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BUILDING A BETTER COMMUNITY BUILDS A BETTER BUSINESS

“In Austin, small businesses are a vital part of our competitive advantage in our economy and our cultural vitality.” – Austin City Council Member Betty Dunkerley.

Austin again makes an appearance on *Forbes* magazine’s “The Top 10 Places for Business” – this time ranking third. (May 24, 2004)

Hispanic magazine names Austin as the “Best City for Hispanics to Live In” in their annual ranking. (July/August 2004)

Austin is the “Best Large City for Relocating Families,” according to The Worldwide Employee Relocation Council (ERC), Primacy Relocation and Sperling’s BestPlaces. (June 2004)

Local singles are happy when Sperling’s BestPlaces names “Austin the Best City for Dating.” (May 2004)

Our community is what we collectively make it. Supporting the community, where we work and live, is a responsibility we must all share because we all benefit from our community’s health. This includes small businesses, which make up 90% of the businesses in Austin. There are many opportunities for small businesses to get involved in giving back to the community. This book is a resource guide for the small business that wants to create a community-giving program.

Small businesses are vital to the Austin economy. They make up two-thirds of Austin’s job growth. They provide a competitive advantage for Austin in terms of uniqueness of goods and services, and especially through their entrepreneurial spirit that promotes our community as a creative place with a strong quality of life.

While business and cultural scenes have so many accolades, the Austin area is still lacking in community-giving and involvement in the charitable sector to the extent of its ability. In fact, in November 2003, the *Chronicle of Philanthropy* ranked the Austin metropolitan area as the 7th stingiest city based on the percentage of discretionary income that residents give to charity.

One simple solution to becoming a more philanthropic community could be to help small businesses overcome many of the barriers to philanthropy with an easy-to-use tool to develop a community-giving program for their company.

Why Develop a Community-Giving Program?

If you run a small business, you undoubtedly feel many pressures on your time and money. Why would you want to add a community-giving program to your to-do list?

In the book *Profits with Principles: Seven Strategies for Delivering Value with Values*, Ira Jackson and Jane Nelson argue, with supporting empirical evidence, that the most successful and competitive companies of the future will be those that combine an explicit commitment to advancing the public interest with a commitment to profitability.

Creating a community-giving program need not be complicated. It can be as simple as sitting down and writing out what’s important to you. Or it may take the form of a more organized series of meetings that include owners, managers and

Austin again makes an appearance on *Travel + Leisure Magazine's* 25 "America's Favorite Cities" Poll. Visitors ranked Austin the second highest of the 25 cities in the People category, which includes "friendly" and "proud of their city." (April 2004)

Visa USA Inc.'s 2004 "Innovation Index" places Austin first on the "Top 10 Places Where Ideas Happen." (2004)

MovieMaker Magazine ranks Austin number one in its "Top 10 Cities for Moviemakers." (Winter 2004)

employees. In any case, a little effort upfront can reduce the uncertainty that often accompanies requests for donations. It can also help assure that your contributions are used effectively, in the way you intended.

While small business owners are eager to respond to community needs, relatively few businesses have a plan guiding the distribution and use of their charitable contributions. In the same way that a business plan helps a company stay on course toward its financial goals, a community-giving program—however informal—can help a business achieve a number of goals for itself and the community in which it operates. A defined community-giving program can help small businesses:

- Make wise decisions about which community programs to support;
- Increase employee morale and the sense of satisfaction and pride in the company;
- Improve employee recruitment and retention programs; and
- Strengthen ties to customers and the community.

This toolkit will help you organize and execute a community-giving program.

Why Give? Good Business

Support for local causes is a good way for a business to develop a positive image, reinforce relationships with customers and develop closer relationships with community leaders and officials.

Stocks of the public companies on *Fortune Magazine's* list of the "100 Best Companies to Work For" produced more than four times the gains of the broad market over the past seven years, according to a study by the Great Place to Work Institute and Russell Investment Group.

According to a national survey:

- 87 percent of Americans have a more positive image of companies that support a cause they care about.
- 65 percent of Americans would switch to a brand associated with a good cause with price and quality being equal.

Good Morale, Cohesiveness, Recruitment and Retention

Contributing to community organizations that are important to employees enables business owners to promote a more positive work environment and build shared pride in the role the company plays in the community.

According to a national survey:

- 87 percent of employees at companies with cause marketing programs feel a stronger sense of loyalty to their employers.
- 90 percent of workers whose companies support a particular cause feel proud of their companies' values versus 56 percent of those whose employers are not committed to a cause.

Good Leadership

A business owner can lead and inspire others in the community by standing up for a cause. Making contributions to the community is personally rewarding and directly supports charitable causes that reinforce our shared values. Without the support of the local business community, many community organizations and programs that serve the neediest residents would not exist.

Good Community

Studies show that vibrant healthy communities have a strong network of charitable and educational organizations. These are supported by the volunteer time and financial contributions of private citizens and businesses. Involvement in the larger community can affect every aspect of a community's vitality, including its economy. When the local community suffers, businesses suffer—they have difficulty attracting and retaining both employees and customers. Leaders understand that we must promote and maintain a high quality of life in Central Texas to promote a healthy business environment.

In short, “Good Community is Good Business.”

Statistics and studies not specifically attributed in this section were taken from the Association of Baltimore Area Grantmakers, Corporate and Small Business Philanthropy, http://www.abagmd.org/info-url2444/info-url_list.htm?cat_id=189

“There is growing evidence that corporate social responsibility actually improves a company's competitive advantage. That is, business philanthropy can actually be good for business,” wrote Michael Chaney, CEO of Wesfarmers and a member of the national council of the Australia Business Arts Foundation, for *The Age* July 26, 2004.

“I used to see this area of corporate social philanthropy as the last thing on my agenda 10 years ago, but now I agree that social and economic issues are intertwined. Corporate philanthropy – or corporate social responsibility – is becoming an ever more important field for business. Today's companies ought to invest in corporate social responsibility as part of their business strategy to become more competitive.” – Management scholar Michael Porter.

PART 1 MAKING THE DECISION

CHAPTER 1: WHAT IS YOUR MOTIVATION?

Knowing why your company wants to be involved in community giving is an important first step.

Establishing clearly defined goals will help ensure success of your company's involvement and efforts. And, knowing these answers before volunteering or opening your checkbook will make you feel much more comfortable.

As you move through the following questions, consider your passions, and at the same time, what is practical. This will help to determine the "obvious" nonprofit organizations that are compatible with your company and level of commitment.

1. What was the original interest in getting involved? _____

2. What are your interests, passions or concerns? _____

3. What are the interests, passions or concerns of your company employees?

4. Below and on the following page is a list of possible reasons to volunteer. Check all that apply. Space is provided for additional reasons.

- Making a difference in the community
- Expanding business contacts
- Promoting your company to the local community
- Meeting new people
- Trying something different
- Helping others
- Expanding employees' leadership skills



AMD contributes money, technology and volunteer time to fulfill their social vision—changing lives for the better.

- ___ Learning new skills and explore new challenges
- ___ Having fun and socializing
- ___ Meeting others with similar values
- ___ Doing something with employees outside of work
- ___ Creating a sense of teamwork among employees
- ___ Lending support to a cause or issue

Additional reasons _____

5. Write a personal statement describing what your company would gain from a community-giving program. _____

6. Using your answers to the above questions, write a statement describing the ideal outcome you have in mind for your community-giving program, including what improvements or services you would like to see within the community. _____

CHAPTER 2: IS IT THE RIGHT TIME?

