



Dear Colleague:

Today, communities across the Nation face increasingly serious challenges. Whether it is addressing the problem of substance abuse, alienated young people, homelessness or illiteracy, community leaders are finding that one of the best resources to help address these problems is their business communities. And today, American business leaders increasingly understand that what is good for the community is also good for their companies' bottom lines.

Business leaders have learned that, when their employees are involved in meaningful volunteer activity in the community, they develop new skills, learn leadership techniques and strengthen their team-building abilities.

Whether a large multi-national company with employees involved in a variety of volunteer activities in communities around the world or a small, local company whose employees tutor children at an elementary school, each of these companies is making a valuable and irreplaceable contribution. Employees of American businesses may be the most significant untapped resource we have to help address our communities' social issues.

Recognizing the successes of these businesses and sharing their stories is one of the best ways of challenging others to become involved. The recipients of the 2005 Awards for Excellence in Workplace Volunteer Programs are outstanding examples of what businesses can achieve when they commit their resources—both financial and human—to helping to solve their community problems.

This book salutes the contributions of these outstanding companies and is a challenge to all American businesses to develop strong and effective employee volunteer programs.

Sincerely,

Steven L. Miller  
Chairman

Robert K. Goodwin  
President and Chief Executive Officer

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Judging Committee**

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## AWARDS FOR EXCELLENCE IN WORKPLACE VOLUNTEER PROGRAMS

In 1993, the Points of Light Foundation joined with major business and nonprofit organizations to establish the Awards for Excellence in Workplace Volunteer Programs to recognize companies, of all sizes and from all industries, which meet in an exemplary way the Principles of Excellence for Workplace Volunteering. The Principles serve as the criteria for selecting the award recipients and are standards for an effective and sustainable program.

The Awards for Excellence are designed to honor a company's overall employee and retiree volunteer effort, including not only the actual community service program but also the policies and the company vision that support those activities. The awards honor those companies that have made a serious commitment to the community and have made the employee and retiree volunteer efforts a central part of their operations, enjoying strong ongoing support at the highest level of management in the company.

Companies honored with the Awards for Excellence in Workplace Volunteer Programs have made a firm commitment to involving their employees and retirees in the life of their communities. The companies are deserving of recognition; their overall efforts are deserving of replication.

Leaders of major business and nonprofit groups that are committed to workplace volunteering judge the Awards for Excellence.

## PRINCIPLES OF EXCELLENCE FOR WORKPLACE VOLUNTEERING

An important part of the mission of the Points of Light Foundation is to encourage all business leaders to create, by example and through official workplace policies, an environment that inspires and enables employees and retirees to volunteer in the communities in which they live and work.

The Foundation has worked with leading companies that have made a significant commitment to company-sponsored volunteer programs to develop the Principles of Excellence for Workplace Volunteering—standards that these flagship companies share in supporting the involvement of their employees in community service.

The Principles of Excellence are:

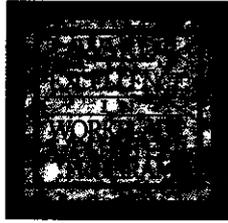
**ACKNOWLEDGE** that the workplace's employee volunteer efforts contribute to the achievement of its business goals;

**COMMIT** to establish, support and promote an employee volunteer program that encourages the involvement of every employee and treat it like any other core business function; and

**TARGET** workplace volunteering at serious social problems in the community.

The Principles of Excellence were developed to serve as guidelines for companies that are working to build and improve their programs. These Principles are relevant to all businesses, large and small. It is the Foundation's hope that companies nationwide will make employee volunteering an institutional commitment, benefiting the company, the community and employees.

