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TOGETHER**

23rd Annual
IMPACT Awards



2020
The Virtual
Experience



The **Corporate Volunteer Council of Atlanta (CVC)** is recognizing Atlanta's most philanthropic companies in a time when service to the community is of particular need. As the only annual awards program of its kind, the annual IMPACT Awards raises up the work of Atlanta's most altruistic corporate citizens that are making our city a better place to live through volunteerism. The IMPACT Awards are judged by a national panel of Corporate Social Responsibility (CSR) professionals outside the Atlanta market and, while awards are given to individual companies, the CVC's collaborative spirit is always at the heart of its vast reach. In its 23rd year, the 2020 IMPACT Award winners and finalists are:

Social Justice IMPACT Award

This award will be presented to a company that addressed social justice in a bold and innovative way in the period between January 1, 2019 and July 1, 2020.

The winner of the Social Justice IMPACT

Award is **Gas South**. The company's Be a Fuel for Good program engages employees in work that promotes equity for all. Recently, this was driven by the civil unrest and protests regarding policing in black communities. Gas South responded by communicating solidarity with the Black Lives Matter movement and making external statements on social media platforms as well as in an email to business partners. The company aligned its words with action by donating \$100,000 to four social justice organizations: **The Partnership for Southern Equity, Color of Change, ACLU- Georgia and Southern Center for Human Rights**. Gas South also instructed its lobbyist to fight for the Hate Crime legislation in Georgia. To give employees a place to discuss and process their emotions, Gas South held Community Conversations and gave employees the opportunity to give to social justice organizations via a virtual campaign. It also took its commitment a step further by providing employees a chance to physically participate in social

justice work by organizing an employee meet-up for the local protests for social justice.

The finalist in the Social Justice IMPACT Award is **Southern Company Gas** where the diversity and inclusion department developed a robust set of tools and programming in response to recent events. The company's foundation also recently donated \$1 million to **Morehouse School of Medicine** toward academic expansion and efforts to provide greater equity in healthcare.

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 **NCR Corporation**. The company leveraged its talent to help **Inspirededu**, which gives donated PCs to Atlanta-area Title 1 schools. With a

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Director's Note

The **Corporate Volunteer Council of Atlanta (CVC)** supports member companies to deliver business results through their strategic commitment to civic engagement and social impact. CVC members meet regularly to share best practices, strengthen community investment strategies and make a difference through service.

Metro Atlanta companies continue to evolve in the ways they support community. Though it is challenging for volunteer groups to come together in person this year, companies are finding new and innovative ways to lend support where it is needed most. The CVC is here to connect those companies so that they can learn from one another.

I hope that you find inspiration in reading about what CVC members are doing to support Atlanta in the midst of COVID-19, economic strain and social injustice and join us in taking positive action. As American educator and legend Helen Keller once said, "Alone we can do so little; Together we can do so much." To learn more, please visit www.cvcofatlanta.org or reach out to me on LinkedIn @cherylkortemeier.

Cheryl Kortemeier, Executive Director
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A Letter From The President

Dear CVC Members and Friends,

As 2020 began, naturally came all of the discussions of clarity. Hindsight is 2020...Perfect Vision...2020 was prime for a good speech. And then 2020 really got started and the Atlanta community that we all knew changed. Gone was the Atlanta traffic, the commute times and the school buses and in their place a new normal that we are all still zooming towards. One thing remained the same, Atlanta companies continued to come together to support our community.

"Impact 2020" takes a minute to celebrate a year unlike any other and the impacts of the more than 100 organizations that are members of the Corporate Volunteer Council of Atlanta (CVC). Our members are leading the way in Metro Atlanta with efforts to address the most important societal issues by developing and implementing programs to positively impact our community.

The CVC has long valued diversity and inclusion and feels that it is one of



our greatest assets. In 2019, our board approved a formal diversity and inclusion policy which says it best, "Our members are the most valuable asset that we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our members invest in our organization represents a significant part of not only

our group's culture, but our reputation and achievements as well."

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

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. Over the years, I have seen amazing examples of that among our members, but even more this year as we continue to collaborate and innovate in our remote environment. Companies are utilizing the strengths, expertise and resources of each organization and bringing together the right people needed to tackle even the most

challenging community needs. We can make an impact right here in our community by listening, learning and continuing to work together.

We recently recognized some of that work with our 23rd Annual Impact Awards, our first ever virtual awards program, 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.cvcofatlanta.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.

Sara Simonds
2020 CVC of Atlanta Board President
Senior Manager
Deloitte

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recent influx of PC requests driven by the pandemic, the nonprofit needed to upgrade its VoIP network. NCR stepped in to manage the project, partnering with other leading technology companies, that all also donated expertise and equipment. Inspirededu's VoIP network is now able to handle the volume of requests coming in, with extra capacity for future anticipated needs. This project enhanced NCR's ongoing relationship with Inspirededu, which includes donating more than 2,000 PCs to the organizations over the past five years.

