



21ST ANNUAL IMPACT AWARDS 2018



COVER DESIGN ELEMENTS: ASHLEY JOHNSON/CA-SOUTH PHOTOS/SPECIAL



GET ON BOARD WITH PURPOSE

For more than two decades the **Corporate Volunteer Council of Atlanta (CVC)** has recognized some of Atlanta's most giving companies. The IMPACT Awards is the only awards program of its kind that pays tribute to the philanthropic companies who dedicate time and resources to fulfill their corporate social responsibility (CSR). From volunteer days that call on employees to plant trees or clean up a park to complex legal matters taken on pro bono, CVC companies find a variety of ways to be a force for good in the local community.

In its 21st year, the IMPACT Awards once again "toots the horn" of these organizations and their giving employees. In 2018, the IMPACT Award finalists included 15 corporations. The categories and winners are:

IMPACT CORPORATE VOLUNTEER PROGRAM OF THE YEAR

This award honors companies that effectively integrate volunteerism into the business culture and highlight exemplary corporate employee

volunteer programs.

In the large business category (1,000+ employees in Atlanta) the winner is **Turner** where the employee volunteer program is strategically intertwined with the company's philanthropic giving and employee engagement programs. The program includes 40 hours of additional paid time off to volunteer during work hours, up to \$1,000 per employee in matching grants and volunteer grants and a flexible virtual volunteer program targeting employees with non-traditional work schedules. In 2017, more than 2,600 Atlanta-based Turner employees logged roughly 200,000 volunteer hours with 200+ charities and were awarded more than \$600,000 in matching grants and volunteer rewards.

The finalist in the large business category is **KPMG** where the national volunteerism program, Involve, has a strong support system in Atlanta. One of KPMG's core values is being committed to its communities, and its goal is to live up to and excel in that value. The company serves a variety of organizations while involving its employees

and their friends and families to bring everyone together and help make Atlanta that much better.

In the small to medium business category (up to 999 Atlanta-based employees) the winner is **Purchasing Power**, which has nine "super powers" embedded in its culture, including Care, which is defined by: "What makes us smile, is seeing someone else smile." This is the primary reason the company named its employee volunteer program the "Care Program" and it believes that by caring for people in the community it's fulfilling its purpose of "Powering people to a better life." Currently in its third year, the company's program has garnered more than 3,400 hours volunteered each year.

The finalist in the small to medium business category is **JLL**, which is committed to "building a better tomorrow" through its employee volunteer program. The company's on-site and off-site volunteer events provide opportunities for engagement, collaboration, relationship building and team building across business

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SPOTLIGHT ON WOMEN

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Director's Note



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The Corporate Volunteer Council of Atlanta (CVC) delivers business results by supporting member companies in their strategic commitment to employee volunteerism and civic engagement. CVC members come together monthly to share best practices, strengthen community investment strategies and make a difference through service.

Since 1992, the CVC has helped companies navigate the ever-evolving world of purpose-driven business.

Thoughtfully designed corporate civic engagement strategies help inform how companies can best invest their people, dollars, products and services where they can make a meaningful community impact while improving customer, shareholder and employee relations. No matter what their size or geographic scope, CVC member companies are leading the way in making the corporate/community connection.

I hope you enjoy reading about what CVC members are doing to enhance

and improve Atlanta. If your company is not a member of the CVC, we invite you to join us today to connect, inspire and impact at www.cvcofatlanta.org.

In Service,

Cheryl Kortemeier
Executive Director
CVC of Atlanta
@ckort
@cvcofatlanta

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lines, which align with JLL's business priorities for attracting and retaining the best people.

PARTNERSHIP IMPACT AWARD BUSINESS-TO-BUSINESS PARTNERSHIP AWARD

This award is presented to two or more businesses that have collaborated on a project or program that has significant, measurable results.

The winner in the Business-to-Business Partnership category is **Gas South** and **Cobb EMC**, which struck a partnership to impact local students by focusing on improving education in the areas of literacy and STEM (science, technology, engineering and math). The organizations worked together on Literacy Week, where authors visit more than 44 local schools to encourage students to expand their creativity through writing and illustration, and The Regional Science Olympiad Tournaments that are focused on STEM and teach students how to problem-solve. The two programs reach more than 24,000 students at 150 schools.

The finalist in the Business-to-Business Partnership category is **Alston & Bird LLP**, **Eversheds Sutherland (US) LLP** and **Troutman Sanders LLP**. In early 2018 as volunteers from these law firms learned that hundreds of Puerto Ricans still needed follow-up legal assistance with FEMA applications and appeals, they joined together with a nonprofit to develop a project to help. This core group organized a small fact-finding trip to Puerto Rico, recruited Spanish-speaking attorneys and staff volunteers, developed a training along with a toolkit and set up technology to be able to work collaboratively to assist hurricane victims from Atlanta. Work on this project is ongoing.

PARTNERSHIP IMPACT AWARD BUSINESS-TO-NONPROFIT PARTNERSHIP AWARD

This award is presented to a business that has collaborated with a nonprofit organization on programs or projects that have significant, measurable results.

The winner in the Business-to-Nonprofit Partnership category is **LexisNexis Risk Solutions** with



SPECIAL

Delta Air Lines volunteers working hard for Habitat for Humanity.

48 in 48 and **TAG Education Collaborative**. In partnership with these two technology focused nonprofits, LexisNexis' Student Immersion Program provides metro Atlanta high school students with the opportunity to develop their technology skills, work alongside industry experts and give back to the community. The program gives participants real world project experience and presents examples of how professionals can devote their time and talent to improving the community.