# 2005 AWARD WINNERS



## Aetna, Inc.

*Headquarters: Hartford, Connecticut*

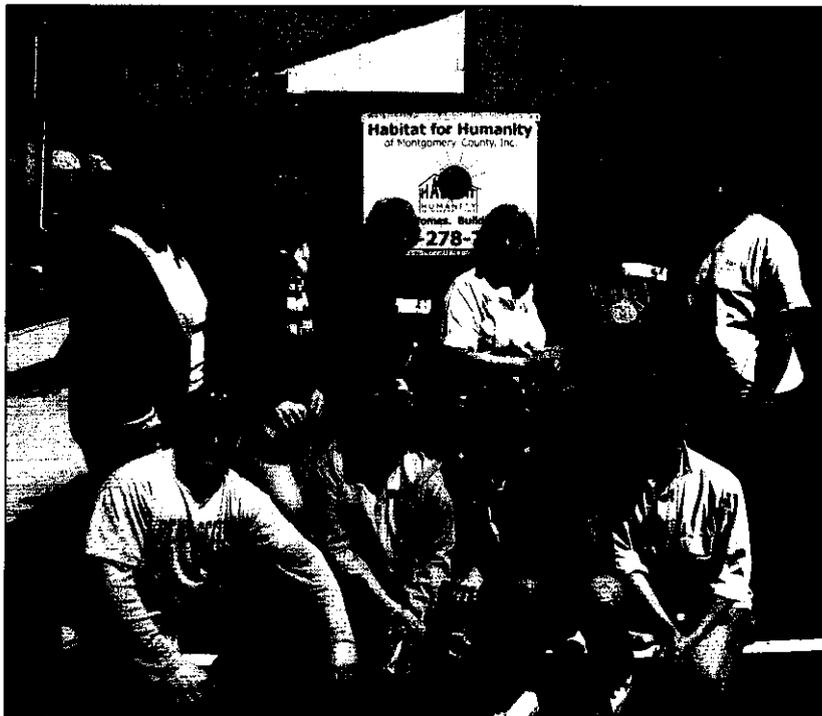
*Health and Related Benefits*

*26,742 Employees*

Nothing is left to chance with the Aetna Employees Reaching Out (AERO) employee volunteer program. For instance, employees heading up a community service project can download Aetna Employees' Guide to Organizing Extraordinary Group Volunteer Projects. Best-practice examples of group volunteer events that achieve business goals are available. A customized "My AERO Home" web site enables employee volunteers to log in and track their community service hours, search for volunteer opportunities, and receive e-mails when opportunities match the work they prefer.

Managers can also click on the AERO web site to learn more about volunteer initiatives, obtain best-practice examples of other managers who have used service projects to support business goals, and download documents enabling them to learn how volunteer work can help develop employees' business skills. Managers can also use AERO's one-on-one consulting services to help design volunteer events that serve their specific business goals, for example improve inter-team communication.

All the efforts fold into Aetna's extensive community service commitment and deeply valued



"Culture of Caring," which is apparent in the company's mission statement and corporate goals—one of which is to be a leading corporate citizen—and the company's corporate responsibility statement. The latter 25-page statement connects the community involvement goal with a sophisticated strategy co-managed by the Aetna Foundation. Those factors, along with high employee, manager and executive volunteer participation, help account for Aetna's selection by Business Ethics as one of the country's "100 Best Corporate Citizens" in 2004.

AERO aims to develop employee skills, promote workplace enjoyment, increase employee teamwork, improve key external relations, and build healthy communities. Examples about how these goals

are achieved. One employee hoping to develop project management skills used volunteering to oversee a \$1 million budget, supervise dozens of people, negotiate with many businesses, and make presentations. By her own account, these volunteering experiences resulted in a promotion at Aetna. One Aetna office designed a volunteer event that lifted the spirits of employees with family members who sell Girl Scout cookies and of employees with relatives serving in the military overseas. By writing cards and packaging Girl Scout cookies for employee relatives serving overseas in the military, this win-win-win project brightened the workplace while serving others. In many other instances, volunteer work headed Aetna nonprofit partners and providers.

Employee surveys revealed quantitative advantages of volunteering. A vast majority of employee volunteers surveyed reported community service improved their leadership, decision-making and communication skills and workplace enjoyment. Meanwhile, 93% of nonprofit partner representatives said AERO events positively affected their image of Aetna. Furthermore, an all-employee survey found that employee volunteers better understand Aetna's Values, a core component of Aetna's business strategy, and consider Aetna a better place to work, as compared to employees who do not volunteer.

AERO also thoroughly assesses volunteer project achievements. For instance, it tallies the number of employee volunteers, hours volunteered, pints of blood donated, and other such quantitative accomplishments. It then does comparisons with employee volunteering benchmarks and identifies areas for continuing improvement.

AERO's strategy of participating in health-related community service—55% of group projects involve health—has produced impressive results for the community as a whole, especially for nonprofit partners. Aetna has a deep and multifaceted partnership with the United Way, including a collaboration with United eWay (the organization's new social entrepreneurship arm) to facilitate employee volunteerism and produce more efficient and organized community service events.

Employees follow the lead of Aetna's executives. The company's top six senior managers are on the boards of directors of some of the country's most prestigious health and education institutions. And 58% of Aetna's 200 highest ranking senior executives (by salary) participated in company volunteer projects last year.

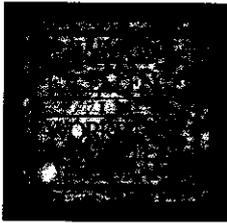
Also fueling employee participation is extensive communication about community service. The AERO web site is prominently featured in the company's intranet directory, putting it on par with core business functions. The intranet has a highly visible news section, which regularly publishes articles on social responsibility, including items on outstanding employee volunteerism and new community partnerships.

Other incentives that promote volunteerism include the annual Voice of Conscience Employee Award for distinctive civic leadership; an Aetna Volunteers! Program that provides \$300 grants to nonprofits where employees volunteer (up to \$2,500 per organization); community service release time determined by managers; gifts such as Aetna caps and T-shirts; and a program that matches employee contributions to nonprofits (up to \$5,000).