The finalist in the Skills-Based Volunteerism IMPACT Award is **Mercedes-Benz USA**, which supported Atlanta metro residents during the pandemic by launching Curbside Caring, an initiative of the company's Greatness Lives Here community outreach program. From April through October, MBUSA is preparing 28,000 meals for families and children in need and enabling thousands more to be deliv-

ered through a fleet of Mercedes-Benz Sprinter vans. The company also repurposed its cafeteria to provide 1,000 meals a week to **PAWKids** and **Second Helpings Atlanta** and initiated Thankful Thursdays to acknowledge the Sandy Springs police and fire departments by catering meals from different local restaurants each week.

IMPACT Corporate Volunteer Program of the Year

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

The winner of the IMPACT Corporate Volunteer Program of the Year is **King & Spalding**, which formalized its community program in 1994. Under the leadership of volunteer councils, the firm participates in a variety of community and pro bono activities. In Atlanta, over the past five years, its 850 lawyers and staff invested 16,750 hours of community service through 375 individual

projects, and lawyers and paralegals provided 71,000 hours of pro bono legal service to low-income individuals, nonprofits and community causes. The firm also partners with clients on joint projects that support affordable housing, business literacy and leadership skills for high school students and assist nonprofits with legal issues.

The finalist of the IMPACT Corporate Volunteer Program of the Year is **IHG**. The company launched its True Hospitality for Good program in 2018 and has formed charitable partnerships that deliver action in hospitality skills building, disaster relief and environmental sustainability. Its Giving for Good month encourages employees to make a positive difference in the community and for every colleague that gets involved, IHG makes a donation to one of four global causes on their behalf. In 2019, 160,000 participated in the Giving for Good month globally. Corporate employees are also given two days of paid time off to support causes that matter to them most. ■■■



SPECIAL
A King & Spalding associate delivers sack lunches to summer camp at The Andrew P. Stewart Center.

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- 2017 "Spirit of Volunteerism" Award
- 2012 Business-to-Business Partnership Award
- 2010 IMPACT Award

Go to gng.com to learn more.



Corporations and Anti-Racism

In 2018, the CVC began a mission to embrace the true meaning of diversity and inclusion (D&I). A year ago, the organization founded the D&I Committee, aimed at addressing the needs of all people who are members of the CVC. The committee has hosted forums and facilitated uncomfortable conversations in order to grow to a higher level of understanding of what D&I actually means. It's about creating a culture of inclusion where individuals of different races and genders are embraced and welcomed as an active part of the organization and respected as leaders.

"When I talk about inclusionary diversity it's that we companies are not just bringing in, embracing and recognizing the need and value of diversity, but are also shifting culture to ensure that all people are included and their voice and perspectives valued, toward the advancement of the organization,"



Imara Canady

says Imara Canady, national director, communications and community engagement, **AIDS Healthcare Foundation** and co-chair of the CVC D&I Committee. "At the end of the day, when we focus on inclusion and not just representation by diversity, then everybody wins."

So, when the protests broke out in Atlanta and across the nation following the death of George Floyd, the CVC was prepared to make its stance against racism heard. CVC President Sara Simonds sent out a message to the membership addressing racial injustice and stressing the importance of the moment.

"Because of the prior work that the



Karen Robinson Jeremie

CVC has done on inclusionary diversity, Sara felt very comfortable speaking with a collective message that was very powerful," says Karen Robinson Jeremie, community relations manager at **Kilpatrick Townsend & Stockton LLP** and co-chair of the CVC's D&I Committee.

During this historical moment, many CVC companies also took a position against racism and expressed publicly their support of the Black Lives Matter movement. This included rallying around the passage of House Bill 426, or the Georgia Hate Crimes Act, which was signed into law in late June thanks to the support of many business leaders. Individually, CVC member companies are also making commitments within their organizations and



The Emory community came together for "White Coats for Black Lives," uniting against racist violence.

communities to change the way they do business to ensure the environment inside and outside the office is a more inclusive one for all.

"Because of the history of Atlanta, the great leaders that have come out of Atlanta around civil and human rights globally, and the leadership corporate Atlanta has historically exhibited ... we are in a unique moment in history for corporate Atlanta to have a tremendous ripple effect and impact on what corporate America does across this country," Canady says.

Here is a snapshot of the many ways CVC member companies are hoping to make an impact.

ALSTON & BIRD

At **Alston & Bird**, the Diversity Committee, Pro Bono Committee and community service leadership joined forces to create a series of ongoing conversations. The firm also launched ongoing educational programming and a giving campaign in support of the **NAACP**, **Black Lives Matter** and **Lawyers Committee for Civil Rights Under the Law**. As protests got underway, Alston & Bird partnered with the **Southern Center for Human Rights**, **National Lawyers Guild**, **Raheem** and the Georgia Chapter of the NAACP to take on projects to serve as legal observers and negotiate matters on behalf of protesters with misdemeanors.

COX ENTERPRISES

Cox Enterprises created a \$1 million fund to help organizations that support social justice and civil and human rights. In addition to two existing

Atlanta-based partners, **The National Center for Civil and Human Rights** and the **Dr. Martin Luther King Jr. Center for Nonviolent Social Action**, three national organizations—**Equal Justice Initiative**, **United Negro College Fund** and **National Urban League**—will receive support. Cox also donated \$1 million in advertising on its Cox Communications network and supported the Ad Council's Racial Equality campaign, Love Has No Labels.