The finalist in the Business-to-Nonprofit Partnership category is **MailChimp**, which partnered with the **Community Foundation for Greater Atlanta** to create MailChimp Community College. This 32-hour leadership program is designed to equip MailChimp employees to think deeply and broadly about fostering equity in Atlanta and inspiring positive change. Dozens of civic leaders, nonprofit executives and community organizers joined MailChimp for conversations about the work they do and the challenges they face. At the end of the program, participants awarded a total of \$200,000 in grants to organizations making the biggest impact, including the **Georgia Justice Project**, the **Partnership for Southern Equity** and **Raising Expectations**.

PROJECT IMPACT Award

This award is presented for a short-term volunteer project that was

completed within one year and achieved significant, measurable results.

The winner of the Project IMPACT Award is **Turner**. On Oct. 5, 2017, more than 2,000 Atlanta-based Turner employees worked roughly 6,750 volunteer hours as part of Turner Volunteer Day, the company's annual day of service. Employees participated in 47 volunteer projects, including preparing meals, building homes, painting murals, making blankets and landscaping spaces, which benefitted 33 different nonprofits. Turner Volunteer Day, which originated in Atlanta 18 years ago, has now grown to a global company initiative with more than 3,300 employees volunteering in 30 cities and 20 countries across the globe.

The finalist for the Project IMPACT Award is **Chick-fil-A**. As part of the company's annual community service initiative, more than 5,000 staff members, restaurant operators and their spouses partnered with **Feeding Children Everywhere** (FCE) and packed one million meals within an hour to feed children and families living in food insecure regions across the United States. Through this effort, Chick-fil-A was able to provide approximately 70,000 nutritious meals to 14 different food banks across six regions of the country. Since this event, Chick-fil-A restaurant operators have continued to partner and support these food banks, while others have integrated similar

meal-packing events into the grand opening of their restaurants.

Skills-Based Volunteerism IMPACT Award

This award is presented for a skills-based volunteer project that has significant, measurable results.

The winner of the Skills-Based Volunteerism IMPACT Award is **Kilpatrick Townsend LLP** which launched its multi-faceted partnership with the **Atlanta Volunteer Lawyers Foundation** (AVLF) and **Barack and Michelle Obama Academy** (BAMO) at the start of the 2017-2018 school year. As a part of its Standing With Our Neighbors initiative, AVLF has embedded a lawyer at the school who helps families with legal problems affecting the stability and safety of their housing. This year, the firm partnered with AVLF and represented 10 households in legal disputes that affected the stability and health or safety of their rental housing, including successfully defending residents facing dislocation from their housing units just one month before the end of the school year. The firm focused additional volunteer efforts on academic enrichment and college/career readiness via virtual weekly reading tutoring for first graders, annual K-2 reading days, STEM-focused projects and student incentives and recognition as well as school beautification, teacher appreciation and support of student families in crisis.

The finalist in the Skills-Based Volunteerism IMPACT Award is **Delta Air Lines**, which has been a devoted partner of **Covenant House**, an international nonprofit dedicated to reducing youth homelessness and preparing youth for the workforce, since 2012. Recently, Delta worked with Covenant House of Georgia to develop the Career Readiness Program where Delta employees work with youth candidates throughout a four-month professional development training program/mentorship to help them build their resumes, practice networking and interviewing and obtain their driver's licenses. At the end of the program, participants can apply to one of three select roles to begin a career at Delta. ■■■

WORKING TOGETHER FOR A BETTER ATLANTA



Spotlight on Women

The plight of women globally, and in the U.S., is a serious one. According to **Atlanta Women's Foundation**, 25 percent of women and girls in metro Atlanta are living at or below the poverty line. CVC members are joining forces to help women that are disadvantaged, educate young girls and bolster women who are already in leadership positions.



anthropic leadership program solely for emerging and established women leaders. With a class of 40 women from companies and organizations across Atlanta, Inspire Atlanta has raised more than \$200,000 to date for Atlanta Women's Foundation.

"There are so many people who have taken interest in my career and development along the way and have modeled the importance of mentorship. It's very personal to me," says Stephanie Rauls, Novelis vice presi-

In January, **Novelis** teamed up with Atlanta Women's Foundation to launch Inspire Atlanta, a corporate and phil-



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Alston & Bird employees participate in "Casual Day for Cause" to raise money for Asian Americans Advancing Justice.

dent and chief accounting officer and controller who contributed her time to Inspire Atlanta.

Supporting women and girls is also one of the pillars of the **Sage Foundation**. Over the past year, the company has supported **Stempower**, a group of more than 40 women who are studying STEM fields at Georgia Tech. The group encourages young girls to enter STEM careers.

Turner is using its expertise to help close the gender gap in technology by partnering with nonprofit **Girls Who Code**. For the past two summers the company has hosted the seven-week Summer Immersion Program on-site at its Techwood Campus in Midtown. **Dell** also partners with Girls Who Code and in 2018 supported the organization's mission to create free after-school clubs in every state, including several in Georgia. The clubs teach sixth- through 12th-grade girls to use their coding skills to address real-life problems in their communities.

"The club not only provides experience, but also a safe place to learn how to fail. Our Women In Action employee resource group members also host local clubs, serve as volunteers and mentor Girls Who Code participants," says Jamila Cowan-Wideman, Dell global employee engagement lead.

Dell is also a sponsor of **Women In Technology** programming and the Dell Career ReStart Program aimed at bolstering the number of women in the STEM industry by providing support to those returning from a career break.

At **Gas South**, three female Gas South executives formed The Gas South Women's Networking Group in November 2017 to help slim the gap between entry-level and executive-level women.

"The group meets quarterly and discussion topics include work-life balance, self-awareness and confidence, and mentorship," says Carley Stephens, Gas South community affairs program manager.