Ensuring that it is the right time for your business to get involved can impact the success of your community-giving program. Consider the following before choosing to begin your participation:

- Are there numerous other projects and focused initiatives for your business at this time? Is there enough time, energy and resources to commit to such an undertaking at this time?
- Do you have adequate employee resources to be able to participate in giving back to the community, while maintaining or growing your business?
- Are there financial or other challenges that could drain excess energy, and therefore, jeopardize the success of this project?
- Is there appropriate alignment within your business for taking on an endeavor of this type?
- Is this a peak season for your business? If your business is seasonal, are you considering and planning your participation to ensure both your business and your volunteer work can both be successfully accomplished?
- Do you have the energy to focus on this particular project at this time in your life?
- Can your business handle something new right now? If not, when?
- Ask yourself, “As a business owner, am I positioned to further explore community involvement?”

PART 2 GETTING STARTED

CHAPTER 3: INTEGRATING YOUR NEEDS & GOALS

Take the time to make sure your involvement in giving back to the community is aligned with your motivation to give. This initial effort will make your involvement much more rewarding and increase the probability that your company will stay with it.

Below is a simple checklist to help you get started. First, check the boxes to indicate your interest in the areas that motivate you for community involvement. In the next column, indicate your company's interest. Additional motivational factors can be added in the blank lines at the bottom of the table.

After indicating the areas that motivate you and your company, rank the reasons in order of importance and relevance to achieving your collective goals.

Motivation	Leader's Interest	Company's Interest	Rank
Board Influence			
Business Goodwill			
Marketing/Advertising			
Client Development			
Employee Camaraderie/Morale			
Family			
Help the Community			
Legacy			
Need for a Challenge			
Personal Development			
Political			
Professional Development			
Religious			
Social: Meet People with Similar Values			
Support Causes Aligned with Company Values or Mission			
Participate in the Community			
Build Customer Loyalty			
Create a Culture of Giving			

CHAPTER 4: INVOLVING EMPLOYEES

Involving your employees in the decisions about your company's charitable giving activities is a great way to motivate your team. Not only can it increase their buy-in, but it can demonstrate your trust in their ideas and willingness to include them in important decisions.

By using this guide, you can comfortably facilitate a conversation among your staff about their interests and goals, the company's interests and goals and appropriate community investments.

You will need the following materials:

- 30-90 minutes (depending on the size of your company)
- A conference room or break room where your employees can all gather around a table facing each other
- Flip chart and colored markers
- Masking or painting tape (to hold flipcharts to the wall)
- Optional: small stickers (circles or stars)
- Optional: food, snacks or possibly a “brown bag” lunch

As you move through the following process, use the flipchart to record your employees' ideas and comments. Place (tape) flip charts on the walls.

STEP I: The Big Picture

Start by improvising a story about your company.

- Share your company history (if you started the business, tell them why you started and how it has grown and evolved).
- Explain how you propose to share the successes of the company with the Austin community.
- Communicate why you chose to locate your business in Austin, your commitment to the community and the parts of Austin's culture and history that have helped your business succeed.
- Explain why you have decided that it is important for your company to give back to the community. Emphasize the value of integrating community involvement into the vision and work of the company.

STEP II: Warm Up

The next step is an approach to get your employees to look at their own personal motivations in order to identify the causes and organizations that the company could collectively champion.



For EnviroMedia employees, it's about supporting the environment. Picking up litter along the highway and tree recycling are two ways they make the world a better place.

- Ask your employees about the activities they do when they are not at work.
- Ask follow-up questions to understand why they enjoy doing those activities. For example, if an employee says that they spend time with their families, ask them what specific things they do with their families and why.
- After collecting examples, introduce the idea that the company cares about those things as well – not just the bottom line. You can also introduce topics that tie to charitable causes.
- Ask employees if they had unlimited resources and wanted to give a portion of that money back to the community, what areas or organizations would be of most interest to them? Likewise, what organizations would they consider investing their time? Again, ask them why they would support those particular activities or make those contributions over other areas. If they say they would give to charities, ask them which ones they think are doing good work or if there's a particular cause that influences them to donate/volunteer and why.
- Continue to brainstorm to evoke additional ideas about causes, priorities and passions of each employee. Attempt to include all employees, as sometimes the quiet ones have the best of ideas.

STEP III: Identifying Organizations and Causes

In the Appendices, you will find examples of nonprofit organizations and issues they address. Provide the list to your employees and ask them to review the list and identify which ones are most aligned with your company's overall success. Combine these with the organizations and the interests identified in Step II.

STEP IV: Closing In

The objective of this step is to build consensus around the shared priorities of your employees and your company.

- Give each of your employees 3 stickers or a colored marker. Ask them to put a sticker next to the cause or issue that matches the company's priorities, as well as their own personal interests.

- Collect the votes and start with the causes that got the most ‘votes’ by comparing the causes with the personal causes that the employees indicated they care about from the earlier brainstorming. Discuss which ones are similar and why each would also be important to your company.
- If any of the causes listed are the same as the causes that employees care about, ask if any employees are currently involved in these causes or organizations? If someone mentions an organization, ask them to share what they know about the organization and their experiences with that organization. They might describe a ‘walk-a-thon,’ volunteering as a mentor, serving food or organizing a church event. As they talk about what they have done, express your enthusiasm for their commitment to these activities they are involved in outside of the workplace.

STEP V: Wrapping Up

If there is a clear consensus from your employees about a particular cause or issue, you may not need to consider them further on your own. However, you should feel comfortable thanking your employees for their input and that you will take into account their feedback and perspectives in making a decision.

STEP VI: Follow-Up Steps

Let your employees know when you expect to get back to them to further the discussion or with your decision.

- Set another meeting or a time to tell them about what you have learned about the causes and organizations addressing the specific issues you discussed with your employees.
- At the next meeting, share your plan for your company’s community-giving program. Get your employees excited about being involved on behalf of the company, and thank them for their thoughtful input and shaping of the company’s decision.



BookPeople gives hundreds of books to schools across Austin. For BookPeople, doing good things for the place you live is just something one does for the community.

CHAPTER 5: SELECTING A CAUSE

Once goals, motivations and employee interests are identified, now is the time to decide on a specific cause for your community-giving program. Using the checklist below, rank each of the community issues or needs that are most relevant to you, your company and your employees. Use a ranking system where 0=no value and 5=high or significant value. Once you have completed each of the three columns, tally each row. The row with the highest score is the priority issue area. If desired, consider taking the top 2-3 issue areas and having further discussion to determine the best fit for your company.

Issue Area	Leader Rank	Company Rank	Employee Rank	TOTAL SCORE
Aging				
After-School				
Animal Welfare				
Arts				
Basic Needs				
Disabilities				
Early Education				
Education				
Environment				
Housing				
Homelessness				
Immigrants				
Literacy				
Mental Health				
Mental Retardation /Developmental Disabilities				
Physical Health				
Re-Entry				
Substance Abuse				
Transportation				
Victims				
Workforce Development				
Youth				

Once you have determined the issue area(s) that interest you, your company and your employees, you are now ready to identify specific charities, organizations and events that your company could support.

CHAPTER 6: DETERMINING HOW TO GIVE

What might your company's community-giving program look like? The next step is to consider the organizations in which to get involved and how to participate or be involved.

