

# 22nd Annual IMPACT Awards GLOBAL REACH LOCAL IMPACT

COVER DESIGN ELEMENTS:  
ASHLEY JOHNSON/CA-SOUTH



PHOTOS/SPECIAL

The Corporate Volunteer Council of Atlanta is once again recognizing our city's most civically minded companies. The organization's annual IMPACT Awards, the only awards program of its kind, shines a light on the generous work of businesses large and small that are helping make Atlanta a better place to live, one volunteer effort at a time. The employees at these CVC member companies give of their hearts, time and funds to be a positive force in the community, tackling difficult issues and lending a hand to those in need.

In its 22nd year, the 2019 IMPACT Award finalists include 10 altruistic companies. The categories and winners are:

## IMPACT CORPORATE VOLUNTEER PROGRAM OF THE YEAR

This award honors an employee volunteer program that effectively integrates volunteerism into the company's business culture.

In the large business category (1,000+ Atlanta-based employees) the winner is **Deloitte**, which

brings together its network of people, clients, nonprofits and global communities to help build bridges between education, skills training and employment. In the 2018 fiscal year, the company delivered more than \$16 million worth of pro bono services to 125 nonprofit organizations in 65 communities. During this same year, Deloitte's Atlanta professionals volunteered more than 3,500 hours for education-related causes and the company invested more than \$187,100 in Atlanta-based workforce development pro bono projects.

The finalist in the large business category is **Bank of America**, which allows employees two hours of volunteer time per week so they can set their own annual volunteer hour goals. The company also hosts many diverse volunteer events with nonprofits across Atlanta and offers skills-based volunteer opportunities, including financial education, money management, mentoring and employment training.

In the small to medium business category (up to 999 Atlanta-based employees) the winner is **Sage**, where all colleagues are encouraged to

dedicate five paid days each year to voluntary work and fundraising challenges. Employees can join volunteer events planned by the company's internal team or support any non-profit organization that is close to their heart. Because Sage was founded to support small and medium-sized businesses, its employee volunteer program keeps this group as a focus area, providing more routes into education, work, and entrepreneurship for young people, women, and military veterans by enhancing access to education, workforce development and exposure to entrepreneurship.

The finalist in the small to medium business category is **Frazier & Deeter**, which aims to connect its employees with philanthropic causes they are passionate about. As a result, 85 percent of the firm's Atlanta employees take part in volunteer projects. To ensure all levels can support service efforts, the company created paid holiday volunteer projects, closing the office for an afternoon to allow employees time to volunteer for their chosen organizations.

CONTINUED ON PAGE 2



CATASTROPHE  
CALLS

PAGE 5



BEYOND  
VOLUNTEERING

PAGE 8



EQUITY &  
EQUALITY

PAGE 12

# Director's Note



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.

From volunteering to contributions of product, services and dollars—community engagement is different at every company. No matter what your company's size or level of community engagement, the CVC is here to help make

your business' civic work more strategic and authentic.

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](http://www.cvcofatlanta.org).

Cheryl Kortemeier, Executive Director  
CVC of Atlanta  
@ckort  
@cvcofatlanta

CONTINUED FROM PAGE 1

## PARTNERSHIP IMPACT AWARD BUSINESS-TO-BUSINESS PARTNERSHIP AWARD

This award is presented to a program or project that demonstrates collaboration with another business or an agency (including 501(c)(3) nonprofit organization, public school or tax exempt public services) and achieved significant, measurable results.

The winner in the Business-to-Nonprofit Partnership category is **Delta Air Lines** which, in 2017, launched a partnership with **Hutchinson Elementary** and **Dobbs Elementary** to improve the quality of education for future Delta employees and customers. Over five years, Delta will donate \$500,000 to literacy and wellness programming. The core objective is on improving literacy scores at the third-grade level—a statistic in direct correlation with high school graduation rates—along with boosting staff morale and improving attendance at two under-performing elementary schools. As part of the partnership, more than 200 volunteers participate in a bi-monthly reading program with students at both schools. Through the national tutoring program **Reading Buddies**, 70 volunteers mentor students for 30 minutes weekly, focusing on reading comprehension. Direct funds from nearly 250 employee donations—matched 1:1 by Delta—contribute to after-school learning programs; vision screenings; literacy resources; and increased dedicated reading and writing

specialists. Delta also contributes to community-building activities with staff and students to boost morale and address career interests, such as the school's robotics teams touring Delta TechOps and themed reading events. Since launching the partnership, reading proficiency rates have been on the rise.

The finalist in the Business-to-Nonprofit Partnership category is **Mercedes-Benz USA**, which established a partnership with local food rescue nonprofit **Second Helpings Atlanta** to help deliver surplus food throughout Atlanta to those in need. This included rescuing surplus food during Big Game week in Atlanta. Food was collected from nine venues and 200 luxury stadium suites and club areas post game. MBUSA also outfitted one of the nonprofit's sprinter vans with refrigeration to help with food distribution. The result was 17,392 pounds of healthy food rescued from the stadium and venues. The partnership was responsible for delivering more than 14,000 meals to 21 partner agencies to supplement their community food programs. This partnership extends beyond the ongoing stadium initiative as well. To date it has resulted in rescuing more than 100,000 pounds of food—more than 83,000 meals.

## PROJECT IMPACT Award

This award is presented for a short-term volunteer project that was completed within one year and achieved significant, measurable results.



SPECIAL

More than 200 Delta Air Lines volunteers participate in a bi-monthly reading program at two under-performing elementary schools.

The winner of the Project IMPACT Award is **Gas South** which worked with the **Georgia State University** Perimeter Dental Hygiene program to provide free dental hygiene care and education to underserved children of **Norton Park Elementary**. In addition to free screenings, cleanings, sealants and fluoride, students with dental issues were bused to the university's dental school for additional care, free of charge. The project, which took place over a 4-month period, also included a dental education day for all 800 elementary school students, who were educated about brushing, flossing, cavities and more by dental students.

The finalist for the Project IMPACT Award is **Peach State Health Plan**, which partnered with a city planning committee and **Kaboom!** to design and build a safe and accessible playground for a community that was in need. The design of the new playground included input from 60 local elementary school students and adhered to ADA guidelines and safety standards. After several meetings over a few months, 120 community volunteers and the health care organization's employees joined the nonprofit staff to construct a playground from the ground up in 8 hours.

## Skills-Based Volunteerism IMPACT Award

This award is presented to a company that leverages the specific skills of its employees to help a nonprofit

accomplish its organizational goals.

The winner of the Skills-Based Volunteerism IMPACT Award is **Troutman Sanders**, which worked with **Christian City** to provide seniors with pro bono legal work centered on end-of-life planning documents, such as wills, guardianships and financial powers of attorney. The seniors lived in an active senior living community with HUD-subsidized housing; assisted living facility, nursing and rehabilitation centers; and home and hospice care. Since January of 2018, the firm has assisted 14 individuals and since the project began in 2015, has helped 47 individuals.

The finalist in the Skills-Based Volunteerism IMPACT Award is **Dragon Army**, which is helping nonprofits uncover what makes them distinct, important and sustainable through branding, marketing and design. Through its community support programs, the firm meets brand and content needs for nonprofits at no cost to them, including content strategy, writing, naming and design. The company has provided messaging for the 50th anniversary of an Atlanta theater; supported a nonprofit that nurtures foster children with rebranding and a social media campaign for holiday giving; produced messaging and a website for a nonprofit that is breaking the cycle of generational poverty; and crafted a social media-based giving campaign for a nonprofit helping students reach their full potential. ●●●



SPECIAL

Sage's employees help distribute food at Rise Against Hunger Atlanta.

# IT TAKES A LEADER TO KNOW ONE.

We're happy to serve a city of leaders.



We make it our mission to put the customer first in everything that we do. Providing Atlanta's homes and businesses with reliable, clean-burning natural gas has always been our top priority. This philosophy has served us well for over twenty years. It's the reason why we're proud to be a leader in our industry.

Honored Recipient of The Corporate Volunteer Council of Atlanta's:

- 2017 "Spirit of Volunteerism" Award
- 2012 Business-to-Business Partnership Award
- 2010 IMPACT Corporate Volunteer Program of the Year Award

Go to [gng.com](http://gng.com) to learn more.