Many of the female partners and employees at **Aprio** participate in the company's Women's Networking Circle. The company also partners with the nonprofit **Greater Women's Business Council** (GWBC), the women-owned law firm **Trusted Counsel** and launchpad2x, a resource for women

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Francesca Amiker Crash Clark Shiba Russell Chesley McNeil

Congratulations to all Impact Award Recipients!



WEEKDAYS 5-7AM



11Alive.com

A Letter From The President

Hello Friends,

I've heard several times recently that Atlanta is one of the most charitable cities in the country. And my experience with the Corporate Volunteer Council of Atlanta leads me to believe this is true. When new companies or people arrive in our great city, they receive a warm, Southern welcome, but then there are follow-up questions. "How will you give? What will you contribute? How will you help make Atlanta better?"

The member companies of the CVC are the ones asking these questions, and they are on the frontline of shaping our



SPECIAL

city. The size and scope of these companies vary greatly. Some are household names and others are smaller and less recognized. But they all have one thing in common: a belief that they have a responsibility to give back to the communities in which they live and work. You'll see them out of the office and in neighborhoods across the city asking "How can we

help?" They also encourage others to leverage their strengths and join them in making an impact. They know that we can do more together, and there is room for everyone in this work.

Just this week, we held our annual IMPACT awards. Here, we recognized companies that are using their financial and human resources to address the needs of Atlanta's people and communities. The needs and solutions varied greatly, but each company recognized was a great example of Atlanta's philanthropic spirit. At the CVC, we have more than 100 member

companies who are doing this work each and every day.

If your company isn't a part of the CVC, I invite you to join us. You'll be hard-pressed to find a more caring, welcoming and committed group of people anywhere else in this city. There's work to be done, so grab a volunteer T-shirt and let's get started!

Emily Crawford

*2018 CVC Board President
Director, Impact & Communications
Arby's Foundation*



SPECIAL

Girls Who Code participants visit Dell for instruction in web, robotics and mobile development.

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entrepreneurs, to host seminars about how to get certified as a woman-owned business and grow those businesses.

For the past four years, **King & Spalding** has partnered with volunteers from the Legal Department at **UPS** and **Dress for Success** to provide practice telephone interviews, in-person interviews and resume reviews for women participating in an interview skills and preparedness training program. The firm is also representing victims of domestic violence on a pro bono basis and assisting them in obtaining restraining orders against their abusers. **Alston & Bird** is also helping combat domestic violence against women by partnering with the **Georgia Coalition Against Domestic Violence** to launch a new pro bono program to provide post-conviction relief to survivors of domestic violence incarcerated in Georgia prisons.

"The goal of the program at this initial stage is to prepare and submit parole packet applications for women convicted of committing crimes against an abusive partner or at the direction of an abusive partner," says Ashley Miller, associate in the Litigation and Trial Practice Group at Alston & Bird. "For many of these women, evidence of their abuse was not presented at trial or considered at sentencing." ■■■



BUILDING STRONGER COMMUNITIES TOGETHER

The Home Depot Foundation is proud to support the Corporate Volunteer Council of Atlanta and congratulates the 2018 IMPACT Award winners for their work to make a positive impact on the Atlanta community through corporate volunteerism and civic engagement.



Destination: SDG

On Sept. 25, 2015, as the United Nations celebrated its seventieth anniversary, it launched a set of global Sustainable Development Goals (SDGs) aimed at ending poverty, protecting the planet and ensuring prosperity for all. Each goal has specific targets to achieve over the next 15 years. Countries have rallied behind these ideals and so have CVC member companies.

“The CVC encourages its members to strategically align their community engagement with their business focus, employee interests and com-

munity needs. Because many of our members have already taken this step and are actively influencing positive change through philanthropy and volunteerism, they are actually already aligned with many of the SDGs,” says CVC Executive Director Cheryl Kortemeier. To advance the achievement of the SDGs, a private sector-led initiative called **IMPACT2030** is on a mission to activate human capital investments through employee volunteer programs. **IMPACT 2030** is in collaboration with the **United Nations**, social and public sectors and academia.



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The CVC of Atlanta discusses the U.N.'s SDGs at a quarterly meeting.

Regional Centres of Expertise on Education for Sustainable Development, or RCEs, are also working to find solu-

tions to sustainability challenges. **RCE Greater Atlanta** was acknowledged by the United Nations University on Dec. 18, 2017 as a new regional sustainability network made up of partners committed to developing and advancing a comprehensive approach to sustainable development, focused on implementing the U.N. SDGs across the region. **Emory University**, the **Georgia Institute of Technology** and **Spelman College** are leading the RCE Greater Atlanta for the first two years.

“The SDGs give us a globally agreed upon set of targets to address the world’s most pressing social, environmental and economic challenges and can be used to provide a framework for business to report on their impact and contribution to society,” says Shannon Schuyler, chief purpose officer at **PwC**. “This framework speaks to the concerns felt by a global society that is increasingly holding the corporate world to account for its actions and impact on the world.”

Join the SDG movement to help accomplish these 17 worthwhile goals. ■■■



WHETHER YOU'RE STARTING YOUR JOURNEY OR RECEIVING AN AWARD, WE SALUTE YOUR EFFORTS!

Georgia Natural Gas® congratulates the winners and nominees of the Corporate Volunteer Council of Atlanta's 21st Annual IMPACT Awards.

We are proud to be a member and sponsor of the CVC for over 15 years. And if we've learned one thing, it's that the greatest reward is in the journey of creating positive outcomes in the community. We can all get there if we work together.