There are a number of ways that your company and employees can invest in the community. The following table suggests four community-giving strategies:

Community-Giving Strategy	Description	Resources
Workplace Giving	Several organizations will help set up programs for employees to donate funds directly through their paychecks.	<p>Another Way www.anotherway.org</p> <p>Earth Share www.earthshare-texas.org</p> <p>United Way www.unitedwaycapitalarea.org</p>
Time and Talent	Organizations have ongoing projects and will help you effectively donate your time and talent. You can contact umbrella organizations or individual organizations directly.	<p>United Way www.unitedwaycapitalarea.org</p> <p>Austin Entrepreneurs Foundation www.givetoaustin.org</p> <p>Green Lights www.greenlights.org</p> <p>Various Others See Appendices for more nonprofits</p>
Targeted Funds	Organizations have ongoing projects and will help you effectively donate your funds. You can contact organizations directly.	<p>United Way www.unitedwaycapitalarea.org</p> <p>Austin Entrepreneurs Foundation www.givetoaustin.org</p> <p>Green Lights www.greenlights.org</p> <p>Various Others See Appendices for more nonprofits</p>
Materials and Equipment	Organizations have ongoing projects and will help you effectively donate materials and equipment. You can contact organizations directly.	<p>United Way www.unitedwaycapitalarea.org</p> <p>Austin Entrepreneurs Foundation www.givetoaustin.org</p> <p>Green Lights www.greenlights.org</p> <p>Various Others See Appendices for more nonprofits</p>

CHAPTER 7: SETTING EXPECTATIONS

Regardless of which nonprofit organizations are the best fit for your company, you should set guidelines for the amount of time, money and resources that you would like to give annually.

This will ensure that you do not stretch beyond your company's resources. After all, your first commitments are to your bottom line, your company success and your employees' jobs. It is important that you set reasonable goals and expectations so that you preserve and promote these assets.

Time

Consider setting aside a certain number of hours for each employee to volunteer on behalf of the company during their work time. For example, you might allow employees up to 10 hours/quarter for community activities.

A great way for the leaders of your company to get involved is by serving as a board member of a nonprofit organization. Many of the skills that help you run your business are also essential to running nonprofit organizations. Remember, nonprofits are businesses too! Nonprofits need business leaders with experience in areas such as finance, human resources, fundraising, strategic planning, management, event planning or marketing. By bringing your leadership skills to nonprofits, you can get your business name out, strengthen your leadership skills, expand your professional and social networks, share your expertise, develop new skills, broaden and deepen existing skills, and support and strengthen your community.

Money

Much of your community efforts can be done with a minimal financial commitment (like buying wrapping paper for toys that your employees donate for needy children at the holidays or printing flyers with information about a lunch visit to serve food at a shelter). You can also set aside funds each year to underwrite events or programs at nonprofit organizations that your company would like to support. You know your bottom line, so this number is completely determined by your needs and goals.

Resources

There are many ways that a nonprofit organization can use your help. Perhaps you have some office space that isn't being used? Perhaps your accounting staff could help a nonprofit organization with its books? Or you could host an event for a nonprofit organization at your office or facility. Look around your company and think about whether there are any resources that you are not fully utilizing at this time and see if you can match them with a community need.

Selecting the right nonprofit organization is a multi-step process:

I. Determine the type

II. Qualify the nonprofit

III. Make your decision

I. Determine the Type

There are over 4,000 different community organizations in Austin alone. Most organizations in which you would participate are called 501 (c) (3) nonprofit organizations. They are accountable to the IRS and public trust, just as your business is accountable to customers, leadership, board and to the owner.

Below are some clarifying questions and steps to select the right nonprofit for your company:

- Do you want to support a charity that is doing work in your neighborhood, region, nationally or globally?
- Do you want to support a nonprofit organization that is part of a national parent organization or one that is based in Central Texas?
- Do you want to support a large or small charity?
- Do you want to support a nonprofit organization that is new and emerging or one that is older and more established?
- Are there any charities that you would rather NOT be involved with because of a preference either of yours, your employees, your clients or how it might affect your business?
- Research the websites of the nonprofit organizations you are considering. Review their values, mission and objectives to ensure they are a good match with your company.
- Call and request written materials to review as well.
- Ensure that the nonprofit organization has opportunities that interest both you AND your employees. Is it a match between what you are interested in and what your employees are doing? (i.e. If you want to head a committee or be on the Board and your employees want a one-time per year all-day event that they can all participate in, does the nonprofit organization offer both opportunities?)

Once you've thought about these questions and steps, refer to the Appendices at the back and the www.guidestar.com website for a list of nonprofit organizations and their causes.

**It's important to qualify
the nonprofit.**

II. Qualify the Nonprofit

Additionally, there are several things to remember when selecting your nonprofit organization:

A. Get the cold, hard facts.

- A reputable nonprofit organization will:
 - Define its mission and programs clearly.
 - Have measurable goals.
 - Use concrete criteria to describe its achievements.
- Perform an Internet search on the nonprofit organization to see what publicity and information there is about them besides just their website.
- Ask the nonprofit organization for reference of companies like yours that work with them. Call at least one company for a reference.
- Ask friends, clients, vendors and other professionals about the nonprofit organization.

B. Compare apples to apples.

Be sure to compare charities that do the same kind of work, especially if you're looking at their finances. The type of work a charity does affect its operating costs dramatically.

C. Avoid charities that will not share information or that pressure you.

Reputable nonprofits:

- Will discuss their programs and finances.
- Don't use pressure tactics.
- Are willing to send you literature about their work or direct you to a website.
- Will take "no" for an answer.

Use the following resources to make sure the nonprofit is legitimate, stable and accountable.

GuideStar

Guidestar is a website (www.guidestar.org) that collects information on more than 1 million nonprofit organizations nationwide. They can help you understand an organization's legitimacy, stability, and reality. They provide an unbiased glimpse of an organization's financials – and even allow you to download a nonprofit's annual IRS tax documents.

Better Business Bureau Wise Giving Alliance

Your company might already be a member of the Better Business Bureau. Similarly, many nonprofit organizations join the Better Business Bureau Wise Giving Alliance (www.give.org) to help donors feel a level of comfort and assurance when investing in them. Just like a “for profit” business, nonprofit organizations must comply with specified standards of accountability and responsibility to be a member.

Audited Financials, Form 990, 501(c)(3) Letter of Certification

Nonprofits are required to make certain documents available to public upon request. All you have to do is ask, and a nonprofit organization will share its most recent audited financial statements, Form 990 report to the IRS, and letter of certification as a tax-exempt 501(c)(3) nonprofit corporation. Depending on the size of these documents, a nonprofit may ask you to pay a small fee to cover costs of copying.

Annual Report

Many nonprofit organizations prepare an annual report to share its accomplishments with its donors and the community. You can request a nonprofit's recent annual report. Most annual reports will list donors from the previous year, so you can identify corporate donors you know who are of similar size or in a similar industry. Ask them for their feedback on working with the nonprofit organization.

Trust your instincts.

If you still have doubts about a charity, do not contribute to it. Instead, find another nonprofit that does the same kind of work and with which you feel comfortable and is worthy of your time, money and resources.

For additional criteria, refer to the **Appendices** for a chart on City/County Social Services Contracts/Baseline Standards – Accountability & Initial Eligibility for Nonprofit Agencies.



RunTex sponsors and supports over 120 walks and runs a year that keep people moving and coming into RunTex on a regular basis.

