



COMMUNITY ENGAGEMENT

# DOING GOOD IS GOOD FOR YOUR BUSINESS

See how United Way of the Ozarks can help with your talent attraction and retention.



United Way of the Ozarks

[uwozarks.org/corporate-citizenship](http://uwozarks.org/corporate-citizenship)

# CORPORATE CITIZENSHIP

IS A PROXY FOR STRONG,  
WELL-MANAGED COMPANIES  
WITH BRIGHT FUTURES.

*Source – The Kellogg School of Management*



**10,000** BABY  
BOOMERS  
ARE TURNING 65 EVERY DAY.

*Source – Census.gov*



**6-9**  
MONTHS

THE AVERAGE COST OF  
AN EMPLOYEE'S SALARY  
TO REPLACE HIM/HER.

*Source – SHRM*

RESEARCH SHOWS A POSITIVE  
CORRELATION BETWEEN  
**EMPLOYEE VOLUNTEERING**  
**AND HIGHER**  
**EMPLOYEE ENGAGEMENT SCORES.**

So, it seems that employees who are more engaged in their community are more engaged in their work.



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**CORPORATE CITIZENSHIP REFERS TO A COMPANY'S RESPONSIBILITIES TOWARD SOCIETY.**

**CORPORATE CITIZENSHIP IS PROVEN TO BE GOOD FOR THE BOTTOM LINE. IT'S ALSO GOOD FOR EMPLOYEES, GOOD FOR THE ORGANIZATION'S PUBLIC REPUTATION AND BRAND, AND GOOD FOR THE COMMUNITY.**

## IN THE FOLLOWING PAGES...

United Way of the Ozarks offers a variety of opportunities to strengthen your corporate citizenship by engaging your organization – and your workforce – in the community. Many programs will:



**PROVIDE YOUR EMPLOYEES  
WITH NEW SKILLS.**



**CREATE A MORE ENGAGING AND  
HEALTHY ORGANIZATIONAL CULTURE.**



**HELP YOUR EXISTING EMPLOYEES  
BECOME YOUR BEST RECRUITERS.**

***Let United Way of the Ozarks be your corporate citizenship partner.***



# ORGANIZATIONAL VALUES

## DRIVE EMPLOYEE ATTRACTION AND RETENTION

**The workforce dynamic has changed. Competition to attract and retain talent is fierce. And, it's only going to get more intense.**

**Most of the labor force is looking at employment and the world differently. Gone are the days of higher wages being the main driver to join or stay with an organization. Employees want more from their employer than a paycheck.**

**Strong corporate social responsibility is among the growing incentives to attract talent, enhance job performance, grow skill sets and retain great employees.**

# MILLENNIALS MAKE UP THE LARGEST PERCENTAGE OF THE WORKFORCE.

**80%** WANT TO WORK FOR A COMPANY THAT CARES HOW IT IMPACTS AND CONTRIBUTES TO SOCIETY

*Source – Project ROI*

**87%** ARE LESS LIKELY TO QUIT WHEN THEY FEEL A STRONG COMMITMENT TO THEIR ORGANIZATION

*Source – Gallup*

**89%** BELIEVE THAT VOLUNTEERISM EQUALS A BETTER WORKING ENVIRONMENT

*Source – Deloitte Volunteerism Survey*

## COMMUNITY ENGAGEMENT AS THE DIFFERENTIATOR

With the rapid exodus of the baby-boomer generation from the workplace, Gen X has been quickly outpaced by millennials as the largest segment of the labor force.

And millennials have made it clear. They want a sense of pride and fulfillment from their work, a purpose and – most importantly – a company whose values match their own.

A workplace culture that offers ways to invest in the community is an attractive feature. It offers a perception that when an organization is involved in doing good for the community, it is likely to be a better place to work.

## ENGAGE YOUR WORKFORCE IN THE COMMUNITY

Community engagement and volunteering are helping to attract and retain employees in a whole new way. Your employees want to help make a difference where they can. Why not provide opportunities that offer a new environment for them to work together and strengthen their skills and personal connections? They could become your best recruiters.

The following programs offer varying levels of participation. Let us know which match your organization's goals.

# DAY OF CARING

## OFFER DAY OF CARING TO YOUR TEAM

Your employees can give back to their community by completing service projects at area nonprofit organizations. These shared experiences, camaraderie and outcomes leave a mark on your employees' lives. They help strengthen a sense of belonging and ownership in our community and your organization.