Recipient of – *The 2017 "Spirit of Volunteerism" Award*
2012 Business-to-Business Partnership Award
2010 IMPACT Award



Working Together, Serving Together

gng.com

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The U.N.'s Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life On Land
16. Peace, Justice and Strong Institutions
17. Partnerships For The Goals

Source: UN.org

A 30-Year Legacy of Giving

By Beverly Thomas

Vice President of Communications
& Public Affairs,
Kaiser Permanente

As the state's largest nonprofit health plan, **Kaiser Permanente** has helped Georgians thrive for more than three decades, driven by our commitment to better health. Established in Georgia in 1985, Kaiser Permanente's mission is to provide high-quality, affordable health care and to improve the health of our members and the communities we serve.

Our drive to achieve optimal health extends beyond the walls of our facilities and into our communities, and it involves a coordinated effort. Whether we are working with individuals, neighborhoods, nonprofits or government agencies, Kaiser Permanente is committed to bringing "total health" and helping to build healthy communities in Georgia.

In 2018, we will invest millions in health improvement in metro Atlanta and Athens through charitable care and coverage, medical financial assistance, grants, partnerships and collaborations. We will support nearly 100 community organizations. In addition, our dedicated employees and clinicians offer their assistance through community volunteerism and charitable giving through our KP Cares Program.

Among our Kaiser Permanente programs are:

- **Mobile Health Vehicle (MHV)** is an innovative way to bring wellness to the communities we serve. We partner with communities and organizations to bring free health screenings to uninsured and underinsured individuals.
- **Educational Theatre** uses the arts to inspire youth and adults to make healthy choices. These live performances – offered free to the community – address a range of topics including safety, healthy eating, and stress and grief management. Since 1995, this fun and popular program, which includes our mascots Doc Broc and Nurse Blueberry, has reached more than 1 million people.
- **Endowed Scholarships** provide educational assistance to students at eight colleges and universities to address the shortage in nursing and other health care professions in Georgia.
- **Thriving Schools** is a comprehensive program for K-12 students, their parents and families, as well as teachers and staff, focused on

creating a culture of health in schools.

- **TSPMG Cares** is a program spearheaded by our physician partners in the Southeast Permanente Medical Group. Our clinicians volunteer their time in "safety net" clinics to care for at-risk individuals. Each year, our clinicians provide more than 2,200 hours in safety net clinics.

Total health—mind, body and spirit—demands that Kaiser Perma-

nente think broadly about conditions that influence health. As a result, we have increased our focus nationally on affordable housing, mental health and wellness and economic opportunities.

The Kaiser Permanente Community Health Program has a deep commitment to doing what is right for our members and our communities. After all, we believe there's no way to be a leader in health and health care in Georgia - without deeply caring about the health of those we serve.

Live well, be well and thrive. ■■■



SPECIAL

Driving the future.

Mercedes-Benz USA proudly supports the work of the IMPACT nominees to better the Atlanta community through workplace volunteerism.





Making a Difference in the Communities We Serve



PHOTO/SPECIAL

Atlanta Mayor Keisha Lance Bottoms joined Wells Fargo, NeighborWorks America and its network members for the announcement of the NeighborhoodLIFT program.

Keeping Atlanta on Track

Atlanta is a growing city undergoing constant change. With its shifting profile come new community needs. CVC members are stepping up and answering the call on pressing issues such as equality, sustainability, disaster relief and more and, in the process, building a more equitable and sustainable future for our city.

Wells Fargo aims to build stronger local communities by focusing on three priority areas: economic empowerment, environmental sustainability and diversity and social inclusion. Team members work with nonprofits and housing agencies to provide credit counseling, education and other programs to prevent foreclosures, provide access to safe and affordable housing, and stimulate growth and stability in distressed areas. In 2017, Wells Fargo provided \$275,000 in grants to nonprofit organizations and helped build, renovate, paint and repair 19 homes for low-to moderate-income homebuyers or homeowners. In April, Wells Fargo, **NeighborWorks America** and its network members announced the NeighborhoodLIFT program, which included a \$6 million commitment by Wells Fargo to boost homeownership for more than 500 residents in Clayton, Cobb, DeKalb, Fulton and Gwinnett counties.

The bank is also committed to promoting equality for the LGBTQ community. Atlanta team members work internally as part of the bank's PRIDE Team Member Network and externally with organizations such as **Georgia Equality** and **Lost-N-Found Youth**.

"It's important for all of us to learn about how legislation impacts, not just the LGBTQ community, but the state of Georgia overall," says Wells Fargo Senior Community Development Officer Laurel Briglevich who helps bring awareness to issues impacting the LGBTQ community like homeless-

ness and inclusive legislation.

Many of **King & Spalding's** pro bono projects address social issues, from immigration and asylum to death penalty and habeas relief as well as domestic violence, disability benefits for veterans, claims against child sex predators, and basic civil needs for low-income people. The firm also partners with the **Atlanta Volunteer Lawyers Foundation** on "Standing With Our Neighbors," a neighborhood-based project to help reduce absenteeism and turnover in several APS elementary schools and improve education outcomes in some of the most underserved neighborhoods in the City of Atlanta.

Housing is top of mind for **The Home Depot**, which is currently focusing much of its efforts on the neighborhoods of Atlanta's Westside and providing critical home repairs for legacy residents and park improvement projects.

"In addition to our national commitment of serving veterans, we are proud to give back in our hometown through our focus areas in Atlanta—housing, outdoor spaces, healthcare and the arts," says Shannon Gerber, executive director of The Home Depot Foundation.