D. Meet with the “short list” of organizations you are considering.

Before your company decides to dedicate substantial resources to a particular nonprofit organization, you may want to consider a meeting or phone call with the nonprofit.

Review the steps below to prepare for your meeting or phone call.

Step 1: Make contact.

When you call a nonprofit organization, ask to speak with the staff member responsible for community-giving, business involvement or development. In some nonprofit organizations, they will have a staff member dedicated specifically to these efforts, and in others, the Executive Director will handle all of these responsibilities.

Step 2: Introduce yourself.

Write a paragraph to introduce yourself. Briefly explain:

- Who you are and your role with the company
- Your company
- The company's interest (e.g. particular event, long-term relationship, sponsorship, volunteering, how you determined your interest area)

Step 3. Prepare for a face-to-face or phone meeting.

Before you meet with the nonprofit organization:

- Review why your company is interested in getting involved with the organization and ways that you might like to get involved. Write items down, so you can share them with the nonprofit organization.
- List your questions and/or concerns you want addressed.
- Prepare an agenda to ensure you cover all the items.
- Include any specific ideas that you have for an existing or new program or service that your contributions can fund or support.

Step 4: The meeting

Both you and the nonprofit are ‘on stage.’ Both of you want to ensure a good showing and be able to work together to meet a common need and desire.

Follow the steps below to make it easier to clearly determine if this is the right place for you and a good match with the prospective nonprofit.

- Share your agenda, either formally or informally.
- Ensure you get all your questions answered.
- Detail any specific ideas you have for your contribution to see if there is a match or a willingness or ability to accommodate your desires. If not, perhaps they know of another organization that would be a better fit for you.
- Ask the nonprofit if they have any concerns, comments or words of wisdom.
- Ask for a tour of the facilities (if they have them) and, if possible, to meet one or two other people. You might specifically ask to meet the person that you and your company might be working closely with.

Step 5: Follow-up

After meeting with the nonprofit organization, evaluate what happened and how you feel about the meeting.

- Did the meeting accomplish what you intended?
- Did you get your questions answered?
- Do any items require follow up by you or the nonprofit?
- Did any other issues or concerns arise after the meeting?
- After meeting with the nonprofit, do you feel there is a good match between the organization and the areas of interest and concerns for you, your business and your employees?
- What do your instincts tell you?
- Are you excited about working with this nonprofit?

III. Make Your Decision

By completing this process, you are now able to select the right nonprofit organization for your community-giving program. Once you’ve selected your nonprofit, you are ready to launch your community-giving activities.



The Dell spirit of volunteerism and financial support is demonstrated every day through its employee commitment to make a difference in communities around the world.

Determine how your community-giving program will fit into your existing business operations.

Think about the considerations that you used to determine if, how and when your company should get involved. As you assess the rationale for including philanthropic work in your company's ongoing activities, you can determine where the responsibilities for oversight and decision-making fit best. You may even decide to include some responsibilities for community involvement within more than one aspect of your company.

However, it is critical to have a specific point of contact both within your company and the nonprofit. There should be a lead or point person internally who understands it is their responsibility to set clear expectations and to communicate those expectations with the employees and the charitable organization or event. The point person should communicate with the nonprofit regarding any required paperwork, such as volunteer forms, sign-up sheets, etc.

To thoughtfully and realistically launch your community-giving program, consider each of the following questions and write down your plans for each:

- What type of community involvement do you anticipate the company will engage in based on a specific charity or issue area?
- What are the expectations for employee and/or leadership participation?
- What is the company's commitment to the activities and how will that be demonstrated?
- Who will be in charge of communicating and coordinating the activities?
- How should employees give feedback on the activities?

Communicate these decisions during a launch meeting or in a memo to your employees, making sure to thank them (again) for their participation in the process.

CHAPTER 10: LEADING THE INVOLVEMENT

Once your company has launched its activity, it is extremely important to obtain and sustain the active support of your company's leaders. This is critical to obtain success of the activity and its next steps – the involvement of all other employees.

The senior management team must be seen as the champions (in word, action and attitude) of your activity, not just you. Their active leadership and support will garner the participation of the employees.

The following will help to ensure senior leadership involvement:

- Include and involve them in the selection of the nonprofit organization and the specific activity.
- Have your company's chief executive officer (or your second highest officer) chair or co-chair the activity.
- Openly communicate your business goals for participation and total contribution of time, resources and money to move everyone toward that goal.
- Establish an employee campaign committee, who can facilitate the previously discussed steps, maintain active participation during the activity and help maximize the success of the activity.
- If your activity is a fundraising one, establish 'leadership level' contributions (e.g. \$1000 or \$1000 per year for ___ years).
- In some companies, the approach is 100 percent participation, no matter the level of contribution. The idea is to get everyone involved in giving. This approach can work well on first-time projects and where funds for donating may not be readily available to all staff.
- Consider matching employee donations up to a certain level to encourage participation and to demonstrate your leadership and commitment to community involvement.

With the support of your leaders and an employee campaign committee, you are ready to kick-off your company's employee campaign.

You might decide to appoint someone within the company who is particularly excited about your charitable endeavors. Or, you might divide the responsibilities. For example, the CEO might set the budget and vision for the entire company's community activities and then different employees or divisions could assume responsibilities for planning the activities, coordinating employee participation, and spreading the word about your efforts to the greater community.

To gain maximum participation of your employees, you should:

- Have a clear 'reason why' and a contribution goal.
- Have a specific, relatively short time frame identified for your activity.
- Have campaign informational materials ready for distributing and posting.
- Have specified times to meet with every area or department of your company right at the beginning of the charitable activity.
- Have a fun, all-employee kick-off event with food, giveaways, gift certificates, etc.
- Ensure that these actions clearly communicate how the employees are being asked to participate in this activity.

Having your employees participate in the activity planning committee is very important. If planning a fundraiser, determine ahead of time how employees can contribute (such as with cash, pledges or credit cards).

At the conclusion of your event, be sure to celebrate the success of your campaign.

Plan special events to not only encourage participation, but also communicate your company's community-giving philosophy and goals.

Follow-up with results of your employees' community involvement activities as soon as possible. It is important that they feel successful, so their passion will continue.

Look Internally First

The best way to communicate your company's involvement is through your employees at every level of your company. They will become your best asset and promoter.

- The simplest way to communicate internally is through established communication channels such as e-mails, employee newsletters, bulletin board postings or even company-wide meetings. The **Appendices** include samples of email correspondence.
- Plan special events to not only encourage participation, but also communicate your company's community-giving philosophy and goals.
- Plan field trips or site visits to your community organization or the clients they serve. Establishing a personal connection is a powerful way to instill passion, which is essential for persuasive communication.
- Follow-up with results of your employees' community involvement activities as soon as possible. It is important that they feel successful, so their passion will continue.

Leverage External Connections

Outside of your own company, the first place to look for assistance in communicating your involvement is with the charitable organization(s) or events you are supporting.

- Think about how you want your company represented in their promotional materials. The **Appendices** offer guidelines on using your logo.
- Display the charity's information in your company's public areas.
- Use posters with pictures of your involvement in your company's public areas.
- Promote your involvement on your website and provide a link to that community organization's or event's website.

Find an employee with a particularly compelling story as to why they are involved with that charity. With their consent, offer that person as a profile subject to the news media.

Leverage every industry publication, trade magazine and communication tool to become a community involvement champion. This may be the competitive advantage that sets you apart from your competition.