Traditionally held in mid-June, Day of Caring is the largest single-day volunteer event in Southwest Missouri. It's an ideal opportunity to promote your organization's dedication to the community.

### By taking part in Day of Caring, your organization:

- Helps foster employee engagement.
- Invests a half-day or a full-day strengthening team communication, trust and productivity.
- Makes a collective impact through corporate citizenship.



WE TRY TO BALANCE CULTURE AND WORK. WE ASK OURSELVES, 'HOW CAN I LIVE MY LIFE VALUES WHILE HAVING A REWARDING CAREER?' LIVING THESE VALUES INSIDE AND OUTSIDE OF WORK, OUR PEOPLE REPRESENT WHO PADDIO IS. THEY BECOME OUR NATURAL RECRUITERS.



**STEPHANIE JOHNSON**

*Paddio*

## SPONSOR DAY OF CARING

Give your team a leadership role in the planning and execution of Day of Caring. Employee teams can hone leadership, communication and organizational skills, while connecting your organization to the community. Sponsorships:

- Align your brand and reputation with creating positive change in our community.
- Offer your teams project selection privileges.
- Offer leadership opportunities.



OUR EMPLOYEES RETURN FROM VOLUNTEER ENGAGEMENTS WITH NEW SKILLS. THEY COME BACK AS BETTER LEADERS, HONE THEIR PRESENTATION SKILLS, HAVE GREATER COMPASSION AND EMPATHY, AND GAIN MORE KNOWLEDGE ABOUT THE THINGS HAPPENING JUST A FEW BLOCKS AWAY.



**ANDREA BRADY**

*Great Southern Bank*

# COMMUNITY INVESTMENT PANELISTS

United Way of the Ozarks believes the best way to strengthen our community is by bringing people and resources together to effect long-lasting changes that improve lives. Our Community Investment panels do just that.

## SUPPORT MEMBERSHIP ON A CI PANEL

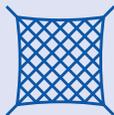
Our 62-member committee is comprised of three panels, each focusing on a different strategy. Their efforts ensure donations made to United Way make the biggest impact in our community.

By encouraging membership on a community investment panel, you will provide a hands-on opportunity to impact our community.

Members serve on one of three panels that matches their passion and purpose:



**THE “UPSTREAM PANEL” DIRECTS INVESTMENT INTO LONG-TERM PLANS DESIGNED TO ADDRESS ROOT CAUSES OF SOCIAL ISSUES.**



**THE “SAFETY NET PANEL” SUPPORTS SHORT-TERM STRATEGIES THAT PROVIDE SERVICES TO FAMILIES IN CRISIS.**



**THE “INNOVATION PANEL” SUPPORTS NEW, CREATIVE AND INVENTIVE APPROACHES TO COMMUNITY NEEDS AND EMERGING CHALLENGES.**



Give 5 is a Springfield-Greene County “civic matchmaking” program that connects retirees (and soon-to-be retirees) age “60 or better” with meaningful volunteer opportunities. Participants learn about the most challenging problems facing our community and uncover ways they can help make a difference in addressing those social and systemic issues.

### OFFER GIVE 5 TO YOUR RETIREES

Your soon-to-be retirees have a tremendous work ethic and valuable experience. Their transition out of the workplace may be difficult. Help your retirees discover how retirement can be fulfilling. By offering Give 5 opportunities, your organization:

- Helps retirees increase or regain a sense of purpose in their lives.
- Connects them with volunteer opportunities that feed their passion.
- Ensures they continue to feel relevant.

### SPONSOR GIVE 5

Help celebrate your retirees and their contributions to your organization and our community. As a sponsor, you can:

- Align your organization’s brand and reputation with creating positive change in our community.
- Be associated with a “feel good” program that helps older adults regain meaning and purpose in their lives while combating social issues.



# BOOST YOUR CORPORATE CITIZENSHIP REPUTATION

**\*\*By strategically investing in the community, your organization is recognized as a good corporate citizen. And it's proven to be good for business.**

**MORE THAN 80% OF \*CIVIC 50 COMPANIES INTEGRATE COMMUNITY ENGAGEMENT INTO AT LEAST ONE OF THREE BUSINESS AREAS:**



**MARKETING.**



**SKILL DEVELOPMENT.**



**DIVERSITY AND INCLUSION.**

*\*The Civic 50 sets the national standard for superior corporate citizenship, showcasing the use of time, skills and other resources to drive social impact in their business and communities.*

## RESEARCH SHOWS DEEPENING EMPLOYER

### INVOLVEMENT IN COMMUNITIES:

- Enhances job performance.
- Reduces turnover.
- Lowers absenteeism.
- Increases affinity and engagement of employees.