EMORY UNIVERSITY

On June 5, thousands of members of the **Emory** community came together to unite against racist violence with a moment of silence in memory of George Floyd and others who have suffered acts of racial injustice. The crowd filled the Emory Quadrangle for the "White Coats for Black Lives" vigil, kneeling in silence for 8 minutes and 46 seconds—the length of time George Floyd suffered under the knee of the Minneapolis police officer charged with his murder. Spearheaded by students in the School of Medicine, similar events were held simultaneously on campus and at Emory hospitals.

IHG

In June, **IHG** announced a series of commitments in the Americas to support Black colleagues and communities. These range from the roll-out of mandatory unconscious bias training for 10,000 plus U.S. corporate and managed hotel employees by the end of 2020 to taking action to double the company's representation of ethnically diverse colleagues

in Americas-based corporate leadership roles over the next four years. **IHG** also vowed to support legislation that drives change in racial justice and equity and supports education, employability and empowerment in the community through partnerships with the **National Urban League**, the **National Center for Civil and Human Rights** and **Atlanta CareerRise**.

INVESCO

Invesco is working to strengthen its commitment to D&I by hosting forums and listening sessions to help colleagues gain greater insights and sensitivity about systemic racism. Other efforts include making donations to racial justice organizations and taking steps to further strengthen the company's hiring, training and development practices to more effectively retain, develop and attract black professionals.

JABIAN

Jabian Cares, the company's employee-led and funded community foundation, worked with the Diversity & Inclusion team to make donations to four social justice organizations. In Atlanta, this included the **Southern Center for Human Rights**. Jabian staff across all its offices were also invited to share books, movies, podcasts and blogs that inspire them to tackle racism, understand gender identity and promote diversity. The "Inside Jabian" discussion series took it a step further by inviting speakers to facilitate conversations about racial inequality, systemic racism and privilege.

SPECIAL

KILPATRICK TOWNSEND & STOCKTON LLP

In the wake of George Floyd's death, **Kilpatrick Townsend & Stockton** created a Justice and Equality Task Force to guide its efforts by providing anti-racist educational programming within the firm, pro bono legal work advancing racial justice and volunteer activities that combat the inequalities caused by systemic racism. Part of these efforts included launching a video series capturing racist encounters endured by individuals at the firm, a three-part training series called Eradicating Racism and a Justice and Equality Book Club.

KING & SPALDING

King & Spalding created a Social Justice Committee comprised of leaders in D&I, pro bono, community affairs, professional development, human resources and marketing. After consultation with leadership in each office, the committee provided opportunities for pro bono work focused on civil rights and social justice. The firm also established an additional PTO day that can be used on June 19th (Juneteenth) or on another day in 2020 to reflect on what they can do to advance social justice or to work on a social justice initiative.

KPMG

In July, **KPMG's** diversity and inclusion team hosted a virtual three-day event "Courageous Conversations" where colleagues from across the KPMG network met virtually for a conversation about racism and discrimination. On July 1, KPMG's chief diversity and inclusion officer and the national inclusion and diversity (I&D) team also initiated "ACCELERATE 2025," which is aimed at ensuring that more individuals from underrepresented groups choose KPMG as their employer of choice, build careers at KPMG and advance to leadership positions within the firm and profession.

NCR

NCR has hosted company town halls to listen to employees and focus on issues surrounding diversity and inclusions. These include building a culture of transparency; identifying opportunities for inclusive business practices; leveraging the NCR brand in philanthropic, community and public policy efforts that support inclusive business practices; and extend corporate support / funding for diversity and inclusion-focused employee groups.

UCB

UCB's D&I council has held several all employee forums entitled "Race to Relate" offering a safe place for employees to discuss racial and social injustices and how UCB can better create a safe and inclusive environment going forward. Other recent actions include offering Juneteenth as a U.S. holiday, announcing the hiring of a U.S.

D&I lead, providing recommended resources and readings for employees and supporting the establishment of new employee resource groups.

PNC FINANCIAL SERVICES GROUP, INC.

PNC Financial Services Group Inc. recently committed more than \$1 billion aimed at helping to end systemic racism and support economic empowerment of African Americans and low and moderate income communities. PNC's regional presidents in all 43 markets are also hosting diversity and inclusion town hall discussions with employees.

WELLS FARGO

At **Wells Fargo**, Consumer Banking

Southeast Lead Region President Darryl Harmon participated in a call with Wells Fargo's Black/African American Connection networking group in Atlanta where he heard from employees. Wells Fargo's CEO Charlie Scharf also announced a series of diversity and inclusion-centered commitments. This includes the mission to double Black leadership over the next five years. Scharf also created a new and expanded diversity executive leadership role reporting to the CEO, and added education sessions in which employees can share with colleagues their personal stories and perspectives on the realities of racism. There will also be anti-racism training required for managers in a new live and interactive program. ■■■



SPECIAL
Alston & Bird partnered with several nonprofits to serve as legal observers and negotiate matters on behalf of protesters.