- Offer to help with community presentations or outreach efforts as part of the charity's speaker's bureau.
- Incorporate your charitable or community activity into your own speaker's bureau or convention activities.
- Find an employee with a particularly compelling story as to why they are involved with that charity. With their consent, offer that person as a profile subject to the news media.
- Communicate with marketing, public relations and advertising teams and consultants both inside your company and the community organization you support. They can only help you publicize what information you give them. Creativity and cooperation will only improve the results.
- Share successes of a good event, speech, conversation, media interview or lead with your internal and external promotions team.
- Share successes with the community organization or event organizers, so they can share with all their contacts as well.

Include Your Customers

Most likely, you want your customers to know that you are a good citizen and working to improve our community and quality of life.

- Include your philanthropic efforts and community involvement in your annual reports, monthly newsletters and special communications to customers.
- Invite your customers to participate in your community involvement and community volunteer day(s).
- Participate in your customers' community-giving activities.
- Reach out to business and community leaders to participate. Perhaps an important meeting to your customer will happen just because there is a good cause bringing people together.
- Include your customers on your distribution lists for press releases on your community involvement activities.
- Include your customers' good deeds in your external communications. Create a spirit of good news.

- Leverage every industry publication, trade magazine and communication tool to become a community involvement champion. This may be the competitive advantage that sets you apart from your competition.
- Follow-up with your customers' participation successes so they may share that with their clients and networks as well.

Go Directly to the Media

It is important not to go to the media too fast because they may see your involvement as nothing more than a publicity stunt. If this happens, they will not publicize anything for you. Here are a few suggestions for approaching the media:

- If you do not have a communications department or want to enhance the one you have, develop a taskforce that will work on media-related materials and select someone to be your media contact.
- Assemble a list of contacts at local newspapers, television and radio stations, magazines and newsletters that specifically cover your business industry issues or your organization's events or issues.
- Develop a calendar or timeline for media exposure by working backward from the day of your event or announcement.
- Send press releases, calendar listings and public service announcements (PSAs) to the media. The **Appendices** include a sample press release.
- Submit letters-to-the-editor, guest columns and guest editorial pieces.
- Sponsor a news conference for the organizations or events you are supporting.
- Encourage local celebrities and business leaders to do PSAs to raise awareness about the community involvement issues you are supporting.
- Reach out to local media to become media sponsors of the community involvement project you support.
- Follow-up with thank you notes and outcomes of projects. The media might just follow-up on their coverage as well.

Include your customers' good deeds in your external communications. Create a spirit of good news.

Send press releases, calendar listings and public service announcements (PSAs) to the media.

Just as you measure the success of your business ventures, you can evaluate your community-giving program's impact on the community and your business.

Community Measures

- Is your community-giving plan helping produce the outcome that you envisioned for the charity, event or cause?
- Do you see improvements of services or more clients served as a result of your community-giving program?
- Is the community organization pleased with the outcomes?
- Is your community-giving plan motivating others in the community to get involved? Are you seeing your program being copied or your contributions being matched?
- Do you and your employees feel more connected? Do you feel a difference in the specific community effort you have chosen?

Business Measures

- **Marketing** – By being involved in community-giving, you have the opportunity to connect with people by discussing the ways you are involved in volunteering and community-giving, as well as the great services and products you provide. Underwriting events or aspects of a nonprofit's programs or services can put your name and logo in front of current and potential clients, while reinforcing your marketing messages.
- **Recruitment** – By involving your company in the community, your company may attract potential employees with similar causes and motivations. Potential employees remember seeing your company's name affiliated with causes that they already support.
- **Motivation** – With minimal effort or cost, your company can support and participate in community initiatives that motivate your employees. Incorporating community involvement into employee support or incentive plans can help your employees feel good about themselves and where they work.

Success

Congratulations! You are now making a difference that is so much more than your bottom line. Celebrate your successes and watch your company's motivation, progress and returns, continue to rise. Your community thanks you for improving our quality of life.

APPENDICES

Communications & Marketing

The following emails are templates provided by United Way to announce, support and celebrate a local business' community effort. By reading this trail of emails, you can get a sense of the communication necessary to create and sustain employee involvement in your community efforts.

Internal Communications E-mail Examples

Presentation Tips

Press Release Template

How to Write an Opinion-Editorial

Letter to the Editor Template

Rules for Logo Use in Marketing Efforts

Resources

This section provides resources that will help you qualify and select the charity or event your company supports.

Resources

City/County Social Services Contracts Baseline Standards

Examples of Nonprofit Organizations with Causes

Case Studies

These case studies represent examples of what some Austin businesses are doing to give back to the community.

We hope these will give you inspiration and ideas for your company.

AMD

BookPeople

Deep in the Heart of Texas Realty

Dell

Enviromedia

RunTex

COMMUNICATIONS & PUBLICITY *Internal Communications E-mail Examples*

Announce the Campaign

TO: All Staff

RE: Fundraising Campaign Coming Soon!

Get ready for fun! Our Fundraising Campaign will take place (Dates).

There are children in our classrooms who want to learn, but aren't able to concentrate because they are hungry. You can feed them. There are elderly people who needs assistance, but don't want to lose their independence. You can help them stay in their home. There are families who don't just drive their cars, they live in them. You can offer them permanent shelter.

You can do all of these things and so much more. Join us this year in making a difference. We will have tons of fun and positively impact our community at the same time. Feel free to ask me any questions about the campaign. Thanks for being part of the answer!

Announce the Campaign Kick-Off

To: All Staff

Re: Fundraising Campaign Kickoff (Event Name)

Come help us kickoff (Company Name)'s Fundraising Campaign!

Date:

Time:

Location:

Find out how your gift can be the most powerful investment to shape our community and improve people's lives on a scale that can't be achieved by one individual or organization. Join us for fun and community impact! Don't miss it!

Update on Campaign Progress

To: All Staff

Re: Campaign Update

I'm excited to announce that we have reached xx% of our goal, and we have xx% participation in the campaign. Thank you! Last week's (Event Name) was a HUGE success! (Highlight story from event). We raised a total of \$xxx.

Through our campaign, all of us here at (Company Name) are building a strong community and improving the quality of life for everyone in our community. To be a part of the answer, please be sure to turn in your pledge forms by (date) to (person's name).

Final Amount Raised/Thank You Announcement

To: All Staff

Re: Thank you for giving!

I am thrilled to tell you that our campaign raised \$xxx to help people in our community. Thank you for your incredible generosity!

Your gift will help provide food to eat and a roof overhead, safe havens from violence and abuse, supportive relationships, health care, education and job skills for thousands of people in Central Texas.

Thank you again for your contribution. Your donation helps guarantee a better today and a brighter tomorrow.

PRESENTATION TIPS

Know your audience so you can gear your presentation accordingly for content and age.

Treat your audience as if it were a gathering of old friends.

Remember the average person will only retain about seven important points or concepts.

Remember you will either capture or lose your audience in the first four minutes, and so it is important to make your introduction dynamic, perhaps starting with an anecdote or story.

Do not attempt to answer questions you cannot answer. If you don't know, offer to get the information later.

If you get opposition from an audience member, do not debate them. Instead, acknowledge what they have said by repeating it back to them and telling them you will meet with them after the presentation to discuss it further.

Avoid using negatives, technical jargon, acronyms, and clichés.

Use humor carefully, so that you do not detract from your message.