***Let United Way of the Ozarks be your partner in boosting your corporate citizenship reputation.***

*\*\*Deloitte Volunteer Impact Research: Measuring important aspects of corporate community engagement.*

# WORKPLACE CAMPAIGNS

The United Way workplace campaign is about more than raising money for worthy causes. It also strengthens connections between employees and their community. It unites your workforce and provides the opportunity to give back through donating, volunteering and speaking out for causes that matter to them.

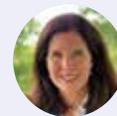
## HOSTING A WORKPLACE CAMPAIGN

- Promotes teamwork.
- Gives your employees a chance to refine their leadership skills.
- Allows employees from different parts of the organization to network and learn more about each other's role in your organization.
- Builds connection to our community.

Workplace giving campaigns can take many different forms. They are typically annual, employer-sponsored programs that offer employees the opportunity to make a charitable contribution through recurring payroll deduction, other payment methods and special events.



**OUR EMPLOYEES EARN 'DOLLARS FOR DOERS' AND CAN DIRECT THOSE REWARDS TO CAUSES THEY ARE PASSIONATE ABOUT. WE HAVE COMMITTED \$50 MILLION OVER THE NEXT 10 YEARS FOR OUR JOHN DEERE EMPLOYEES TO DIRECT FUNDS TO THE CAUSES THEY CARE ABOUT TO HELP LIFE LEAP FORWARD.**



**JENA HOLTBERG-BENGE**

*John Deere Reman*



## GIVING A CORPORATE GIFT

- Is a great way to live out your organization's values.
- Boosts employee loyalty and morale.
- Makes a powerful statement about your commitment to the community.

## MATCHING GIFTS

Donation matching is a corporate giving initiative in which an employer matches their employee's contribution to a specific cause. It not only increasing the amount of the gift, but also incentivizes employee giving.



## SPONSORING THE CAMPAIGN KICKOFF

Workplace campaigns are the cornerstone of United Way. Help United Way celebrate our campaign kickoff and recognize the tremendous efforts of our workplace fundraising leaders.

As a Campaign Kickoff sponsor, you will:

- Align your brand and reputation with helping make the community a better place for every person.
- Help energize morale and increase your employees' pride in their employer.
- Be recognized throughout the campaign in print, digital and programming promotion.



# UNITED ACADEMY FOR

# INCLUSION AND BELONGING

The United Academy for Inclusion and Belonging is a training series focused on helping the Springfield area become a more inclusive and welcoming community.

Administered by United Way of the Ozarks and led by Missouri State University's Division for Diversity and Inclusion, the Academy is a constructive investment in helping make your organization more inclusive. It provides the resources your employees need to be great leaders.

The United Academy for Inclusion and Belonging Virtual may be offered in either virtual or seated formats.



## PARTICIPATE IN THE UNITED ACADEMY FOR INCLUSION AND BELONGING

Academy participants learn the principles of social justice and gain the tools needed to foster an inclusive environment. Course materials are customized for every class to ensure relevant information.

As a participating organization, your:

- Employees learn to identify and understand the impact of bias on individuals and the workplace.
- Organizational culture gains a boost from the concepts modeled in the workplace.
- Teams learn to view each process through the lens of diversity, equity and inclusion.

## SPONSOR THE UNITED ACADEMY FOR INCLUSION AND BELONGING

As a United Academy sponsor, you will:

- Make a powerful statement of your organization's commitment to diversity and inclusion.
- Be associated with creating a more inclusive community.
- Align your brand and reputation with creating positive change in our community.



**THE EXPERIENCE BROADENED MY VIEWPOINT ON CHALLENGES THOSE OF DIFFERENT BACKGROUNDS MAY FACE. THIS CLASS ALSO REVOLUTIONIZED MY CONCEPT OF DIGNITY. I HOPE TO BETTER UTILIZE THAT IN MY EVERYDAY LIFE.**

*—United Academy fall 2021 participant*

# COMING SOON

## TO UNITED WAY OF THE OZARKS

UNITED WAY OF THE OZARKS

**WOMEN  
UNITED®**

New to the Springfield area, **Women United** will create an expanded network of professional and civic-minded women. It will be a powerhouse for engaging current and emerging leaders in our community.