Bank of America has centered much of its local service efforts on the community of Grove Park. On March 30, Bank of America participated in the 2018 **EarthShare of Georgia** Corporate Green Day Challenge by working with several nonprofits—**Grove Park Foundation**, **Trees Atlanta** and **West Atlanta Watershed Alliance**—to beautify Grove Park. Bank of America returned to Grove Park on April 27 for one of its annual Atlanta Day of Action volunteer events. The event was followed with a formal announcement from Bank of America of a donation of \$1 million to the Grove Park Foundation to spur a capital campaign to build the **Woodson Park Academy** for Atlanta Public Schools.

"I love volunteering with Atlanta Habitat as I see first hand the pride and independence it builds in families as they build their own home side by side with wonderful volunteers."

-Clark Howard
25-year Atlanta Habitat volunteer and sponsor



Thanks to 13,000 volunteers, who save us \$3M in labor costs annually, Atlanta Habitat helps low-income families to achieve first-time homeownership; seniors and military veterans to fix up their homes; and neighborhoods to thrive.

www.atlantahabitat.org

Hunger and homelessness are also critical needs that CVC of Atlanta members are tackling. In the winter of 2016-2017, nonprofit **Hosea Feed the Hungry and Homeless** (Hosea) was in danger of losing its building and, with it, its entire metro Atlanta operation. The **Pro Bono Partnership of Atlanta** (PBPA) came to the rescue with a team that included several **Kilpatrick Townsend** attorneys. The team assisted in the purchase and renovation of a building where the nonprofit could continue its 46-year mission of helping those in need. This legal matter required more than 258 hours of volunteer service, valued at \$90,000 in legal fees.

“Through the tremendous effort and teamwork of all parties involved, including the firm team who provided their services for free through PBPA, Hosea and the countless individuals it serves will have a place to call home for years to come,” says Tamara Caldas, Kilpatrick Townsend pro bono partner.

When disaster strikes, CVC members also come to the rescue. Following Hurricane Harvey, personnel in all King & Spalding offices supported the Houston community. The Atlanta office partnered with **United Way of Greater Atlanta** to host a drive for hygiene items, and then volunteers sorted and assembled those items into



SPECIAL

King & Spalding volunteers sort and package hygiene items to support Hurricane Harvey relief efforts.

care packages for hurricane survivors. Firm-wide, King & Spalding raised \$100,000 for the **American Red Cross** to aid in recovery efforts. Additionally, lawyers volunteered their time to assist those affected with FEMA claims and insurance questions.

During the 2017 hurricane season, **The Coca-Cola Company** associates packaged 800 hurricane relief packages to assist with the relief efforts of hurricanes Harvey, Irma and Maria.

Peach State Health Plan activated relief efforts in a big way following Hurricane Maria. The insurance company partnered with **Acaria Health** and

Atlanta’s **Southside Medical Center** to provide volunteer support, prescriptions, nurse advice, medical supplies and clothing to approximately 400 hurricane evacuees.

To help build a more resilient Atlanta, **Novelis** targets environmental sustainability. Knowing that \$73 million dollars-worth of aluminum goes into Georgia landfills each year when aluminum can be infinitely recycled, Novelis partnered with **Atlanta Habitat for Humanity**, the **Arthur M. Blank Family Foundation** and Mercedes-Benz Stadium to create Recycle for Good. As part of the project, for every 3 million

aluminum bottles and cans collected at the stadium and contributed by community partners a Habitat for Humanity home is funded in the historic Westside. The first Recycle for Good home was built in July 2017, and Novelis is on track to completely fund a second home by December.

“As a result of Recycle for Good, we are building a new Atlanta by transforming the Westside through the power of recycling,” says Ashley Gravlee, Novelis manager of corporate social responsibility. “As a result, Atlanta is becoming a model city for sustainability.”

Part of making Atlanta a more sustainable city includes protecting its natural resources. That’s exactly what **Georgia Natural Gas’ TrueBlue Crew** employee volunteers do when they give of their time to the **Chattahoochee River National Recreation Area** each summer. Arriving early in the morning, GNG’s employee volunteers set off in canoes for a 5-mile clean up, collecting cans, bottles and other debris. Volunteers put up with the sun, occasional mosquito bite and bulky life vests to do their part.

“In the end, it’s definitely worth it,” says Cory Zahner, a GNG accountant in retail operations who served as the team lead for the volunteers. “We could see first-hand the impact that we made in just a day.” ■■■

Because warmth is even better when it’s shared.



At Gas South, our purpose is to be a fuel for good. That means caring for our customers by offering great low rates with no deposit. And it means caring for the community by volunteering and giving back 5% of our profits to help children in need. Your choice makes a difference. And the difference is good. Sign up today.

GAS SOUTH
The Difference is Good.



COX ENTERPRISES | **Connect Conserve Celebrate**

Advancing people, communities & businesses

At Cox, we contribute resources, outreach and hands-on service to empower our communities. We’re proud to support the 2018 IMPACT Awards.

Learn more at: www.CoxCSRReport.com

OUR FAMILY OF BUSINESSES



By The Numbers

2 Days annual paid volunteer time offered to every **LexisNexis Risk Solutions** employee

500 lunches made by **11Alive** and **TEGNA** employees to feed kids hungry during the summer months with **Action Ministries** for their **Smart Lunch Smart Kid** campaign

602 bags of trash **Coca-Cola** associates collected and removed from Peachtree Creek with **Chattahoochee Riverkeepers**

837.5 hours of volunteering by **Aprio** associates in 2017

1,800 team members From **Wells Fargo Atlanta** who logged nearly 28,000 volunteer hours in 2017

25,143 volunteer hours recorded by **LexisNexis Risk Solutions** employees in 2017

30,334 volunteer hours logged by **Turner** employees in 2017

33,649 pro bono hours performed by **Kilpatrick Townsend** in 2017

\$660,000 donated by **Gas South** in 2017 to children in need

809,000 volunteer hours Donated by **Dell** team members in the 2018 fiscal year

\$1,000,000+ raised for nonprofit partners by **King & Spalding** in the last year

\$1,500,000 given in grants by the **Bennett Thrasher Foundation** to support metro Atlanta nonprofits since 2003

4,500,000 cans collected through **Novelis'** Recycle for Good initiative

\$250,000,000 invested by **The Home Depot Foundation** in veteran-related causes since 2011

Volunteers are VITAL at Christian City.