Keep handy an emergency kit of colored markers, chalk, masking tape, hard copy of slides, spare projector bulb, scissors, etc.

Prepare more information than you will need, so you can shorten or lengthen your presentation as needed.

Test audio-visual equipment (projector, VCR, computer, etc.) before the presentation.

Bring business cards, so audience members can contact you later if they have question, comments or even business to throw your way.

Practice, practice, practice!

PRESS RELEASE TEMPLATE

INSERT YOUR LOGO HERE

Contact Information:

Name

Phone

E-mail

Website

FOR IMMEDIATE RELEASE: (date) date that you want the information released

“Title Here”

CITY, STATE (Example: AUSTIN, TX) – This is the opening paragraph, and it should be really brief, but explain all important points. This paragraph should be anywhere from 3 to 5 sentences. It should include the event that’s going on, the date, time and important people.

The next paragraph goes into more detail. For example, this section could explain the importance of the event and why it’s taking place. This is a good place to mention that the program and its participants depend on grants and other outside funding. In general, remember that most important information should be placed at the beginning of the article - information at the end is less likely to be read.

Another section could talk about the need for your particular program(s). This is where you’ll go in detail about how it got started and what services you offer. Once again, you should keep paragraphs at about 3 to 5 sentences in length.

The very last paragraph is called the “boilerplate.” It is usually no more than 2 to 3 sentences. *Example: The Digital Workforce Academy strives to meet workforce demands in the digital economy by providing technology skills to underemployed members of our community. The academy is a nonprofit 501c(3) organization that fosters community revitalization through education and technology training.*

###

(This mark lets the reader know that it is the end of the article.)

(If there is more than 1 page to the press release use:)

-more-

Abbreviated headline (page 2)

Remainder of text.

(Restate Contact information after your last paragraph):

For additional information or a sample copy, Contact: (all Contact information)

Company “Boilerplate” as referenced above

###

HOW TO WRITE AN OPINION-EDITORIAL

The editorial section of a newspaper allows readers to share their opinions. This is called opinion editorial or op-ed. If you have direct experience with or knowledge of the organization or event you are supporting, consider asking them to share their insights on this topic by writing an op-ed. The more well known the person is in the community, the easier it may be to get the op-ed placed, especially in larger publications.

The following pointers will help you get your op-ed piece published:

1. **Use the community organization or event as a news hook.** Tying your piece to an event, such as the launch of a community outreach effort, increases its chance of being published.
2. **Keep it brief.** Newspapers have limited space and editors do not have the time to cut your piece down to size. In general, 750 to 800 words will do.
3. **Make a single point.** You only have 750 to 800 words. Make one point clearly and persuasively.
4. **Avoid jargon.** Simple language ensures that all readers, even non-experts, can understand your point. For example, do not use acronyms or technical language.
5. **Use examples.** Illustrations, anecdotes and personal stories are persuasive tools. They help explain complicated issues and bring them to life.
6. **Make a specific recommendation.** This is an opinion piece. State your opinion on how to improve matters. However, opinions should be based on fact and should avoid advocacy.
7. **Draw the reader in.** Your first paragraph should draw the reader in by using a dramatic vignette or a well-stated argument.
8. **Give readers an action step.** Be sure to remind families and the community how to learn more.
9. **End with a bang.** Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph.
10. **List your contact information** (name, address, phone, fax and e-mail) at the top of the opinion piece. Instructions for submitting an op-ed are usually at the bottom of the page where they appear or on the paper's website.
11. **Follow up.** Most op-ed editors will respond to you within a week. If you have not heard back in that time frame, or if your piece is particularly time sensitive, you can make one follow-up phone call to be sure it was received and ask about its status.

LETTER TO THE EDITOR TEMPLATE

Writing a letter to the editor of your local newspaper is an excellent way to leverage a current news event in your community. The letter allows you to generate a second day of news coverage for the event or activity and/or to draw attention to your local service program.

A letter to the editor is typically sent in response to an article or opinion piece that appeared in the newspaper. Referencing the already published article will increase the likelihood of placement of your letter. The letter should be approximately 150-200 words and should be sent via email or regular mail to the editor of the opinion or editorial page. You may call your local paper or access the newspaper website to determine the appropriate contact. Sometimes, the contact for submission will be published in the newspaper.

Below is a sample letter to the editor. Note it is very important to customize the letter and include details about your local program.

Dear Editor:

I would like to commend the [PROGRAM] for its recent service event to commemorate [X #] years of service to our community [REFERENCE ARTICLE ON LOCAL EVENT REPORTED IN LOCAL NEWSPAPER.] It is events like these that keep our community strong and encourage others to help their neighbors in need.

For the past decade, volunteers across the country in programs like [PROGRAM] have done tremendous good for our nation. Programs like Senior Corps, AmeriCorps, and Learn and Serve America, administered by the Corporation for National and Community Service, have improved the lives of millions of our most vulnerable citizens by helping children learn to read, caring for the frail elderly, rebuilding communities struck by disasters, transforming failing schools, and revitalizing communities. This year, the Corporation for National and Community Service commemorates 10 years serving America.

As we commemorate this anniversary, it is an opportune time to recognize the valuable contributions of national and community service to our community, and to thank those who have volunteered in the past, those who volunteer today, and those who will volunteer in the future. It is a time to rededicate ourselves to making our communities the best they can be and to explore a vision for the future where service and civic participation is the common expectation and experience of all Americans.

Sincerely,

[BUSINESS LEADER OR REPRESENTATIVE]

RULES FOR LOGO USE IN MARKETING EFFORTS

Logos are a very important marketing and branding tool. You put a lot of thought (and likely money) into creating your logo, and it's important that you control its usage since it's synonymous with your business. You will find that working with nonprofit organizations can be a great way to increase your business' visibility in the community, and you can work with an organization to ask them to feature your company logo so you can get recognition for your efforts.

Therefore, it is important that your company establish some rules for use of the company logo relating to community activities. You may already have a logo use policy in place. If not, the following are some issues to consider when writing your new policy:

1. Do your employees need written permission to make the company logo available to a partnering charitable organization?
2. If an employee does not need written permission each time they wish to use the logo for volunteer activities, do they need approval for the volunteer activity before the use of the logo will be allowed?
3. Are there any instances that you do not want your logo used?
4. Where will the employee obtain the logo? (Disk? CD? Website?)
5. What are the restrictions on the modification of the logo?
 - a. If it is in color, can it be used in black and white or grayscale?
 - b. Do you need to ensure that a trademark (ex: TM, ®, ©) be included with each use?
 - c. Can the logo be combined with any other symbols or trademarks?
 - d. Are there size restrictions (maximum or minimum)?
 - e. Must the company name always appear with the logo?

Now write as little as one sentence or as much as a page explaining the parameters you are comfortable with for your logo use.

You can share this document with your employees or partnering nonprofit organizations as you ask for publicity and recognition for your company's contribution.