Use your voice to bring change

Where Atlanta Speaks

Social Justice and Equity is Everyone's Responsibility

By Pedro Cherry
President and CEO, Atlanta Gas Light



SPECIAL

Renewed conversations about police brutality and social inequality in America prompted a flurry of carefully crafted statements from companies, both large and small. Leaders know that the costs of remaining silent on an important issue are high. However, calling out racial injustice in our country without demonstrating any positive action is equally detrimental.

Since joining Atlanta Gas Light in the beginning of August, the phrase “actions speak louder than words” has often come to my mind. Diversity and inclusion are such an ingrained part of the culture here—and at our parent company, Southern Company Gas—that it underlies every action our employees take. As I have been meeting new people and diving deep into our business operations, it has been very apparent that employees and leaders alike recognize that diversity and inclusion nurtures the new perspectives, understanding and innovation that enhance our ability to deliver superior value for our employees, customers and community.

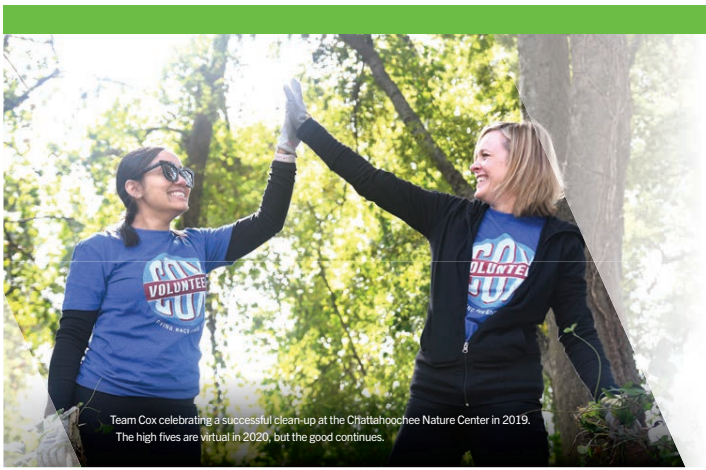
Even more importantly though, at Atlanta Gas Light, we recognize the role we can play outside our walls to help break down systemic racism across Georgia. Volunteering in our community plays a major part. We have eight Employee Resource Groups that support the company's efforts to foster equity, with the goal of not only increasing diversity within our business but elevating minority voices and supporting their needs across our territory. Employees from these groups spread awareness about careers in energy to diverse communities, engage in projects to raise funds for and deliver hands-on support to communities in need and partner with community organizations committed to equity and justice.

We are also committed to uplifting those who have been disenfranchised across our economy. We intentionally procure from minority-owned businesses

and connect them to our peers as part of a conscious effort to level the playing field. We also deliberately build relationships with, provide trainings for and recruit from historically black colleges and universities, diverse student associations and diverse professional organizations. Just this spring, Southern Company Gas and the Southern Company Gas Charitable Foundation announced a \$1 million donation toward academic expansion at Morehouse School of Medicine—part of a \$50 million commitment to historically black colleges and universities from Southern Company. I am a proud board of trustee member of Clark Atlanta University.

As an African American, I am acutely aware of the challenges colleagues from diverse backgrounds face. Joining Atlanta Gas Light, I am happy to be a part of a company that is taking concrete efforts to help others like me by cultivating a culture that eliminates these challenges.

Our society has made great strides since Atlanta Gas Light first illuminated the city's streets in the 1850s—yet inequality and racism remain in our country. Business leaders can address the current call for equality and foster social justice in their communities by making diversity and inclusion a business imperative, not just an extracurricular. I, for one, am committed to continuing Atlanta Gas Light's efforts to hear minority voices, learn about the challenges they face and identify tangible steps to help foster a more just and equitable society. ■■■



Team Cox celebrating a successful clean-up at the Chattahoochee Nature Center in 2019. The high fives are virtual in 2020, but the good continues.

Championing Change Together

At Cox, we empower our people to be the change we all want to see. From helping to create a healthier planet to supporting vulnerable members of our communities, we strive to make the world a better place for the next generation.

Cox is a proud supporter of CVC Atlanta. Learn how we're building a better future at CoxEnterprises.com.



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Learn more and get your company involved:
www.handsonatlanta.org/mlk



Georgia Natural Gas' TrueBlue Crew Employee Volunteers give their time to help out at senior organizations, schools or special community events.

SPECIAL

Turning Challenge Into Opportunity

C OVID-19 has forced companies to take a closer look at how they care for employees and help those outside their company during difficult times. The pandemic has created a very challenging environment to do both, but it has also offered new opportunities for employee-focused initiatives and collaboration between organizations to tackle emergent community needs.

“This pandemic has enabled UCB to address gaps that we may not have identified prior to recent events,” says Allyson Funk, head of U.S. communications and public affairs, **UCB**.

At UCB, this includes starting an Employee Relief Fund to provide financial assistance to employees experiencing financial hardship due to COVID-19. UCB also established a global UCB Community Health Fund with an initial \$3 million investment to provide financial support to organizations working to improve the health of vulnerable groups.

