

Service for Impact

April 1, 2020

In partnership with Corporate Volunteers of New York

Note the date of the next Service for Impact meeting: **July 22, 2020**



Agenda

- > **Welcome and Opening** – Lalita Badinehal, Credit Suisse
 - Introduction to Corporate Volunteers of NY, Jordan Catalana, Capri Holdings
- > **Case Example, Nonprofit** – Gary Bagley, New York Cares
- > **Case Example, Corporate** – Suzanne McHenry, PwC
- > **Case Example, Corporate** – Lisa Gleason, FactSet
- > **Program Design, Changing Service in a Time of Disruption** – Matthew Nelson, NYLife
- > **Virtual Volunteering, Examples and Round Robin** – Carmen Perez, CECP
- > Additional Q&A



Virtual Meeting Notes

Stay Engaged

- > Video On
- > Mute On
- > Chat Frequently
 - Share comments
 - Share questions
 - Share related examples or resources

Questions

- > Speakers will answer one or two during their time slot
- > Others will be saved to ensure we can also move through our agenda

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New York Cares COVID-19 Response Service For Impact 4-1-2020

Gary Bagley, Executive Director

gary.bagley@newyorkcares.org | (212) 402-1110

Adam Lebowitz | Director of Development, Institutional Relations |

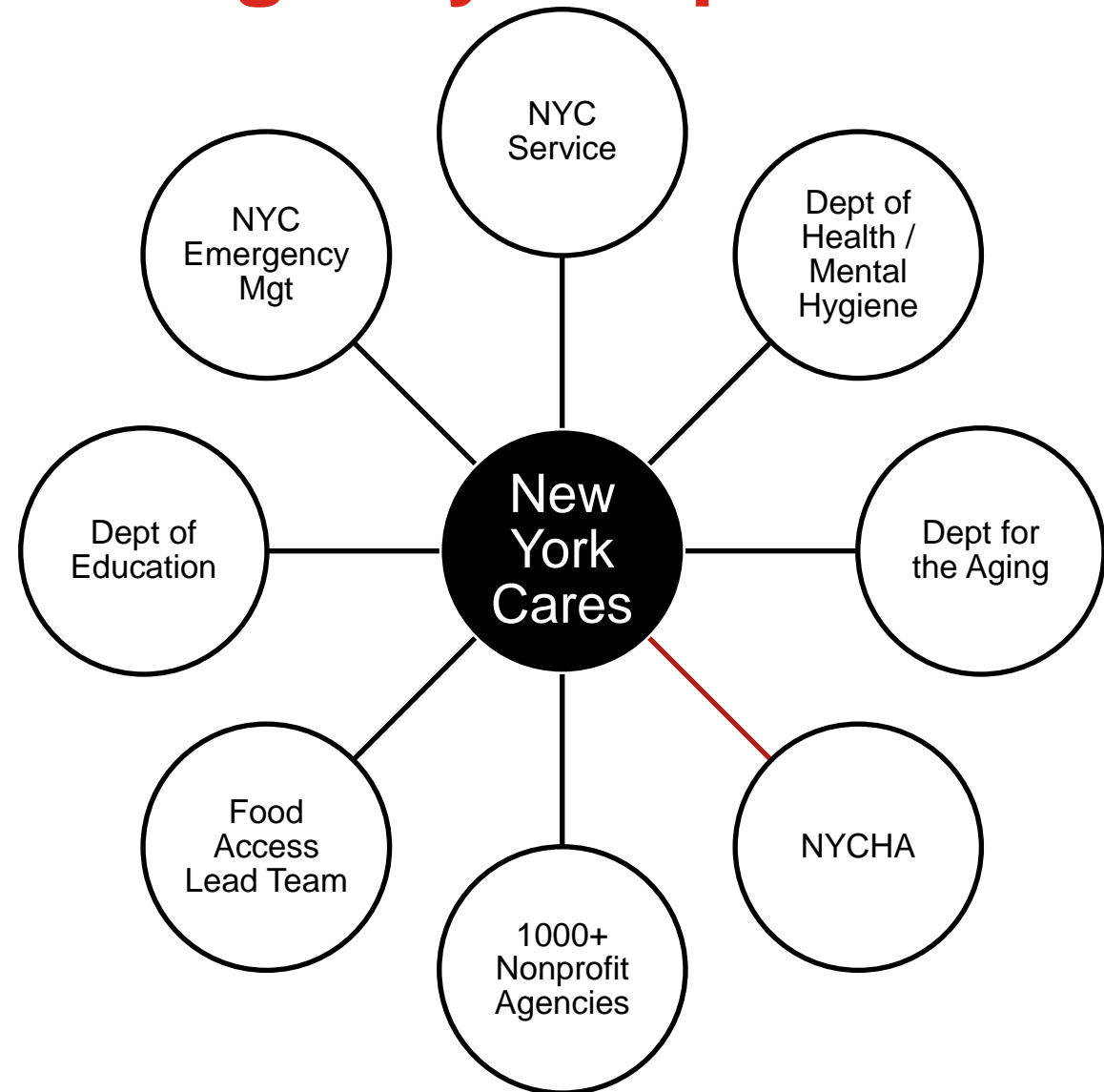
adam.lebowitz@newyorkcares.org | (212) 402-1104