Providing life-changing hope through faith, community and care

made by **11Alive** and **TEGNA** employees to feed kids hungry during the summer months with **Action Ministries** for their **Smart Lunch Smart Kid** campaign



christiancity.org



Deloitte.



Making an impact

Deloitte proudly supports the Atlanta Corporate Volunteer Council and the 21st Annual Impact Awards.

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COMMUNITY INVOLVED

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EVERSHEDS
SUTHERLAND



Standing out from the crowd

We are proud to sponsor the Corporate Volunteer Council of Atlanta's 21st Annual IMPACT Awards and congratulate all of this year's finalists.

We salute the CVC's commitment to building a stronger community.

For more information on our Pro Bono and Corporate Responsibility programs, please contact Aileen Bleach at aileenbleach@eversheds-sutherland.com.

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Global Ticket

CVC members aren't just giving back to their local communities, they are also making a difference outside the country. From company-sponsored service projects that reach across borders to taking sabbaticals and using personal time to volunteer abroad, CVC member's employees are having a worldwide impact.

Last November, 15 senior leaders at **Novelis**, under the leadership and invitation of Novelis President and CEO Steve Fisher, traveled to Karjat, India to participate in a village build for Habitat for Humanity. In partnership with its India-based parent company, **Hindalco Industries**, the two companies built four homes for local families.

At CPA-lead business advisory firm **Aprio**, volunteering abroad is a regular occurrence. Tax Associate Ross Boardman recently traveled to Israel with the **Jewish National Federation** to volunteer planting trees and learn about other projects under the auspices of the "JNF Futures Leadership Institute Mission." Over the past 22 years, Tax Associate Aneta Mazurkiewicz has taken four Mission Awareness trips to destinations such as Guatemala and South India to visit the children she sponsors through Unbound.org. And,

in April 2019, Howard Zandman, a consulting partner at Aprio, is traveling to Israel to undertake a 300-mile bike ride to raise money for Ramah Camp for autistic students. Aprio also rallies to help during natural disasters. During Hurricane Irma, Aprio facilitated the delivery of 3,500 pounds of supplies to St. Thomas.

At **Turner**, many employees choose to use volunteer release time in one lump sum and take a trip abroad to volunteer for a full week, including Nadia Bilchik who worked in South Africa as a volunteer for **SOS Childrens Villages**; Nicole Brooks who volunteered with **Won by One to Jamaica** to build houses in Harmons, Jamaica; and Philip Alequin who worked with **Habitat for Humanity of Puerto Rico**.

A global impact can also be made through projects done at home. At **Sage**, foundation volunteers spend at least one day each month at **Books for Africa** helping sort and package books to be sent in shipping containers to Africa. "Sage has offices in both locations and volunteers in those local offices will help to unload the books when they arrive to their destinations. Full circle global volunteering," Maggie Combs, Sage Foundation channel director.



SPECIAL

Aprio's Howard Zandman will undertake a 300-mile bike ride to raise money for Ramah Camp for autistic students.

Sage Foundation also partners with the Invictus Games, an international adaptive multi-sport event created by Prince Harry. Since 2016, the Sage Foundation has sent both local and global volunteers to volunteer for the annual event.

"We will be sending one of our local Atlanta employees to Sydney in October along with 30+ other global volunteers," says Sara Reed, manager Sage Foundation North America.

At **JLL**, recent employee volunteer events have benefitted students at orphanages in Malawi, Africa and Haiti. Some CVC companies use their

international reach to spread the service love across the globe.

Dell's robust global network of community engagement ambassadors and committees—volunteers who are an extension of the company's CSR team—engage team members and support volunteer activities in various worldwide locations.

"We support global volunteerism by making it easy to volunteer anywhere, at any time with significant local impact," says Jamila Cowan-Wideman, Dell global employee engagement lead. ■■■



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SPECIAL

JLL's Community Connection Board provides employees the opportunity to improve leadership skills and work with colleagues in other departments.

Express Training

CVC members consider giving back a part of their corporate mission. But, aside from doing the right thing, volunteering can be a powerful tool in professional development.

"The experience that some of these volunteer outlets provide help encourage volunteers to bring their confidence back to the office," says Ross Boardman, **Aprio** tax associate.

Gas South's Volunteer Leads organize volunteer events beforehand and lead efforts the day of. If an employee doesn't manage people in their day-to-day, this is an opportunity to develop these skills, says Carley Stephens, Gas South's community affairs program manager.

Turner's Corporate Responsibility Council (CRC) is a group of 20 to 25 employees who apply to serve a two-year term as ambassadors for the Office of Corporate Responsibility and be project leaders for Turner volunteer projects.

"Participation in the CRC helps them not only with their desire to give back, but also with their professional development and career journey," says Sydney Langdon, manager of corporate responsibility.

The Home Depot has a "Community Captain" at each store who serves as the volunteer lead. Other leadership opportunities include building and maintaining the in-store relationship with nonprofit partners and serving as a company spokesperson when media opportunities happen during volunteer projects.