Invesco responded to the pandemic by making a commitment to give \$1 million to COVID-19 relief organizations. The company also earmarked



SPECIAL
IHG employees volunteer at the Georgia Hotel & Lodging Association (GHLA) “Pop-Up Pantry.”

\$250,000 of the funds to launch an employee matching gift program, giving locally where employees live and work through Invesco Cares donations, global corporate donations and the Invesco Cares Foundation.

Cox Enterprises recently expanded its Cox Employee Relief Fund (CERF) to help furloughed employees and assist with food and housing expenses if a spouse or domestic partner’s position was impacted by COVID-19. And when

the **National Center for Civil and Human Rights** closed its doors to the public as a result of the pandemic, Cox stepped in to underwrite the production of a virtual 360-degree tour of the Center, which will be free to the public on the Center’s website.

At **Kilpatrick Townsend & Stockton**, COVID-19 sparked the creation of the KTS Employee Financial Support Fund to assist firm employees facing unexpected financial hardships. The

fund accepts grant applications that are reviewed by an independent committee, comprised of firm partners and professional staff, and grants are set up to be tax-free for recipients.

Kilpatrick Townsend & Stockton was also one of several law firms that joined Eversheds Sutherland to launch a remote legal clinic to help small businesses and nonprofits weather the economic impact of COVID-19. A partnership with The State Bar of Georgia Pro Bono Resource Center, Lawyers for Good Government (L4GG) and Lawyers for Equal Justice, the program matched small businesses and nonprofits with a Georgia law firm—**Eversheds Sutherland, Alston & Bird, Kilpatrick Townsend, King & Spalding** or **Nelson Mullins**—for free 45-minute phone or virtual consultations with pro bono attorneys who can answer legal questions.

“An extraordinary number of small businesses and nonprofits are suddenly fighting for survival,” said John Fleming, pro bono partner at Eversheds Sutherland. “While our firms may otherwise compete in business,

CONTINUED ON PAGE 8

Because warmth is even better when it's shared.



At Gas South, we're more than a natural gas company – we're a fuel for good. We're committed to volunteerism and through our non-profit partnerships, we will donate over \$1 million in 2020 to support families in our communities impacted by COVID-19. Your choice makes a difference. And the difference is good.

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Shaping Success Across Our Atlanta Community



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KING & SPALDING

We proudly support the Corporate Volunteer Council of Atlanta and the 2020 Impact Awards.

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Congratulations 2020 CVC IMPACT Award winners.



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SPECIAL

Employees of Mercedes-Benz USA are delivering 1,000 meals per week in partnership with PawKids and Second Helpings Atlanta.

CONTINUED FROM PAGE 7

we work side-by-side on pro bono and will always come together to fulfill our professional duty to help the community, now more than ever.”

In April, Eversheds Sutherland also launched a Meals for Heroes program to send meals to its extended family members working on the frontlines of the COVID-19 pandemic. Nearly 1,000 meals have been donated to individuals with family ties to the firm.

King & Spalding also went beyond free legal service by sewing face masks for health care workers, donating blood, providing online career advice to under-resourced youth and translating online books for immigrant children to increase literacy skills. The children of firm lawyers also took part by assembling sack lunches for children attending summer camp in southwest Atlanta.

“King & Spalding has provided opportunities that can involve the entire family in volunteering and community engagement,” says Lauren Abbott, King & Spalding community affairs manager.

Food insecurity has also been a focus area for **Peach State Health Plan**. The company partnered with regional food banks and pantries to donate more than \$60,000 to help expand access to food in communities across the state. The nonprofit partners include **MUST Ministries, Atlanta Community Food Bank, Second Harvest Food Bank of South Georgia and Feeding the Valley Food Bank**.

NCR Foundation also partnered with Atlanta Community Food Bank for its Community Kitchen Project. This program leverages underutilized commercial kitchen capacity to produce

individually packaged and family style meals to distribute to food insecure children and adults. NCR Foundation is sponsoring 1,000 meals per week for 8 weeks. The foundation is also supporting the Restaurant Workers Community Foundation COVID-19 Crisis Relief fund, which provides individualized case management support to displaced restaurant workers.

To support its workers in the hospitality industry, IHG has participated in the **Georgia Hotel & Lodging Association (GHLA) “Pop-Up Pantry”** initiative. The project, which has moved to different hotels in metro Atlanta to maximize reach, supplies each individual with 30 pounds of groceries. The GHLA’s “Pop-Up Pantry” is a partnership with the Atlanta Community Food Bank and supported by a contribution from Gas South.

Atlanta social impact agency **For Momentum** helped support its client, the Atlanta-based

Boys & Girls Clubs of America with a COVID-19 relief fund initiative. The project is a joint campaign with digital delivery service goPuff, which pledged to match online donations up to \$1 million for the Boys & Girls Clubs COVID-19 Relief

Fund. The fundraising goal was met and goPuff presented a check for \$1 million.