Core Part of Citywide Emergency Response

NYC Emergency Management

New York Cares is the lead agency for mobilizing all spontaneous volunteers

- 9/11
- Hurricane Sandy
- Hurricane Maria Support



Work to Date

- Activated by New York City Emergency Management on March 9
- Assess need with city agencies and nonprofit partners
- Update volunteer safety requirements and training
- Launch interest campaign
 - 7,900 registrations since March 16
- Launch self-directed orientation
 - 3,247 completed since March 26

The City's Top Priorities

- Hunger
 - “Last Mile” Meal Delivery
- Mental and Physical Health
 - Canvassing and Socialization Calls to the Isolated
- Education
 - Online Tutoring

Supply Resourcing and Delivery

- Provide kits to meet immediate needs:
 - Educational materials (notebooks, pens, pencils, art supplies, etc.)
 - Hygiene and wellness supplies
- New York Cares Community Partners serve as assembly hubs
- Volunteers adhere to CDC social distancing guidelines
- Companies can provide supplies and/or volunteers
 - If corporate volunteers are not available, New York Cares will recruit staff with our volunteers
- We would oversee pickup or “last mile” distribution site-by-site

Join Our Response to COVID-19

[Interest Campaign](#)

[COVID-19 Relief Fund](#)

[City Resources – Help Now NYC](#)

Contact New York Cares

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Adam Lebowitz | Director of Development, Institutional
Relations | adam.lebowitz@newyorkcares.org | (212) 402-1104

Access Your Potential[®]

Service for Impact

April 2020



Access Your Potential: providing experiences and resources to students, educators and nonprofits

Digital and career skills for students and educators

- [Technology Skills Curriculum](#)
- CODE-E & CODE-E's luggage
- [Digital Fitness App](#) for educators
- Career support through CareerVillage.org and UPchieve



Pro bono projects for nonprofits

- 1 Day Workshop
- Pro Bono projects



Nonprofit board seat program

- Staff board resources
- Matching opportunities
- Focus on diversity and inclusion



PwC's community response to COVID-19

Our staff are looking for ways to give back while they are at home. With our Access Your Potential commitment, we're committed to supporting our communities when they're in need, especially in crisis.

Virtual Volunteering

- Mentoring students virtually through CareerVillage.org and UPChieve
- Virtual Volunteer Toolkit
- Virtual workshops for nonprofits

Internal resources

- Educator videos on working from home with children
- #WhatsYourHow/Why campaign
- Call for STEM videos for students

External resources

- [Sharing COVID-19 resources on pwc.com](#)
- [PwC's COVID-19 Navigator](#)
- Digital Fitness app with COVID-19 content & additional K-12 resources



Thank you

Visit <http://pwc.com/us/ayp> to learn more.

pwc.com

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SEE THE ADVANTAGE › **FACTSET**

Virtual Volunteering with Zooniverse

Lisa Gleason
Senior Manager of Corporate Responsibility, Americas

How it works

- Partner with Zooniverse, the world's largest and most popular platform for people-powered research.
- Virtual volunteers turn information like images, video and sound files into useful datasets that inform research projects.
- Beginning in Sydney and ending in San Francisco, each participating office works for one hour before handing over to the next office in a 24 hour relay around the world.