## WORTH NOTING

- Aetna employees' 48% participation rate in AERO events (this doesn't include their volunteer work outside of AERO) dwarfs the estimated 29% volunteerism rate of the U.S. population. Participation is broad-based by geography. Last year alone, 88% of Aetna's 33 principal offices (over 100 employees) organized AERO events.
- Aetna's top six senior managers volunteer on the boards of some of America's most prominent institutions. For example, William C. Popick, MD, senior vice president and chief medical officer, serves on the board of directors of the Disease Management Association of America and the Corporate Advisory Board of the American Diabetes Association.
- Aetna employees are doing their part to help ensure communities have a robust blood supply. Employees donated 3,500 pints last year through EVP-organized blood drives. On a per-capita basis, that is twice the amount of blood Americans as a whole give.



# Cisco Systems, Inc.

Headquarters: San Jose, California

Computer Networking

37,050 Employees

If you want to witness the priority Cisco Systems assigns to social responsibility, ask employees to show you their badge. There, you will notice that giving back to the community is one of the cornerstones of the company and one of its five founding principles.

Cisco CEO John Chambers has designs on the company becoming a global model for giving back to communities. Cisco Citizens, the company's 13-year-old employee volunteer program, has considerable size, with a \$1.2 million operating budget and more than \$2 million in matching grants given to nonprofits where employees volunteered. The program also has made sizeable achievements, including last year's 20 Years of Service campaign, which celebrated Cisco's two decades in business, and exceeded its employee community service goal by 25 percent. In part because of its extensive community involvement, *Fortune* magazine named Cisco one of "The 100 Best Companies to Work for" last year.



The company has established an impressive infrastructure for encouraging community service. The Cisco Employee Connection web site includes an extensive section discussing the volunteer program and other corporate philanthropy initiatives, including a semi-monthly newsletter that provides information on employee volunteering. A Cisco Corporate Citizenship Council continually monitors

corporate social responsibility programs and sends reports to employees, customers, investors and nonprofit partners. The Volunteer Connection tool, an online resource accessible to employees and nonprofits, matches employees' skills with nonprofits that need those competencies.

A Lunch and Learn program allows employees to gain support for their favorite nonprofits by inviting co-workers to informative presentations. The Corporate Philanthropy department developed a Lunch and Learn toolkit that includes all the information necessary to organize and promote an event. Nonprofit representatives are invited to discuss their organization's mission and volunteer needs.

Several programs are directly aimed at assisting nonprofits, but they also end up improving employee morale, retention and teamwork, technological expertise, and leadership skills. A Leadership Fellows Program enables high-potential senior level employees to work for a nonprofit fulltime for six months to a year, at no charge to the nonprofit. The Leadership Team Program involves groups of employees engaging in community service projects that benefit both the company

and nonprofits. And the Nonprofit Organization Mentorship Program involves employees demonstrating various skills, such as business innovation and technology adoption that helps ensure the productivity and long-term success of nonprofit organizations.

A strong matching gifts program encourages employees to participate in volunteer projects. Employees can sign up for pre-approved team projects eligible for matching gifts, or they can create a team of at least 10 Cisco volunteers. If a project meets criteria, the Cisco Systems Foundation will contribute matching funds to a nonprofit at a rate of \$17 per volunteer hour. Each employee can secure up to \$1,000 in individual matching gifts annually, in addition to participating in multiple team projects which are matched up to \$10,000 each.

The volunteer involvement of senior executives is an inspiration to employees. Last year, CEO John Chambers and an executive team worked alongside employees in several volunteer projects, ranging from mentoring to building homes. Executives at a Day of Service Event assisted a Silicon Valley provider of housing and services for the homeless by installing a basketball hoop and playground equipment and painting recreational games on the pavement.

Among the many social needs the volunteer program addresses is hunger. Cisco partners with more than 80 nonprofits globally to help alleviate hunger. A partnership with the International Red Cross enables employees to help with disaster recovery and development efforts, including the aftermath of the Asian earthquake and tsunami. Other significant partnerships are with City Year and Habitat for Humanity.



## WORTH NOTING

- During last year's 20 Years of Service campaign, Cisco CEO John Chambers challenged employees to volunteer 175,200 hours, or 20 years of time, to commemorate Cisco's 20th anniversary. Employees were offered incentives such as paid days off to volunteer and matching grants for volunteer hours. In less than seven months, employees exceeded the goal by 25% and volunteered more than 220,000 hours. Cisco also donated more than \$2 million to the organizations where Cisco Citizens volunteered.
- In 2004, a Cisco employee served as the executive director of NetHope, a partnership enabling information and communications technologies to impact positively global educational, environmental, health care and relief services. The employee worked with other Cisco volunteers to develop NetReliefKits, which use Cisco technology to provide an easy-to-set-up wireless voice-and-data communications hub for disaster management when a communications infrastructure is absent or destroyed. After the December 2004 tsunami, Cisco volunteers began installing a communications system and provided lines of communication within 48 hours.
- The Community Voice Mail (CVM) project uses Internet technologies to provide voice-over IP and voicemail services to people in crisis. Cisco employee volunteers work on CVM projects such as product development, training and customization. Last year, CVM served more than 47,000 homeless individuals in 34 cities nationwide and Cisco received the 2004 Industry Achievement Award for "Outstanding Contribution to the Community" from the Washington Software Association for its work. CVM benefits from grants of funds, equipment and facilities from the Cisco Foundation, but the success of the project depends on the technical expertise of Cisco volunteers.