"Volunteering at The Home Depot not only gives our associates a chance to give back in their communities, but also provides the opportunity for them to develop skills that will help grow their values-based leadership capabilities," says Shannon Gerber, executive director of The Home Depot Foundation.

At **King & Spalding**, all lawyers are encouraged to participate in pro bono opportunities and serve as volunteer leaders. Since the beginning of 2017, 46 volunteer leaders have managed 49 community service projects for the Atlanta office.

"Coordinating and executing community service and pro bono activities helps a lawyer network with partners and internal mentors, raises their profile, and helps them hone skills that they need in their daily professional life," says Lisa Keyes, King & Spalding partner.

Jarrett Arrington, a finance business partner for **Novelis North America**, led a group of colleagues to develop and execute Novelis Prepared, a grassroots initiative aimed at 100 percent of the company's employees being certified in CPR, AED and basic first aid.

"By engaging with our CSR programs, I have had the opportunity to discover my personal purpose which is to drive sustainability at Novelis and in my community, and leverage my professional expertise in finance to make a positive impact on people," Arrington says.

JLL's employee volunteer group, JLL Community Connection (JLLCC), encourages members to serve as chair or vice-chair of sub-committees, which the firm believes helps them develop leadership skills they can use to further their careers. "My participation in our employee volunteer group, JLLCC ... has greatly improved my leadership skills as well as given me countless relationships with colleagues in other departments," says Greta Wilson, chair of JLLCC.

Jayne Dicus, vice president of international operations at **LexisNexis Risk Solutions** credits her nonprofit service at **The Drake House**, which provides housing and educational programs for homeless single mothers, with adding great value to her work.

"[The Drake House] has shown me that ... even those facing great adversity can look within themselves, recognize their strengths, communicate clearly and constructively with others, and use their own inner fortitude to achieve their aspirations," Dicus says. "This is definitely something that will provide value to the way that I work with the teams at LexisNexis Risk Solutions." ■■■

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All Aboard

Most companies have employees from various generations who have different ideas and abilities when it comes to participating in service projects. These same employees also have family members they might want to involve in volunteer efforts. So how do CSR programs cater to employees of different ages? They get creative.

Gas South surveyed all employees about how the company can better determine volunteer opportunities. As a result, Gas South's volunteer opportunities—from a park cleanup and beautification project at **Norton Park Elementary** to a painting project with **Ser Familia**—have taken place on Saturdays and are family-friendly.

"Gas South currently has all five generations represented in our 224-person workforce. As the company plans events, we take this into consideration and therefore hold some events onsite, during the workday while others are immediately after work or even during lunch break," says Carley Stephens, Gas South's community affairs program manager.

Alston & Bird sets aside specific volunteer events to incorporate families, particularly children. The firm's annual MLK Day of Service has always included activities for volunteers of all ages, but its Children's Volunteer Day is focused on the youngest of volunteers. "Each of these special volunteer days includes a volunteer activity and a learning component so that children have a better understanding of the volunteer work," says Cheryl H. Naja, director or pro bono and community service. "This year we partnered with **MedShare** and packed up first-aid kits that will be delivered to medical facilities in Guatemala."

Turner also welcomes employees to bring their families and friends to its



SPECIAL

Alston & Bird's Children's Volunteer Day with MedShare.

MLK Day of Service and specifically selects kid-friendly projects, such as making rope toys for rescued animals at Best Friends Animal Society and walking as a team in the MLK Drum Run 5K.

"Parents really appreciated the ability to be able to volunteer alongside their children, teaching them the importance of giving back and service to others," says Sydney Langdon, Turner manager of corporate responsibility. "In addition, we love to have the children at Turner's on-site daycare participate in Turner Volunteer Day. The kids put on blue Turner volunteer shirts, just like their parents, and participate in on-site volunteer activities that day."

CVC members also focus on volunteer efforts that impact the future workforce. Professional services company **Deloitte** reaches out to university students by partnering with **United Way of Greater Atlanta** and offering them a unique way to give back during spring break. For the last two years during the month of March, "Maximum Impact: Deloitte's Alternative Spring Break" has brought together more than 60 college students from across the country to make a positive impact on Atlanta.

"Through volunteerism and projects like Deloitte's Alternative Spring Break, we're able to engage the next generation of philanthropists and help guide their journey to give back," says United Way of Greater Atlanta's Senior Director of Volunteerism Kisha Stanley.

Aprio impacts future generations by sponsoring a student from the **Ron Clark Academy (RCA)** during his or her middle school "career." Aprio pays the student's tuition and hosts them at their annual holiday party.

"Aprio hopes that these relationships with local high school students develop an early pipeline of future accountants as they explore their future careers in high school and college," says Jagruti Solanki, an assurance senior manager at Aprio.

In the summer of 2018, **King & Spalding** hosted a portion of the Youth About Business Southeast Summer Business Camp when more than 30 diverse high school students met with volunteer lawyers who counseled them on M&A transactions and advised them on deal structuring and due diligence. King & Spalding volunteers also participated in the **Street Law** program at **Benjamin E. Mays High School**.

"Through these internship programs, we encourage young people to consider a career in the law, as well as expose them to other professional career opportunities such as marketing, human resources and finance," says Linda Parrish, King & Spalding director of community affairs. ■■■

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Purpose-Driven Engine

A company's purpose is often the driving factor behind its service efforts. This includes utilizing its knowledge base and industry expertise to give back for the greater good. From improving financial literacy to shining a light on nonprofit causes, CVC members truly practice purpose-driven CSR.

DELL

Dell, which is "committed to advancing human progress," puts its technology and expertise to work through its partnerships with Computer Science for All (CSforAll) and school districts across Georgia.

