

# Building a Corporate Volunteer Program That Makes an Impact & Brings in Money

National Conference on Volunteering & Service  
Seattle | June 21, 2017

CHICAGO  CARES

#DoMoreGood

# Chicago Cares' Vision

**Mission:** Chicago Cares mobilizes volunteers to build a stronger, more unified Chicago.

**Vision:** Chicago Cares envisions a city where we're all active participants, fully invested in the city we call home and the success of all of our neighbors. We inspire volunteers to meet Chicago's immediate needs, while also creating a movement for long-term change – building trust and empathy among people who might not otherwise meet, and empowering Chicagoans to roll up their sleeves to solve the city's most pressing challenges.



# OUR IMPACT IN CHICAGO

Chicago Cares began as an idea 26 years ago and has evolved into a movement.

## In that time:

- 500,000 volunteers mobilized
- 200 monthly programs created and led
- 40,000 volunteer projects completed
- 1,000 Chicago nonprofits supported
- 99% of volunteers feel the work they do with Chicago Cares has a positive impact
- 97% of nonprofit and school partners say Chicago cares helps them meet their mission

**What do you want to  
learn today?**

# Goals of Corporate Volunteer Programs

- 1.Meet a need and create an impact
- 2.Engaging and fun for volunteers
- 3.Generate revenue



# Why Chicago Cares?

- We focus on the details so company can focus on business
- Match corporate goals and CSR pillars to needs in community
- Deep connections throughout the city of Chicago
- A la carte menu of options

# What Chicago Cares Delivers

- Community Partner Outreach
- Project Development
- Supply Procurement
- Volunteer Logistics
- Day of Event Project Management
- Social Media & Press Releases
- Post Event Impact Reports



# Sampling of Corporate Partners

Discover

BCBS of Illinois

Deloitte

Accenture

GCM Grosvenor

Capital One

Chicago White Sox

Boeing

Astellas

Target

Mondelez

Mesirow Financial

PepsiCo

Motorola Mobility

JP Morgan Chase

Constellation Brands

PwC

JLL



# Sampling of Corporate Partners

HERE

Harrison Street

Lockton Companies

GLP

Conversant

Blue Star Prop

IRI

BNP Paribas

Mesirow Financial

CDK Global

Tawani Industries

Uptake

# Chicago Cares' Programs

- **Ongoing Volunteer Programs**
  - 150 monthly volunteer projects open to the general public, from reading to children to meals with seniors
  - Service Enterprise – volunteer management capacity training and coaching
- **Corporate Volunteer Programs**
  - 100 annual customized volunteer projects for corporate partners
  - Includes skills-based, interactive and facilities options
- **Program Innovation**
  - New model development
  - Volunteer leader training and coaching
  - Service Learning Institute training and support for teachers and at-risk high-school-age youth



# Chicago Cares' Evolution

**Chicago Cares Priorities:** a greater impact on issues facing our city and a transition to a more community-driven model that roots our efforts in each community's own needs and desires, aligning with and supporting the community's vision for development.

**The Opportunity:** LISC Chicago, which connects neighborhoods to the resources they need to become stronger and healthier, supports communities as they develop and implement Quality of Life strategic plans.

**Chicago Cares Values Proposition:** Chicago Cares is uniquely positioned to provide volunteer-related and leadership development resources to support neighborhoods to achieve their Quality of Life and civic engagement objectives.

# Community Investment Strategy

- Go **deep** in a small subset of communities
- Leverage our **internal resources** and capacity
- Mobilize institutions, corporations and volunteers and **focus their efforts** on Quality of Life plans.
- Focus the volunteer experience on **exposure, learning, & connections** across lines of difference
- Support **leadership development and capacity building** of local anchor institutions.



# Core Strategy Components

- **Partnerships with anchor community development organizations**, linking Chicago Cares service to clear strategic plans and priorities.
- **Hiring of Community Investment Coordinators**, staff members who reside with community partner organizations to identify projects, develop leaders and implement plans for community engagement.
- **Capacity Building support**, including leadership and project management training.
- **Local investment**, sourcing food and project supplies from locally owned business.

# Core Strategy Components for Corporate Partners

- Long term partnerships between Corporate and Community Partners
- Hiring of Community Investment Coordinators
- Local investment
- Additional Skills-based Volunteer Opportunities



# Key to Impact

- Start with need
- Innovative Project Models
- Community Interaction
- Perfect Logistics





# STATE OF VOLUNTEERISM ADDRESS

## APRIL 26, 2017





**SERVE-A-THON**  
**JUNE 24, 2017**





**FIND YOUR CAUSE**  
**OCTOBER 10, 2017**



# Looking Forward

- ERG outreach and designed corporate events
- Multi-year community based partnerships
- Additional volunteer and corporate education
- Staying abreast of CSR trends
- Corporate Council
- Private Pitch Meetings
- Build Pipeline of Donors
- Diversifying volunteer options
  - Skills –based Volunteering
  - Remote short term engagements

# Contact Us

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# Discussion & Questions