# A Letter From The President

Dear CVC members and friends,

“Global Reach, Local Impact” sums up some of the many accomplishments of the more than 100 organizations that are members of the **Corporate Volunteer Council of Atlanta (CVC)**. They are leading the way in Metro Atlanta with efforts to address the most important societal issues by developing and implementing programs that not only positively impact our community, but also communities across the region and around the world.

The CVC of Atlanta supports our members’ efforts and strategic commitment to workplace volunteerism and civic engagement. Since 1992, the CVC of Atlanta has been bringing together business professionals who are passionate about volunteerism and meaningful community impact to share best practices, strengthen community investment strategies and make a difference through service.

Our member companies recognize that strategically designed corporate civic engagement programs help direct resources where they are needed most, but also help enhance customer, employee and shareholder relations. Organizations small and large know that investing in civic engagement is essential for healthy employees and communities, as well as a healthy bottom line.

But our members can’t always do it alone. One of the key benefits of the CVC of Atlanta is being part of a community of like-minded individuals and organizations focused on meaningful and sustainable change.



More and more I have witnessed CVC member companies not only sharing ideas and best practices, but actually collaborating on community initiatives. They are capitalizing on the strengths, expertise and resources of each organization and bringing together the right people needed to tackle even the most challenging community needs. Think about the global reach and local impact we can achieve when we combine forces!

We recently recognized some of that work with our 22nd Annual IMPACT Awards, the only program of its kind in Atlanta to recognize excellence in corporate volunteerism and civic engagement. You can read more about the great work these organizations and our members are doing in this special publication.

I hope you will also take the opportunity to visit our website at [www.cvcoatlanta.org](http://www.cvcoatlanta.org) to learn more about the CVC of Atlanta. On the behalf of the entire membership, I invite you to join us and to collaborate with us to Connect, Inspire and Impact.

Happy Volunteering!

Kristie L. Madara

*2019 CVC of Atlanta Board President  
Director, Corporate Communications  
Veritiv*

## Shaping Success Across Our Atlanta Community



For more information on Veritiv Connects, visit [veritivcorp.com/community](http://veritivcorp.com/community)



## Here's to growing a HEALTHY FUTURE

At Kaiser Permanente, we know that good health extends beyond the doctor’s office. It begins with healthy communities. As the largest nonprofit health plan in Georgia we are committed to investing in the total health of all the communities we serve.

[kp.org/georgia](http://kp.org/georgia)



# The Call of Catastrophe

From hurricanes and wildfires to flooding, the taxing toll of natural disasters fill the headlines. When catastrophe strikes, CVC members spring into action, providing supplies, services and funds to aid in recovery during the critical days following a crisis and long after the camera crews have left.

The Home Depot responds to natural disasters in communities across the U.S. Canada, Mexico, Puerto Rico and The U.S. Virgin Islands, partnering alongside various nonprofits—**Team Rubicon, American Red Cross, All Hands and Hearts, Convoy of Hope** and **Operation Blessing**—to offer aid. The company’s employee assistance fund, The Homer Fund, also provides emergency financial assistance to associates whose lives have been impacted by disaster. In the aftermath of Hurricane Matthew, the home improvement retailer and Operation Blessing fixed the home of the McArthur family after it flooded—this is just one of many similar stories.

In October 2018 when Hurricane Michael hit the Florida gulf coast, CPA-led business advisory firm **Aprio** collected supplies and packed them in semi-trucks for transport to a suburb of Panama City. The company’s efforts were covered by the media and, a few months later, the company got a rather surprising phone call from a producer of the **NFL Network** show “Gridiron Giveback,” which resulted in a partnership with 15 NFL legends to color greeting cards and stuff gift bags for families of some 2,200 Georgia National Guard members being deployed to Afghanistan.

“Aprio is guided by a set of fundamentals principles that we call the Aprio Way. One of those principles is ‘Make a Difference,’” said Susan O’Dwyer, Aprio’s director of corporate citizenship and community relations. “Giving



SPECIAL

By the beginning of 2020, Cox Automotive will have donated 12 cars to the American Red Cross.

back is in our DNA and we are passionate about being an active part of the communities we serve by contributing our time and resources.”

**Tower Beer, Wine & Spirits** also stepped in to help following Hurricane Harvey. The company initiated a grassroots effort to raise money with neighbors, **Grindhouse Killer Burgers** and **ASW Distillery**, forgoing a percentage of sales for a weekend and using the money to donate to hurricane relief. Last year, Tower also partnered with **United Way of Greater Atlanta** to help with Hurricane Michael relief.

“Instead of donating money, we took a truck and employees down to Florida in order to deliver food, diapers and other much-needed items to those affected,” said Lindsay Leonard, Tower marketing director.

**JLL’s** employees also come together in times of need. In recent years, the firm has raised funds through employee donations for fellow coworkers who lost their homes or experienced damage in devastated areas of Texas, Florida and Puerto

Rico. JLL Atlanta’s employee volunteer program, JLL Community Connection, has also held an onsite volunteer events to aid in natural disasters.

“[JLL Community Connection] purchased supplies to pack and provide 100 backpacks full of school supplies, toiletries and linens to children in Haiti at an orphanage struggling with basic needs months or years after earthquakes and hurricanes there,” says Greta Wilson,

JLL assistant property manager.

Aside from the immediate needs, the rebuilding process following a natural disaster continues long after the water trucks have left. **Rheem Manufacturing** assists with this stage of relief by donating its water heaters and HVAC products, working with nonprofits **World Vision** and **United Way** to get the

CONTINUED ON PAGE 6



SPECIAL

Volunteers from The Home Depot assist with disaster clean up in Lee County, Alabama.

## CONTINUED FROM PAGE 5

items to those that need it most. Since 2017, the company has donated an excess of 600 water heaters and HVAC product, which is approximately \$300,000 in in-kind donations.

“We cannot deliver a water heater to residents as soon as the flood happens. It is in the rebuilding phase, we will support the nonprofits that distribute the water heaters to those in need,” says Jasmine Cockfield, manager of internal communications and special projects at Rheem

**Cox Automotive** and **American Red Cross** have been working together on disaster response since 1913. For the last 4 years, Cox has been a Disaster Responder Member and its holistic approach to disaster relief includes volunteerism projects surrounding comfort kits, teddy bears and cards for military as well as blood drives, cause marketing and fleet donations

Since 2017, the company’s **Manheim** auction locations have also worked to impact disaster relief by partnering with clients to raise money within a local community to fund American Red Cross vehicles.

“Race to Give is an amazing partnership that we have with our Manheim auction client, Element, that raises money to donate a fleet vehicle to a local American Red Cross chapter,”

said Jessica Barbier, industry relations manager at Cox Automotive. “We have incredible involvement in this effort with 28 participating auctions. The vehicles play a crucial role in helping the American Red Cross respond to victims of disaster across the country. By the beginning of 2020, Cox will have donated 12 cars with a value of \$450,000.”

Through the REACT Initiative with the **Global Business Coalition for Education, LexisNexis Risk Solutions** helps children and young people who are caught up in a crisis to continue to their education, which can be one of the first things to stop at the onset of an emergency. The digital platform channels corporate contributions in support of education in emergencies by building partnerships between businesses, UN agencies, NGOs, national governments and actors.

“The goal of the REACT Initiative is to provide young people with a pathway to rebuild their communities and societies, and become active participants in social and economic development by bringing the know-how and resources from the business community to support partners on the frontlines working to restore education,” says Kara Grady, vice president Corporate and Brand Communications, LexisNexis Risk Solutions. ●●●



SPECIAL

Tower Beer, Wine & Spirits volunteers help deliver aid following a natural disaster.



SPECIAL

Terri Hendley, pro bono manager at Troutman Sanders LLP; Lisa Krisher, director of litigation at Georgia Legal Services Program; and Mike Monahan, pro bono director at the State Bar of Georgia at a community meeting in April to learn more about legal needs surrounding disasters.

## The Pro Bono Promise

Following natural disasters, pro bono legal help is also a vital part of getting victims lives back on track. Legal responders are often needed within a few days following a disaster to help replace documents and answer questions about housing laws as well as for weeks, months and years afterwards to assist in the areas of family law, education, consumer law and applications for FEMA assistance.