"For us it's imperative to not only provide computer science/computational thinking access and education to students, but also to provide resources

for school districts to create holistic strategies and plans to incorporate meaningful educational experiences across the K-12 spectrum," says Jamila Cowan-Wideman, Dell global employee engagement lead. "Enhancing curriculum, partnering with teachers and administrators and providing access to technology is the way we address the deficiency in tech career readiness."

DELTA COMMUNITY CREDIT UNION

Delta Community Credit Union (DCCU) uses its skilled workforce to increase financial literacy in the community. The company serves on the Career Agricultural & Technical Education advisory board for two of the largest school districts in Georgia—**Cobb County Schools** and **Atlanta Public Schools**—and advocates for increased financial education in schools as part of the core curriculum.

"Delta Community works with every school that expresses a desire to provide free, in-person financial education to help students prepare for their financial lives," says Reina J. Short, manager of business and community development.

DCCU staff have attended 36 meetings and events throughout the 2017-18 school year. The company partnered with Atlanta Public Schools Office of Family Engagement to deliver financial literacy workshops at the Parent As Partners Academic Center (PAPAC). DCCU has also supported 32 high schools and conducted 104 financial education workshops, impacting more than 2,399 high school students and 50 teachers through on-site presentations. What's more, DCCU held an additional 35 onsite workshops, partnering with area high schools' **Future Business Leaders of America (FBLA)** chapters to lead and facilitate programs on good financial management habits.



SPECIAL

DCCU's Reina Short speaks to students at The Museum School as part of Career Day.



SPECIAL

Gas South volunteers paint a mural at Covenant House.

GAS SOUTH

Gas South's purpose—"Be A Fuel for Good"—drives all its service efforts. Recently the company committed to donating 5 percent of its profits to children in need and has a 2020 goal of investing \$1 million a year back into the communities it serves, through dollars, volunteer hours and serving on nonprofit boards.

"We're having conversations with our nonprofits as to what consists of being a good corporate partner. We're not just doing what's convenient for us, but really engaging with the needs of the community through our partners," says Carley Stephens, community affairs program manager.

NOVELIS

Novelis' purpose is Shaping a Sustainable World Together. As the leading producer of flat-rolled aluminum products and the world's largest recycler of aluminum, it works alongside its customers to provide innovative solutions to the beverage can, automotive and high-end specialty markets. "A clearly articulated purpose has enabled us to align our charitable giving and volunteer efforts to our Purpose focusing on the embedded words—Shaping, Sustainable and Together," says Ashley Gravlee, manager corporate social responsibility. "Our investments in education, recycling and community-building endeavors now reflect our purpose inspiring camaraderie and partnerships among colleagues, customers and community stakeholders."

PURCHASING POWER

Purchasing Power applies its purpose of "powering people to a better life" to its philanthropic work with chil-

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SPECIAL

New hires at Purchasing Power participate in a service project at Atlanta Community Food Bank.

dren, financial literacy and education. The company provides its employees the opportunity to volunteer at a minimum of four hours per quarter or 16 hours per year. Purchasing Power also introduces “community” as one of the pillars in its overall employee well-being strategy during onboarding for new employees.

“We encourage employees and support them to take days off to go do community service projects either with a group of their fellow colleagues or on their own for their favorite charity,” says Greg Birge, Purchasing Power chief legal officer and corporate secretary.

UCB

At **UCB**, everything the company does starts with a question: How will this create value for people living with severe diseases? Its community engagement strategy follows the same approach. As a result, the global bi-pharmaceutical company gives back to the communities where its employees live and work through a focus on STEM education initiatives, building strong communities and working with organizations that are raising awareness about serious diseases and improving care for patients and their caregivers

“By connecting our engagement to our organization’s purpose we’re able to drive greater engagement within UCB and in the greater community,” says Allyson Funk, UCB head of U.S. communications and public relations.

In 2018, UCB supported the **Fernbank Museum’s** special exhibit “The Secret World Inside You,” showcasing Canine Assistants and the Science of the Canine Mind at the Atlanta Science Festival, and engaging with the **Georgia BioEd Institute**. And in support of patients, their caregivers, and raising awareness of severe diseases, the company continues to join forces with local organizations such as the **Epilepsy Foundation of Georgia** and the **Arthritis Foundation**, including raising charitable funds

through its annual employee events.

WELLS FARGO

Financial education is an important focus for **Wells Fargo**, where one of its six primary goals is to become the financial services leader in corporate citizenship. In 2017, Atlanta team members logged more than 25,000 volunteer hours at organizations and schools and Georgia team members spent nearly 770 hours teaching the importance of a healthy financial future in partnership with the **American Bankers Association** to more than 17,000 adults and children.

WXIA-TV, 11ALIVE

Television station, **WXIA-TV, 11Alive** aims to serve the greater good of the Atlanta community through storytelling, employee volunteerism and grants from the **TEGNA Foundation**. Through these mediums, the station hopes to raise awareness of issues and problems in metro Atlanta neighborhoods, spotlighting efforts that make an impact and engage with the community.

“Shining a light, and our cameras, on the great work being done by nonprofits, government agencies, foundations and corporate partners to make a difference in our community is part of 11Alive’s DNA,” says Robbin C. Steed, director of strategic partnerships. “Whether through news or digital coverage, long-form docu-series, or profiles on 11Alive’s daily talk show, Atlanta & Company, we know the difference a powerful story can make on community impact.”

Recently, 11Alive launched a new segment on Atlanta & Company called Community Connections. Hosted by community correspondent Myra Sky, the segment highlights people and organizations who are making a difference in the community.

In addition to the weekly Community Connections, Atlanta & Company also partners with organizations for feature segments within the show. ■■■

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