# Federated Department Stores, Inc.

Headquarters: Cincinnati, Ohio; New York, New York

Retail

110,000 Employees

Federated Department Stores' long-standing commitment to service is put into action with Partners in Time, the employee volunteer program that last year celebrated its 15th anniversary. The program is active in 500 Macy's and Bloomingdale's stores and office locations in all 11 store and support divisions. It's estimated that one-third of Federated employees participate in one-time and ongoing projects.

A number of incentives encourage volunteerism. Earning for Learning (EFL), Federated's dollars-for-doers program, rewards educational community service of 15-plus hours annually with \$250 grants to the benefiting school. As of the end of 2004, EFL had awarded 3,250 grants amounting to \$816,000 to more than 1,000 schools. The company's top award—the Carol Reiser National Volunteer of the Year, named in memory of the program's founder—includes a crystal Waterford clock and a \$1,000 nonprofit donation in the recipient's name.

Another incentive for many employees is senior management participation in community service. For instance, Michael Gould, chairman of Bloomingdale's, leads a large contingent of school volunteers in a Mentoring USA partnership. Executive officers at Macy's Florida are asked to volunteer 100 hours annually; and executives company-wide serve on hundreds of nonprofit boards.



## WORTH NOTING

- During Partners in Time's 15th anniversary celebration, 600 participants volunteered 3,000 hours in a Day of Service for 25 schools in nine states. Projects included landscaping, painting classrooms, murals and playground graphics and building new benches, railings and even an amphitheater. The day selected to perform those tasks—September 11—was commemorated as a day of giving back to the community. Companion events included Supply Fest in all 71 Macy's Central stores, which provided nearly 40,000 school supply kits for Boys' & Girls' Club kids. "Salute to Young Artists" collages also were on display in each market.
- Last year, 3 million pounds of food were distributed throughout the country for Bag Hunger, a national annual initiative that collects food and provides service for hunger relief beneficiaries. Each division also gives time—delivering, sorting, packing, cooking or serving. Partners in Time received its second Women's Wear Daily Community Service award in January for its Bag Hunger efforts.
- Twenty-six percent of Partners in Time volunteer efforts benefit children and school partnerships—more than 30,000 service hours last year. Included in that effort were Federated's America's Promise commitment—the Earning for Learning dollars-for-doers initiative in which volunteers tutor or mentor to earn school grants. Last year alone, 350 participants gave 5,250 hours and earned \$90,000. In total, the EFL program has awarded \$816,000 for 1,000 schools in 34 states.

All of Federated's chief financial officers become chief food officers during Bag Hunger, a national, annual initiative. Through hands-on involvement by Macy's West CFO Mike Wirkkala, the division has collected nearly half of the entire food for Bag Hunger each year—1.6 million pounds this year alone. This coordinated leadership across a broad geographic span ensures that the program delivers significant impact.

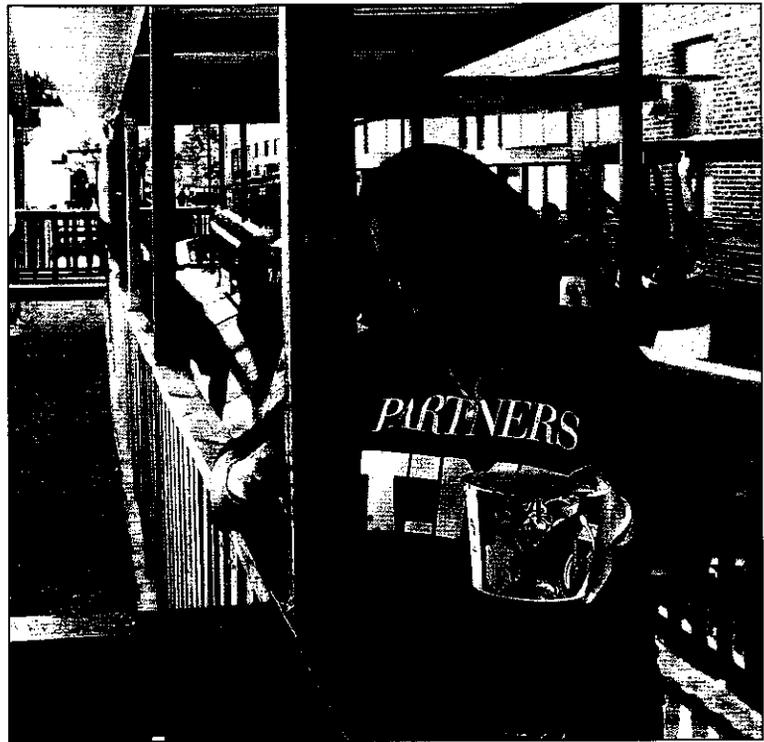
Community involvement is such a tradition that "Give Back" is one of six corporate value statements. Federated's Annual Report devoted an entire page to the company's community service last year, and the Corporate Fact Book features a five-page community section. Meanwhile, at [www.fds.com](http://www.fds.com), the Report to the Community and a Partners in Time brochure cover volunteerism, philanthropy and social responsibility, while the company recruiting site—[www.retailology.com](http://www.retailology.com)—extensively features Partners in Time.