Last fall, when Hurricane Michael hit South Georgia and Florida, **King & Spalding** volunteers collected supplies and contributed funds to assist in relief efforts and they also provided a variety of legal services through the Georgia State Bar’s hotline. The firm’s lawyers offered victims legal advice in the areas of insurance claims, emergency benefit forms, identity card replacement, unemployment benefits and, in some cases, bankruptcy. King & Spalding volunteers offered the same multifaceted approach to aid for the victims of the California wildfires and Hurricane Harvey.

“When disaster hits, King & Spalding tries to provide needed support through expert nonprofit partners. The firm’s two primary partners for disaster relief efforts are **MedShare** and **American Red Cross**,” said Linda Parrish, director of community affairs. “We aim to support these partners year-round, to help ensure they have the resources and foundation necessary to respond quickly and efficiently in the event of an emergency.”

To help facilitate an efficient process during these times of need and ensure pro bono legal gets to those that need it most, The **State Bar of Georgia, Georgia Legal Services Program, Alston & Bird, Kilpatrick Townsend & Stockton** and **Troutman Sanders** have been working together since the fall of 2018 to prepare a legal disaster response manual to be used by attorney volunteers.

“Many different legal nonprofits and law firms contributed their expertise to this manual, the foundation of which was originally created by the collective efforts of attorneys in other states,” said Terri Hendley, pro bono manager at Troutman Sanders. “One of the additional goals of this alliance is to make training available in advance of a disaster and to share with other legal service providers and nonprofits the existing expertise in this space learned from prior disasters, both in Georgia and in other areas of the United States.”

The Atlanta Pro Bono Roundtable, a collaboration of law firms, sponsored a business continuity training for local nonprofits to educate them in the event an emergency threatens their ability to provide services. The group held a community meeting in April for in-house and law firm attorneys to learn more about legal needs surrounding disasters.

“On the immediate side of relief, the country does really well, but beyond that ... we don’t move as fast in the ongoing efforts,” says Cheryl Naja, director of pro bono and community service at Alston & Bird. “Unless we lock arms and make topics like disaster relief part of our day-to-day and not press driven, our system isn’t going to work effectively.” ●●●

WarnerMedia is proud  
to partner with the  
Corporate Volunteer  
Council of Atlanta.

**WARNERMEDIA**



© and TM 2019, Warner Media, LLC. All Rights Reserved. All trademarks are the property of their respective owners.

# Collaboration. Partnership. Teamwork. ALLIANCE.

By Yunice Emir

Corporate Social Responsibility,  
Coca-Cola North America

In the past year alone, communities across the United States were impacted by flooding, tornadoes, wildfires, hurricanes and other severe weather events. The frequency, quantity and intensity of recent national disasters has necessitated a higher level of collaboration among response partners to ensure communities get what they need, when they need it, during critical times.

The need and opportunity for collaboration was the basis for the establishment of the Disaster Action Alliance (DAA)—a coalition of partners from the corporate, nonprofit and public sectors that formed last year to positively impact communities across the country that are affected by natural disasters.

In October 2018, a disaster relief forum was hosted at **The Coca-Cola Company** headquarters to engage representatives with relevant nonprofit and community organizations, as well as disaster relief/response professionals at national corporations with a major



SPECIAL

*“The focus [of the DAA] is on identifying opportunities for members to collaborate with the goal of making a greater impact when our communities need us most.”*

presence in Atlanta. The goal of the session was to identify best practices, explore opportunities for collaboration and determine the need and desire to form a cross-sector coalition that focused on working together to make a greater impact on U.S. communities impacted by natural disasters.

Forum organizers aimed to create a working session that would result in a meaningful and attainable action plan and DAA members continue to perform their individual actions and have also increased their collaborative efforts.

Since the initial convening, the group reconnected at a follow-up session in

March 2019 where they collectively established the official name, Disaster Action Alliance, and advanced the action plan. Thus far, more than fifteen companies and response partners have gotten involved, including **Coca-Cola UNITED, Good360, American Red Cross, Partnership for Inclusive Disaster Strategies, The Home Depot Foundation, Delta Air Lines, 11Alive, WarnerMedia, the Corporate Volunteer Council of Atlanta** and the **Georgia Global Health Alliance**, among others.

An example of the cross-sector collaboration among DAA members occurred after the Midwest flood-

ing that devastated the Pine Ridge Reservation in South Dakota. In partnership with Good360, The Coca-Cola Company donated more than 36,000 bottles of DASANI water to the Native American Heritage Association, **The UPS Foundation** transported the water and associates from Swire Coca-Cola, the local Coca-Cola bottler, provided volunteers to help distribute the water to residents of the Pine Ridge Reservation.

The collaboration continued at the Corporate Volunteer Council of Atlanta’s Summer Quarterly Meeting where DAA members participated on a panel to discuss Corporate Response During Times of Disaster and provide insight on the importance of working together when responding to disasters.

The DAA does not profess to have all the answers. The focus is on identifying opportunities for members to collaborate with the goal of making a greater impact when our communities need us most.

The plan is to continually grow the DAA to include representatives from other corporations, nonprofit and community organizations. ●●●



**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 (instantly saving you up to \$150). 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.

# CONNECTING COMMUNITIES

## IN THE AIR AND ON THE GROUND.

Proud to support CVC of Atlanta.





KEEP CLIMBING

# Beyond Volunteering

Volunteering is about more than just service projects and raising funds. For CVC members, it's about making a real impact on issues within their organization and in the community. And to make sure they continue to make the biggest impact possible, CVC companies are constantly reviewing and refreshing their volunteer efforts and giving criteria so philanthropic efforts remain fresh and in-line with the passions and purpose of their organization. From offering a diverse menu of volunteer options and involving employees in grant giving to launching innovative service projects and honoring unsung heroes, the spirit of service runs the gamut.

In 2017, **Gas South** created its purpose of "Being a Fuel for Good" and dedicating 5 percent of its profits to children in need. The company also revamped the process by which it gives to nonprofits asking that every non-profit requesting funds, serve children ages 0 to 21 in the areas of basic needs, education and/or illness/disability. If the nonprofit fits that criteria, it applies via an online application on Gas South's website. Nonprofits can apply for funding during a one-month window and applications are reviewed by a committee of 10 Gas South employees.

"The 18 finalists are invited to Gas South for a 'kickoff' event where they set up a table and talk to employees about who they are and what they applied for funding for," said Carley Stephens, Gas South community affairs program manager. "The next day, all employees vote for their favorite nonprofit and the top two organizations in each area of focus are each awarded \$50,000 Impact Investments."

At **UCB**, community engagement and communications work hand in hand. Beyond its on-campus and team volunteer opportunities, the global biopharmaceutical company's employees are given up to 32 hours paid time off to volunteer in the community with organizations of their choice.

"Community engagement and volunteerism are a part of our story, a part of how we fulfill our commitment to deliver what patients value," said Allyson Funk, head of U.S. communications and public affairs

**Cox Enterprises'** Chairman's Challenge invites employees to take part in reaching the company's goals of sending zero waste to landfill by 2024 and being carbon and water neutral by 2044. Through the program, employees share their innovative ideas in two award categories: Individual (smaller actions employees can take themselves) and Company (a larger initiative for the company to implement).

This year, employees submitted more



SPECIAL

UCB volunteers teach Science ATL's Atlanta Science Festival attendees about osteoporosis.

than 250 ideas, and thousands more voted and commented on the entries. The Top 10 finalists were awarded \$2,500 to donate to an environmental charity of their choice. From there, two grand-prize winners were chosen by the Cox Conserves Environmental Council; they received an all-expenses paid trip to the Net Impact Conference in October and an additional \$12,500 to donate to an environmental charity of their choice.

"The Chairman's Challenge was an opportunity for Cox employees to take the lead and show some innovative thinking—and they delivered," said Maury Wolfe, senior director of corporate responsibility and public affairs, Cox Enterprises. "The response was amazing and the support of the ideas received through votes and comments show that Cox employees have a true passion for doing the right thing when it comes to the environment and planet."

Trades training, the newest strategic pillar of **The Home Depot Foundation**, is an example of how the home improvement retailer goes beyond writing checks. A few years ago, the Foundation recognized a major social issue impacting the country and the future generation of the trades industry, and decided to act.