“Clubs provided meals, supported families of first responders with child-care and virtual learning to keep kids and teens engaged with positive mentors and on-track academically,” says Julie Teer, chief development and public affairs officer, Boys & Girls Clubs of America. “In addition, the fund enables clubs to provide critical services as the nation begins to emerge from the pandemic.” ■■■



ACTS OF KINDNESS

CVC members understand the impact a single act of kindness—whether small or large—can have. During this difficult time, employees from CVC companies have taken it upon themselves to reach out and offer a helping hand. Here, we shine a light on some of those selfless actions.

ALSTON & BIRD

By the end of March, Alston & Bird sent out an email asking employees to send the names of family members who were serving on the pandemic front lines so that the firm could provide food for their unit, shift or family. More than 95 employees responded with family members helping in locations all over the country. A small group of volunteers from the firm's Conference Services Department offered to assist in organizing and coordinating food deliveries to the various hospitals, police and fire departments and ambulance services. Within a week's time, five people divided up the list and coordinated these efforts, which impacted hundreds of people.

COX ENTERPRISES

Cox Enterprises held an internal engagement campaign in July called Connecting Through Kindness. As part of the initiative, Cox employees performed conscious acts of kindness to make a positive ripple effect in the world. Managers sent "gratitude" care packages to their team, parents mailed thank you cards to teachers and neighbors prepared meals and made home repairs for those in need. Employees were encouraged to visit the Cox Impact employee engagement site to log their act of kindness or to get ideas of what they could do to help.

EMORY

Emory's Feed the Frontline program, a partnership with the James M. Cox Foundation, provided meals for health care workers and first responders on the front lines of the pandemic. So far, nearly 76,000 meals have been delivered, \$1.1 million raised and 1,469 donors have supported this meaningful initiative.

GAS SOUTH

Gas South employees are doing what they can to try and ease the strain of the past several months. One of the com-



SPECIAL

NCR employee Dianne Bateman sewing face masks.

pany's customer care coaches checks in with her team each week wearing a different costume to help bring a smile to her employees' faces. Another employee started volunteering with When We All Vote in an effort to become more involved in racial justice. And another team member created an employee support group for working parents who are balancing providing childcare with their career. The group holds a weekly happy hour, shares resources and provides a safe space for sharing when people are feeling overwhelmed.

KILPATRICK TOWNSEND & STOCKTON

As the pandemic unfolded, Kilpatrick Townsend's thoughts turned to its local educational partner school, Barack and Michelle Obama Academy (BAMO) and Atlanta Public Schools, where many of the students face food insecurity.

Over the weekend prior to the school moving to an online environment, the firm's attorneys and professional staff collected enough snacks and non-perishable food items to assist more than 150 families at the school. The team then worked with its community partner, Emmaus House, and BAMO PTA to deliver snacks and meals

NCR

NCR harnessed its skilled talent to help with the shortage of medical equipment as a result of the pandemic. The company's Hardware Engineering team in Atlanta, Dundee Scotland and Buenos Aires, Argentina used its 3D printers to make face shields. The generosity continued in Ontario Canada where NCR employee Dianne Bateman and her team sewed face masks for local hospitals who were suffering a shortage of supplies.

UCB

Through its internal #StrongerTogether campaign, UCB invited employees in the U.S. to share their experiences and efforts during the pandemic. As a result, many shared how they have supported their communities during these challenging times. Acts shared included making contactless meal deliveries for neighbors, buying groceries for the elderly, tutoring homeless teens online and sewing masks for medical professionals and culinary service workers.

Wells Fargo

Wells Fargo is aiming to inspiring employee engagement through a new strategy. In September, the bank ushered in a year-round approach to service and giving through a Month of Action that allows employees to get involved in three ways: Performing acts of kindness to lift others up; volunteering through innovative virtual options to benefit nonprofits; and contributing to their favorite charities.



We're better together.

NCR is proud to support the 2020 Impact Awards and the CVC's important work on diversity and inclusion.

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Volunteering In A Post-COVID World

CVC members are preparing for what Corporate Social Responsibility (CSR) might look like in a post-COVID world, ramping up virtual and skills-based volunteering efforts in a time when flexibility for employees is crucial. Many companies have transferred in-person events to a virtual format and are encouraging employees to try online volunteering platforms. And as new needs arise among nonprofit partners in light of the pandemic, the CVC is answering the call.

King & Spalding recently transitioned the 14th annual Justice Robert Benham Law Camp to a virtual format. The camp, a partnership with the **Gate City Bar Association** and the **Georgia State University College of Law**, aims to empower minority students to pursue careers in the legal profession. The firm also played a leadership role in coordinating the Youth About Business (YAB) summer camp in Atlanta, which also went entirely virtual. YAB works to develop business literacy and leadership skills among diverse high school students. Other recent shifts include expanding the firm's partnership with **TutorMate**, an online virtual tutoring program for first grade students at Title 1 schools.

NCR is leveraging its intranet by developing an employee portal to provide virtual volunteer opportunities with NCR nonprofit partners. An innovative opportunity with Hands on Atlanta also allowed employees to download the Be My Eyes phone app to assist blind and low-vision individuals to tackle challenges and solve problems together.