More than a quarter of the Company's volunteer efforts — 30,000 service hours last year— focus on children and school partnerships. The program also focuses on the primary population Federated serves and employs—women. Breast cancer research is highlighted and attracts volunteerism and high-level sponsorships in fundraising races, walks and fashion shows. (The Federated Department Stores Foundation awarded \$17.6 million last year; Foundation focus areas are women's issues, youth and education, HIV/AIDS, diversity/minority and arts/culture.)

Volunteerism is heavily promoted internally and externally. Service projects and opportunities are communicated through store rallies, volunteer fairs, bulletin boards, flyers, magazines, newsletters, e-mails, intranet sites and several other mediums. In-store communication, including community boards and store windows, educate customers about Federated's community service. Hundreds of cause-related marketing placements occur annually and divisions run many volunteer advertisements, including highlighting outstanding employee volunteers.

In a fiercely competitive retail market, Partners in Time helps Federated stand out. The program has received national publicity, and surveys show customers value such corporate citizenship. The program also helps the company with its diversity goals and with employee recruitment and retention—a big consideration in the high-turnover retail industry.

Partners in Time has formed partnerships with notable nonprofits such as America's Second Harvest, the Breast Cancer Research Foundation, Partners in Education, Boys & Girls Clubs and the YWCA. As a result of Earning for Learning and its pairing with schools nationwide, students are being tutored, books and supplies donated, and other assistance is being offered. Plus, Federated divisions have enriched schools and the United Way by offering student leaders and staff members training and leadership development programs.





## Georgia Natural Gas

Headquarters: Atlanta, Georgia

Natural Gas Marketer

60 Employees

Georgia Natural Gas (GNG) may have a small number of employees—60 or so—and a limited budget for its TrueBlue Crew employee volunteer program, but the heart of this utility marketer is enormous. Every single manager volunteered since the inception of the program, and so did 70% of employees.

The volunteer program is only in its third year, but already it is garnering plaudits. *Atlanta* magazine selected GNG as one of the top companies to work for in the metropolitan area, based on the TrueBlue Crew's efforts. And a campaign launched



by Georgia's First Lady, recognized GNG as one of only 20 state companies earning the designation of "champion for children."

GNG's primary community partnerships assist children in Atlanta's Centennial Place neighborhood, near the company's headquarters. In partnership with the Centennial Place Family YMCA, the company developed an ongoing program to introduce at-risk youngsters to books and reading. The vice president of external affairs serves on the YMCA board. The relationship with the Centennial YMCA facilitated connections with five other YMCAs in Georgia.

GNG expanded its support of the Centennial Place neighborhood by partnering with Centennial Place



Elementary School. Employees developed a tutoring program to help remedial students at the school, and GNG also sponsored and supported the school's Parent to Child program in association with Camp Fire USA (Georgia Council).

Meanwhile, with Communities in Schools in Georgia, which urges public and private groups to work on strategies to keep children in school, the TrueBlue Crew encouraged more than 400 at-risk high school students last year to continue their education. A company-developed brochure introduced the students to energy industry careers; and GNG employees followed up by offering one-on-one counseling.

In partnership with Prevent Child Abuse Georgia, volunteers receive training to counsel at-risk families over the phone and GNG volunteers to assist PCA Georgia with fundraising, public relations, marketing, and other activities.

Employees have performed considerable service in GNG's own backyard. After moving to new

offices in the recently revived Midtown neighborhood in Atlanta, a senior management team began serving breakfast at the Atlanta Union Mission, a nearby homeless shelter. Then marketing, accounting and other teams volunteered. The service both benefited the mission and facilitated bonding and teamwork among employees.

GNG's flextime policy encourages assisting the community. Employees have taken advantage of that policy to volunteer more than 40 hours annually during work hours. Volunteers receive special T-shirts, hats and other gifts throughout the year. And during an annual awards luncheon, President Mike Braswell celebrates their service, presenting each volunteer with a thank you award, honoring their work.

Braswell's commitment to community involvement boosts employee volunteering. Georgia's leading business magazine recently selected Braswell as one of the Best and Brightest Young Georgians for his commitment to making GNG a community service leader. Additionally, GNG's senior managers serve on a variety of nonprofit boards and are among the first to volunteer at company-sponsored events. All managers have at some time headed a volunteer project and recruited employees from their respective departments.