"We learned there were more than 300,000 open jobs at the time and a major shortage of people in the pipeline. We did extensive research to understand the social issue and how we could make a positive difference," says Shannon Gerber, executive director for The Home Depot Foundation. "We researched and met with several partners in the trades training space that could support and work together to solve this issue."

In 2018, The Home Depot Foundation partnered with Home Builders Institute (HBI) and began its innovative trades

## Our Volunteers are Vital

Rewards of the heart await you!

Be a ray of sunshine. Bring a smile to the face of a child or senior adult. Give hope to someone in need. Volunteer on Christian City's 500-acre campus and let your heart receive the reward!

Call 770-703-2636  
www.christiancity.org



(between Fairburn & Fayetteville) f i t p



**OCT. 5 - 12, 2019**  
ATL's largest **WEEK** of service!

Celebrate Atlanta's spirit of service with thousands of your closest friends, family and co-workers during Hands On Atlanta Week!

- Volunteer at 150+ Projects Across Metro Atlanta
- Attend Social Good Community Events
- Explore new and meaningful ways to Do Something Good

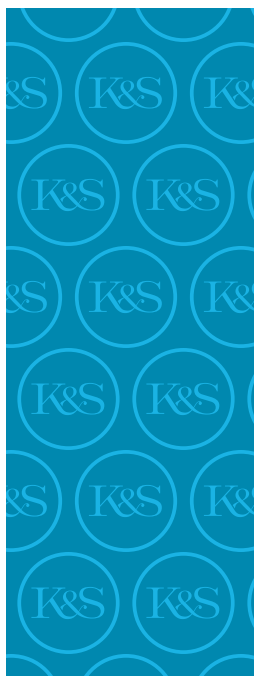
Learn more and sign up at:  
[www.handsonatlantaweek.org](http://www.handsonatlantaweek.org)



## KING & SPALDING

King & Spalding proudly supports the Corporate Volunteer Council of Atlanta and the 2019 Impact Awards.

[kslaw.com](http://kslaw.com)



## Reach New Heights



**Audit & Tax**  
**Transaction Advisory**  
**Process, Risk & Governance**

ATLANTA | CHARLOTTE | LAS VEGAS | NASHVILLE | TAMPA

[frazierdeeter.com](http://frazierdeeter.com) | 404.253.7500







SPECIAL

Cox Enterprises collaborated with Bee Downtown to install honey bee hives on its corporate campus.

training program by committing \$50 million to train 20,000 people by 2025, starting with our separating military men and women.

**Delta Community Credit Union (DCCU)** also involves employees in giving. Each year a select group of diverse employees are nominated by Delta Community's leadership team to serve as judges for the Philanthropic Fund Committee, which is comprised of 9 to 11 members who represent a broad range of departments and divisions across the Credit Union.

"We present the committee to our employees as a good professional development opportunity where employees serve as fiscal stewards of our members' dollars and make community investment recommendations on behalf of the Credit Union," said Reina J. Short, manager of community development at DCCU.

Since the program's inception in 2013, 51 employees have participated in more than 1,020 hours of volunteer time during the three-month process. The Delta Community Philanthropic Committee reviews and evaluates hundreds of community grant applications in order to provide funding recommendations that represent the best use of DCCU's member funds.

In addition to making employees part of the grant-giving process, CVC companies are establishing new and different ways to approach service. Cox does this by supporting and collaborating with **Bee Downtown**. The nonprofit partners with businesses in cities to help rebuild health honey bee populations by installing and maintaining honey bee hives on corporate campuses. Last year, Bee Downtown delivered and installed four honey bee hives to Cox's Atlanta campus. This fall, Cox expects for the hives to produce honey for the first time.

"Each hive is decorated with a unique design representing Cox's different divisions. Flanked with educational signage, the beehives are accessible to employees in order to learn more about honey bees and Cox's commitment to environmental sustainability," said Tyrene Hodge, senior manager of CSR

environmental sustainability at Cox.

Cox also recently announced plans to fund a new innovative program and support startup companies who are focused on addressing social and environmental challenges. The "Cox Enterprises Social Impact Accelerator powered by Techstars" is an off-shoot of the work Cox is already doing with the startup incubator, **Techstars Atlanta**. Set to kick off in January 2020, the new three-month accelerator will provide 10 for-profit, mission-driven companies with Cox leaders and experts to help guide them in the early-stages of their businesses. They will also help them grow their networks and prepare to pitch their companies to potential investors at a Demo Day presentation in April 2020.

"Income inequality, cleaner sources of energy and sustainable food production are just some of the challenges we're all facing," said Alex Taylor, president and CEO of Cox Enterprises. "Our company wants to invest in the future, and empower great people to create a better future for the next generation. Investing in startups and accelerators like Techstars helps do that."

**Children's Healthcare of Atlanta** gives companies a unique way to support their mission through **GiveWorx**. GiveWorx is a simple and secure e-commerce platform that invites a company's customers to join them in giving to Children's after placing an order online. The program can also support other non-profits, can be turned on and off at any time and can be segmented by customer zip code.

"It is a no-hassle, third-party platform that collects donations, and at no cost to our corporate partners," said Michelle Guski, Development Officer, Foundation Corporate Partnerships at Children's. "As more people continue to do business online, this is a great way for our partners to connect with their clients and customers while supporting Children's."

**Mercedes-Benz USA (MBUSA)** has made a promise to help the next gen-

CONTINUED ON PAGE 10



**◆ THANK YOU!**  
GWCCA is honored to host the Corporate Volunteer Council's 22nd Annual IMPACT Awards



**BETTER BUILDINGS, BETTER COMMUNITY, AND BETTER PARTNERS**

◆ GWCCA has a mission of enhancing the quality of life of Georgians. From mentoring and literacy programs at local schools to donating and serving heaps of food at food banks and shelters, GWCCA is proud to play a part in making our community even greater.

The greenest convention, sports, and entertainment destination in the world.



[www.gwcca.org/sustainability](http://www.gwcca.org/sustainability)



**Wells Fargo is proud to sponsor the IMPACT Awards**

[wellsfargo.com/donations](http://wellsfargo.com/donations)

© 2019 Wells Fargo Bank, N.A. All rights reserved. IHA-24995

Together we'll go far



**BUILDING STRONGER COMMUNITIES TOGETHER**

The Home Depot Foundation is proud to support the Corporate Volunteer Council of Atlanta and congratulates the 2019 IMPACT Award winners for their work to make a positive impact on the Atlanta community through corporate volunteerism and civic engagement.





© 2019 Homer TLC, Inc. All rights reserved.

[homedepot.com/teamdepot](http://homedepot.com/teamdepot)

**COMMUNITY INVOLVED**

Delta Community Credit Union is dedicated to improving the financial lives of our members and giving back to the communities we serve. Visit [DeltaCommunityCU.com](http://DeltaCommunityCU.com).



EVERYTHING YOUR BANK SHOULD BE™



Federally insured by NCUA.

# Endless Energy Fuels a Responsibility to Serve

By Bryan Batson  
President, Atlanta Gas Light



SPECIAL

As the state's oldest corporation, Atlanta Gas Light was founded essentially around the same time Atlanta became a city.

In the 1850s, Atlanta residents lived in a young, dangerous frontier town of about 3,000 people, and street lighting was a safety issue. Atlanta Gas Light was built near the railroad tracks on the site of the World Congress Center and was created to install a couple of miles of pipeline and 50 "gas lights" along the main streets.

The news headlines read, "Yesterday evening for the first time, a few buildings were lighted with gas, and this evening quite a few more will enjoy the luxury as every house and shopkeeper will regard it. This forms a new epoch in our history, and we may congratulate ourselves that henceforward we may enjoy a promenade at night in well-lighted streets that no citizen has ever seen at home."

With that kind of legacy, we assumed an inherent duty as a Keeper of the Flame, as our history book is aptly named. It's an age-old concept of responsibility.

Our employees are as committed today to enriching the communities we serve as we were when we began. This year alone, our 1,110 Georgia employees supported more than 100 philanthropic events throughout our 10 regions in Georgia.

In our culture of endless energy, our priorities begin with safety and multiply when we value and respect our employee contributions to our business. Our employees believe there is more than a good way to do business. There is a right way. We link our business decisions with our ethical values and a deep respect for our communities and the environment.