"We are only promoting virtual volunteer opportunities for the foreseeable future," says Yvonne Whitaker, Foundation Lead, NCR. "This approach allows employees to continue to engage in volunteer activities, while prioritizing safety, and allowing employees from other locations including global offices to participate."

In order to pivot its volunteer engagement during the pandemic, **Kilpatrick Townsend & Stockton** created a toolkit of remote/virtual volunteer opportunities. The opportunities cover a wide range of causes such as education, health and well-being, disaster relief, senior services and military/veterans support.

"The firm has been actively engaging with our civic and nonprofit partners to determine how we continue to meaningfully support the most vulnerable members of our communities. One way is through remote volunteering," says Karen Robinson Jeremie, community relations manager, Kilpatrick Townsend & Stockton.

Kilpatrick Townsend & Stockton hosted a call with the directors of several nonprofit organizations that provide legal services to identify their needs in the current environment and the firm's attor-



Georgia Natural Gas donated \$200,000 to support the community during the pandemic crisis. SPECIAL

neys are currently preparing to provide pro bono representation to hundreds of families in Atlanta at risk of eviction due to loss of income from unemployment.

At **Sage**, nearly all volunteering will be virtual until the company re-opens its offices. Each month, Sage holds one "BIG" day of volunteering where colleagues share pictures and stories via Microsoft Teams about how they are volunteering.

Sage is also holding speaker sessions with its nonprofit partners each month and has hosted two virtual concerts that brought together colleagues who play music. Sage then donated money to the **Red Cross** for every attendee.

"The changing volunteering opportunities have allowed us to engage a new group of employees who were not able/or did not want to engage in more traditional face-to-face volunteering to get involved," says Sara Reed, Sage Foundation manager for North America.

Alston & Bird is also working to encourage continued engagement in the community. The firm hosted a grant writing training to educate volunteers and encourage them to help a nonprofit with this specialized skills-based opportunity. In August, Alston & Bird also launched an online community experiences program where participants can learn about a subject matter while also learning about nonprofits and small businesses. Class topics will include candle making led by a former homeless individual, creating a healthy home led by the **Atlanta Community ToolBank** and more.

"Everyone will be invited to attend, and donations will be encouraged," says Cheryl Naja, director of pro bono and community service, Alston & Bird. "We hope this new way to learn about current needs will serve as a great way to also raise funds for local nonprofits."

In response to the impact of the pandemic, **Dell Technologies** launched

All for Progress x Our Communities, a campaign focused on supporting organizations most affected at this time. To date more than 17,000 team members have donated \$1.9 million dollars and volunteered more than 45,000 hours in support of COVID-19 response.

"Team members have leveraged their passion, skills and generosity to participate in virtual volunteering and giving across three priority areas: health, education and economic opportunity," says Jamila Cowan-Wideman, director, global employee empowerment, Dell Technologies.

Delta Community Credit Union has continued its Financial Education Center through a series of free, on-demand webinars during the COVID-19 health crisis. The webinars are meant to provide members, Select Employee Groups (SEGs) and community partners with financial guidance amid economic turmoil.

"Delta Community quickly pivoted from existing operational priorities to planning and launching the Financial:15 series so that people would have access to actionable money management strategies," says Reina J. Short, manager, community development, Delta Community Credit Union.

Gas South admits it's still navigating the impacts of the pandemic on its volunteer efforts. The company recently conducted a volunteer event for **Action Ministries**, Smart Lunch Smart Kid effort this summer that offered both a virtual and onsite opportunity for employees.

"Employees were able to participate virtually by writing letters of encouragement to the children and families that will be receiving food kits this summer," says Carley Stephens, community affairs program manager. "Employees could also come to the office and pack food kits for children and families."

The in-person option was carefully orchestrated to allow for social distanc-



King & Spalding distributed donated grocery cards to those in need. SPECIAL

ing and proper sanitizing. In the end, employees packed 480 food kits and numerous letters were mailed to accompany the kits. Almost every employee that came into the office, participated in the volunteer event.

Deloitte is working with **City of Refuge**, which helps individuals and families transition out of crisis, to pivot its services to fit the current environment. Although the organization's programs are typically in person, Deloitte is helping to develop a strategy for a hybrid (in-person and digital) education model.

One of Cox Enterprises most popular virtual volunteer activities to date has been a partnership with Girl Talk. The nonprofit's "She Leads" spotlights share the career stories and lessons learned of a Cox employee via a list of survey questions created by Girl Talk's high school girls. The "interviews" are then shared through the nonprofit's blog.

"This series has provided our girls encouragement, inspiration and great life lessons," says Ellen Dickson, Girl Talk director of programs and chapters. "Our girls look for this during normal times, but have especially enjoyed this during these unprecedented times."

Georgia Natural Gas has shifted its philanthropic efforts to focus on virtual volunteerism with organizations TutorMate and **Partners in Change**, a public/private partnership that mentors parents and young adults. Georgia Natural Gas' leadership also developed a new charitable giving program, "It's Your Choice," where employees can direct a grant to the nonprofit of their choice.