Social responsibility efforts are consistently communicated to employees through daily Intranet updates, displays in the lobby, meeting areas and other facilities, and at recognition events. External stakeholders are informed through detailed reports to the board of directors, community-wide speaking engagements, web site updates and press releases. A half million customers also are made aware of TrueBlue Crew activities through periodic bill inserts.

The program meticulously tracks initiatives by recording hours participated, results achieved (when possible), and much more. Feedback from an employee interest survey helps determine future volunteer projects, how much manpower and time should be dedicated to community efforts, and workers' passion for volunteering. An evaluation form helps determine employee satisfaction with projects and whether business goals and community needs are being addressed.

Evaluations completed by TrueBlue Crew members participating in community service show increases in morale and team building, which support the TrueBlue Crew's motto: "Working Together Serving Together." Volunteers also learn leadership skills, which is especially evident when employees develop events benefiting GNG's nonprofit partners.



## WORTH NOTING

- TrueBlue Crew volunteers from various GNG departments began a tutoring program at Centennial Place Elementary, which serves at-risk inner-city students and a large homeless population. The program was crucial to helping improve test scores and making a real and lasting difference in children's lives.
- As part of its efforts to "adopt" a neighborhood, the TrueBlue Crew has assisted seniors and youth programs and helped with fundraising for the Centennial Place Family YMCA, which brings together community members from many different walks of life—educators, the elderly, and concerned citizens. Among other actions, the volunteer program has developed a reading program for 3- to 5-year-olds.
- Every month TrueBlue Crew volunteers aid PAWS Atlanta, the area's oldest and largest private no-kill shelter for homeless animals. Employees serve as adoption assistants/counselors, dog walkers, caregivers, and special event fundraisers, and their efforts have helped save the lives of more than 250 pets. Along with other Atlanta community members, the TrueBlue Crew is helping PAWS Atlanta expand its facilities and services.



# The Home Depot

Headquarters: Atlanta, Georgia

Retail

300,000+ Employees

Second-Time  
Award  
Recipient  
First Award—  
1998

Home Depot's business is all about helping consumers build or improve their houses. Team Depot, the company's volunteer program, is all about helping build and improve communities. In both the business and community service worlds, the company exerts considerable influence.

Size makes a big impact in measuring results. Team Depot has a \$15 million annual budget (not including staffing), and last year alone, company-led volunteer programs and projects accounted for more than two million hours of community service.

Team Depot's impressive scale is matched by its organization. Every store and site have a Team Depot captain who is afforded at least two hours a week on the clock to coordinate local employee volunteer activities and implement community projects. An annually updated manual provides step-by-step instructions so the captain can manage a project, communicate with volunteering associates, build relationships with the local community and reinforce the company's core purpose—"to improve everything we touch."

Senior leadership's business initiatives are integrated with community needs to develop the overall focus for the 13-year program. Quarterly surveys completed by store management help guide future projects and determine nonprofit partners. Meanwhile, project-specific surveys provide opportunities for individuals to offer feedback, including their motivation for volunteering.

Employee volunteers are encouraged to use the Web site [www.volunteerprojects123.com](http://www.volunteerprojects123.com). The site was developed in partnership with Hands On Network and offers a wide range of information—how to plan a volunteer activity, calculators to compute product needs for volunteer projects, interactive discussions of project accomplishments, links to partner organizations and more.

For most volunteers, addressing community needs is a reward in and of itself. But many Team Depot associates also enjoy chances to rub elbows with senior management, including Bob Nardelli, company chairman, president and CEO—and corporate volunteering champion. Associates work



alongside Nardelli as he helps build a playground, refurbishes a school or serves in other volunteer projects. Nardelli has served on the President's Council for Service and Civic Participation and Business Strengthening America and now chairs Hands on Network's Corporate Advisory Council.

The company's Team Depot associates are not only producing positive outcomes for the community; they're learning skills such as team building and strategy execution. Their increased pride, morale and productivity also benefit the company.

Associates also appreciate the formal and informal recognition their stores and individuals derive from volunteering efforts. An example is The Marcus Award, named after The Home Depot founder and philanthropist, Bernie Marcus. This award is presented annually to stores in each division that demonstrate exemplary volunteer service and community engagement. An Individual Project Award goes to one division store that organized the best single innovative project. A Team Program Award is also given to one division store demonstrating the best ongoing commitment to community relations.

Through its initiatives, Team Depot volunteers are making considerable progress in addressing serious social problems. Associates rebuild structures damaged in weather-related disasters and construct, refurbish and maintain affordable or transitional housing, community gathering areas, and safe play spaces. Team Depot also supports communities that sustain environmental and economic health.

Through its partnership with KaBOOM! a national nonprofit dedicated to creating safe places to play, 102 playgrounds were built last year by Team Depot associates representing 163,200 hours of service by 20,400 citizens.