RESOURCES

The Center for Corporate Citizenship at Boston College

Wallace E. Carroll School of Management

55 Lee Road

Chesnut Hill, MA 02467-3942

(617) 552-4545

www.bcccc.net

Texas Nonprofits

www.txnp.org

"Benefits and Costs of Prevention and Early Intervention Programs for Youth"

Washington State Institute for Public Policy

110 Fifth Avenue SE, Suite 214

P.O. Box 40999

Olympia, WA 98504-0999

www.wsipp.wa.gov

Learn more about nonprofit board opportunities in Central Texas by contacting a nonprofit organization directly or by contacting one of these groups:

Center for Community-Based and Nonprofit Organizations

Austin Community College

(512) 223-7076

www.strategic-creativity.org

Community Action Network

(512) 414-8203

www.caction.org

Greenlights for Nonprofit Success

(512) 477-5955

www.greenlights.org

CITY/COUNTY SOCIAL SERVICES CONTRACTS BASELINE STANDARDS

Accountability & Initial Eligibility For Nonprofit Agencies

Governance	Board meets all state requirements	501(c)3 status or other legal authorization to operation in place	Conflict of interest policy in place per contract	Board approves budget annually and periodically assesses the organization's financial performance in relation to budget	Board hires, evaluates and sets compensation for the Executive Director	Board approves all policies required by contract
Management	Written policies per contract requirements in place in use	Written HR policies per contract requirements in place and in use	Conflict of interest policy in place per contract			
Financial Management & Development	Audited financials (or financial review for agencies with \$300K or less) and IRS 990 completed annually	Unqualified audit	Financial statements prepared and submitted at least quarterly to Board	Written financial policies per contract requirements	Current on all tax obligations, including but not limited to payroll taxes	Current contractors: Diversified funding or written plan to diversify funding. Initial eligibility: Written statement of intent to diversify
Health & Safety	Meets licensure standards (where applicable to City/County services)	Meets local building codes (where applicable to City/County services)	Written health and safety policies in place for licensure or certification (where applicable)			
Program	Demonstrated ability to perform needed services	Demonstrated community support	Outcome and evaluation plan in place	Policies in place and in use per contract requirements		
Community Connection	Participates in community planning					

Reviewed & endorsed by AAHSA on July 21, 2004

Developed by Travis County Health and Human Services and Veterans Services Research and Planning Division and Austin/Travis County Health and Human Services Department

EXAMPLES OF NONPROFIT ORGANIZATIONS WITH CAUSES

Provided by Leadership Austin Class of 2005. For a more comprehensive listing go to: www.unitedwaycapitalarea.org

Issue Area	Description
Basic Needs - Community/National Emergencies	Basic relief, national disaster
Basic Needs - Abused and Neglected Children	Emergency shelters for neglected and abused children
Basic Needs - Abused and Neglected Children	Support for abused and neglected children
Basic Needs - Abused and Neglected Children	Evaluation, investigation, and support for abused and neglected children
Basic Needs - Children and Families	Affordable housing
Basic Needs - Children and Families	Basic needs for families in crisis
Basic Needs - Children and Families	Improving education and economic status of low income families
Basic Needs - Children and Families	Basic health care, food, and educational opportunities for poor and Latino populations
Basic Needs - Elderly and Homebound	Basic needs of homebound and elderly
Basic Needs - HIV and AIDs	Hospice, housing and support for those with HIV and AIDs
Basic Needs - Homeless	Emergency shelter, basic needs, and social services to homeless adults and families
Basic Needs - Women's Issues	Services to victims of rape, sexual abuse and domestic violence
Basic Needs - Women's Issues	Legal services for women in need
Basic Needs - Women's Issues	Assistance with women's health issues
Civil liberties/Social Justice	Protection of fundamental rights for all Texans
Civil liberties/Social Justice	Building a multiracial/multicultural peace and social justice movement
Education - College and University	University, education and research
Education - College and University	University, education and research
Learning and Development - Technology	Computer labs in underserved neighborhoods, support and technology training for community organizations
Learning and Development - Technology	Various projects on-going
Learning and Development - Job Training	Various projects on-going
Learning and Development - Job Training	Job training
Learning and Development - Job Training	Job training for secondary students
Learning and Development - Job Training	Provide job-related services to people with barriers to employment
Learning and Development - Youth	Empower youth through service activities
Education - Libraries	Support of public libraries
Education - Local/Neighborhood Schools	Partners in Education
Environmental Issues	Empowerment of communities of color
Environmental Issues	Education, environmental
Health and Wellness - Alcohol and Drug Abuse	Alcohol and drug treatment services for adults
Health and Wellness - Cancer	Cancer research, patient services, and community programs on early detection, prevention
Health and Wellness - Cancer	Hospice and palliative care to patients and families facing terminal illness
Health and Wellness - Children and Families	Counseling and parenting classes for families with children 17 and under
Health and Wellness - Children and Families	Affordable health care for underserved adults and families

Nonprofit Agency or Organization	Contact Information
American Red Cross	www.centex.redcross.org
Austin's Children's Shelter	www.austinchildrensshelter.org
CASA of Travis County	www.casatravis.org
Center for Child Protection	www.centerforchildprotection.org
Austin Habitat for Humanity	www.austinhabitat.org
Caritas of Austin	www.caritasofaustin.org
Foundation Communities	www.foundcom.org
El Buen Samaritano Episcopal Mission	www.elbuen.org
Meals on Wheels and More	www.mealsonwheelsandmore.org
Project Transitions	www.projecttransitions.org
The Salvation Army	www.salvationarmyaustin.org
Safe Place	www.austin-safeplace.org
Women's Advocacy Project	www.women-law.org
Planned Parenthood of the Texas Capital Region, Inc.	www.pptcr.org
American Civil Liberties Union Foundation of Texas	www.aclutx.org
American Friends Service Committee: Texas-Arkansas-Oklahoma	afscinfo@afsc.org
Huston Tillotson	www.htu.org
St. Edwards University	www.stedwards.edu
Austin Free-Net	512-472-1369
Austin Entrepreneur Foundation	www.givetoaustin.org
Austin Entrepreneur Foundation	www.givetoaustin.org
Huston Tillotson	www.htu.edu
AISD - Professional Development Academy	www.austinisd.org
Goodwill Industries of Texas	www.austingoodwill.org
YouthLodge	www.youthlodge.org
Austin Public Library Foundation	www.austinlibrary.org
Austin Independent School District	www.austinisd.org
PODER (People Organized in Defense of the Earth and her Resources)	www.poderlc.org
Austin Nature and Science Center	www.ci.austin.tx.us/ansc/default.htm
Austin Recovery	www.austinrecovery.org
American Cancer Society	www.cancer.org
Hospice Austin	www.hospiceaustin.org
Austin Child Guidance Center	www.austinchildguidance.org
People's Community Clinic	www.pcclinic.org