"Many supported food distribution programs at churches, temples and community centers," says Maurice Baker, manager of community relations, Georgia Natural Gas. "It enabled us to reach grassroots organizations in the communities where our colleagues live and participate that are making a real and meaningful difference during a critical time." ■■■

Future of CSR

The COVID-19 pandemic has created new needs in the community, but it has also completely altered the way those services are delivered. From small group and outdoor projects to virtual volunteering, CVC companies are evolving their philanthropic efforts to make sure their impact is still felt. How Corporate Social Responsibility (CSR) will continue to morph in the future is yet to be seen, but there is no doubt the events of 2020 will have played a big role.

“The past six months has left an indelible mark on the future of corporate social responsibility,” says Rich Maiore, president of CSR strategy firm **Rocket Social Impact**. “The issues,

passion and conversations in countless cities and towns across the country and globally make clear we are in a new normal. And this will have a lasting impact on the corporate social responsibility moving forward for companies of all shapes, sizes and industries.”

As business meetings and social gatherings have gone the way of Zoom and other online platforms, so has volunteering. **Tutormate**, **Goodera** and **CareerVillage** are just some of the many online volunteering platforms that will continue to grow in the wake of the pandemic.

“Virtual volunteerism is going to be part of the everyday as we move forward,” says Jennifer Bronner, senior manager, corporate social responsibility, **Cox Enterprises**. “We all need to consider what our companies can do during this time when majority of employees are remote, and may continue to be remote, to help our non-profits and communities stay strong.”

As a founding member of the CVC and a CSR/ERG consultant for two decades, Jennifer Levine Hartz has seen the corporate volunteering landscape in Atlanta evolve substantially. In the late 1980s and into the early 1990s she recalls a city largely run by “10 companies, a few foundations, the mayor, the governor, the chamber, and the community foundation.” **Hands on Atlanta** started in 1989, **The Carter Center’s “The Atlanta Project”** in 1991,



SPECIAL
Delta Community Credit Union's Cool Cash Money Camp is designed to promote financial literacy among children ages 7 to 14 through fun, interactive discussions and games.

and the **Corporate Volunteer Council** in 1992, at a time when employee volunteerism was gaining traction. What really accelerated CSR in Atlanta, however, was the 1996 Olympic Games.

“Every company wanted to show a supportive presence. To be an Olympic volunteer, you had to complete [a certain amount of] hours of service. We tracked employee volunteer time and created projects employees could lead

or attend,” recalls Hartz, who now runs her own CSR and sustainability firm **Corporate Hartz LLC**.

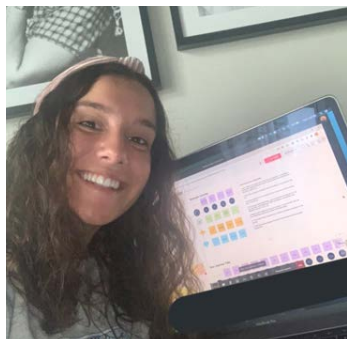
“The Olympics turbo-charged the inclusive cross sector collaboration among for-profit, government, nonprofit and communities in Atlanta, originally established by Mayor Ivan Allen in the 1960s,” Hartz says.

In looking at the CSR path ahead, Hartz agrees that virtual experiences will play a role, but believes that there will always be a critical need for face-to-face volunteering.

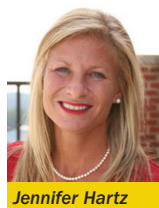
“Along with community needs being addressed, the company benefits from cross-department, cross level team building. It’s about being with people that you are normally not with,” she says. “Additionally, civic engagement yields branding, attracting employees, contributing to key business goals that are better served through collaboration.”

Hartz adds that the post-COVID generation will demand hands-on and virtual volunteering. They are eager to commit themselves to an ongoing cause, rather than attending one-off service events.

“The willingness of the 18 to 28 year olds to go deep is so much better than we had a decade ago,” Hartz says. “The going deep is one of the things that will feel different and will be better than what has been done in the past.” ■■■



SPECIAL
NCR participated in the *Women in Technology Virtual Job Shadow* program, hosting a panel discussion with students.



Jennifer Hartz



The New Atlanta Way

equi·ty *ek-wi-tee*, noun. Just and fair inclusion.
An equitable society is one in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change.

Metro Atlanta has one of the highest levels of income inequality in the nation. According to the Atlanta Wealth Building Initiative (2020), the median household income in Atlanta for a white family is \$83,722 compared to \$28,105 for a Black family. We have a long way to go before Atlanta becomes a place where all residents can participate and prosper, or become equitable.

Is your company ready to help improve equity in Atlanta, but you are not sure where to begin? CVC member partner **Partnership for Southern Equity (PSE)** recently launched the Just Business Roundtable (JBR) offering Atlanta companies a place to come together to learn about why equity matters and how businesses can take action. The JBR is part of PSE’s Just Opportunity Circle (JOC), an organized group of key regional economic development leaders from the private, nonprofit and government sectors. The JOC works to advance an economic inclusion agenda that promotes and increases equity through income, wealth-building, employment and entrepreneurship among vulnerable populations. To learn more, get involved and take positive action, visit www.psequity.org.

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