The Home Depot also has a major national partnership with Hands On Network, an innovative alliance of volunteer organizations focused on transforming people and communities through service and civic engagement. Through this partnership Team Depot associates are involved in volunteer service year round. Other significant partnerships include local Volunteer Centers, Rebuilding Together, Keep America Beautiful, Earth Day Network, AARP, the American Red Cross, the Enterprise Foundation, Neighborhood Reinvestment Corporation, and Local Initiative Support Corporation, The Alliance for Community Trees.



## WORTH NOTING

- In celebration of its 25th anniversary, The Home Depot launched its first Week of Service last year, engaging more than 50,000 volunteers, including 34,500 company associates who contributed 264,000 hours in 1,200 neighborhoods. More than a million people were served in the United States, Canada, China and Mexico; 1,695 community improvement projects were completed. The week served as a catalyst to connect and inspire communities, associates, suppliers and customers to improve neighborhoods through service and volunteerism.
- Through the Team Depot volunteer force, millions of hours are contributed annually to build and refurbish gathering and play spaces. The most notable gains have been achieved in partnership with KaBOOM!, a national nonprofit whose mission is to create a safe place to play within walking distance of every child in America. In 2004, associates built 102 playgrounds with KaBOOM! and refurbished playing fields and parks.
- When weather-related disasters strike, Team Depot responds with volunteers to help with relief and rebuilding efforts. Last year, they responded to hurricanes, tornadoes, mudslides, flooding and wildfires across North America, helping millions of people. In partnership with Earth Day Network, volunteers assisted in the restoration and replanting of lands destroyed by the California wildfires. Home Depot completed the largest relief effort in its history in response to an unprecedented number of tropical storms and hurricanes in the southeastern United States, including more than \$4 million donated to help rebuild affected communities.



# The Washington Trust Company

Headquarters: Westerly, Rhode Island

Financial Services, Banking

442 Employees

For The Washington Trust Company, a long-standing commitment to service is backed up by its 205-year old charter, which calls on the bank to provide "those little assistances from time to time, that only banks give." The nation's oldest community bank prides itself on serving the community, both through its financial services and employee volunteering. About three-fourths of employees perform community service in the company's Reach for the Stars volunteerism program. All told, it's estimated that 95% of employees participate in non-bank volunteerism such as church and youth groups.

So serious is Washington Trust about volunteering that community involvement and leadership are now part of employees' annual review. A report provides managers/supervisors with the number of hours and type of employee volunteering, the organization assisted, and other items. This review process, started last year, has boosted volunteering and ended up demonstrably helping the community.

Further evidence of the bank's community service commitment is evident in its employee-selected core values—quality, integrity and community—and the annual report, which includes a section detailing employee volunteerism during the past year. The mission statement also calls for the institution to provide "public service leadership in our communities."

Executives set the tone for service. John C. Warren, Chairman and CEO, is the pacesetter, serving on many nonprofit boards; but all senior managers are board members. Warren is the current campaign chairman for the United Way of Rhode Island. Earlier this year, he received the Rhode Island Community Service Award from Leadership Rhode Island, one of several honors he has received.

Employees who participate in volunteer activities earn "stars" in the 10-year Reach for the Stars program. Stars, which are redeemed twice yearly for bank merchandise such as umbrellas and clothing, are awarded for different levels, depending on the employee time commitment and leadership role.

Washington Trust's annual recognition for employees who perform outstanding community service also encourages participation. An outstanding employee is presented an award—a \$500 donation made to a nonprofit of the recipient's choice at the well-attended Annual Employee Fest.

Projects such as "Dare to Care Days" enable officers from different areas of the bank to work together. The projects are scheduled during business hours, ensuring 100% participation. The initiative has resulted in increased volunteerism and an understanding of community needs. It also enhanced teamwork and morale, re-energizing employees upon their return to work.



Reach for the Stars meets regularly with the Volunteer Center of Rhode Island, community groups and local chambers of commerce to pinpoint critical community needs. The program's social responsibility produces tangible rewards for Washington Trust. The investment community also looks favorably upon the Bank's social responsibility and community involvement. Additionally, customers, non-customers, attorneys, accountants, and other professionals interviewed in focus groups overwhelmingly applauded the bank for its community service.

The program benefits many nonprofits. Reach for the Stars' wide-ranging efforts cover housing, food, clothing, education, and many other social needs. The 150 bank officers participating in Dare to Care Days provided 1,200 hours of community service, doing everything from sorting and delivering foods to harvesting a community garden. Employees also contribute monetarily to the community during the monthly Dress Down Day. In that initiative, the bank matches \$2 contributions from employees to a charity they select.

Each year, a new wrinkle is added to the program. One venture a few years ago sported a baseball theme, in which employees were randomly selected for a squad named after a professional baseball team. Senior managers served as team captains. "Score cards" were posted on the intranet listing the number of volunteer hours per employee and team. At year's end, at a baseball-themed Annual Employee Fest, the top volunteer was awarded prizes to Disney's All-Star theme park. The top "players" were featured in the company's annual report.