### JOIN WOMEN UNITED

Key leaders, recruiters and members are needed for the launch of Women United in 2022. Their collective focus will “move the needle” through philanthropy and civic engagement to create lasting change in our community.

### SPONSOR WOMEN UNITED

Your support will help:

- Empower women to leverage their passions, ideas, expertise and resources to lift up our community.
- Facilitate collaboration with key business and community leaders.
- Tackle key issues impacting our community.



Our **Community Field Trip** is a new volunteer matchmaking program that allows your employees to physically visit multiple nonprofits. Up to 22 participants learn firsthand about “the why” – why each nonprofit exists. And, “the how” – how they, as volunteers, can expand each nonprofit’s capacity to serve clients.

## PARTICIPATE IN A COMMUNITY FIELD TRIP

Most people don’t fully understand the dynamics of their community. And, those interested in volunteering often don’t know how to take the initial step. Thus, many default to taking no action. Our Community Field Trip is modeled on the successful Give 5 program for seniors (also pioneered in Springfield) and helps your employees take the first step into community engagement.

By taking part in a Community Field Trip, your organization will:

- Provide an easy and fun opportunity to your employees to learn about volunteer opportunities in Springfield.
- Help educate your employees about their community, focusing on needs and a set of local nonprofits addressing those needs.
- Present multiple avenues for volunteerism and community engagement.

## SPONSOR A COMMUNITY FIELD TRIP

As a Community Field Trip sponsor, you can directly connect your organization in the community. Sponsorships:

- Align your brand and reputation with creating positive change in our community.
- Associate your organization with actively engaged volunteers.



United Way of the Ozarks is developing the first-of-its-kind **Loaned Executive Academy Program (LEAP)**. It's an enrichment program for up-and-coming and seasoned executives that focuses on community engagement.

## PARTICIPATE IN LEAP

Taught by a faculty of community leaders at the top of their respective fields, your loaned executive will:

- Broaden his/her professional networking.
- Gain new skills and perspective on our community.
- Advise your organization on the most significant role it can play in our region.
- Increase visibility for your organization's community engagement efforts.

Your loaned executive will return as a more knowledgeable member of your team and a key constituent in our community.

## BECOME A LEAP SPONSOR

Your support will help:

- Boosts employee loyalty and morale.
- Align your organization's brand and reputation with doing good in the community.

## CORPORATE CITIZENSHIP BILLBOARD

Celebrate your corporate citizenship by sponsoring a United Way of the Ozarks billboard.

Strategically located across the Springfield community, these digital billboards will:

- Help tell your organization's authentic story of corporate citizenship.
- Align your organization's brand and reputation with creating positive change in our community.



# BEYOND UNITED WAY: PROFESSIONAL GROWTH AND COMMUNITY ENGAGEMENT

There are more ways to engage your workforce in our community. The following offer additional avenues to help your employees grow, connect and feel valued through your organization.

## VOLUNTEER



Our priority partnership with Community Partnership of the Ozarks allows a close connection to volunteer opportunities at **The O'Reilly Center for Hope**. The Center brings together multiple resources in support of affordable housing and financial stability. It is a community hub focusing on improving the lives of individuals, families with children and veterans who need help to becoming housed and self-sufficient.

To learn more about connecting your organization with The O'Reilly Center for Hope, please contact:

 417-888-2020  [cpozarks.org/programs/oreilly-center-for-hope](https://cpozarks.org/programs/oreilly-center-for-hope)



Through our partnership with KY3 and **Volunteer Ozarks**, we can help connect you with volunteer opportunities throughout the year. Whether you are looking for a one-time event, or an ongoing experience for your employees, Volunteer Ozarks will link your team to community engagement opportunities to meet your goals.

 [volunteerozarks.com](https://volunteerozarks.com)

# APPLY



**Leadership Springfield** is a local nonprofit offering a variety of community leadership programs for area professionals. Program framework and curriculum focuses on leadership development, community connection and civic engagement. The mission of the organization is to inspire, develop and connect leaders to meet real needs in the Springfield region.

## PARTICIPATE IN A SIGNATURE CLASS

Whether your team has lived here their entire life or are transplants to the city, Leadership Springfield's Signature Class will get them plugged into our community and energized to get involved.

The Signature Class is a nine-month program. Participants meet one day a month, where they gain:

- A unique awareness of their own leadership strengths through focused development.
- An unparalleled depth of community understanding through a deep dive into our community's blue ribbons and red flags.
- Motivation to make an impact where their strengths and passions meet community needs.