We serve through volunteer events like our own company-wide Volunteer Week, Habitat homebuilding, United Way fundraising and American Heart Association walks, and we link our philanthropic financial support to our volunteer efforts so the community can put real faces with the people writing the check. Also, we support local colleges, workforce development organizations and events like SkillsUSA Career Expo, where students get an inside look at our business.

Through our efforts to create a more inclusive workplace, new opportunities have emerged. Since 2016, five new employee resource groups have been founded here in Georgia alone. These groups have established, not just new venues for employee professional and personal growth, but also a proliferation of new volunteers committed to community engagement and philanthropy.

Our culture of endless energy shapes our work enjoyment and our work relationships. It shapes our long-term business strategy AND our daily actions. It is a legacy we have a responsibility to continue, as Atlanta's longest serving community partner. We look forward to continuing support of the Corporate Volunteer Council of Atlanta and our business community in our desire to create a "promenade of well-lighted streets that no citizen has even seen at home." ●●●

Congratulations 2019 CVC IMPACT Award winners.



[risk.lexisnexis.com](http://risk.lexisnexis.com)

Driving the future.

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



©2019 Mercedes-Benz USA, LLC

For more information, call 1-800-FOR-MERCEDES, or visit [MBUSA.com](http://MBUSA.com).

Atlanta Business Chronicle  
applauds the Corporate  
Volunteer Council of Atlanta  
for your dedication to making  
a positive **IMPACT** on the  
Atlanta community.



Engage with us at [www.bizjournals.com/atlanta](http://www.bizjournals.com/atlanta)

**CONTINUED FROM PAGE 9**

eration—particularly those who face challenges—achieve the same success the company has. In 2017, the company established Greatness Lives Here (GLH), a program honoring local Atlantans who are making a difference in the community.

"The program is designed to uplift, promote and celebrate the work underway in Atlanta to empower the youth of tomorrow, especially those living in severely under-resourced neighborhoods," said Donna Boland, manager of MBUSA corporate communications.

GLH helps raise awareness of these heroes and their organizations through a video series, dedicated

Facebook page and website that spotlights their stories and shares how they are tackling the challenges facing Atlanta neighborhoods. The program encourages community involvement by promoting volunteer opportunities and MBUSA employees are active participants.

"As a result of this program, the GLH heroes have experienced an increase in traffic to their websites, an uptick in volunteerism and growth in financial giving to their respective organizations," Boland said. "In return, GLH has become an umbrella brand for MBUSA's corporate social responsibility undertaking and volunteerism efforts across Atlanta." ●●●

# Sound Off

CSR professionals are managing more than volunteering efforts. Many are looking at how to attract and retain employees, dealing with diversity and inclusion and more. Here, three CSR professionals and CVC members “sound-off” about their multifaceted roles.

1. What are your areas of responsibility?
2. How has the CSR professional's responsibilities changed?
3. What is the most challenging aspect of your job?
4. How do you see the CSR professional's role expanding/changing in the future?



## Carren Crossley

Senior CSR Programs Lead, Travelport Cares

**Years in CSR:** As part of a larger role, 10 years. My full-time role was created in

January 2019.

**Responsibility:** I currently lead all of the Travelport Cares (our CSR program's umbrella) initiatives globally. As our program is just in its infancy, we are focused on three key pillars: Community, Education and Sustainability.

**Challenge:** Corporate change. Over the last 18 months, we have gone through an incredible amount of institutional change. We went from being a public company to privately held; four of our C-suite level executives have departed and many of our middle management have or will leave the business. Unfortunately, this has created a somewhat discouraged employee culture. Employee engagement is our biggest challenge regarding CSR, but it is also an amazing opportunity to re-architect a culture shift. New leaders and owners are challenging the “it's the way we have always done it” approach and looking at things from a new perspective. While change can be an uncomfortable transition, I truly believe that an extensive, and executive backed, investment in our people and their good works will put CSR at the heart of bringing people together, asking questions of each other and making connections; not just with their own teams, but across the globe.



## Sydney Langdon

Manager, Corporate Responsibility, WarnerMedia (Turner)

**Years in CSR:** 6  
**Responsibility:** Philanthropic giving, signature nonprofit

programs and partnerships, employee community engagement and global volunteerism.

**Change:** Data and metrics are the new normal in the CSR world. A few years ago, it was a “nice to have,” but now CSR work is all about tracking, measuring, and evaluating our programs, outcomes and impact. As CSR professionals, we still need to be able to tell the narrative story, but we also need the data to back it up and demonstrate the ROI. It's a constant dance between the quantitative and the qualitative.

**Challenge:** As CSR professionals, we get into this field because we have a passion for service and community good. At times, though, it can be overwhelming because there is so much need out there in our communities. But, at the end of the day, we have finite resources and clear goals. I often have to make tough decisions to be the best possible steward of those resources, while assuring

that our programs are impactful—both for our community and for our company. Although there are many worthwhile causes, I have to stay focused on our company strategy, ensuring the long-term sustainability of our programs and our ability to address future community needs.

**Role expanding:** Right now, there is so much talk about social impact in the business world, no matter the industry. Many companies are focused on social impact as a means to—ultimately—support the bottom line. And while this is great for CSR professionals—because it highlights our work and our value—without strategic alignment and expertise, these efforts may be perceived as contrived or disingenuous, and unintentionally detract from other strategic initiatives. My hope is that, across industries, efforts to advance business goals through social impact become more aligned, and CSR professionals are seen as a true resource to businesses and their leaders in achieving their strategic goals. These are exciting times as CSR work becomes increasingly more crucial to a company's overall business strategy, and we have the knowledge and expertise to work with our business leaders to ensure every project is strategically aligned with business needs—driving success, not only for our company, but also for our community.



## Gina Rude

CSR Manager, Accenture

**Years in CSR:** 8 years

**Responsibility:** Accenture's Southeast Investments and U.S. Employee Engagement

through volunteering and giving

**Change:** It used to be about the largest sponsorship and where you could get your name out in the community. Now it is more strategic in who and how you are working with organizations and how your people can be connected through a company's strategic initiatives. Also, most of our seasoned professionals know how to give back and know where they want to give back. Instead of providing opportunities for them to plug into, the shift occurs with providing them the tools and resources to grow within philanthropy. We are no longer telling people to go volunteer, we are rather supporting them with opportunities to use in developing relationships on their own and building out volunteerism as they want to do it versus how we as a business want them to do it.

**Challenge:** We have so many people doing great things. It is hard to not be able to support everyone's efforts through financial support. Sharing with someone that we support what you are doing, without supporting through a sponsorship, is tough.

**Role expanding:** The role of CSR in the business needs to continue to weave together the business mission and expertise with what it can impact in the community. The workforce needs to utilize skills and resources to solve for complex societal needs and do it together in a collaborative community effort. ●●●



## Creating value in our community

We are proud to embrace the spirit of volunteerism in our work and our service to build a stronger Atlanta.

To learn more, visit [www.ucb-usa.com](http://www.ucb-usa.com)  
© 2019 UCB, Inc. All rights reserved.

 Inspired by patients.  
Driven by science.

# Congratulations to this year's **IMPACT Award** Finalists!

LEARN MORE ABOUT US AT [NCR.COM](http://NCR.COM)



Copyright © 2019 NCR. All rights reserved.

## You're an inspiration to us all

The Corporate Volunteer Council of Atlanta is making a difference in our neighborhood.

Helping the local economy thrive is just one of the many positive attributes you bring to our area. Extending your abilities and resources to the community through service and other initiatives makes you a true leader.

We're proud to work with The Corporate Volunteer Council of Atlanta.

Visit us at [bankofamerica.com/Atlanta](http://bankofamerica.com/Atlanta).

©2019 Bank of America Corporation  
AR64WX5V | ENT-225-AD

 BANK OF AMERICA

EVERSHEDS SUTHERLAND



## Standing out from the crowd

We are proud to sponsor the Corporate Volunteer Council of Atlanta's 22<sup>nd</sup> 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](mailto:aileenbleach@eversheds-sutherland.com).

