LLP: Team of Choice, Pepsi Bottling Group: PBG's HealthyMoney Program, and RSM McGladrey: Coach on Call



## Whirlpool Building Blocks Program

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Providence Park was started in 2002 by the Nashville Area Habitat for Humanity and now has more than 85 Habitat homes. The Whirlpool Building Blocks project is the largest multi-home build in the Nashville area in Habitat for Humanity's 21-year history.

Each year since 2006, more than 300 volunteers have descended on neighborhoods in Nashville, Phoenix, Dallas, and now Atlanta, for the Whirlpool Building Blocks Project. These volunteers include 100 Whirlpool employees from across the country, 100 from national Habitat affiliates, and 100 representing the local community. From start to finish, the volunteers raise walls and roofs, install plumbing and electrical wiring, landscape, and paint to complete the 10 homes in just a week. Construction of a single Habitat for Humanity home typically takes eight days spread across four weekends.

"The Whirlpool Building Blocks project is an example of organizations and individuals working together to help improve lives in communities all over the country," said Reba McEntire, the spokesperson for the project. "I was honored to be a part of the inaugural event in my hometown of Nashville."

## Top 10 Benefits of an Organizational Volunteer Program



1. Enhances the organization's image as a good corporate citizen.
2. Strengthens an organization's culture.
3. Enhances the organization's brand recognition.
4. Provides a broader perspective on other business practices.
5. Enhances the recruiting potential within the area where volunteer activities occur.
6. Helps attract and retain millennials.
7. Increases an employee's trust, pride, and commitment to the organization.
8. Adds variety and a sense of fulfillment to employees' jobs.
9. Presents opportunities to network with colleagues from different departments, including senior leaders.
10. Develops leadership skills and are able to navigate in different types of environments.

## Did You Know?



- 97% of the 248 employee volunteer managers thought employee volunteering provided a way to improve employee teamwork. (*Points of Light Foundation and Allstate Foundation*)
- 94% thought employee volunteering provided a way to raise employee morale. (*Points of Light Foundation and Allstate Foundation*)
- 44% of Fortune 500 companies have EVPs with a mission, vision, or purpose statement that includes business benefits. (*VeraWorks, 2006*)
- In a survey conducted in 2007, more than 90% of Fortune 500 companies have volunteer programs, and workplace volunteering has become a critical element of their strategic plans. (*Corporate Leadership Council*)



# Navy Community Service Program

Initially established in 1992 to support our nation's youth education goals, the Navy Community Service Program has expanded to encompass a range of volunteer initiatives organized into five "Flagship" projects:



- *Personal Excellence Partnership Program* has over 1500 cooperative relationships between Navy commands, local schools, and youth organizations. More than 20,000 Navy members volunteer their time as mentors under this program to help America's youth become better citizens.
- *Project Good Neighbor* encourages Navy personnel to participate in programs which serve needy families in their communities.
- *Campaign Drug Free* is a joint Navy/Marine Corps project where Sailors and Marines visit schools across the nation to talk to students about the importance of staying drug free.
- *Health, Safety, and Fitness* offers opportunities for Navy personnel to help young people live healthier lives through nutrition, exercise, and the avoidance of addictive or dangerous substances.
- *Environmental Stewardship* projects focus on preservation and restoration of the environment through education of youth, their families, and the community.

See your Command Community Service official for further information about how you can volunteer for any of these Flagship projects.

[http://www.mwr.navy.mil/ncsp/NCSP\\_POCs.doc](http://www.mwr.navy.mil/ncsp/NCSP_POCs.doc)

## Quote of the Month

"Millennials are saying, 'I don't want to park my values at the door.' They're asking companies, 'What's your purpose? What do you stand for? How are you giving back?'"

- Carol Cone, Cone Communications Agency



## Tools and Resources

**Navy Community Service Program (NCSP):** Find a calendar of events, instructions for awards, and a guidebook with ideas for command service projects <http://www.mwr.navy.mil/ncsp/index.htm>

**Measuring Employee Volunteer Programs: The Human Resources Model;** *Center for Corporate Leadership and Points of Light Foundation*; 2005. Making the case for a formal program, considerations for setting one up, and measurement strategies.

[http://www.volunteeringandservice.org/resources/business/9\\_Measurement\\_Evaluation\\_and\\_ROI/Measuring\\_EVPs\\_The\\_HR\\_Model.pdf](http://www.volunteeringandservice.org/resources/business/9_Measurement_Evaluation_and_ROI/Measuring_EVPs_The_HR_Model.pdf)

**The Impact of Corporate Volunteerism;** *Institute for Corporate Productivity Report*, August 2009. Survey results of 449 chief executives showing organizations experienced benefits in volunteerism. Contact Mr. Wayne Wagner for soft copy.

**Corporate Volunteer Program Building; Checklist at a Glance.** *Handsonnetwork.org*. An easy-to-follow checklist on how to build an employee volunteer program. Contact Mr. Wayne Wagner for soft copy.



We would like to recognize several individuals across the Navy for their volunteer efforts. We know there are thousands more:

- Mr. Robert Dunn, COMPACFLT N00WAR, has coached the Pearl Harbor Junior Tennis Club for 10 years. He has mentored over 200 young men and women, sending some to the National Junior Olympics and winning the Sectional Championship Title three times.
- GSM1 David Perez, NSA Mid-South FCPOA, dedicates his time to the betterment of America's youth through programs such as: Special Kids and Families, We Care Suppers, Special Olympics, Relay for Life, and Lighthouse Christian Academy.
- MCC Maria Escamilla, Sea Warrior Program (PEO-EIS PMW 240), has raised thousands of dollars for impoverished women and children through Niños Masheños in Guatemala and Women of Hope in Afghanistan.
- Mr. Dave Luechauer, NPC, contributed over 1600 hours last year, to numerous volunteer activities benefiting children, young adults, and homeless families within the greater Memphis area.
- FCC(sel)(SW) Keith J. Jabbusch, USS HUE CITY (CG 66), volunteers his off-duty time at the USO Welcome Center in the Jacksonville International Airport. He has assisted over 10,000 active duty and retired military personnel from all branches of our Armed Forces, saving them over \$100,000 in transportation and lodging costs.

## Points of Contact

**Mr. Wayne Wagner** (Primary)  
Strategic Affairs Office, N1Z  
703-693-2322  
[wayne.wagner@navy.mil](mailto:wayne.wagner@navy.mil)

**CDR Lisa Truesdale**  
Chief Strategist, N1Z  
703-693-0184  
[lisa.truesdale@navy.mil](mailto:lisa.truesdale@navy.mil)

**CDR Brenda Malone**  
N1 Public Affairs Officer  
703-693-0865  
[brenda.malone@navy.mil](mailto:brenda.malone@navy.mil)

**CAPT Ken Barrett**  
Director, Diversity Office, N13  
703-695-3936  
[ken.barrett@navy.mil](mailto:ken.barrett@navy.mil)

**CDR Ralita Hildebrand**, N10  
**Mr. Ed Delaney**, N11  
**CAPT Bernie Carter**, N12  
**CDR Stuart Satterwhite**, N13  
**Ms. Sofiya Velgach**, N13  
**Mr. Larry Paige**, N15  
**CAPT Scott Hopkins**, N16  
**Ms. Michele Harrison**, NETC  
**Mr. John Drake**, NSTC

**Mr. Ron Hendren**, PMO  
**Mr. Dylan Finelli**, NPC  
**Mr. Rick Guilandi**, NRC

