United Way
Greater Chattanooga

Reimagining

Corporate Volunteer Engagement



Let’s Chat Roadblocks

United Way Greater Chattanooga

Nonprofits

What barriers are you facing recruiting and retaining corporate volunteers?

Corporate Professionals

What barriers are you facing recruiting and retaining volunteers?



Day of Caring 2023

We set a record for one-day community engagement!



514 Volunteers

32 Local Businesses

40 Projects Completed

Good News?

Wins

- Record turn out
- Meaningful projects
- New connections between companies and nonprofits

Opportunities

- Not all projects were fulfilled
- Several large companies had a lack of involvement due to hybrid and remote roles
- Most participants were in management or leadership roles

Our Commitment to Equity

OUR VALUES

IMPACT IS OUR BUSINESS

Our value is more than money. We build relationships that go beyond the transaction to transform our community.

LIVE UNITED NOT DIVIDED.

Seek to understand before being understood.
Respect differences.
Celebrate diversity.
Lead with intentionality.
Build an equitable community together.



THINK WE BEFORE ME.

Prioritize team and community over self. Lead with a servant's heart. Always consider how your actions impact others. Our task is too big to do alone and too important not to do together.



OWN IT.

Be accountable for your actions.
Lead others by your example.
Grow your emotional self-awareness to build relationships that foster trust and respect.

CHALLENGE THE PROCESS.

Always seek a breakthrough to a better way. Stand ready to pivot if needed to seize opportunities for improvement.

BE THE STRETCH

Learn continuously.
Cultivate growth in your colleagues and community by going beyond what you think you can do.



Onsite Volunteerism



An opportunity to bring volunteering experiences to the workplace.

On-site Volunteer Opportunities

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Third Party Logistics Company
Hybrid
- 120 Volunteers
- 20 Volunteer hours
- 76 Stuffed Backpacks for Communities and Schools, Catoosa County

Packaging Facility
Office/Warehouse Employees
- 87 Volunteers
- 20 Volunteer hours
- 225 Snack Packs for various nonprofits

Public Power Provider
Hybrid with Various Locations
- 53 Volunteers
- 40 Volunteer hours
- Over 2,000 coffee sleeve for (Be) Kind Initiative

Companies Interested

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Let’s Chat Benefits

What are the benefits of onsite volunteerism?

- For the company?
- For the nonprofit?
- For the community?



Benefits

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Educate



Equity



Access



Did you know?

80% of employees believe that group volunteering **strengthens their relationships with colleagues**

87% of employees who volunteered with their companies reported an **improved perception of their employer**

82% of employees who volunteered with their companies felt **more committed to their organizations**

Did you know?

92% of HR executives believe that volunteering **improves employees' professional skill sets**

Employee **turnover drops by an average of 57%** when employees are **deeply connected to their company's volunteering** efforts

Impact in Action



"Thank you for the snack pack gifts as they have been greatly received by all of our women and children. You are truly blessing everyone in the house with snack packs of plates and goodies. They get so excited when they see the snack packs have come in. We allow the women to take food to their rooms and so having plates in their rooms is most handy when they are eating, and the children always enjoy the snacks!"

Casey Kendall, Case Manager

Chattanooga Room at the Inn

Impact in Action

“The group had a wonderful time! Seeing all those backpacks together made a big impact on each of us."

Emily Sane

Cause Marketing

Program Manager

Shaw Industries



Let's Volunteer!

CHATTANOOGA
(BE) KIND INITIATIVE
(Be)Caffeinated & Be The Change Youth Initiative

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Questions