Tips for Success

Unity

- Utilize unifying event structure
- Create branded materials for centralized and local use
- Leverage local champions and leaders

Alignment

- Connect event to strategy
- Ensure consistency in messaging
- Vet and recommend specific projects

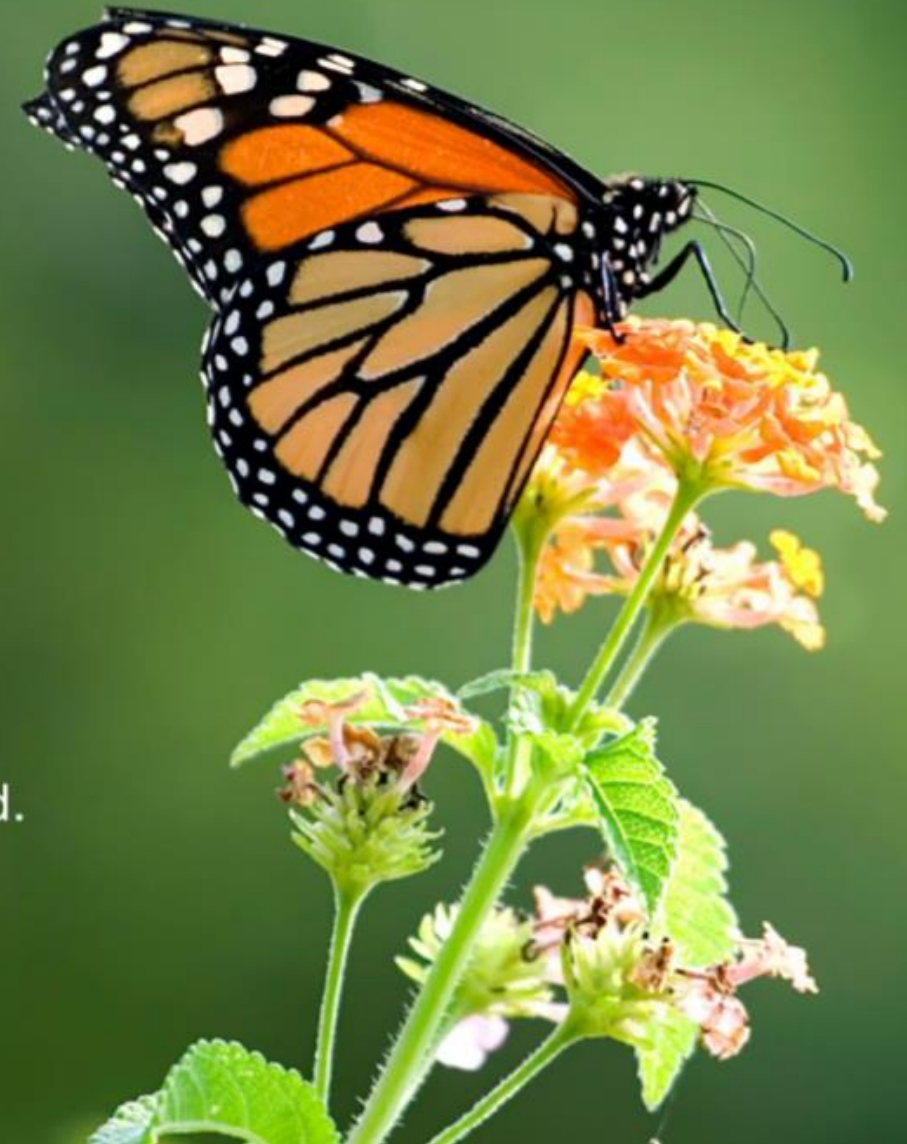
Engagement

- Build structure
- Focus on fun!
- Create friendly competition
- Express thanks and report on collective impact

GLOBAL RELAY FOR GOOD 2020

> WHAT KIND OF BUTTERFLY IS THIS?

Give one hour identifying species to help scientists better understand and protect our environment. No training needed.
Sign up at factset.yourcause.com.



Thank you!

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Pocket slides on research

The Issue: How might we, as an industry, produce new and stronger proof of **business impact** of employee volunteer programs that meet **community needs**, thus moving the employee volunteer programs from “*a nice to have to a need to have*” for internal stakeholder?

Research Hypotheses

Corporate leaders can partner internally (e.g. Human Resources) to create **business value** (e.g. improve retention, raise engagement scores, contribute to talent development) through employee volunteering, and **measure** the results, while also producing the known **social impacts**.

In terms of results from corporate volunteering, programs with *higher* social impact lead to *higher* business impact.



Research Process