[eversheds-sutherland.com](http://eversheds-sutherland.com)  
© Eversheds Sutherland Ltd. 2019

# Conscious Inclusion: Prioritizing Equity and Equality

Depending on your industry or perspective, the word “equity” may have many different meanings. **The Partnership for Southern Equity**, an Atlanta-based nonprofit, defines it as “justice according to natural law or right; specifically: freedom from bias or favoritism.” This is a concept that weaves through various philanthropic efforts that CVC member companies impact, all with the hopes of making Atlanta, and the world, a more equitable place.

“Atlanta has been, for two years running, the city with the biggest income inequality gap in the United States, and prior to that we were in second place so it’s been an ongoing issue for us,” said Jami Buck-Vance, corporate responsibility practice lead at **KWI Communications** and board member of The Partnership for Southern Equity, which recently created a group called the Just Business Roundtable to look at ways to help close the inequality gap and address issues such as workforce development, access to transportation and quality health care as well as environmental issues through a corporate lens.

“It’s a good opportunity for companies to be part of the discussion and the solution,” Buck-Vance said. “Every company has a unique way to give back—if they are able to do some kind of skills training or they are able to donate product, and collectively businesses can make a huge impact.”

Many CVC member corporations are already working to address these issues and have been for some time. In January 2017, **Mailchimp** built a leadership program around the idea of equity. Mailchimp Community College is a 32-hour leadership program in partnership with **The Community Foundation for Greater Atlanta** that explores the idea of what it means to be equitable.

“In the leadership program, they look at equity through a variety of different lenses, through transportation, homelessness, criminal justice, education, the arts, all the different ways you can look at equity,” said Lain Shakespeare, senior director of corporate citizenship at Mailchimp. “We wanted our employees to have a shared understanding of what the community version of equity meant. It’s a complicated topic, but it’s something our employees care a lot about.”

Mailchimp just finished the leadership program’s second cohort in May. As part of the program, participants award \$200,000 to five organizations they believe are doing the best work in equity in Atlanta, including the **ACLU of Georgia**, **Amani Women Center (AWC)**, **El Refugio**, **New American Pathways** and **Ser Familia**.

“Instead of just learning and talking about equity, what we are doing is making sure these organizations have



SPECIAL

Cox Enterprises shows off its support of the LGBT community at the Atlanta Pride Parade.

operating support, that we are making it easy for these organizations to do impactful work,” Shakespeare said.

Other CVC members are also doing their part. **Wells Fargo** recently announced its plans to focus on housing affordability, financial health and small businesses. By 2025, the bank plans to invest \$1 billion in housing affordability programs, including homelessness, available and affordable rentals, transitional housing and home ownership.

**Gas South** is beginning to look internally at the professional development of its hourly employees at its onsite call center to ensure they have opportunities for promotions.

“When we took a step back to look at which employees were being developed we realized many from the same departments were being promoted time and time again,” said Carley Stephens, community affairs program manager at Gas South. “We are therefore shifting our focus to ensure we’re providing all employees with the tools they need to advance in their careers. We need to make it more equitable across the board—making sure we are mirroring internally what we’re trying to accomplish in the community as well.”

**Delta Community Credit Union** believes everyone should have access to financial education and resources and

each year the company touches about 5,000 individuals through financial education, hosting workshops, partnering with nonprofits and more.

**King & Spalding** makes equity and inclusion a priority by working to attract a broad pool of diverse and women attorneys. Racially/ethnically diverse and LGBT law students are eligible to apply for the King & Spalding Diversity Fellowship, which provides for a paid Summer Associate position, as well as an additional \$15,000 in recognition of outstanding academic achievement and leadership to candidates from a diverse background. The firm also promotes diversity and access to justice through pro bono work and is committed to advancing opportunities for women and girls through community service. In celebration of International Women’s Day last year, 250 King & Spalding volunteers partnered with humanitarian aid organization **MedShare** to assemble 2,000 clean birthing kits. **NCR Corporation** also worked with MedShare, gathering employees at its offices in midtown Atlanta to pack more than 1,000 kits distributed to rural areas with the highest need across the globe, saving more than 3,000 lives.

**Cox Enterprises** has been recognized as a “Best Place to Work” for LGBT Equality, according to the



SPECIAL

The preschool program at Children’s Healthcare of Atlanta’s Marcus Autism Center allows kids with and without autism to learn together.

**Human Rights Campaign (HRC)**, and the company provides cash and in-kind donations to dozens of organizations dedicated to promoting diversity and advocating for the needs of minorities.

“One of the many things that makes Cox such a great place to work is our approach to diversity and inclusion,” said Sujata Gosalia, Cox Communications executive vice president and chief strategy officer who also serves as executive sponsor of the company’s Pride Employee Resource Group. “At Cox, diversity is both a core value and an important piece of our business strategy—we want to reflect the communities we serve. We are a company where all identities, cultures and backgrounds are celebrated, and we seek to ensure our employees can bring their authentic selves to work every day.”

**Marcus Autism Center**, a subsidiary of **Children’s Healthcare of Atlanta**, is working to make learning more equitable for children with and without autism by allowing them to learn together. Treating more kids with autism than anywhere else in the Southeast, Marcus Autism Center is now offering a preschool program with flexible classroom environments that accommodate each child’s individual way of learning. Children with autism spectrum disorder are learning side-by-side with typically developing children, maximizing their potential while teachers are learning how to differentiate instruction.

“Toddlers and preschoolers who have autism may face some unique challenges, but overall, they have more in common with their typically developing friends than not,” said Michelle Guski, Development Officer, Foundation Corporate Partnerships. “Most differences tend to be subtle and are best understood as part of the range of personalities and learning styles. All children with autism admitted to our program are ready to learn and contribute to their friends’ learning as well.”



Reina Short, manager of community development at Delta Community Credit Union, volunteering during a career day presentation to students at The Museum School.

SPECIAL

# Volunteering in Times of Change

When a company undergoes a merger, acquisition or another event that unsettles its foundation, volunteerism can serve as a bedrock to build upon. Particularly if company morale is struggling due to uncertainty or change, giving back can boost the strength of the team and its outlook.

“Any time people are going through times of change there is uncertainty, especially when you’re combining more than one company together and it’s really important to set the tone for what the company culture is,” said Jami Buck-Vance, corporate responsibility practice lead at **KWI Communications**. “From a mental well-being point of view, I think that volunteering is one of the best things you can do for a workforce, not only for team building, but for overall quality of life so they feel connected to a larger purpose.”

Several CVC companies have experienced this first hand. In March 2019, as part of **AT&T’s** Believe Atlanta initiative and shortly after AT&T completed its acquisition of Time Warner/Turner, now **WarnerMedia**, more than 500 employees from the two companies came together as one for their first joint volunteer project to help the **Westside Future Fund** and **Truly Living Well Garden** bring the urban farm in compliance with American Disability Act (ADA) standards and create a healthier green space for Westside residents.

“This event was a fantastic way for AT&T to welcome Turner/WarnerMedia employees into the fold and have our first opportunity to get to know each other while doing great work for our community,” says Sydney Langdon, Corporate Responsibility, WarnerMedia (Turner).

Following a September 2016 settlement regarding improper sales practices, **Wells Fargo** has been committed to rebuilding trust. This includes strengthening the commitment to its *Vision, Values & Goals* which lists corporate citizenship as one of its six goals. In late April, Wells Fargo’s Southeast Community Service “Super Saturday” volunteer blitz created

opportunities for team members to collaborate with nonprofit organizations in an effort to revitalize local communities and improve stakeholder relationships in the Southeast, including metro Atlanta and surrounding communities. Almost 1,400 team members who devoted 5,000 hours to a single day of volunteering, supporting organizations such as **Big Brothers Big Sisters, Books for Africa, Streetwise, Must Ministries, Open Hand, United Way Atlanta** and various **Habitat for Humanity** projects. Wells Fargo also handed out \$350,000 in grants to nonprofits. Even the North Georgia Region Bank President Carol Morris swept floors alongside her teammates and helped build a Habitat for Humanity home for a disabled veteran in Woodstock.

“Super Saturday is one of my favorite times of the year,” Morris said. “It’s an opportunity where we can all come together and make a difference as a united team.”

For companies with offices that span the globe, volunteering can also be a way to bridge the gap that exists with the far-reaching network. **King & Spalding** has 20 offices around the world, four of which have opened in the last five years. Each time an office opens, a lawyer or staff member is recruited to represent that office on the Community Partners Council, a committee of volunteer leaders. This committee meets via videoconference every other month to share ideas, brainstorm projects and coordinate efforts.