Issue Area	Description
Health and Wellness - Children and Families	Services to adults and children with developmental disabilities
Health and Wellness - Children and Families	Basic health care, food, and educational opportunities for poor and Latino populations
Health and Wellness - Children and Families	Emergency food and clothing, tutoring, English as a Second Language, citizenship classes
Health and Wellness - Youth	Counseling and education services and emergency shelter to youth in need
Health and Wellness - HIV/AIDS	Basic services to those with HIV and AIDs, HIV/AIDS awareness and protection
Health and Wellness - HIV/AIDS	Improve lives of those living with HIV/AIDS, cancer, and hepatitis C through holistic therapies
Health and Wellness - HIV/AIDS	Hospice and palliative care to patients and families facing terminal illness
Health and Wellness - HIV/AIDS	Sliding-scale counseling for individuals and couples, primarily same-sex oriented or HIV+
Health and Wellness - Uninsured	Affordable medical services to low-income families without medical insurance
Health and Wellness - Elderly	Services for the elderly and people with disabilities
Health and Wellness - Elderly	Programs for the elderly
Health and Wellness - Uninsured	Affordable medical services to low-income families without medical insurance
Learning and Development - Preschool/Elementary	Support and education for families
Learning and Development - Youth	Helps maintain separation of church and state, review of school textbooks
Learning and Development - Youth	Help boys and girls in difficult situations achieve their potential
Learning and Development - Youth	Drop-out prevention program that strives to keep young people in school and prepare for a successful life
Learning and Development - Youth	Provide afterschool, holiday, and summer camps for youth ages 6 -18.
The Arts	Support for film in Austin
The Arts	Support for dance in Austin
Learning and Development - Youth	Reading programs
Learning and Development - Youth	Helps girls build strong value and character through experience in teamwork, community service, and life and leadership skills
Learning and Development - Youth	Helps boys build strong value and character through experience in teamwork, community service, and life and leadership skills
Learning and Development - Children and Families	Developing potential of women and families and improving the community
Learning and Development - Children and Families	Assist African Americans and disadvantaged families to achieve social and economic equality
Learning and Development - Children and Families	Creates solutions and changes lives of children and adults with disabilities and those who care for them
Learning and Development - Adults	Teach adults basic literacy skills required for employment, higher education or self-sufficiency
Learning and Development - Preschool/Elementary	Full day program of early education and care for young children
Learning and Development - Preschool/Elementary	Childcare and preschool at three locations in central Austin
Learning and Development - Children and Families	Put Christian principles into practice through programs that build a healthy spirit, mind, and body

Nonprofit Agency or Organization	Contact Information
The Arc of Capital Area	www.arcofthecapitalarea.org
El Buen Samaritano Episcopal Mission	www.elbuen.org
Manos de Cristo	www.manosdecristo.org
LifeWorks	www.lifeworksweb.org
AIDS Services of Austin	www.asaustin.org
Wright House Wellness Center	www.thewrighthouse.org
Hospice Austin	www.hospiceaustin.org
Waterloo Counseling Center	www.waterloocounseling.org
Seton Health Care Network Community Care	512-324-4000
Family Eldercare	www.familyeldercare.org
Austin Groups for the Elderly	www.ageofaustin.org
Volunteer Healthcare Clinic	512-459-6002
Any Baby Can/Candlelighters	www.abcaus.org
Texas Freedom Network	
Big Brothers Big Sisters of Central Texas	www.bbbscentraltx.org
Communities in Schools - Central Texas	www.cisaustin.org
Boys and Girls Clubs of The Capital Area	www.bgcca.org
Austin Film Society	512-236-1288
Ballet Austin, Inc.	512-476-9151
Reading is Fundamental of Austin	512-472-1792
Girls Scouts - Lone Star Counsel	www.girlscouts-lonestar.org
Boy Scouts	
The Junior League of Austin: Hispanic Mother/Daughter	www.jlaustin.org
Austin Area Urban League	www.aaul.org
Easter Seals - Central Texas	www.centraltx.easterseals.com
Literacy Austin	www.literacyaustin.org
Mainspring Schools	www.mainspringshools.org
Open Door Preschool	www.opendoorpreschool.org
YMCA of Austin	www.austinyymca.org

CASE STUDIES

AMD *(large business examples that can easily be scaled for small business)*

AMD is a corporate sponsor of the Family Eldercare Fan Drive, which provides over 6,500 fans to area households with elderly and medically fragile residents who cannot afford the high cost of air conditioning, but for whom heat is life threatening. We contribute money, technology and volunteer time to help with donations and coordination of the program, which has been credited with decreasing the number of heat-related deaths in Central Texas.

As a long-time partner with the Blood and Tissue Center of Central Texas, we have been holding employee blood drives on campus, participating in the Corporate Blood Match 2004 and 2005 to increase donations, while challenging other companies to increase their participation, sponsoring educational programs for youth including the Blood Buddy Patch for Scouts, and even assisting with the purchase of a second bloodmobile.

BOOKPEOPLE

- Steve Bercu, president of BookPeople, serves on the Board of the Library Foundation.
- Gives 100's of books to schools across the city.
- Assists the Texas School for the Deaf with their bookworm contest (kids who read more than 100 books get special prizes).

In April 2005, BookPeople was named Publisher's Weekly Bookseller (PWB) of the Year for 2005. The award is given to the best store in the country and is the highest honor in our business. The nomination came from community leaders in Austin who wrote letters of support to PWB.

“It is clear that it is good for business to be a good member of the community. You want to do good things for the place you live, and those efforts tend to create loyal customers as well. They also increase staff morale. It’s not that hard for us, it’s just something we do as part of being in the community.” Steve Bercu, president of BookPeople

DEEP IN THE HEART OF TEXAS REALTY

For the last ten years, Deep Nasta, president of Deep in the Heart of Texas Realty, has volunteered serving underprivileged children at the Austin YMBL Sunshine Camps.

Deep has served on the boards of the Young Men’s Business League, the Austin Symphony Bats, the Ballet Austin Barre, Austin Under 40 and a host of other civic groups.

65% of Deep in the Heart of Texas Realty’s business is based on referrals from the volunteers and principals of the organizations that Deep supports.

“Doing business in Austin is about more than just making money. People here really care about the community and they want to make sure they support businesses that share the same philosophy.”
Deep Nasta, owner of Deep in the Heart of Texas Realty

DELL *(large business examples that can easily be scaled for small business)*

Global citizenship is a basic value of The Soul of Dell and helps define their identity as a corporation. Through their annual 2004 Direct Giving campaign, Dell employees pledged more than \$3.3 million to assist organizations around the world.

Dell exhibits commitment through supporting innovative and effective programs that address the health and human services, the education, and the technology access for youth with both financial support and through volunteerism. Dell strives to demonstrate employee support to the community through a three-tiered approach that focuses on the principles of Learn, Engage and Commit.

Dell sponsors the Juvenile Diabetes Research Foundation's Walk for the Cure, the March of Dimes WalkAmerica and the Austin SafePlace Walk. Dell employees across the United States give their time and effort to raising thousands of dollars for these organizations.

ENVIROMEDIA

Enviromedia tops the list of PR agencies with ABJ (February 2005), as an agency that works solely on environmental and public health projects. They participate in several community environmental efforts:

Adopt-A-Highway since 1998.

City of Austin Christmas Tree Recycling, which turns trees into mulch for dillo dirt. We grab the trees out of people's cars.

Every April, we celebrate Earth Day by getting involved in a community effort. In 2004, we helped the Austin Parks Department remove invasive plants from Town Lake Trail.

"Our community participation has contributed to our continued growth in Austin, most recently with our number one ranking among PR agencies in the 2005 Austin Business Journal Book of Lists." Valerie Davis, principal and CEO of Enviromedia

RunTex

RunTex provides ice water and Powerade on the Town Lake Trail 365 days a year. This services our customers and makes their running and walking experience more enjoyable.

RunTex sponsors Marathon Kids, which helps 35,000 kids per year in Central Texas become aware of the benefits of goal setting and running.

RunTex sponsors and supports over 120 walks and runs a year that keep people moving and coming into RunTex on a regular basis.

By supporting local nonprofits in their walks and runs, we drive over 100,000 walkers and runners into our stores, which has a significant impact on our sales.

"Business is made up of many individual relationships. We try to support people in a cause they are passionate about, so they will support us in choosing us to be their shoe company." Paul Carroza, founder of Runtex

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For more information on CAN, go to www.caction.org. For more information on Leadership Austin, go to www.leadershipaustin.org.

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