## PARTICIPATE IN AN ACCESS CLASS

The Leadership Springfield Access Class is a two-day immersion in the community for mid-level managers, professionals, emerging leaders or those new to the area who are looking to expand their community connections. It's designed to help leaders develop an instant community network and get up to speed quickly with the area's key contacts, industries and opportunities for engagement and impact. This program is offered multiple times a year with registration open to all interested.

To learn more about connecting your organization with Leadership Springfield, please contact:

✉ [info@leadershipspringfield.org](mailto:info@leadershipspringfield.org)

📞 417-986-2884

🌐 [leadershipspringfield.org](http://leadershipspringfield.org)

# JOIN



The **League of Women Voters** is a nonpartisan organization that works to shape the important issues to keep our democracy strong. Members register voters, promote voter education and advocate for public policy issues on all levels of government.

 [lwvswmo.org](http://lwvswmo.org)



**Springfield Area Chamber of Commerce** is a nonprofit business advocate driving the initiatives that help make Springfield a great place to do business. We're working to increase opportunities for businesses of every size to succeed – and to grow jobs, our workforce and investment in the region.

## EMPLOYER ENGAGEMENT

Chamber business members benefit from increased visibility and credibility. They have access to networking and educational opportunities and gain a representative voice in policy decisions that impact their ability to grow. Small business members gain access to a cost-competitive health insurance program. Every member contributes to the collective economic impact of attracting and retaining businesses and talent in our community.

## YOUNG PROFESSIONAL ENGAGEMENT

The Network is the premier organization for Springfield's professionals under 40. As a committee of the Chamber, The Network helps YPs engage in the business community, build connections and access professional development opportunities. To learn more about ways the Chamber can help your business, contact:

*Manager of Membership Development*

 417-862-5567

 [springfieldchamber.com](http://springfieldchamber.com)

 [thenetworkspringfield.com](http://thenetworkspringfield.com)

# APPLY



## City of Springfield Civic and Community Engagement

Springfield is a community full of possibilities for meaningful engagement and long-term connection.

### Springfield Boards and Commissions

The City has more than 25 standing boards and commissions, providing opportunities to get involved in the community. Requirements for the City's standing boards and commissions vary.

 [springfieldmo.gov/723/boards-commissions](https://springfieldmo.gov/723/boards-commissions)

The **Citizens Police Academy** offers 30 hours of instruction over a 10-week period to learn how the Springfield Police Department functions.

 [springfieldmo.gov/2601/citizens-police-academy](https://springfieldmo.gov/2601/citizens-police-academy)

**The Police Cadet Unit** is a volunteer operational unit designed to prepare the cadets for a career in law enforcement while supplementing the resources of the department.

 [springfieldmo.gov/596/cadet-program](https://springfieldmo.gov/596/cadet-program)

# JOIN

**Friends of the Garden** maintain and enhance the Springfield Botanical Gardens by raising funds, volunteers and members.

 [friendsofthegarden.org](https://friendsofthegarden.org)

**Friends of the Zoo** help generate revenue that funds vital zoo projects and programs. Two of the most important beneficiaries are the conservation education department and Dickerson Park Zoo's field conservation support.

 [dickersonparkzoo.org/donate/friends-of-the-zoo](https://dickersonparkzoo.org/donate/friends-of-the-zoo)

Springfield-Greene County **Park Board** has a variety of opportunities for volunteers of all ages.

 [parkboard.org/317/volunteer](https://parkboard.org/317/volunteer)

## TO LEARN MORE, CONTACT:

*Director of Public Information and Civic Engagement*

 417-864-1010

 [springfieldmo.gov/315/public-information-civic-engagement](https://springfieldmo.gov/315/public-information-civic-engagement)



United Way of the Ozarks

Partner with United Way of the Ozarks to help your organization attract and retain a vibrant workforce through strong corporate citizenship.

Connect with us by phone, email or by completing the enclosed order form. You may also make your selections online by scanning the QR code or visiting the website noted below.

📞 417-863-7700

📠 417-863-9102

✉ [liveunited@uwozarks.org](mailto:liveunited@uwozarks.org)

🌐 [uwozarks.org/corporate-citizenship](http://uwozarks.org/corporate-citizenship)

An extensive body of research was utilized for the production of this catalog. The list of resources is found on our website.



United Way of the Ozarks earned the Guidestar 2021 Platinum Seal of Transparency.

The distinction recognizes strong performance across a range of governance, financial and operational dimensions to ensure the funds we raise are maximized in our fight for the health, education and financial stability of our community.