## WORTH NOTING

- A food drive last year called PB Xpress collected seven tons of peanut butter for the Rhode Island Community Food Bank. The event garnered extensive media coverage and a record amount of food from schools and businesses statewide. The event attracted hundreds of new volunteers and donors, raised public awareness for the Rhode Island Food Bank's needs, and provided food to thousands of local families and their children.
- Six teams of 25 to 30 bank officers worked on special projects for community groups in last year's Dare to Care Days. They did everything from picking vegetables at the Rhode Island Community Farm to building a home for a family with Habitat for Humanity. Result: Nonprofits got projects done for no charge, and bank employees learned more about the agencies and their needs. The event also promoted employee teamwork and cooperation.
- Employees from every bank department participated in an initiative whereby local needy families were "adopted" during last year's holiday season. Local agencies provided first names and ages and wish lists of children and some parents. The response was outstanding: 23 families in Rhode Island and southeastern Connecticut were adopted and every child's wish list was met; extra gifts were presented to the agencies.

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# NATIONAL COUNCIL ON WORKPLACE VOLUNTEERISM

*The mission of the National Council on Workplace Volunteerism is to lead and support the development and growth of employee volunteer programs and Corporate Volunteer Councils. NCWV's purpose is to promote volunteering in and through the business community on behalf of the Points of Light Foundation.*

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## ACKNOWLEDGMENTS

*The Points of Light Foundation acknowledges with appreciation the support and commitment of the following companies as sponsors of the 2005 Awards for Excellence in Workplace Volunteer Programs luncheon:*

Shell

State Street Corporation

Target Corporation

## AWARDS FOR EXCELLENCE PANEL OF JUDGES

*The following business and nonprofit leaders served as judges for the  
2005 Awards for Excellence in Workplace Volunteer Programs:*

### **Final Judging Panel**

Meagan Campion  
Executive Director  
Business Strengthening America

Michael Carren  
Community Partnerships  
Manager  
Capital One

John-Anthony Meza  
National Manager  
Community Involvement  
KPMG LLP

Cari Parsons  
Director  
Committee to Encourage  
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Douglas Pinkham  
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Public Affairs Council

Jessica Segal  
Deputy Director  
Volunteer Fairfax (Virginia)

Howard Tuckman  
Dean  
Rutgers Business School

Kathryn Williams  
Program Director  
Center for Corporate Citizenship  
U.S. Chamber of Commerce

### **Mid-Level Judging Panel**

Tomme Beevas  
Program Associate  
Business Strengthening America

Daphne Benbow  
Development Specialist  
Corporation for National and  
Community Service

Todd Cohen  
Program Officer  
Federation Relations  
U.S. Chamber of Commerce

Anna Cunes  
Coordinator  
Community Relations  
Tucson Electric Power

Sheree Anne Kelly  
Director of Political Involvement  
Public Affairs Council

Pat Kirk  
Volunteer Consultant and CVC  
Advisor, NCWV  
Windsor Electric Power Co.

Katie Mattes  
Volunteer Activities Project  
Manager  
Capital One

Tonya McCreary  
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Volunteer Fairfax

Kristen Piersol-Stockton  
Area Workplace Solutions  
Manager  
KPMG LLP

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Manager  
Corporate Volunteer Development

Anita Bonner  
Program Associate  
Recognition Programs

Jennifer Kim  
Director  
Corporate Volunteer Development

Tim McLaughlin  
Vice President  
Corporate Volunteer Development

Richard C. Mock  
Vice President & Deputy Director  
Development and Recognition

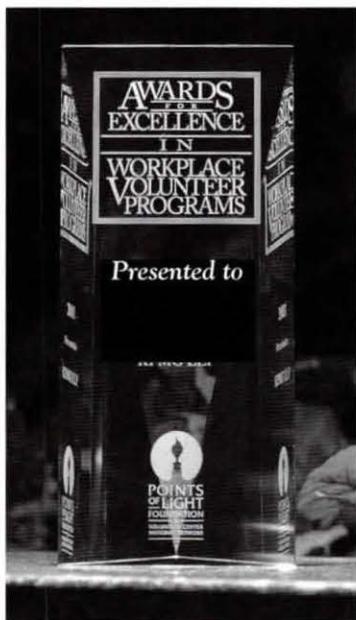
Evelyn Oladokun  
Coordinator  
Recognition Programs

Jesusa Salang  
Administrative Assistant  
Corporate Volunteer Development

Toyja Somerville  
Senior Director  
Recognition Programs



# CALL FOR NOMINATIONS



The Awards for Excellence in Workplace Volunteer Programs honor those companies that have made a commitment and dedicated effort to building strong and effective employee volunteer programs and that meet the Principles of Excellence for Workplace Volunteering.

Nominations for the 13th Annual Awards for Excellence in Workplace Volunteer Programs will be accepted beginning September 19, 2005 through November 21, 2005. Awards will be presented at the 2006 National Conference on Volunteering and Service in Seattle, Washington, June 18–20, 2006.

Nominations will be available online beginning September 19, 2005 at:  
[www.PointsofLight.org/awards](http://www.PointsofLight.org/awards)