“The firm will highlight an office’s first community service projects on internal channels, helping the new personnel to feel recognized and increasing engagement with the firm’s community efforts,” Linda Parrish, director of community affairs. “Last year, a new office seized the opportunity to use community service as a teambuilding tool and achieved 100 percent participation in community efforts in their opening year.”

Yvonne Whitaker at **NCR Corporation** agrees that corporate volunteer oppor-

tunities offer many strong benefits for employees and the company.

“It gives employees a more positive outlook and puts their own concerns in a new light,” Whitaker said. “You get caught up in your problems, but when people volunteer it gives them good perspective.” ●●●

Wells Fargo’s “Super Saturday” volunteer blitz consisted of 90 community-improvement activities across the Southeast.



SPECIAL

## Making a difference.

We proudly support **Corporate Volunteer Council of Atlanta’s** 22nd Annual IMPACT Awards.

troutman.com  
Troutman Sanders LLP

+

80% of business professionals believe businesses have a responsibility to look beyond profit and make a positive impact on society

Learn more

[unitedwayatlanta.org/  
philanthropy-cloud](http://unitedwayatlanta.org/philanthropy-cloud)



SPECIAL

King & Spalding volunteers during the firm’s Global Day of Service.



**Award-Winning Tax Services**

For additional information

1.855.RYAN.TAX | [ryan.com](http://ryan.com)



© 2019 Ryan, LLC. All rights reserved. “Ryan” and “Firm” refer to the global organizational network and may refer to one or more of the member firms of Ryan International, each of which is a separate legal entity.

# Strong Skills to Serve

Skills-based volunteering is an organic way for CVC companies to give back. By tapping into the expertise of employees and offering advice to nonprofits in the areas of law, technology, financial education and business strategy, CVC companies make an even bigger impact in the communities they serve.

**Mailchimp** answered the skills-based call by starting a program called Launch Pad in partnership with **Clayton State University** that helps students adapt to the technical, social and business expectations of the 21st century workforce.

“When we sent our recruiting team from Mailchimp down to Clayton State... we thought, for a school that is offering computer science degrees, there was some sort of disconnect between what was happening on campus and the opportunities these students would have after graduating,” said Lain Shakespeare, senior director of corporate citizenship at Mailchimp. “We pitched the idea to Clayton State to establish a leadership academy and we are sponsoring it for 3 years, for \$300,000 total.”

In the first year of Launch Pad, 35 Mailchimp employees volunteered to make the program a success. Eight Clayton State students took a course designed with 21st century business and software in mind. The class was taught by Clayton State professors who were aided by Mailchimp employees with specific expertise to the relevant coursework. In addition to the class, students shadowed Mailchimp employees, toured the company’s data center and, at the end of the program, presented final projects at Mailchimp to hiring managers. Three of the students were offered summer internships and later fall internships.

“It’s been really successful, not only in terms of finding a way for our employees to put their unique talent and skills to use, but also to connect higher education on the south side in an area of



SPECIAL

WarnerMedia’s Ladies in Tech (LiT) have fun with a choreographed flash mob dance during the Girls Who Code Summer Immersion Program.

need in a very real way to our business,” Shakespeare said.

**LexisNexis Risk Solutions** has several skill-based volunteering programs that tap into the company’s technology capability. Employees have donated their time and expertise to create and manage the technology that powers the **National Center for Missing & Exploited Children’s** ADAM program (adamprogram.com), which sends geo-targeted alerts with photos and details to businesses and individuals to help recover missing children; the missing person alert system for Missing People UK; and the Global Business Coalition for Education’s REACT platform, which helps displaced and marginalized girls and boys resume their education before they drop out of school or fall prey to child labor, early marriage and exploitation.

“The technology behind these programs was created and is managed and routinely enhanced by volunteer teams of LexisNexis Risk Solutions technologists who devote their personal time after work and on weekends,” said Kara Grady, vice president corporate and brand communications, LexisNexis Risk Solutions.

The company also has a pro-bono type program that allows nonprofit partners to submit their most pressing organizational challenges for LexisNexis Risk Solutions employees to help solve.

“We have found that giving the nonprofit community access to the skills of our employees is a win-win,” Grady said. “It provides employees with the opportunity to solve real-world challenges that will improve an area of the community and it helps our nonprofit partners build relationships with our employees and direct access to business resources.”

**JLL** employees participate in skills-based volunteerism by tutoring at-risk first graders in a local school virtually every week.

“This allows busy employees of all levels, including executives, to build a

bond with a student and help them gain confidence in themselves and their reading skills in a convenient way that can be done anywhere with a computer and phone,” said Greta Wilson, JLL assistant property manager. “This has been an extremely rewarding program for our employees who have volunteered for several years now.”

In addition to its pro-bono work, **King & Spalding** employees also volunteer in weekly virtual tutoring sessions with first-graders at **Hope-Hill Elementary**, a Title 1 school in downtown Atlanta, to improve their reading and literacy skills. The firm’s lawyers also give time to nonprofits through board service. King & Spalding lawyers in the Atlanta office sit on the boards of more than 85 nonprofit organizations.

Many of **WarnerMedia’s** skills-based programs focus on the next generation. For the past three years, the company has hosted a **Girls Who Code** Summer Immersion Program at its Midtown campus. The 7-week introductory computer science course engages 20 Atlanta-area high school girls—rising juniors and seniors—who learn to code and spend time networking with WarnerMedia’s female leaders in tech.

“Each summer, Ladies in Tech (LiT) adopts our Girls Who Code Summer Immersion Program class, serving as their ‘campus counselors.’ The LiT campus counselors serve as champions and coaches to the girls, organizing field trips, teaching them about roles in tech, serving as speakers and mentors, joining them for lunch and popsicle socials and taking care of the girls while they are on our campus,” said Maigh Houlihan, co-founder of WarnerMedia’s LiT group. “This year LiT celebrated the girls last day of the 7-week program with a surprise flash mob dance performance—choreographed by one of our campus counselors.”

**UCB** is also focused on the future generation of employees. The company



SPECIAL

King & Spalding volunteers participate in weekly tutoring sessions with elementary students via TutorMate.

supports STEM education in Atlanta through **Science ATL’s Atlanta Science Festival** where, this year, the company taught attendees about osteoporosis and hosted a chief science officer volunteer. UCB also encouraged family exploration of STEM at **Fernbank Museum** and collaborates with the **Georgia Bio Ed Institute** to train teachers in STEM.

“As a global biopharmaceutical company, we seek to understand the needs of patients, leverage science to find solutions, and ultimately deliver those solutions back to patients,” said Allyson Funk, UCB head of U.S. communications and public affairs. “The future of innovation in our industry will depend on a strong pool of STEM employees in the future.”

In January 2019, **Cox Enterprises’** Atlanta office piloted a program with partners **Big Brothers Big Sisters** (BBBS) and **Chamblee Charter High School**. The Beyond School Walls program was created by BBBS to address issues in corporate volunteer recruitment. Instead of mentors commuting to the school, students visit their mentors at their workplace. Cox was the first company in Atlanta to participate in the program, which has proven successful with corporate partners in Miami and Philadelphia. Twenty Chamblee High School students visited their mentors at Cox twice a month during the school year. The pilot was so successful that Cox is continuing the program and providing 35 mentors for the 2019-2020 school year.

“This is an investment in our kids, our community and our future workforce,” said Carlotta Rogers, Cox enterprise security manager. “Mentor relationships build positive paths forward. They open new doors, help students envision the future career they want to pursue and lead them in the right direction to achieve it.” ●●●



SPECIAL

JLL’s Greta Wilson and a TutorMate student.



SPECIAL

United Way's Volunteer Involvement Program (VIP) helps train future nonprofit board members.

## ✈ Board-Building ✈

United Way's Volunteer Involvement Program (VIP) is a training program that develops leadership skills and increases volunteer participation for diverse nonprofit boards across greater Atlanta. **United Way of Greater Atlanta** started VIP in 1992 in order to identify, recruit and place diverse leaders from greater Atlanta into policy making roles to enhance the effectiveness of nonprofit agencies in the community. Since its inception, more than 2,500 graduates—many from CVC companies—have provided service to more than 350 nonprofit governance boards and committees throughout greater Atlanta. Program participants are trained in fundraising, strategic planning, marketing as well as financial and legal decision making.

“For more than 25 years, United Way of Greater Atlanta’s Volunteer Involvement Program (VIP) has been teaching Atlanta’s brightest and best how to be outstanding board members,” said Cheryl Kortemeier, CVC of Atlanta executive director. “Under Janice Robinson’s leadership, United Way VIP has played a major role in diversifying and strengthening metro Atlanta boards so that they better represent all citizens who call Atlanta home.”

### CVC 2019 Companies

List of CVC Companies (2019) with VIP Participants:

- Accenture
- AT&T
- Atlanta Public Schools
- Bank of America
- Chick-fil-A
- Children’s Healthcare of Atlanta
- Coca-Cola Corporation
- Cox Enterprises
- Dell
- Deloitte.
- Delta Air Lines
- Delta Community Credit Union
- East Lake Foundation
- Emory University
- Equifax
- Federal Reserve Bank of Atlanta
- Gas South
- Goodwill of North Georgia
- IBM
- IHG
- Jabian Consulting
- Kaiser Permanente
- Kilpatrick Townsend & Stockton LLP
- King & Spalding
- KPMG
- Lexis Nexis Risk Solutions
- Points of Light
- PricewaterhouseCoopers LLP
- Southern Company
- SunTrust Bank
- WarnerMedia
- Wells Fargo

### CVC Board of Directors

#### EXECUTIVE COMMITTEE

##### President

Kristie Madara, *Veritiv*

##### Vice President

Sydney Langdon, *WarnerMedia*

##### Secretary

Michele Egan, *For Momentum*

##### Treasurer

Sara Simonds, *Deloitte*

##### Immediate Past President

Emily Crawford, *Inspire Brands Foundation*

#### BOARD MEMBERS

##### Communications

Lauren Abbott, *King & Spalding*  
Bill Barnes, *Southern Company Gas*

##### Governance

Imara Canady, *AIDS Healthcare Foundation*  
Michael Swearingen, *Mercedes-Benz USA*

##### Membership

Ashley Johnson, *Gleeds*  
Reina Short, *Delta Community Credit Union*

##### Programs

Brittany Martin, *Ryan*  
Greta Wilson, *JLL*

##### Revenue

Jennifer Bronner, *Cox Enterprises*  
Carley Stephens, *Gas South*

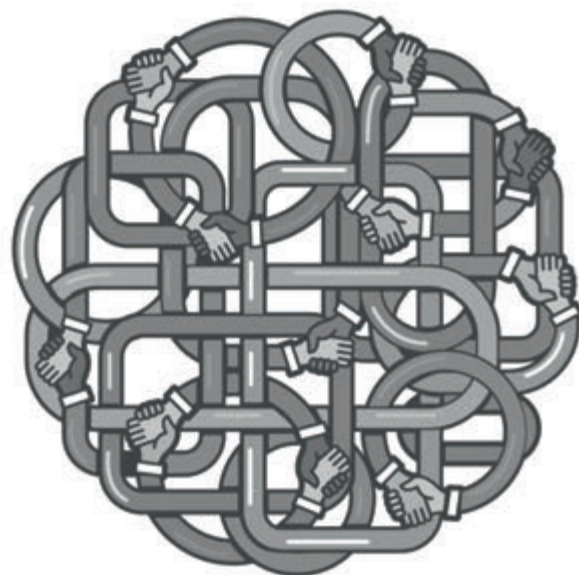
##### At-Large Members

Tocara Arnold Alam, *KPMG*  
Susan O’Dwyer, *Aprio*  
Yvonne Whitaker, *NCR*



## Making a Difference in the Communities We Serve

### Deloitte.



### Making an impact

Deloitte proudly supports the Atlanta Community along with the Atlanta Corporate Volunteer Council and the 2019 Impact Awards.

[www.deloitte.com](http://www.deloitte.com)

# COMPANIES MAKING A LOCAL IMPACT

SPECIAL THANKS TO OUR MEMBER COMPANIES APPEARING IN BOLD FOR THEIR GENEROUS SPONSORSHIP OF THE 2019 IMPACT AWARDS

Accenture  
 Agape\*  
 AIDS Healthcare Foundation  
 Alston & Bird LLP  
 Aprio  
**Atlanta Business Chronicle**  
 Atlanta Community Food Bank\*  
 Atlanta Community Toolbank\*  
 Atlanta Partners for Education\*  
 AT&T  
**Bank of America**  
 Bennett Thrasher  
 CA South  
 Change Healthcare  
 Chick-fil-A  
 Children's Healthcare of Atlanta  
 The Coca-Cola Company  
**Cox Enterprises**  
 Cyril & Associates Accounting  
 Dell  
**Deloitte.**  
**Delta Air Lines**  
**Delta Community Credit Union**  
 Dorsey Alston, Realtors  
 East Lake Foundation\*  
 EarthShare of Georgia\*  
 Emory University  
 Equifax  
**Eversheds Sutherland (US) LLP**  
 Facebook  
 Federal Reserve Bank of Atlanta  
 FirstKey Homes  
 Fiserv  
 For Momentum  
**Frazier & Deeter**

**Gas South**  
 Genuine Parts  
 Georgia Center for Nonprofits\*  
 Georgia Department of Human Services  
 Georgia Natural Gas  
 Georgia Power  
**Georgia World Congress Center**  
 Global Payments, Inc.  
 Goodwill of North Georgia\*  
 Google Fiber  
 Graphic Packaging International  
**Hands On Atlanta\***  
 HD Supply  
**The Home Depot Foundation**  
 IBM  
 IHG  
**Inspire Brands Foundation**  
 Invesco  
 Jabian Consulting  
 JLL  
**Kaiser Permanente**  
 Kilpatrick Townsend & Stockton LLP  
**King & Spalding, LLP**  
 KPMG  
 KWI Communications  
**LexisNexis Risk Solutions**  
 Macy's  
 MailChimp  
 MedShare\*  
**Mercedes-Benz, USA**  
 Metro Atlanta Chamber\*  
**NCR**  
 Networks of 11Alive, WXIA-TV  
 Northside Hospital  
 Novelis

NP Voice, LLC  
 OneDigital  
 Partnership for Southern Equity\*  
 Peach State Health Plan  
 Points of Light\*  
 PricewaterhouseCoopers LLP  
 Primrose Schools  
 Pro Bono Partnership\*  
 Purchasing Power  
 Rheem  
**Ryan**  
 Sage Foundation  
 SignatureFD  
 Softgiving  
**Southern Company Gas/Atlanta Gas Light**  
 SunTrust Bank  
 Tax Solutions  
 TechBridge\*  
 Tower Beer Wine & Spirits  
 Travelport  
 Trees Atlanta\*  
**Troutman Sanders**  
**UCB**  
**United Way of Greater Atlanta\***  
 Veritiv  
**WarnerMedia**  
**Wells Fargo**  
 WestRock  
 Westside Future Fund\*

*\*Indicates Nonprofit Member Partner  
 (Atlanta Habitat for Humanity and Christian City are also IMPACT sponsors, but they are not currently CVC Member Partners)*

## CVC OF ATLANTA MEMBERSHIP: YOUR PASSPORT TO A WORLD OF OPPORTUNITY!

Join the growing group of leading companies that are acting together for a better Atlanta.

### THE 22ND ANNUAL IMPACT AWARDS

**DIAMOND  
 PRESENTING SPONSOR**



**PLATINUM  
 SPONSORS**



**TITANIUM (SERVICE)  
 SPONSOR**



**GOLD SPONSORS**

Delta Air Lines | Gas South | Inspire Brands Foundation | Veritiv | WarnerMedia | Kaiser Permanente | Atlanta Habitat for Humanity

For a complete list of IMPACT Sponsors, please visit [www.cvcofatlanta.org/impact](http://www.cvcofatlanta.org/impact)

## VOLUNTEERISM IS A BUSINESS STRATEGY

Become a leader and enhance your company's reputation as you learn and help others. Visit our website for a full list of member benefits. Joining is easy! Start making an impact today.

[WWW.CVCOFATLANTA.ORG](http://WWW.CVCOFATLANTA.ORG)

